

A group of children in bright pink t-shirts are playing outdoors on a grassy field. In the foreground, a young girl with blonde hair and a yellow bow is smiling broadly while holding a blue ball. Another child is hugging her from behind, also smiling. Other children in pink shirts are visible in the background, some holding red balls. The scene is bright and cheerful.

Impact Report 2019-2020

team
BEDS & LUTON
activity for life...

About team BEDS&LUTON

We provide information, advice and support to organisations to make sport happen in Bedfordshire

Our Mission

To work in partnership to support, develop and promote safe, high quality and inclusive opportunities for people to participate in sport and physical activity for life.

Our Values

Collaborative: Working in partnership to support, inform and advise our local communities.

Creative: Always aiming to facilitate a range of innovative, positive and valued solutions.

Passionate: A proactive and knowledgeable team, committed to making a difference across Bedfordshire.

Our Strategic Priorities

Our work focused on seven key strategic priorities. Developed alongside our partners and customers, these areas of work were considered to be the most impactful and valued.

1. Brokering and facilitating access to resources.
2. Support local organisations to make opportunities for all more accessible.
3. Continuously improve our understanding of the communities we serve.
4. Support and facilitate a high quality sport and physical activity framework.
5. Deliver national programmes successfully at a local level.
6. Support the development of a high quality/appropriate workforce.
7. Ensure that safeguarding, inclusivity and diversity underpins all aspects of our work.



WELCOME

The last 12 months have seen us work hard to consolidate our work around the strategic priorities we established back in 2018 to ensure that we remain well placed to deliver terrific outcomes for the sport and physical activity communities, our partners and funders.

We also took the opportunity to review our strategic priorities, adding a seventh around the safety of opportunities for all Bedfordshire residents.

Finally, some time was spent planning for and recruiting a new Director in the light of Lloyd Conaway's retirement at the end of the financial year. We wish Lloyd and his family a long, happy and healthy retirement and welcome Clare Fitzboydon from our team into the role of Director from 1st April.

The team will be restructured slightly as a result of this appointment and a new role has been created to focus on Insight and Impact.

Recruitment for this post will be made once COVID-19 restrictions allow.

The onset of COVID-19 at the very end of the financial year resulted in a swift and energetic response from the team to support national and local initiatives to provide access to online resources supporting physical activity together with emergency funding and other resources to support Bedfordshire's sport and physical activity framework. It is envisaged that this work will continue well into 2020.



"I am delighted to join team BEDS&LUTON as their Director.

I have been privileged to work in sport since University, which seems quite a while ago! Since then I have worked for a variety of organisations ranging from Local Authorities, Governing Bodies as well as for a social enterprise, which supported and championed women working in the football industry.

A significant period of my career was spent working for the UK's largest sporting charity, the Football Foundation and it is there that I developed skills such as managing large teams in the grant giving sector, driving internal performance and stakeholder management.

On a personal level I am passionate about hockey and I have played at a national league level, which was a great experience. I now play locally and I am Chair of Leighton Buzzard Hockey Club where I hope my own two boys will develop a passion for the game, as I did."

CLARE

1. Brokering and facilitating access to resources

Our work has generated £383k of external funding across more than 20 successful applications into Bedfordshire.

- We have continued to support the grant management service of both the Luton Sports Network and Community Activity Network.
- Our work with key partners has resulted in a significant new investment for items such as:
 - non-turf cricket pitches and nets across Luton
 - new 3G floodlit football facility in Bedford
 - an automated gated entry scheme for tennis in Luton
- We are supporting partners with promoting their club offering via social media and our website as well as running workshops throughout the year.
- We have successfully gained radio coverage for our partners including Central Bedfordshire Council.
- We created a suite of support packages based on feedback to help and support clubs with marketing and consultancy, this was due to launch on our website in April 2020 but has been delayed due to Covid-19.

Click [here](#) to see our Flitwick Cricket Club video and case study

“To be able to play all our home matches at our new larger club grounds rather than travel around the county will be amazing.” Howard Moxon (Chairman) Flitwick Cricket Club




2.Support local organisations to make opportunities for all more accessible

Targeting the inactive is a big priority for the team and we have made good progress already with the start of our recruitment campaign for Bedfordshire #ThisGirlCan Ambassadors.

- 16 parkrun Ambassadors were recruited in February 2020 to promote International Women's day on the 7th March. A dedicated landing page on our website was created and a social media push combined with radio interviews helped to promote Parkrun and its locations across the county.
- We worked closely with our Active Partnership friends LEAP and delivered a successful BLMK Disability Sport and Physical Activity Summit.
- We launched a steering group in partnership with LEAP to advocate this work across the four local authorities, as well as help lead and represent disability sport. The group includes the Activity Alliance and others who are experts in disability sport including Spectrum Community Arts, Leighton Linlade Rotary, ELFT, CAMHS, Disability Resource Centre, MKSnap, MK SET, and the Bedfordshire Disability Games.

Meet our This Girl Can Bedfordshire ambassadors [here](#)

A woman wearing a pink and white striped jacket, a pink beanie, and dark leggings is running on a dirt path in a forest. She is smiling and waving her right hand. The background shows trees and a wooden signpost.

“I'm not competing against anyone else, I'm enjoying the benefits of running for ME. I have made new and unexpected friends from running and feel happier for everything that running brings me.” REBECCA HEMMANT-LOW - Bedfordshire This Girl Can Ambassador

3. Continuously improve our understanding of the communities we serve

We supported more than 30 different community sports clubs, councils and authorities to develop projects and access funding and other resources

- We provided one-to-one support for all 38 of our Satellite Clubs to help them become self-sufficient and more attractive to their target customers.
- Facilitated four youth forums across Bedfordshire in partnership with; Transitions UK, Stockwood Park Academy, CAMHs and Groundwork East to gain a greater understanding of young people's needs in terms of physical activity.
- Working with primary and secondary schools to broaden our understanding of physical activity levels among young people and supporting primary schools to use central government funding appropriately to help develop their physical activity offer and educate and upskill their staff. This provides valuable insight both locally and for national government policy makers. Engagement in our Active Lives programme remains in the top 30% nationally.

Click [here](#) to see our Spectrum Community Arts case study

"Being at Spectrum has boosted Ambers confidence and she has enjoyed being able to make friends. Part of her syndrome is her memory so dancing and learning routines is helping and she tells me all the time "she loves it". Angela Keeley (Mum)



4. Support and facilitate a high quality sport and physical activity framework

This aspect of our work focused on the high-level strategic involvement with our three local authority partners.

Luton Borough Council

- We are actively supporting Cricket East and the Local authority with the facilities and investment work of the Luton Core City status project and with the establishment of a new Cricket Trust in the town. 8 non turf pitches and 2 new outdoor netting facilities will be installed in the spring/summer of 2020.
- A new tennis offer has been finalised and will be introduced during 2020 together with facility improvements in designated Luton parks.
- Our workforce development programme for Luton has been established through a partnership arrangement with Active Luton and has complemented the work undertaken through the Community Led Local Development programme, providing qualifications and experience, as well as some paid employment for the unemployed and economically inactive living in some of Luton's most deprived areas.
- We have overseen the work of the Luton Sports Network including the administration of a small and talented athlete grant scheme.

Central Bedfordshire

- We have supported our colleagues in Central Bedfordshire in reviewing and updating their draft Physical Activity Strategy as well as their strategy for indoor sports provision.
- We have been part of the whole systems approach to tackle obesity in Central Bedfordshire and Bedford. This has been an exciting approach, managed by the public health team and has gathered all partners across the system to identify how we can support this issue. Physical Activity plays a significant part of the solution and we are involved in these discussions.

Bedford

- Future development of, and investment into sport and physical activity facilities across Bedford require, we believe, a strategically planned approach in accordance with Sport England guidelines. We are working closely with officers and elected members to develop this piece of work so that Bedford can maximise the opportunities available to it and ensure it has a facility stock to meet a growing, dynamic population.

Click [here](#) to see our Nadeem Dalvi case study

5. Deliver national programmes successfully at a local level

School Games

County Finals

We delivered a number of pathway county finals throughout the year across a range of age groups and competitions.

3,003	Children took part in County Finals
405	Teams
193	Game Maker Volunteers
69	Competitions
21	Different sports
174	SEND (100 boys and 74 girls)
791	BAME

Summer School Games

We delivered a summer festival of sport at Bedford Athletic Stadium and other local venues.

1,077	Children participated
187	Were from SEND schools
15%	from BAME communities
109	Young people volunteering to support the event.

Watch our video clip [here](#) of our 2019 Summer Games




Satellite Clubs

Our Satellite Club programme links young people aged 14-19 who have not traditionally engaged with sport and/or physical activity with a community club or established a programme locally for them to access.

- During the year we have supported the creation of 20 new Satellite Clubs across Bedfordshire and engaged 292 new participants.
- We provided one-to-one support for all 38 of our Satellite Clubs to help them become self-sufficient and more attractive to their target customers.
- Facilitated four youth forums across Bedfordshire in partnership with; Transitions UK, Stockwood Park Academy, CAMHs and Groundwork East to gain a greater understanding of young people's needs in terms of physical activity.
- These Satellite Clubs deliver a range of activities including; yoga, badminton, fitness sessions, dance, inclusive tennis, martial arts, multi-sports, cricket, netball and rugby.
- All Satellite Clubs have varying priorities including mental wellbeing, deprived areas and BME groups.

Click [here](#) to see our Prowess Satellite Club case study



"I really enjoyed the fact I am able to do something I have never done before." (Participant - Prowess Satellite Club)

6. Support the development of a high quality/appropriate workforce

We provided funding to support three workforce projects in Bedfordshire. The funds were used to develop mental health projects in Bedford and Luton and a healthy movers programme for children in Central Bedfordshire.

Bedford Mental Health Project

Bedford Borough Council used our funding to establish a highly skilled and competent workforce with a clear focus on mental health and well being.

- They held a mental health networking breakfast event with sports professionals working on the ground. This proved to be very successful and popular with attendees saying 'Really useful and informative.'
- They created Bedford Mental Health boards which are displayed in a number of sporting facilities locally to signpost people to advice if and when it is required.
- Bedford Borough Council are currently developing a coaching hub online where people can chat after attending the Mental Health courses.
- They co-ordinated and delivered 9 courses including; emergency first aid, safeguarding and protecting children and time to listen which have been accessed by 153 individuals.

Luton Mental Health Project

Luton ran sport specific courses and mental health awareness courses to develop the skills of coaches and leaders in a diverse community as well as increasing the awareness of mental wellbeing in the community.

- We are incredibly proud to have worked with Active Luton to successfully create opportunities for Muslim women and girls to embrace learning to swim.
- Our workforce development funding enabled the Institute of Swimming to run a women-only pilot. The pilot trained five members as assistant swimming teachers, who support existing female swimming teachers in delivering lessons to children and teenage girls. This approach increased the opportunities available to learn to swim 'in the community by the community'.
- Read the full case study [here](#) to see how Active Luton successfully integrates BAME communities into aquatic timetabling and workforce.

Central Bedfordshire Council

Developed a professional workforce in collaboration with other services in particular EDUCATION. Partners have agreed to roll out YST Healthy Movers to 9 pre school settings and 9 children's centres.

- Training started in March 2020 but the project has had to go on hold due to Covid 19.

Click [here](#) to hear our Podcast discussing the Bedford Mental Health project.

7. Ensure that safeguarding, inclusivity and diversity underpins all aspects of our work.

Over the last 12 months the team has put together a comprehensive safeguarding action plan which is reviewed by NSPCC annually.

We have made the following progress since our last review:

- Quality checks and audits of all our programmes and evaluation designed by our Satellite Club lead.
- School games leadership conference involving 146 young people completing workshops and qualifications.
- UK Coaching Safeguarding and Protecting Children course delivered to 121 people, we also had 8 Time to Listen course attendees.
- Mental Health Awareness training provided in Bedford and Luton, including online and sport modules.
- Introduction to Instagram course also promotes safe use of social media.
- Youth forums delivered with organisations to support project design and promote safe spaces to be active.
- We provide robust checks and challenge our delivery partners.

We launched our new mission, vision, values and business plan with Safeguarding at the centre.

To view our safeguarding page click [here](#)

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