

inspired by
London
2012

VILLAGEGAMES

Derbyshire



Impact Report 2012

	2010/11	2011/12
Attendances	36,289	128,738
Coaches	175	833
Volunteers	192	1,113
Participants	4,800	25,852



Impact Report



It's local, easy to get to and it brings the community together."

Village Games has...

Developed sporting communities in **100** villages

Established **190** weekly classes, clubs and activities

Supported and delivered **180** events

"It has reminded the people in the community about keeping healthy and choosing a healthy lifestyle."

What has Village Games done for your community?

- Increased number and range of activities available locally No. **1**
- Increased the amount of exercise I do No. **2**
- Improved my friendships and social networks No. **3**
- Improved the sense of community where I live No. **4**

"It's local, accessible, and it brings the community together."



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Village Games for Health...

The Challenge

Inactivity now accounts for 6% of deaths globally, while overweight and obesity are responsible for 5%. This places them as the fourth and fifth leading risk factors for global mortality, after high blood pressure (13%), tobacco use (9%) and high blood glucose (6%).¹

The health and social care costs associated with physical inactivity are extensive. The current annual UK estimation is a combined cost of around £8.3 billion, not including the contribution of inactivity to obesity (which has been estimated at £2.5 billion per year). This figure is set to rise if current trends in physical activity and life expectancy continue².

Calculated as a percentage of the UK population, it could be estimated that in Derbyshire, the total health and social care cost of inactivity is approximately £131,760,000 per year which is approximately £173 per person per year.

The Solution

The former CMO for England, Professor Sir Liam Donaldson, stated that:

"There are few public health initiatives that have greater potential for improving health and well-being than increasing the activity levels of the population of England."

Chartered Society of Physiotherapy (Physical Activity: Evidence Briefing) recommends:

"Develop and maintain strong links with local community-based opportunities for activity, recreation and sports."

In response, Village Games has established 200 weekly physical activity classes, clubs and activities in the heart of 100 rural communities over the past two years. Activities are fun and aimed at getting people together with friends in the village – raising the heartbeat of the whole community.



The Result

"I suffer from psoriatic arthritis, which affects my joints and extremities... I've been running, cycling and doing Zumba... I'm more mobile. There was a time when I couldn't do the school run, now I'm out running in the Peak District! I'm happier, and my fitness has increased loads." (Hannah)

"I'm a big girl, and I'm wanting to lose a hell of a lot of weight so right now I'm going to Zumba. It would be good to do it more than once a week. The benefits are- I am losing weight and it's getting me out meeting new and old people that I lost contact with :)" (Anonymous)

"Zumba is brilliant so makes me more cheerful and feel healthier, so a happier person." (Gill)



"
I'm happier, and my fitness has increased loads!"

"
It makes me more cheerful and feel healthier..."

Village Games will...

- Increase opportunities for healthy activity for people of all ages, on their doorstep.
- Work with Health Hubs to provide alternative activities for those referred to exercise by their GP.



Village Games for Young People...



It's great for teaching young people how to work together..."

The Challenge

The 'Inspiring Communities' Customer Research Report³ identified geography, low self confidence and lack of appropriate role models as being particular barriers to achievement for young people in rural areas.

"I don't want to use the word deprived because they're not, but what they don't have is access to opportunities which people in a town or city take for granted- they can hop on a bus or walk down to the local centre and they can access many of those activities. But here the cost and transport prohibits young people from being able to do that". (Volunteer Youth Group Leader)

The Solution

"Activity organisers...often sport related...would be well placed to act as a precedent and promote the self esteem to young people."

Village Games has had a big focus on young people – with volunteer led youth groups supported from Willington in the south, to Chapel en le Frith in the north. Activities include: table tennis, rock climbing, archery, scrambling, caving, football, but also cookery, art and craft activities.

With the transformation project for Derbyshire Youth Services about to begin, Village Games has a number of great project models, through which to support volunteer led provision of activities for young people.

Village Games has also provided a plethora of sports coaching opportunities for Primary School age children- helping them to gain a positive experience of sport using local role models, which will establish good habits for a lifetime of activity. Activities have included cycling, tennis, netball, streetdance, rounders, running, and multi sport.

The Result

Young people are getting involved in activities with their friends and peers. This has been shown to be more successful in retaining young people – and developing long term positive habits.

8 teenagers from Hartington have achieved Level 3 Sports Leader Award, and are now running activities for the younger children.

115 young people are registered with Willington Youth Club; they regularly have 50 at each session – there's something for everybody.

"Well I think it builds a lot of confidence with young people. Sport is a great way to diffuse any animosity they've got between each other – they can have a game and shake hands afterwards. It's good for teaching young people how to work together, and it also inspires them on an individual basis". (Andy, Volunteer, Willington)

"I'd seen antisocial behaviour from the slightly older groups in the community getting slightly worse over the years. So I thought it's better to embrace the problem and engage with the young people rather than just being all old about it!, saying don't play on the field, don't kick a ball about!"

"You're not going to believe this, Ella (age 14) has just gone for a run! She's inspired." (Sarah)

"Alex loved it all which is great for a child who thinks he doesn't like sport because he is not into ball games!" (Crich Village Games)



Village Games will...

- Support the delivery of volunteer led youth provision across Derbyshire.
- Develop young leaders who can deliver sport and physical activity opportunities in their own communities.

Village Games for Families...

The Challenge

Families living busy lives, in rural communities face a specific set of challenges:

- People who work in rural areas earn less and pay more for travel and housing (relative to their income). Those who commute to higher earning jobs spend more time travelling.
- Distance and isolation - 86% of England's landmass is rural but only 20% of people live in the countryside. They have to travel further to get to work, amenities and leisure but have less access to public transport. 15% don't even have a car. Transport costs are increasing. There are fewer purpose-built facilities like gyms & leisure centres.
- Traditional social networks are threatened as industries are in decline, and local shops, pubs, village schools and post offices and farms are being forced to close.

"Parents are the most important influence on young people." ⁴

The Solution

"Projects need to focus their work not only on the young people themselves, but those individuals identified as the key influencers." ⁵

Village Games activities where the whole family can take part together, have made a big impact on overcoming these barriers to participation. People with busy lives appreciate the chance to do something at the same time as their children rather than being a taxi service- just dropping children off and picking them up at the end.

If parents are encouraged to take part alongside their children, and they find that they enjoy it, it encourages them to get active again themselves. If children see their parents taking part, it has a positive impact on the whole family.

"It's great for my children to see me being active, that's the role of a parent- to be a great role model." (Vicky)



The Result

Family activities have been one of the big success stories of Village Games. Parents very much appreciate the opportunity to get active WITH their children; people attended family days at Lea Green and the White Hall Centre for outdoor pursuits.

"Hayfield is quite secluded, we don't have facilities like high-flying gyms and because we're in the country we do struggle to get a whole range of classes and sporting things. That's why the Village Games has been so amazing, we have jogging groups, zumba, pilates, netball – you name it and there's something available, at hardly any cost, any day of the week. That, for a small community, is quite a privilege, I mean it's incredible and I hope it can continue because it's benefitted so many people I know." (Vicky, Hayfield)

"A fantastic day enjoyed by all the family – it was great to actually participate in activities with the children rather than just watching them. A great community event and well organised – a big thank you to all who helped to organise it." (Lea Green family day)

“

A fantastic day enjoyed by all the family!”



Village Games will...

- Provide activities for the whole family, changing the activity habits of young and old alike.
- Provide activities for parents at times that are convenient for family life.



Village Games for Community Vitality...



It's nice to be part of the community and get to know people of all different ages..."

The Challenge

The notion of 'A Broken Britain' is well documented at a national level, which for some, derives from moral decline and a collapse in community spirit.

The Solution

Community vitality is about increased use of the skills, knowledge and ability of local people; strengthened relationships and communication; improved community initiative; responsibility and adaptability. ⁶

Village Games helps to generate vibrant and active communities, bringing people together from all parts of the community across rural Derbyshire. Through local intervention, developing community networks, finding out what people want to do and removing some of the barriers, we are able to reach parts of communities that other projects cannot reach.

The Result

Classes and activities on the doorstep bring communities together- removing the social isolation that can develop between people of different ages, life phases and backgrounds. When people are walking into the village for a class, they're also bumping into old friends, using the village shop, and helping to keep communities alive.

Community events such as 'Village Games' Days, Olympic themed fetes, carnivals and sports days have brought people together. The tug o' war, sack race and egg and spoon are making a big come back in rural Derbyshire.

"I like the fact that it's women of all ages - you can start playing in league at 14 - I'm 40 and we've got ladies much older than me still playing and it's nice to be part of that community and know people of all different ages and meet people I wouldn't otherwise be meeting". (Back to Netball Player)

"I know when we moved to here five years ago we didn't know anyone. It was through running and cycling that me and my wife met most of our friends in the village. Especially if you're working outside of the village and commuting into town each day, sports clubs and things like that can be a great way of meeting people and making contacts." (Cycling Group member)

"The netball group...is getting a lot of women who wouldn't think of themselves as sporty, out and playing every week. The vibe around it is fantastic and it's lovely seeing everybody have such good fun. It's on their doorstep and in the playground mums are encouraging each other to come and try it." (Lisa)



Village Games will...

- Support community volunteers to organise their own events, clubs and classes.
- Support local people to make best use of, and improvements to their community facilities.

Village Games for Older People...

The Challenge

Older people have less access to private transport than other age groups. They have more time, but need activity provision to be on the doorstep, friendly, welcoming and with appropriate support. They want to know that the activities are suitable for them, and will improve their health and wellbeing. Classes need to be more gentle, easily adapted to their physical abilities, and incorporate a social element too.

The Solution

Village Games takes activities to village facilities, to get over the challenge of a lack of rural public transport. Classes and activities enable people to socialise with people in their own community, building support networks and friendships.

Activities have included Chair Based Exercise in Litton, Walks for Health, Gentle Swimming in Chinley, T'ai Chi in Barrow on Trent, and Tea Dances.

In Bolsover District, staff from Sheltered Housing accommodation have been trained to deliver boccia, new age curling and other activities to people in their own lounge. They have been given equipment, so that they can run activities whenever it suits their clients.

The Result

Village Games is helping to keep older people mobile and supple. Gentle swimming in the hydrotherapy pool is helping Joan with arthritis and Robert with recovery from a broken hip.

"I really enjoy the (chair based exercise) sessions, Penny is very approachable and I'm left feeling tickety-boo afterwards!"

(Litton Chair Based Exercise Group member)

"The T'ai Chi instructor is really good he shows me how to adapt the moves to enable me to take part."

(Barrow T'ai Chi member)



“
I'm left
feeling
tickety-boo
afterwards!



Village Games will...

- Train and support more leaders of activities that are appropriate for older people.
- Work with Health Hubs to improve the GP Referral 'offer' for older people.

Village Games for Skills and Employability...



It just makes you feel better about yourself."

The Challenge

People in rural areas find it more difficult to find high quality coaches and instructors to run activities. They have traditionally had to pay more, to cover travelling expenses, and in many cases, coaches have felt that travelling to a remote village isn't worth their while, for an hour or two of paid work.

In the past, suitably qualified coaches had to travel to the urban areas of Derby, Sheffield, Nottingham and Greater Manchester, to get enough work to make a living. Village Games will help to change this.



The Solution

The Village Games project identifies, supports, develops and nurtures local coaches and volunteers in the community and schools.

One approach has been to support high quality freelance coaches and instructors to establish successful, sustainable clubs and classes.

Many instructors have been helped to develop their business, securing a better financial future for them, in difficult economic times.

"I've recently gone self-employed so I can do it more, spread out a bit and get my name known, so I'll hopefully soon be doing it full-time." (Adam)

The team also works with volunteers of all ages from 14–65. This is achieved via bursaries, the Village Activator fund, training, one to one support, mentoring and encouragement.

The Result

Village Games has supported 1,113 volunteers to date. They take on a variety of roles such as establishing new groups, organising events, leading activities, making the tea, dealing with finances, or Child Protection.

"I was chosen [to be an ambassador] by my teachers because of my involvement with Village Games. A group of us are going down to the Paralympics to help out. We've just done a London Prepared series down there at the Olympic Stadium. Being there was such a good feeling, before I even got there I felt like a kid in a sweet shop!" (Libbie)

"To sum up it's given me a lot more confidence. I feel better about myself especially when I know what I'm teaching is actually helping other people and I can see the children using what I've taught them. It just makes you feel better about yourself." (Adam)

"It's [Village Games] been like a godsend! What they give is the ability to know who to speak to where to go...there are a number of obstacles and challenges facing volunteers, and the Village Games has ensured that I have been able to learn about them and they've supported me all the way." (Liz)



It's been like a Godsend!"



Village Games will...

- Train and mentor volunteers to coach, organise, lead, motivate and inspire others.
- Support leaders to develop their skills and enhance opportunities for paid employment in the sport and physical activity sector in the county.

Village Games Events...



A big part of the Village Games work this year has been associated with 2012 Events, inspired by the Olympic and Paralympic Games. The Community Sports Trust entered into a partnership with the national Community Games project, which has enabled us to support over 50 local community groups with their village and neighbourhood events. The grants, bunting, certificates, stickers and funding was much appreciated;

"It is a rare occurrence for everyone to get together in this way as we do not have any facilities for sports etc. However everyone, especially the children, had a really enjoyable evening. So much so that they want to do it again next year!" ⁷

We have supported community events, fetes and galas, torch relay activities and Olympicnics in over 60 villages across Derbyshire, including:

- 3 Back to Netball tournaments (350 participants)
- 50 Community Games
- Peak District Adventure Sport Days (350 participants)

In South Derbyshire, children from five village youth groups came together for the 'Alternative Youth Olympics', the day was a great success. A visit from a local 2012 Torchbearer was the icing on the cake.

All six Village Games Officers supported activities around the Torch Relay in Derbyshire on 29th June.

The range of events organised and supported by Village Games Officers is enormous – from family days to Jubilee celebrations, to outdoor pursuits events, carnivals, fetes and galas – all important dates in the Derbyshire calendar.



How important are events for community spirit?

"It's really great and a good way of getting people together. There was a tug-of-war at the end which pulled in a different crowd of people which was really good to see. It seemed to bring in local farmers...it was good to see both newcomers [to the village] and people who've lived here for generations, coming together." (Lisa)

"Thank you once again for the grant towards our 'Picnic in the Field and Jubilympics' event. The event was very well attended – we estimate between 200 and 250 residents, family and friends – and we were very lucky as it remained dry... It is a rare occurrence for everyone to get together in this way as we do not have any facilities for sports. However everyone, especially the children, had a really enjoyable evening. So much so that they want to do it again next year!" (Rodsley and Yeaaveley Parish Council)



It's really great and a good way of getting people together."



Village Games will...

Continue to work with community groups, to support them with the organisation of high quality sports events. We will encourage villages to hold annual Village Games days, and Village Games Fun Runs, in partnership with JOG Derbyshire. The team are also working on plans for more inter village competition, which will create an ongoing legacy from London 2012.



What makes Village Games a success?



It's fast and furious, and it's not a 9–5 job... but I love it!"

It's a truly grassroots approach:

- Listening to what local people want, helping them to set-up and run activities.
- Delivering on the doorstep - making sure that activities are conveniently located whether in sheltered housing or the Women's Institute down the road.
- Employing qualified staff- all our Village Games Officers are highly qualified sports development professionals backed up by a Board of Directors with a proven track record.
- Providing support with quality coaching and project management.
- Working flexibly in partnership with local health authorities, councils, and sports organisations and private enterprise to add value.

Making it sustainable by giving people a helping hand to set up a new club or training session, finding a qualified coach, a suitable location and putting them in touch with like-minded people, we've shown that exercise becomes part of the DNA of their everyday life and activity blossoms within small communities.

"Avoid over-burdening volunteers and don't oblige people to attend things such as training sessions or workshops. At a community level it's often easier to offer to meet someone for a cup of tea at their home or buy them a pint in the pub than suggesting they attend a three-hour induction workshop in a draughty village hall."

"Using 'playground marketing', Facebook and text messaging have been brilliant ways of letting people know what's going on, getting feedback and keeping in touch. It's fast and furious, and it's not a 9-to-5 job, but I love it."

"You can't do your publicity too early, otherwise people forget about it, but it can't be too late either. It has to be spot on. You have to cover all angles too – the playground marketing, posters in the post office and shops, press articles, facebook posts and reminders, school assembly... and you have to be prepared to talk about it and get other people talking about it too. It's HARD work, but you have to do it all, otherwise you can't expect to succeed."



Village Games, the Future

We are working hard to secure the future for Village Games in Derbyshire. We are currently looking for public and private sector partners to support the continuation of this fantastic project – to secure a great Olympic legacy for Derbyshire.

"No-one can deny the excitement and momentum that surrounds the Olympics, but the hard work comes after the Games in keeping this momentum going. It's crucial to garner interest from local communities."⁸

"I mean I'm a realist I understand times are difficult, but I do think if you get people active it's nonsensical to take it away. Sport make people feel better, healthier and takes away from the strain on resources too, if you're healthy you're not going to go to your doctor. I feel that we've got to start by making sure that people are active and healthy from the very beginning of their lives, right to the end and only by doing that can you change society".

(Vicky Hayles, Double Olympic Swimmer, Hayfield)



A great team!

www.villagegames.org.uk

Project Manager, Hayley Lever recognises the personal factors that lead to the greatest success in the Village Games team members:

- An absolute passion for community sports development.
- A caring and supportive attitude that builds trust and confidence.
- A tenacious approach, with customer service that goes beyond all expectations.
- A focus on the numerical targets, but more importantly, the impact in the community - continually asking whether chosen actions and tasks are leading to the biggest possible impact on participation.
- Continually striving for new projects and exploring all possible avenues. Never sitting back and thinking – well I've hit my targets, so I can take my foot off the gas now!
- Looking after the coaches, volunteers and people who attend events and classes- they are the ones that are making the project a success. Without them, we'd be no where. Never take them for granted.

93% of survey respondents said that the service from their Village Games Co-ordinator was Good or Excellent.

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The project's been hugely successful."

"The project's been hugely successful - we've seen thousands of attendances across a huge range of sports that as an authority we don't have the capacity to offer in the community. We see this project as adding a huge amount of value to what leisure services does...the feedback from the public has been fantastic it really has been one of our flagship partnership projects over the last two years." (Chris Nightingale, High Peak BC)



¹ World Health Organisation. Global recommendations on physical activity for health. Geneva: World Health Organisation; 2010. www.who.int/dietphysicalactivity/publications/9789241599979/en/index.html.

² Department of Health. Let's Get Moving - A new physical activity care pathway for the NHS. Commissioning guidance. London: Department of Health 2009. www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_105945.

³ Dept for Communities and Local Government, June 2011.

^{4/5} 'Inspiring Communities' Customer Research Report, Department for Communities and Local Government, June 2011.

⁶ Flora et al 2001.

⁷ Rodsley and Yeaveley Parish Council.

⁸ National Youth Legacy Co-ordinator, 2012.

