

East Midlands NGB Officer Forum
Minutes of Meeting held on Tuesday 9th December 2008
At Meres Leisure Centre, Grantham

PRESENT

Name	Organisation/Role	Name	Organisation/Role
David Butler	Rugby Football League	Jeff Spencer	Skills Active
Hayley Peel	England Netball	Noel Haines	L+R Sport
Mick Baikie	FA	Dan Newton	Derbyshire Sport
Sue Redfern	ECB	Dave Carter	Lincolnshire Sport
Jeff Mapp	RFU	Gary Sheppard	N'Hants Sport
Rachel Washington	ASA	David Lees	Sports coach UK
Carolynn Ryan	ETTA	Pete Ezard	Sports coach UK
Ross Baxter	RFU	Dale Burton	Derbyshire Sport
Russell Turner	Sport England	Wendy Campbell	Sport England
Julian Pagliaro	EM NGB DO	Martin Glynn	Equity & Inclusion
Gill Barham	BEF	Julian Pagliaro	NGB Form DO
		Amy Ainsworth	Administrator

APOLOGIES

Name	Organisation/Role	Name	Organisation/Role
James Watmough	Badminton England	Daniel Griffin	British Judo
Claire Antcliffe	RFUW	Stuart Briggs	Canoe England
Martin Crowder	Golf Foundation	Gemma Barton	English Gymnastics
Pete Goodings	England Squash	Jayant Mistry	EFDS
Kelly Hanwell	England Golf	Pauline Olivant	British Orienteering
Roger Glithero	ASA	Chris Wright	YST
Mandy Pollard	EBA	Steve Rodwell	English Indoor Bowling
Jo Duff	England Hockey	Simon Watts	British Cycling
Chris Mallender	England Athletics	Sarah Larnder	FE Strategy Co-ord
Chris Rolle	Nottinghamshire Sport		

Summary of Actions from the Meeting

Item	Action	Who	By When
2.1.7	Contact NH for info on Leics Talented Athlete Fund	NGBs	Ongoing
2.2.2	Sports Specific Rep required to advise group seeking to improve 'partnership working' in Derbys	NGBs	Feb 09
2.2.4	General NGB input required for BSF planning in Derbyshire	NGBs	Early 09
2.3.6	Feedback required on Lincs Strategy	All	Early 09
2.4.3	NGB view of Northants Youth Games required	NGBs	Early 09
3.2.3	NGBs wanting workshop on Active People diagnostic tool to contact Dale Burton	NGBs	End Jan 09
6.2	(Applicable) Sports to help Amy Ainsworth collect County Contact info when she contacts them	Some NGBs	End Jan 09
6.3	JP to sort item on BSF for next Forum meeting	JP	March 09
6.4	Apply for skills in Sport Training Day in Loughborough (Jan 13 th)	ALL	ASAP
6.5	JP to seek rooms at Loughborough for future Forum dates	JP	ASAP

Item	Content	Action
<p>1.0</p> <p>1.1</p> <p>1.2</p>	<p>Welcome and Minutes of Last Meeting</p> <ul style="list-style-type: none"> • JP welcomed everyone to the meeting. • Both Chair & Vice Chair are unable to attend today, so JP was asked to run the meeting • This meeting seems to have clashed with a number of NGB meetings. Also, due to a few last minute difficulties, the turn out is low. • Amy Ainsworth (Administrator) and David Butler (RFL) were introduced. • Notes of last meeting held on Sept 2nd were accepted as accurate <p>Update on actions from last meeting</p> <ul style="list-style-type: none"> • Sports to contact Jeff Spencer about Active Analyser – completed for those who wanted to • JP organised 2 “self help” sessions – 1. Using Outlook to help plan work. 2. Producing a regional development plan (led by Gemma Barton) – both sessions were well received. Further support opportunities will be set up • Equitable Practise and Cultural Competency Training – dates organised and the training was run. Attendance was quite low, but it was very well received by those who attended. 	
<p>2.0</p> <p>2.1</p> <p>2.1.1</p> <p>2.1.2</p> <p>2.1.3</p> <p>2.1.4</p>	<p>CSP Presentations</p> <p>Leicestershire and Rutland (NH)</p> <ul style="list-style-type: none"> • Partnership has been developing a 4 year Strategy which breaks down to annual action plans for core team – currently in ‘consultation phase’ • Ran consultation event – decent representation from county governing body officers (about 50 people) • Online survey to be launched first week Jan 2009 • Visiting various other sector groups to gather opinions • 2nd consultation event planned for March – presentation of draft strategy <ul style="list-style-type: none"> • Sports Unlimited funding – reduced from last year. £260k available • 80% of funding allocated (probably to sports specific bids) via Local Sports Alliances, 20% funding through Open Pot • All bids have to be in by 21st Jan 2009 (timescales were launched Oct 2008). Ian Knott is lead officer <ul style="list-style-type: none"> • KKP involved – last 5 months – develop a county-wide Facilities Strategy • Surveys used with local people – lots of consultation going on at moment • Hopefully draft strategy in place by Jan 2009, prior to a full launch in March 2009 <ul style="list-style-type: none"> • Schools Coaching Programme is running now • Biggest successes linking NGBs to PDMs in netball and gymnastics • Issues with getting the right coaches to the right places – not enough Level 2 coaches • Challenge for local authority partners with the potential loss of min 8 CSC jobs in April 2009 (especially those involved with multi-skill coaching) • Coach education programme launched – is that useful to the sports? • Coach Dev’t Group – recently taken over the coaching section of the regional development plan 	

2.1.5	<ul style="list-style-type: none"> Youth Games – trying to develop this event still and want NGBs to use this for Talent ID. So NH working to ensure that rules, etc allows this Local Competition managers to report back by Dec 15th re how competition framework fits with Youth games Challenge to enter more sports in the games that have competition frameworks – looking at tennis and gymnastics by 2010 	
2.1.6	<ul style="list-style-type: none"> Physical Activity Co-ordinators – in place solely to increase participation in 3 x 30mins Issues with maintenance of funding after Sept 2009 Success with netball especially (3 more clubs) Partnership currently working up a 4-year physical activity strategy with closer links to PCT 	
2.1.7	<ul style="list-style-type: none"> Talented athlete fund increased this year for athletes endorsed by their NGB For further info on this fund, contact NH 	ALL interested NGBs
2.2	Derbyshire (DN)	
2.2.1	<ul style="list-style-type: none"> Currently reviewing Plan for Sport – run till end Jan 2009 – plan to launch April 2009 	
2.2.2	<ul style="list-style-type: none"> Currently looking at how the partners in Derbys (e.g. Comp Mgrs, PDMs & SDOs) support sport specific development About 8 PDMs sit on County Sports Specific Groups, but this is not necessarily aligned to all sports. Key Questions: <ul style="list-style-type: none"> ➤ How are the different SSPs engaging with different sized sports? ➤ How do volunteers in smaller sports link in (where there is no County Sports Specific Officer)? <p>There is a possibility of co-ordinating partnership officers to help these links</p> <ul style="list-style-type: none"> Putting together a working group to look at this in New Year. Sports Specific representation requested – speak to DN 	NGBs
2.2.3	<ul style="list-style-type: none"> Currently deciding second round of applications for sport unlimited funding. Expressions of interest should already have been made. But it's not to late yet. 	
2.2.4	<ul style="list-style-type: none"> BSF – programme looked at earlier in the year (began with just Derby city). This is now extended to include the whole county. NGB input required in the New Year 	NGBs
2.2.5	<ul style="list-style-type: none"> P2P – Challenge with county athlete assessment days – how do we make these work? Links currently with swimming, but awaiting further info on working with other sports in the new year 	
2.3	Lincolnshire (DC)	
2.3.1	<ul style="list-style-type: none"> Coaching Network set up with links to Lincoln University (for 	

	<ul style="list-style-type: none"> performance athletes & coaches) Co-ordinated Coach Ed programme being set for 2009. Course information is available to download to clubs and can be received by club members. Most courses are well attended. Details of Coach Mentoring Ops available shortly (aimed at club coaches) 20 students from university volunteering within local network of sports clubs 	
2.3.2	<ul style="list-style-type: none"> Comp Managers now in place. County divided into 4. Tom Mapp – Senior Co-ordinator. Shane Ward – Grantham and Sleaford areas, Naz Sutton – Boston and Spalding, and Paula Hill – Coastal Partnership and Keyston areas 	
2.3.3	<ul style="list-style-type: none"> Talent ID – Leap Review completed 24 application for support, either with funding or support courses Next intake = May / June period, so forms available shortly Throws academy set up with Jeff Capes. Athletes have improved throw length by 1-4 metres – thinking how to set this up with other sports Roll of Honour this year – 85 people – challenge to double this figure 	
2.3.4	<ul style="list-style-type: none"> Club Development – variety of courses on offer Working with FE centres, universities and clubs to increase numbers of level 1 courses and volunteering opportunities 120 new clubs set up over last 4 years – over 5000 new people brought into sport Looking at using down-time in leisure centres to help set up new clubs – still room for more new clubs in this down time Trent Valley Academy – should open in Sept 2009 Waterways partnership – bringing all of the water sports across the county together - brings several partners together (environment, waterways board of Lincolnshire & canals systems) Forestry commission – looking to increase participation in orienteering, cycling, walking & running 	
2.3.5	<ul style="list-style-type: none"> Community Development - Working with the police, youth service, NGBs to stage Street Games – target to double last year's figures of 700 children involved Equity – contact with heads of special schools – how many disability athletes do we have in the county? Trying to map them both at school and at home Plans to develop facilities for disability athletes around residential areas 	
2.3.6	<ul style="list-style-type: none"> Strategy – feedback wanted (see weblink in presentation) 	All
2.4	Northamptonshire (GS)	
2.4.1	<ul style="list-style-type: none"> Sport Unlimited. Into Y2 Planning, Inter-Agency Planning day run at beginning of Nov – not many sports attended Struggling with year 1 plans – only 36% of activities being implemented. Reviewing how to get better engagement. CIF application successful – project aimed at U16 ptpn & club, coach, 	

<p>2.4.2</p> <p>2.4.3</p> <p>2.4.4</p> <p>2.4.5</p> <p>2.4.6</p> <p>2.4.7</p> <p>2.4.8</p>	<p>volunteer support will start April 09 – focus around Olympic sports (but not excluding others) – about 250k inward investment.</p> <ul style="list-style-type: none"> • 16+ back into sports sessions being run in various sports • Coach Scholarship scheme – 39 applications, panel meeting shortly to allocate funds <ul style="list-style-type: none"> • Sports be aware that they may be contacted by ‘Prospect for Sport’ – looking at setting up a coach agency/academy for recruiting, employing, deploying, training of coaches within the county • Currently 3 models being looked at – one from north west, one from Buckinghamshire and one from Humberside • Feasibility / costs being looked at as part of this proposal <ul style="list-style-type: none"> • Competitions - State of flux around Youth Games 2009 – LAs want it, SSPs don’t – NGB view welcomed (consultation shortly) <ul style="list-style-type: none"> • ‘Sporting Champions’ talent development scheme launched. Grants for athletes up to age 25 (or 35 if disabled) • Delivered through Community Foundation <ul style="list-style-type: none"> • Club Development - 2nd club accreditation clinic in Nov. 80 coaches, volunteers, officials attended – if clubs send enough reps, they can get gain all key course requirements needed for Club Mark in one day • New officer for club development – Kelly Walker until March 09 <ul style="list-style-type: none"> • Facilities • New boat house at Northampton Rowing Club & sports hall at Southland School – so pos club opportunities through these • BSF Stakeholder Group being set up <ul style="list-style-type: none"> • Lost CSN officer recently – but CSP still looking to support CSN dev’t <ul style="list-style-type: none"> • Disability – 6 multi-sport club now operating • Hub Clubs in 4 sports also being established 	<p>GS / NGBs</p>
<p>3.0</p> <p>3.1</p> <p>3.1.1</p> <p>3.1.2</p> <p>3.2</p>	<p>Data for Sports Specific Development (RT, DB, RB)</p> <p>‘Using Data’ (RT)</p> <ul style="list-style-type: none"> • Various ideas for using data included: Inform decisions, Evidence decisions, Establish trends, Check progress, Gap analysis, Management tool, Targets, Lobby, Align resources • Sport is starting to use data as much as other sectors. Data usage has increased dramatically, but we still need to accelerate data use • Most partners using data for resource allocation <ul style="list-style-type: none"> • Data will suggest areas for sports to develop – however it will not replace the leadership provided by each key officer <p>‘Currently Available Data’ (DB)</p>	

3.2.1	<ul style="list-style-type: none"> • Available data includes, Active People Survey, Mkt Segmentation & Sports Packs. • 'Active people' data allows cross-referencing to a number of different variables and includes headline figures across the East Midlands (e.g. volunteering, Club membership and involvement in competition) 	
3.2.2	<ul style="list-style-type: none"> • 'Active People 2' – just finished – results available from Dec 11th. Active People 3 running from Oct 08 to Oct 09 • Because we have moved from data poor to data rich situation, people generally now need to understand how to access and use this. 	
3.2.3	<ul style="list-style-type: none"> • Diagnostic Tool allows more detailed usage of info. It is possible to run workshops, if enough interest is shown (contact DB) • Example a map taken from Amber Valley is found in the presentation (on the NGB Forum web pages) 	NGBs/DB
3.2.4	<ul style="list-style-type: none"> • Sports Market Segmentation • 19 Segments developed through participation behaviour, attitudes to sport, health, dietary & fitness levels, etc. Done to understand customers better i.e. who does sport and what do they want? Why they do sport and why they don't (Further details available in presentation.) 	
3.2.5	<ul style="list-style-type: none"> • Sports Specific Packs • Produced for 42 sports based on Active People data & Mkt Segmentation • Data tends to be national – not regional, but can provide a good overview. These are found at: http://www.sportengland.org/index/get_resources/research/sport_factsheets.htm • Contact details for Dale on Derbyshire sport website – any queries – happy to try and help 	
3.3	<p>'Sport Satisfaction Survey' (RT)</p>	
3.3.1	<ul style="list-style-type: none"> • 08 – 11, work in progress looking at quantifiable satisfaction of people participating in sport. Being developed by MORI at the moment. • Mick Baikie attended IPSOS Mori seminar – felt that some information had been missed out of survey. It just concerns players. FA wanted more knowledge on volunteers and how to maintain their involvement in sport. • Other sports felt information was missed out – hard to get satisfaction levels across all areas of their sport e.g. cycling – BMX to track cycling 	
3.3.2	<ul style="list-style-type: none"> • Community Sport Profiles, produced for LA areas, maps info from Active People participation figures. These can be overlaid with other info, e.g. facility locations, IMD, minority ethnic groupings, etc to help with the understanding of participation. This should bring LAs & Sports together to work out how to make best provision for these groups (and secure further investment) • The profiles can be accessed at: http://www.sportengland.org/eastmidlands_index/eastmidlands_in_your_region/community_sport_profiles_2008.htm 	

<p>3.4</p> <p>3.4.1</p> <p>3.4.2</p> <p>3.4.3</p> <p>3.4.4</p> <p>3.4.5</p>	<p>‘Using the Data Available’ (DB)</p> <ul style="list-style-type: none"> • DB ran through some of the work he has done layering data on maps for NGBs. In his Derbyshire Sport capacity he has worked with Cricket & Gymnastics. • GIS system, involves Geo-coding (plotting post codes on maps) and Thematic Mapping (shaded areas of specific population types, for example) • (Various maps available in presentation as examples of this) • Cricket – mapping participation in relation to focus clubs and senior schools, along with areas of high deprivation. <ul style="list-style-type: none"> • Most data available can be mapped in some way • Layering provides a better picture of the communities. It can relate to participation in nearby schools, clubs etc • Middle Super Output Areas (about 7000 in England) - based on a mean of 7,000 people. Lower Super Output Areas are smaller than this. So area is defined by population rather than geography • NGBs will need info from Regional Level down to populations near to individual clubs – so working at various levels. • Market segmentation group data is available for all local authorities and the east midlands – data has to be supplied directly from the LA, as it is not freely available <p>Other Data that’s available:</p> <ul style="list-style-type: none"> • Neighbourhood site, which uses Census data. It’s possible to create thematic maps on this website. • Communities website – covers multiple deprivation <p>General</p> <ul style="list-style-type: none"> • In the presentation, an example given from NE Derbyshire for the redevelopment of a leisure centre, showing population in the area. Along with questionnaires, this data used to develop a marketing plan. • Although EM SE Office is understaffed at moment, SE is anxious for Sports to access the information when they can identify a specific need. • A number of partners e.g. some CSPs & many LAs have GIS software and may be able to help NGBs create maps. • Comparisons to Sports Specific Packs helps provide a focus to the types of maps they need. Data needs to be applied – understanding and application = important <p>3.5 Facilities mapping in Rugby – how has data helped? (RB)</p> <ul style="list-style-type: none"> • It is possible to get overloaded with information, as so much is available now. As an NGB the most important information you have is your own, so you can decide on what to prioritise. • RFU latest facilities strategy focus was on where to put facilities to grow the game – focus on 4 areas – <i>why</i> we deliver a facility, <i>what</i> sort of facility, <i>where</i> - geographically, and in <i>what</i> manner to do this • Aim was to make rationale as simple as possible <p>Referring to Presentation (posted on website)</p>	
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	<ul style="list-style-type: none"> • On graph, vertical axis is about what the club does (might be in terms of no of teams, coaches, volunteers, administrators, etc) Bottom of the axis = smaller clubs, high on the axis = big clubs. Horizontal axis covers the facilities currently available to deliver this (further down the axis = more facilities) • This covers the RFU's own data on clubs & facilities and helps them see where clubs are under or over resourced. (See which ones are above or below the "sustainability line") • Then go through Club development process with the clubs (Why, With, What, When & How) in order to support them. Each county has gone through this process with its clubs 	
3.5.3	<ul style="list-style-type: none"> • 'Growing the people' involves encouraging more coaches, volunteers and administrators so the club continues to grow • 'Growing the places' involves providing more pitches, floodlights, changing rooms so the club has a greater capacity to deliver • Major aim is to get clubs to the sustainability phase (highly club-based approach) 	
3.5.4	<ul style="list-style-type: none"> • Key point is to understand your specific sport. For Rugby it's about what facilities will make rugby grow further. What is important to us? • Each county has a 'county facility plan' – strategic model in terms of moving forward and increasing participation in the game • There is a core list of what a club should be delivering to develop participation. So there is a measure that can be applied to each club in terms of how strongly they are delivering each aspect of the list (e.g. what facilities they have, how many players they have, where they are with Club Mark, security of tenure, etc) • 'Rugby First' – RFU data collection system. Every club has to input their own data. So it's only as strong as the data the clubs put in. Used alongside county gross statistics to get an overall picture of the clubs and their facilities in the region 	
3.5.5	<ul style="list-style-type: none"> • Also use other data for added value. So, layering maps using data allows us to see where current facilities and participants are. It can then show where potential participants live, and therefore where potential facility development needs to happen • (Slides with examples from across the country were presented – showing where certain groups of likely participants and unlikely participants were living, and where facilities are. Providing scope for where new facilities should be built. Areas around London used as a good example) 	
3.5.6	<p>General points on using maps</p> <ul style="list-style-type: none"> • Found that when using maps – useful to know where the major roads are in the area • Also, how small should the area on the map be? Too small an area makes it difficult to analyse the data • Had problems accessing the data both nationally and regionally – priority needed if NGBs are going to focus on using this model • BSF – should have strong links to this type of modelling • Key question = what do you want to map and why? Related to what the sports need individually 	

<p>3.6</p> <p>3.6.1</p>	<p>Discussion Groups were set up and these were asked the following questions:</p> <ol style="list-style-type: none"> 1. What is it you might want to map and why? 2. What sort of data might help you? 3. Is there a role for the NGB Forum here? <p>The following points arose from these discussions</p> <ul style="list-style-type: none"> • Most sports would be interested in mapping their affiliation data against Active People data • Other data would be required on a sport by sport basis. This might include: <ul style="list-style-type: none"> ➤ Current Clubs / Club Mark Clubs ➤ Schools ➤ Facilities for training and competition ➤ Where each sport's key market segments live • NGB Forum to: <ul style="list-style-type: none"> ➤ Lobby for a (full time) Data Manager Post to be provided for the Region. This would help NGBs interpret data and provide a consistent service in the Region. ➤ Encourage Active People / Market Segmentation data to consider volunteering as much as participating 	
<p>4.0</p> <p>4.1.1</p> <p>4.1.2</p> <p>4.1.3</p>	<p>Update on National Developments (WC)</p> <p>Wendy asked those present to articulate their concerns or questions about the new Sport England Strategy. She then attempted to answer these. Points were as follow:</p> <ul style="list-style-type: none"> • CSPs (big & small) will have to offer an identical 'bottom line' level of service to NGBs. (Many CSPs will do more than this.) £200k will be given to every CSP to provide a core service to NGBs free of charge. • Many sports already recognise the value of working through CSPs. NGBs will be able to purchase further services on an individual basis if they want to (e.g. supporting clubs through Club Mark). • CSP will also develop their role around other funding so they will exist as an entity in their own right. SE will purchase a service from them for the NGBs. The Leicestershire model, for example, will involve 4 areas. These are NGB support (which will be SE funded), Physical Activity, Health & Sport through Education. • Roll of CSP in the 'Young People' agenda has become clear. Additionally roll of SE is clear – to make a contribution to the 5-Hr Offer, but not co-ordinate this. However work still needs to be done on what YST expects from CSPs. There appears to be a high expectation, but little funding to back this up. YST has accepted that the CSP is the 'one route' into the county and, therefore plays a crucial role in co-ordinating partners. However CSP role will not be to oversee every piece of Young People work in that county or manage the SSP network. It is also unclear how NGBs influence the YST. At county level this will be through the CSP. However at Reg & Nat levels, this still needs to be resolved. • In addition to core funding is Sport Unlimited money. • Discussions going on at moment re CSP role in coaching. <ul style="list-style-type: none"> • The new world will be NGB Centric – now about whole sport plans. How do other bodies help NGBs to deliver these? 	

<p>4.1.4</p> <p>4.1.5</p>	<ul style="list-style-type: none"> • SE will support rather than lead – now about NGB outcomes (not numbers). ‘No fail’ approach. SE will broker to make sure government targets are reached by ‘Sport’ not necessarily individual NGBs. <ul style="list-style-type: none"> ➢ Primary Offer includes data packs to 46 sports ➢ Secondary Offer is about what other partners (e.g. scUK, CSP, EFDS, WSF, etc) do to help NGBs to achieve their aims. • Less regional presence <ul style="list-style-type: none"> ➢ The Regional Office is taking a 50% staff cut ➢ Regional CIF pot closes 6th Jan 09 • SE is about Grow, Sustain & Excel and will have 5 headline areas of work. These are: <ol style="list-style-type: none"> 1. Grow participation – 1 million more people in sport by 2012 (SE’s key target). 500k of these will be through Sport / NGB plans 2. 5-Hr Offer – contribution to getting more people to do this 3. Increased satisfaction (of sports users) will be measured. This still needs further clarification. However there are 3 levels to those targeted in surveys. These are non member – club member – talent squad member. 4. Interventions will be aimed at reducing post 16 drop off in participation. Some pilots will be run with 2 to 3 sports, based on which sports have a big issue and which have good ideas to deal with this. 5. 25 sports funded to have good quality talent plans <ul style="list-style-type: none"> • Not all sports will be focussed on Excel. It depends on what their priorities are. • NGB funding to be announced on 16th Dec – reflection period follows when NGBs will re-evaluate what can be delivered with the funding available <ul style="list-style-type: none"> • CSN role is not clear as there is no longer a central directive for them to exist (although there will be a local delivery network). As a result there will be no continuation of current funding for CSNs. However, local partners often want them to continue and see that they do still have a role in Community Sport. CSNs will be able to work on a Physical Activity / Health agenda and are likely to be continued by other funding 	
<p>5.0</p> <p>5.1.1</p> <p>5.1.2</p>	<p>Removing barriers to participation in sport: Engaging with hard to access groups (MG)</p> <ul style="list-style-type: none"> • MC is a criminologist and has worked on TV series “Banged Up” and is an adviser to Government on crime. He was the first black player in the All England Bad Championships (at age of 10). He also works for the Birmingham Drugs Action Team and from there came into contact with Sport England and sports development. • There is a lack of integrated approach to sports funding. The issue is how to get more people engaged in sport. There are more people not involved than involved. • Where does the community fit in? Key observation from his work is that it is cheaper for people to be involved in sport than out committing crime <p>What is community?</p> <ul style="list-style-type: none"> • Hard to reach = wrong term to use – labelling people. They might argue that their regional officers for sport are ‘hard to reach’ 	

	<ul style="list-style-type: none"> • Risk assessments for some groups are difficult. Sport is a good exit strategy for gang members. However their access to sport, due to compliance with risk assessment, can prove problematic to organisations in sports development. • “Diversity is bigger than black people” – important to know the demographics of your community • Perceptions often prevent people from wanting to engage with certain communities. However there is little evidence to support these perceptions. Example: Archery wanting to get more inner city black men involved in the sport. But felt that encouraging this sport may make them pick up cross-bows and shooting weapons and increase violent crime! No evidence to support this would happen! 	
5.1.3	<p>Sports Strategies</p> <ul style="list-style-type: none"> • Third sector strategies can provide opportunities / funding to get people into sport • Sport for sport sake has been removed from society these days – ‘National community engagement strategy’ has been introduced to try and change this • The different models in MG’s presentation have different uses, depending on the community and the culture you are working with 	
5.1.4	<p>Cultural Competence</p> <ul style="list-style-type: none"> • Most important feature of community engagement is the credibility you or your staff have • If you are not able to engage with a community it is important you find someone who can help you. • Know your communities. In certain areas of Birmingham; Handsworth, Aston and Newtown 75% of the economy is a ‘paper economy’ – people are paid by cash. How can these people engage in sport if they only way they can pay to join is by credit card? What system is in place to allow these people to join? • Many organisations, including central government are not diverse in their make up. • Key to cultural competence is about functioning in cross cultural contexts with knowledge, awareness & sensitivity. 	
5.1.5	<p>Linguistic Competence</p> <ul style="list-style-type: none"> • Is important in the wider context of engagement. Need to understand the language used by the people you want to engage. • Equally, language is a barrier to many groups of people. E.g. How do you deal with people with dyslexia, non English speakers, or blind people, if they cannot fill out forms? This situation can be discriminatory. • Critical discourse analysis – the relationship between language and power. Written form of presentation excludes some people. How can we change this? 	
5.1.6	<p>Cultural Brokerage</p> <ul style="list-style-type: none"> • It is vital to use cultural brokers who can speak knowledgeably on behalf of their communities • Equal power and authority – is it possible between partners? It is certainly needed in order to make a difference. Cultural Equity is vital to success. • Being a cultural broker is not about trying to be someone you are not. 	

<p>5.1.7</p> <p>5.1.8</p>	<p>So, successful brokerage relies on people from the different partners in a scheme being able to communicate with each other.</p> <p>Theories of change</p> <ul style="list-style-type: none"> • Are reliant on an integrated approach – something that is difficult to achieve with a multi-agency approach. • Service providers need to communicate very clearly with each other as well as the communities they are trying to engage with. <p>Summary</p> <ul style="list-style-type: none"> • Find out who your first point of contact is • Confidence issue – courage and determination is important for you to go into your community. Need to go into your community – local shops, markets, pubs, clubs, mosques, churches, social clubs, barbers etc and talk to people. Find out what the culture is like. • Where do people live? Are there areas where people will not go due to gang culture etc? Have face to face discussion with people • Need to see sport as part of a wider solution to community cohesion • Not always about the money – some groups just want access to facilities or opportunities to get involved 	
<p>6.0</p> <p>6.1</p> <p>6.2</p> <p>6.3</p> <p>6.4</p> <p>6.5</p>	<p>AOB/ Dates of Further Meetings</p> <ul style="list-style-type: none"> • Amy Ainsworth is picking up some admin tasks on behalf of the Forum. She may be contacting you about various things in the future. • County level sports details will soon be going up on the NGB Forum web pages. These have been requested by some of our partners – some sports still need to reply to Amy to help her put this document together. • Building schools for the future – JP had discussions recently with Mike Preston. Together they are trying to develop the best ways of distributing information to regional officers and eliciting info from them. This will be done in a manageable way. There is likely to be presentation about this at next Forum meeting. • Reminder – 13th Jan Loughborough University – Skills in Sport Training Day. See website. £20 cost for day. Speak to JP if any NGBs lack budget to pay for this. • Provisionally, dates for regional forum meetings 2009 – 24th March, 30th June, 29th September, 15th December. JP will check that rooms are available at Loughborough University. 	<p>AA/ Appropriate sports</p> <p>JP</p> <p>ALL</p> <p>JP</p>