



## **Bangladeshi Community Development Sports Project** **End of Project Report**

Mark Barfield – December 2006

The Bangladesh Community Development (BCD) sports project was funded by Sport England West Midlands (SE) as part of the Active Communities Development Fund (ACDF). The primary aim of this funding stream was to increase the level of physical activity in underprivileged and underrepresented communities. In the West Midlands region there were twelve projects of varying sizes and scopes, the BCD project was amongst the largest in terms of forecasted, and delivered impact, and investment.

### **Project Overview**

The BCD Sports Project started in March 2002 with the initial application being submitted to SE prior to this point to secure funding. The original project plan stated that the key task for the 1<sup>st</sup> phase of the project was the recruitment of project staff Mr Basit Ali and Mr Mark Barfield started work in March 2002 following an open recruitment process. Mr Basit Ali was allocated eight hours per week and Mr Mark Barfield twelve hours per week with some additional support in the form of a driver for the logistics of moving participants and a ladies fitness instructor to deliver exercise to music (ETM) to female clients.

The project application defined this sports in which the BCD sports project was to focus and the project plan also detailed the wards in which we were to focus. The early stages of the project involved an audit of current activity and research into activities that may be successful in the future. This contributed to the overall project plan (ACDF form 7) and the annual plans (ACDF form 6) and these were to form the initial plans submitted to the ACDF manager at SE. Roles were quickly defined and Mr Basit Ali focussed on the organisation and delivery of football activities and Mr Mark Barfield concentrated on the development of new activities and partnerships. At this point SE required a steering group to be formed, following close work with some current BCD partners we recruited the following people to the BCD Sports Project steering group:

Jayne Pillar (Birmingham City Council)  
Mark Laithwaite (Nechells Sports Centre)  
Representative (Heartlands High School)  
John Ellis.(Joseph Chamberlain College)

By this point we had a steering committee in place, a forward project plan and an annual plan supported by audit data. This enabled the project to move forward and achieve in the areas detailed within this report. To make this clear I have broken this down into the key areas described in the original bid documentation I will also demonstrate how we exceeded the original project plan and targets and established a sports project that was truly inclusive in terms of sex, age and variety of activity.

### **Quantitative measure of activity**

There were some targets established in the original documentation dictating that we would achieve participation rates of 1500 per year, after the first year. The method of measure was not quantified and following discussions with SE West Midlands it was established that this would be represented by the total number of people attending activities. It was accepted that this may represent some individuals taking part in more than one activity but this was not considered to be an issue. Indeed as the project proceeded it became apparent that the number of activities that we had and the geographical spread of these combined with the spread of ages that were being targeted and the mix of activities for male and females would ensure that the figures were not unduly influenced by this method of measure. Ongoing monitoring of activity participation was done by weekly returns to Mr M Barfield who then compiled a report to the ACDF manager at SE. SE then used a statistics programme to provide us with annual returns. It is from these returns that the statistics below are drawn:

	<u>Target</u>	<u>Achieved</u>
<i>Year One (2002/03)</i>	<i>750</i>	<i>1750</i>
<i>Year Two (2003/04)</i>	<i>1500</i>	<i>2534</i>
<i>Year Three (2004 /05)</i>	<i>1500</i>	<i>2786</i>
<i>Year Four (2005/06)</i>	<i>1500</i>	<i>3126</i>
<i>Year Five (2006)</i>	<i>1500</i>	<i>2437</i>

Year five represents a nine month year and not a full financial year as is the case with years one, two, three and four and therefore the figures pro rate if extrapolated forward would represent participation of 3249 which in fact is an increase year on year from year one through five of the project.

The ACDF 7 required an increase in the range of activities delivered over the period of the project and the ACDF 6 for each year in succession increased the range of activities either by adding additional activity to the project or by adding additional age groups and availability to a current activity. The net result of this was the same and the number of participants benefiting from the project and the ACDF funding of BCD increased every year.

The increase in activities was done following the original audit findings and over the project cycle the following activities were undertaken as taster sessions:

- Mountain biking
- Swimming
- Athletics
- Football
- Badminton
- Athletics
- Active Dance
- Cricket
- Golf
- Tennis
- Boxing
- Mens fitness
- Running (endurance)

These taster sessions helped to establish demand for ongoing activities and the ACDF 7 and the ACDF 6 forms followed the original targets of establishing regular activities. As such the portfolio of regular activities developed during the period of the project:

#### Year 1

- Football
- Badminton
- Cricket
- Girls Cricket

#### Year 2

- Football X 2
- Badminton X 2
- Ladies ETM
- Cricket
- Girls Cricket
- Basketball

#### Year 3

- Football X 2
- Badminton X 2
- Ladies ETM
- Ladies Gym Sessions
- Cricket
- Girls Cricket
- Basketball
- Mens Fitness

#### Year 4

- Football X 2
- Badminton X 3
- Ladies ETM X2
- Ladies Gym Sessions
- Cricket X2
- Girls Cricket
- Basketball X 2
- Active dance
- Mens Fitness
- Boxing

#### Year 5

- Football X 2
- Badminton X 3
- Ladies ETM
- Ladies Gym Sessions
- Cricket X2
- Girls Cricket
- Basketball
- Mens Fitness
- Boxing

This portfolio of events covered a wide age range from eight year olds through to mens and ladies in there forties attending the fitness sessions.

This combination of overall numbers and range and diversity of activity represents a real achievement of the project and the impact of the ACDF investment has been increase three fold by the partnership working within the project and the success of the activities developed. This represents excellent value for the original SE investment.

#### **Qualitative Measure of Success**

The formal focus in this are is the training of BCD clients as coaches, officials and instructors. However, the project workers also felt it appropriate to target competition for participants to drive through and improvement in standards of play and participant and provide a route for progression and therefore motivate and retain participants. This has been a success and retention of participants has been good.

Training has taken place in a number of key areas:

#### Football.

We have trained coaches and referees. Some of the coaches have gone on to deliver within our own sessions, which has added value to the project as well as to the individual concerned.

#### Badminton

We have trained instructors and coaches. Most of these have been deployed within our own session therefore improving the session and adding value to the project. Some of our coaches have gone on to work within other related projects, which adds value to sport in the West Midlands and to the individuals concerned.

#### Boxing

We focused on quality and supported one Amateur Boxing Association Coach to renew his qualification and improve the standard of his coaching this improved the quality of the project as well as enhancing the individual's skills.

#### Mens Fitness

Linked strongly with the boxing the activity was run by a keen, but unskilled volunteer. To make the activity safe and effective we supported a candidate through the process and added an additional activity to our portfolio as well as upskilling a member of the community.

#### Ladies ETM

The plan was to increase the range of activities run and by recruiting a young female member of the community we would increase the skills of a young person and gain a new activity. In this case it was not successful and the individual was not able to achieve the standards set by the examining board in question. Regardless of this I believe that the candidate in question benefited from the training provided.

#### First Aid

All sports instructors and coaches need some basic first aid skills. This course trained individuals exclusively from our project to ensure the activities were safe and effective.

The other key area for development was competition. For this football, badminton and cricket became our focus sports. There were other sports involved in competition but these three form the basis for our regular competition programme. Basketball benefited from inclusion in our sports festival which was run in 2004 organised by Mr Basit Ali this festival was hosted by Aston Villa Leisure Centre and was attended by over one thousand young participants.

The competition programmes for cricket and football were similar with a series of tournament outings during the summer months and entry into a league for the football team from late 2005. Badminton has been a phenomenal success with a specific development squad set up in 2005 with the focus of developing a small number of talented players. Two of these players are now ranked in the England's Badminton National Rankings and as such are regarded as seeded players when attending tournaments. This is a huge success for the BCD sports Project.

### **Summary**

Five years is in many ways a long time. However, in the context of long-term sports development it is a relatively short time. BCD developed many activities and had an effect on many individuals' lives and undoubtedly this will have had an impact upon their health and well-being. The real legacy of the project will be the changes in participant's behaviour caused by this project. Research substantiates the opinion that people that have been active for a year or more are more likely to remain active and seek out new opportunities. It is hoped that the football activity can continue with some additional funding being sought to enable this valuable and effective activity to exist beyond the end of the ACDF funded project.

Overall BCD should be proud of the achievements it has enjoyed with the ACDF Sports Project. The number of participants, range of activity and breadth of age ranges is a real tribute to the work of all at BCD.