



COMMUNITY TRUST
At The Heart Of The Community



Get Active Programme

Project Report
2022

Registered Charity Number
1096222



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Project History

2016

The Get Active project began in 2016 when Golding Vision and Kent Sport partnered to deliver a ten-week programme establishing six new sports sessions across the four areas of highest stock for Golding Homes, which are Marden, Tovil, Park Wood and Shepway. The initial 2016 programme ran from January to March and engaged a total of 80 participants aged 5 to 18 with an average attendance of 13 at each session. From this a 20-week programme was delivered across the same four areas from June to October 2016, introducing more sports thanks to significant funding from Golding Vision. Across the 20 weeks, 504 young people aged 3 to 18 were engaged, with an average attendance of 12 at each session. Using the HACT social value calculator, Social Benefit was calculated using community investment values from the Social Value Bank, created by HACT and Daniel Fujiwara. The results revealed that £513,047 of social impact was created from the attendees participating in frequent mild exercise during the 20-week programme in 2016.

2017

Following this success, Golding Vision and Kent Sport both invested to continue and improve the project in 2017. This engaged 444 participants aged 2 to 18, with an average attendance of 12 at each session. The results revealed that £545,918 of social impact was created from the attendees participating in frequent mild exercise and attendance at youth clubs.

2018

Get Active returned for the third year running. This engaged 455 participants aged 2 to 18 with a total of 2,131 visits, with an average attendance of 12 at each session. The results revealed that £526,564 of social impact was created from the attendees participating in frequent mild exercise and attendance at youth clubs.

2019

This brought a change in the management of the programme, with Charlton Athletic Community Trust, Golding Homes & Kent Sport building a partnership to push the programme forward. We were able to introduce new sports like yoga, basketball, baseball and cricket, as well as working with local sports deliverers to support with pathways for children to continue playing after the 20-week programme. This engaged 483 participants aged 2 to 18, across Marden, Tovil, Park Wood and Shepway.

2020

It was a challenging year for everyone and due to Covid-19 and the number of restrictions in place we unfortunately had to postpone the programme.

2021

Get Active returned after Covid delivering seven different sports across 4 boroughs over 20 weeks in the summer. The 2021 programme also saw the introduction of the first borough sport hub in Marden, that would aid the development of the programme into future years. 647 participants attended in 2021.

2022

This brings us to the return of the Get Active programme in 2022.

Approach

As a well-established project, we have been able to learn from previous years to build and expand the offer to better suit the needs and wants of local people via valuable feedback from participants, parents, carers, partners, deliverers and the wider local community. This allowed us to offer new activities, safer venues, as well as better communication and administrative processes. We continued to work together to ensure that the sporting activities on offer were used as a tool with the ultimate aim of:

- Creating more cohesive communities
- Significantly reducing the number of disturbances, occasions of nuisance and occurrences of anti-social behaviour
- Equipping local people with the appropriate skills to offer better life chances
- Improving the local environment and creating happier, healthier places to live.

As in 2021, we used questionnaires at the start and end of the programme for participants/parents to precisely measure the activity levels of the young people taking part, as well as wellbeing and wider outcomes related to place shaping.



Programme

From May 2022 to October 2022, we delivered weekly sports sessions including football, dance, yoga, gymnastics, baseball, tennis, boxing and basketball. Each day of the week, we focused our sessions in a different area and provided a Sports HUB feel, where children could try different sports and meeting other like-minded children in a safe environment. Tuesdays we were in Marden with football, basketball, tennis and (new for 2022) cricket. Wednesday we were in Park Wood with football and cricket on the recreation ground and dance and boxing in the church hall. Thursday we were in Tovil with basketball, boxing and gymnastics. Lastly, on Mondays & Fridays we were in Shepway with football, baseball, basketball, boxing and again cricket was introduced. Creating these opportunities for local residents to take part in during this difficult time has been a pleasure and it's be amazing to see the Get Active sessions become a regular fixture in the lives of these families.

Most of the provision was lead by qualified CACT members of staff, who delivered across, football, basketball, tennis and cricket, with specialist coaches coming in from local Maidstone clubs/organisations to deliver dance, boxing and gymnastics.

Get Active
COMMUNITY TRUST
The Get Active programme aims to bring communities together and offer young people access to free sports and activities in their area.
Stephen.Camacho@cact.org.uk
07866 772405 @GetActiveGolding

Marden
VENUE: Marden Primary School, Goudhurst Road, Tonbridge

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Gymnastics
Thursday 28th July to Thursday 25th August

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Park Wood
VENUE: Park Wood Recreation Ground, Bicknor Road, Maidstone, ME15 9ZG

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Football, Basketball, Cricket & Tennis
4pm to 5:30pm (Two sports each week)
Tuesday 14th June to Tuesday 30th August 2021 (6 weeks)
All sessions are held at: Marden Primary School, Goudhurst Road, Tonbridge

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Shepway
VENUE: Shepway Youth & Community Centre, Cumberland Ave, Maidstone, ME15 7JN

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Tovil
VENUE: Tovil Community Centre, Barfreston Close, Maidstone, ME15 6FG

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Boxing
VENUE: Park Wood Recreation Ground, Bicknor Road, Maidstone, ME15 9ZG

Football & Cricket
VENUE: Park Wood Recreation Ground, Bicknor Road, Maidstone, ME15 9ZG

Football, Basketball & Cricket
VENUE: Greenfields Community Primary School, Oxford Road, Maidstone, ME15 8DP
Monday 25th July to Monday 29th August 2021 (6 weeks)
4pm to 6pm - Football, Basketball & Cricket (two sports each week).

Multi Sports & Boxing
VENUE: Shepway Youth & Community Centre, Cumberland Ave, Maidstone, ME15 7JN
Friday 24th June to Friday 26th August 2021 (10 weeks)
Multi Sports - 4pm to 5pm.
Boxing - 5pm to 6pm.

Basketball
4:30pm to 5:30pm
Thursday 16th June to Thursday 25th August (9 weeks)*

Dance
4:30pm to 5:30pm
Thursday 28th July to Thursday 25th August (4 weeks)*

Boxing
5:30pm to 6:30pm
Thursday 16th June to Thursday 25th August (9 weeks)*

*No sessions on Thursday 23rd June and Thursday 4th August 2022

VENUE: Tovil Community Centre, Barfreston Close, Maidstone, ME15 6FG

ALL SESSIONS ARE FREE, PLEASE REGISTER FOR SESSIONS VIA [CACT.GIVES/COURSES](https://cact.gives/courses)

Principal Partner: **goldinghomes**, **ITRM**, **Olympia BOXING**

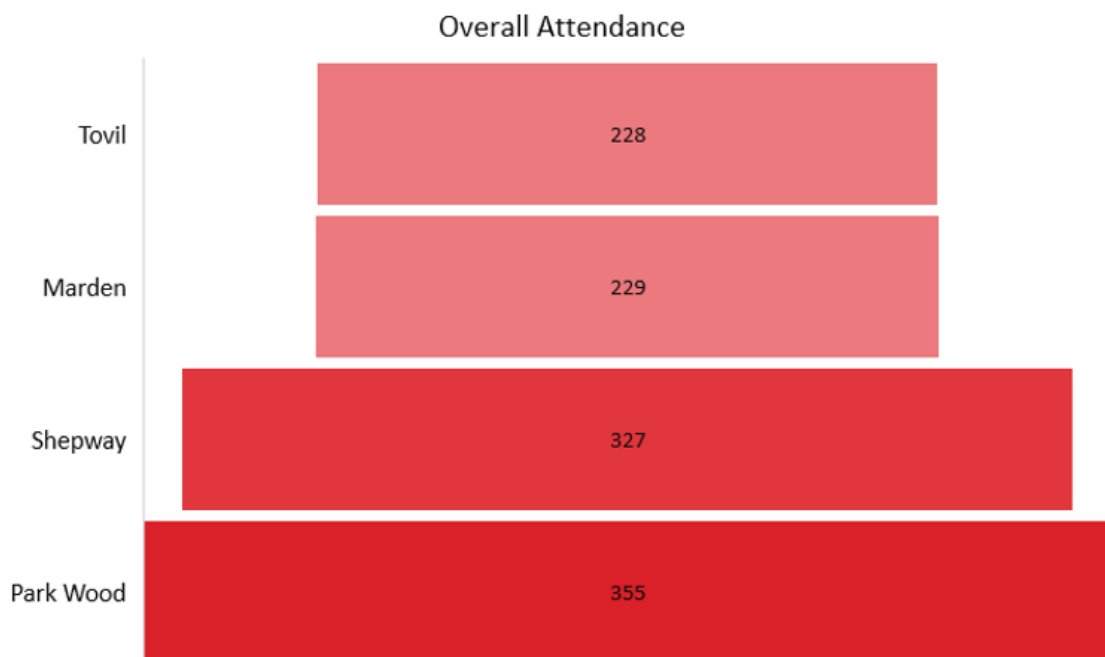
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Impact

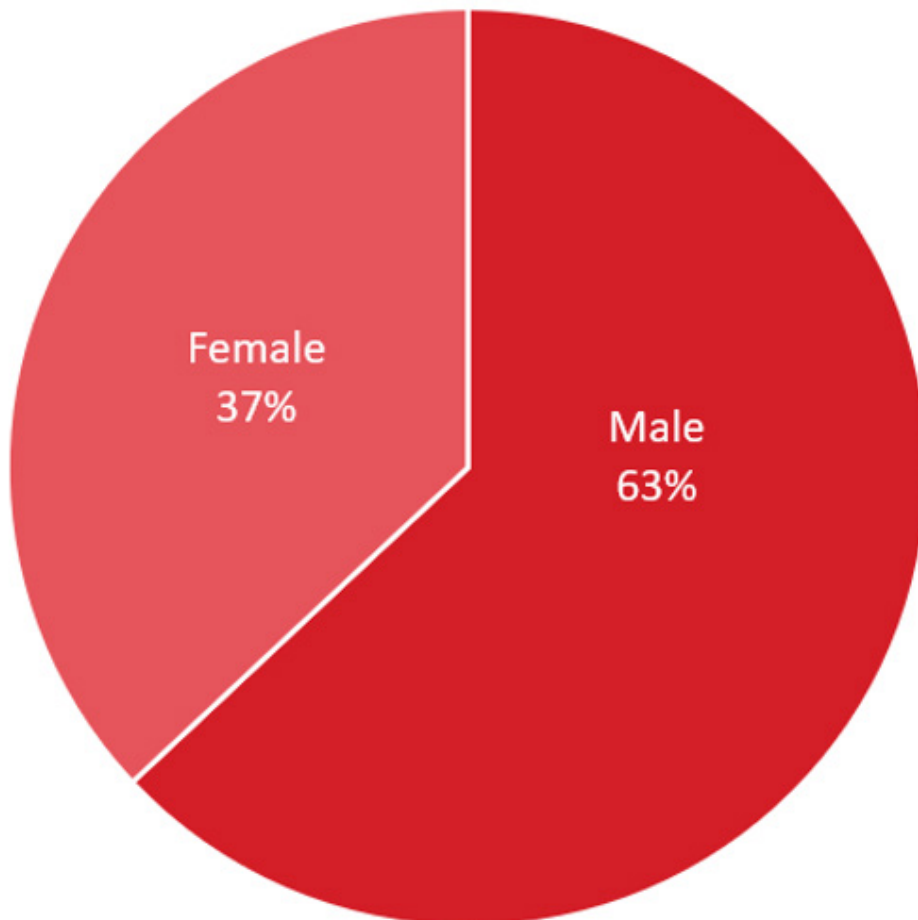
- 1,139 visits
- 410 participants aged 2 - 16 years
- 92 sessions delivered across Maidstone
- Average attendance of 14 children per session
- 55% of participants were Golding Home residents
- Social Return on Investment (SROI) was calculated at £349,567 with every £1 spend, £17.48 of social impact was created
- Net Benefit = £329,567

The SROI was calculated using community investment values from the Social Value Bank, created by the HACT model. The social impact created by the project derived from the outcomes of young people participating in frequent moderate exercise, an increased attendance at youth clubs, and an improvement in young people's feelings towards their neighbourhood.

HACT: <http://www.hact.org.uk>



Total Individual Attendees Per Activity



Feedback

“It was really fun and was great to play different sports each week”

GC participant (8) - Marden

“All the coaches were professional and offered good knowledge on the sports”

Jill parent - Parkwood

“Boxing was my favourite. I’ve never tried boxing before and now I’ve joined the local club”

AM participant (11) - Tovil

“It’s great to see the local facilities and parks being used for good and being open to children”

Ben parent - Shepway

81%

of young people said the programme was really fun and great exercise

84%

of parents/carers believed their children gained a lot of confidence because of the Get Active sessions

51%

of young people expressed they made new friends and enjoyed mixing with other children

33%

enjoyed the variety of sports and activities

22%

enjoyed learning new sports and felt the coaches were amazing with the children



Case Studies

CHRIS – COACH/APPRENTICE

From September 2022 Chris became a full-time apprentice with Charlton Athletic Community Trust. A local to Maidstone Chris had just spent the summer working on the Get Active programme, delivering football, cricket, and basketball across the 4 sports hubs. The impact the project has had on him is showcased by his testimony below:

“I joined CACT as a casual coach in June 2021, and my first ever session was a Get Active session in Tovil, the first challenge was coaching in a different environment and engaging with young people who were not used to structured sport sessions. However, working with the well trained and supportive staff from CACT, I was able to learn and lead a football session. After completing the session and receiving positive feedback from the participants and my CACT peers, I knew I felt welcomed in the CACT community and this was the type of career I wanted.”

Each week and after each Get Active session I believe I grew as a young adult and young sports coach with a constant support along the way, which helped me become more confident in the future Get Active sessions as well as other CACT sessions I was appointed to deliver.

I have enjoyed the learning and developing on the Get Active sessions, by putting myself forward to sessions which didn't involve football, meant that I could learn new skills and a different understanding of sports such as basketball or athletics. From the Get Active sessions, I was able to try different techniques and coaching delivery styles because of the environment of Get Active.

As I grew more confident, I felt like a new challenge had to be conquered. And the sports and development apprenticeship was the perfect opportunity for me with CACT and I was able to apply and successfully got the role. I am now constantly working with more experienced coaches and employees from CACT as well as leading more and more sessions myself, further developing my skill set ready for the Get Active 2023 programme.”



KB – ELITE PERFORMANCE

10-year-old KB first started attending the Charlton Athletic Community Trust (CACT) Get Active programme at Parkwood rec on a Wednesday. After impressing the CACT football coaches KB was approached to see if he would like to attend one of the CACT Summer football camps at Bearsted FC.

Again KB again impressed and was presented at the end of the week with the player of the week trophy, as all coaches on the course chose him as the standout player.

Due to winning this he has now been offered an opportunity to attend CACT's Advanced Centre that offers talented players from within their community programmes an opportunity to train each week with CAFC academy coaches and scouts.

This is still in progress and CACT are working with KB's parents to make this opportunity happen and KB has joined Bearsted FC U11 team for the 2022/23 season, the first time he has played in a structured football club and he is excelling and enjoying himself.

KB's father, said:

***“We saw the sessions on a flyer from the children's school and thought it would be good to come along. KB came with his brother and younger sister. He has always loved football and plays for the school team, but we didn't know he was this good.*”**

***“The Charlton coaches helped KB with his training and offered him and his siblings a free week at Bearsted, which was great. And now he plays for Bearsted, which might not have happened if we didn't go to the free football at Parkwood rec.”*”**



Pathways

- CACT is continuing to develop exit routes for boys and girls that want to continue playing a sport at a more competitive level. In 2022 we had a number of examples within football with KB's case study as a standout. Into 2023 we will look to offer more exit routes within the other sports offered.
- We are also planning to work closer with the wider sporting family in Maidstone to offer young participants the opportunity to play sports during the winter when the Get Active programme isn't running.
- We have supported clubs to offer sessions during the winter for a nominal fee for get active participants. Olympia Boxing were leaders in this offering a heavily subsidised price for get active participants in the winter in Parkwood and Shepway.



Moving forward



Targeted marketing that is tailored to each sport instead of each location (individual leaflets).



Golding resident only sessions built into programme.



Engage with local schools with free sports festivals in the build-up for Summer.



Increase of social media presence – use of Instagram to engage parents and children.



Engage with local volunteers and champions to help encourage children to attend.



Continue to build on the long-term sustainability of the programme.



Health/ wellbeing or walking football sessions



Female only sessions across selected locations to include football and cricket.



Thank you

golding  homes

KentSport 
.org

Baseball 
Softball **UK**
Played in every park.

Olympia
BOXING


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