

# Sports Development Unit

## Generic Service Standards

...Our commitment to your community



Department of Community, Culture and Leisure  
*Rheynn Co-phobble, Cultoor as Soccar*





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# Sports Development Unit

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### Welcome

On behalf of the Department of Community, Culture and Leisure, I would like to welcome you to the 1st edition of the Manx Sport and Recreation (MSR) Generic Service Standards Manual produced by the Department's Sports Development Team.

The Sports Development Team strives to deliver sporting schemes and activities which give young people a fun and positive experience within a safe and enjoyable environment. This Generic Service Standards Manual will provide our community with all of the basic details on the policy documents that the Sports Development Unit follow, as well as an opportunity to learn more about the services on offer and provide feedback to the team on how they operate.

The Island's sporting future looks bright with the Sports Development Team working hard on the Island to encourage more young people to get involved in sport in a fun, positive, structured environment under the guidance of qualified coaches.

This Generic Service Standards Manual outlines the team's commitment to your community.

The Sports Development Team and I look forward to welcoming you at your next sporting scheme.

Yours in Sport,

A handwritten signature in blue ink that reads 'David'.

Hon David Cretney, MHK  
Minister for Community, Culture and Leisure

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### **Our Mission Statement**

The Sports Development Team is committed to ensuring that all children regardless of age, gender, background, religion, ability or race, can participate in sport in a safe and enjoyable environment.

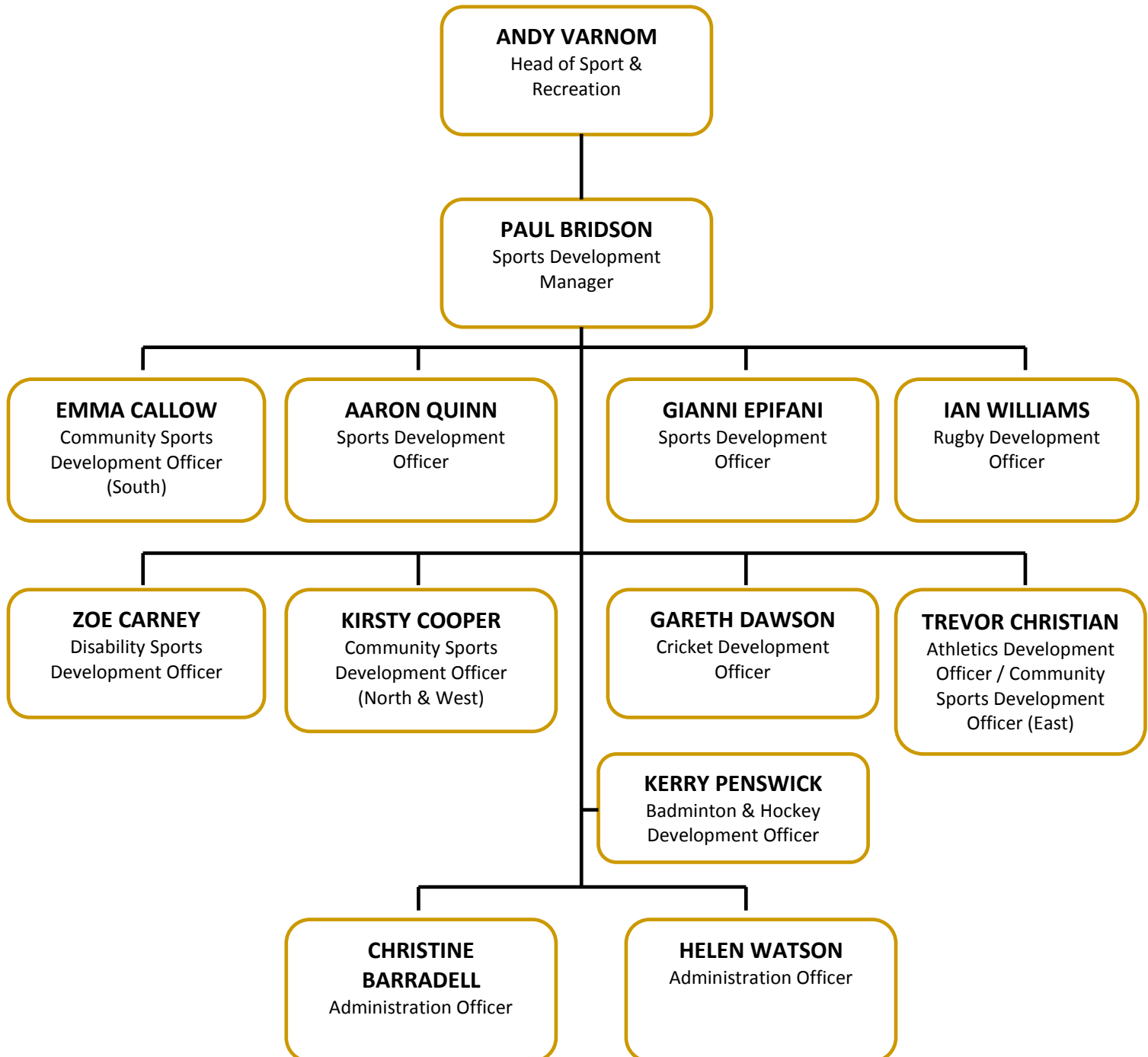
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### Who's Who at Sports Development



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### Contact Us

Detailed below are the contact details for the Sports Development Office:

	<b>Telephone</b>	<b>Email</b>
<b>Sports Development Office</b>	01624 688592	<a href="mailto:enquiries@msr.dtl.gov.im">enquiries@msr.dtl.gov.im</a>
<b>Paul Bridson</b>	01624 688591	<a href="mailto:paul.bridson@gov.im">paul.bridson@gov.im</a>
<b>Aaron Quinn</b>	01624 688560	<a href="mailto:aaron.quinn@gov.im">aaron.quinn@gov.im</a>
<b>Gianni Epifani</b>	01624 688556	<a href="mailto:gianni.epifani@gov.im">gianni.epifani@gov.im</a>
<b>Emma Callow</b>	01624 688557	<a href="mailto:emma.callow@gov.im">emma.callow@gov.im</a>
<b>Ian Williams</b>	01624 686808	<a href="mailto:ian.williams@gov.im">ian.williams@gov.im</a>
<b>Zoe Carney</b>	01624 688575	<a href="mailto:zoe.carney@gov.im">zoe.carney@gov.im</a>
<b>Kirsty Cooper</b>	01624 688559	<a href="mailto:kirsty.cooper@gov.im">kirsty.cooper@gov.im</a>
<b>Trevor Christian</b>	01624 688576	<a href="mailto:trevor.christian@gov.im">trevor.christian@gov.im</a>
<b>Kerry Penswick</b>	01624 651572	<a href="mailto:kerry.penswick@gov.im">kerry.penswick@gov.im</a>
<b>Christine Barradell</b>	01624 688589	<a href="mailto:christine.barradell@gov.im">christine.barradell@gov.im</a>
<b>Helen Watson</b>	01624 688558	<a href="mailto:helen.watson@gov.im">helen.watson@gov.im</a>

#### **Postal Address:**

Sports Development Office  
National Sports Centre  
Groves Road  
Douglas  
Isle of Man  
IM2 1RB

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### What are we all about?

- The Sports Development Unit's main purpose is to provide a wide and varied range of sports programmes and activities for children and young people all around the Island. During each school holiday period (six times per year), the Sports Development Unit facilitate a comprehensive range of sports schemes for children between the ages of 5–15 years. In addition to the school holiday programme, the Sports Development Unit also deliver a term time programme of sports activities for children at the National Sports Centre, as after school sports schemes.
- Through the post of Disability Sports Development Officer and working with a number of external partners, the Sports Development Team is working to increase the attendances of people with a disability on the Island taking part in sport and physical activity.
- The role of the Community Sports Development Officers is to ensure that children in all regions of the Island have sustainable opportunities and a seamless pathway from school sport into community sports clubs.
- The Sports Development Team carry out an annual Sports Participation Survey in the Island's schools targeting years 4, 5 and 6 from all primary schools and years 7 and 8 from the secondary schools. The results from these surveys shape the work carried out by the team and enable them to have a more targeted approach when it comes to allocating resources.
- The Sports Development Unit facilitate a comprehensive sports activity programme targeting various schools identified as having low participation rates in sports and physical activity.
- Through the Isle of Man Government's Young Persons Strategy, the Sports Development Unit have established strategic objectives to provide sporting opportunities for those looked after children within the Isle of Man care system.
- The Manx Youth Games is the Sports Development Team's flagship event which the team facilitate every year. Working in partnership with the Island's sporting governing bodies, the Manx Youth Games introduces new participants to various sports, identifies new sporting talent and subsequently provides clear sporting pathways for the Island's young athletes.
- The Island-wide Walk and Talk and Green Walk and Talk initiatives are facilitated and managed by the Sports Development Team. These initiatives



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are aimed at improving the health and social well-being of the maturing population and are even available on prescription from GPs who feel patients may benefit from attending a gentle exercise programme.

- The Sports Development Team working in partnership with IOM Sport and local governing bodies, now have Sports Specific Development Officers for rugby, athletics, cricket, badminton and hockey, who are working to improve the sports provision in their respective sports on the Island through the Community Key Sports Initiatives. The team will also be working with any additional governing bodies who are successful in appointing development officers for their sport.
- Working in partnership with the Department of Health, the Sports Development Unit developed an initiative which has allowed families receiving an income related benefit, access to the Sports Schemes offered at a discounted cost.
- The Sports Development Team are guided by the National Society for the Prevention of Cruelty to Children (NSPCC) in relation to their Safeguarding of Children, Young People, Vulnerable Adults and Good Practice in Sport Policy. The team also have a strong presence on the Isle of Man Safeguarding Children Board.
- The Sports Development Team lead the way for providing the Island's coaches with continuous professional development opportunities through National Governing Body Coaching awards, Sports Coach UK workshops and Sports Development organised staff training.
- The need for a national governing body for coaches was highlighted in the Isle of Man Sport and Recreation Strategy. In 2007 the Sports Development Unit launched the MSR Coaches Association offering the Island's coaches the opportunity to be a member of a recognised body as well as enabling them to share models of best practice. The MSR Coaches Association is now used by Sports Coach UK as an example of best practice in sport.
- The Sports Development Team's Primary School Sports Programme initiative provides a sustainable approach to sport in the Island's primary schools. By providing teacher/parent training, opportunities for the schools to facilitate after school sports clubs and the opportunity to take part in regional and national festivals of sport, the Sports Development Unit hope to increase the amount of school sports provision, raise the standards of coaching within schools as well as increasing the length of the school day.

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### Our Commitment to Fair Play

The Sports Development Unit is committed to encouraging fair play at all activities/sporting schemes organised by the team. The following Codes of Conduct reinforce this fair play commitment:

#### Participants

We will:

- Enjoy competing
- Do our best
- Show good sportsmanship and work as a part of a team
- Play within the rules
- Respect opponents, officials and their decisions

#### Coaches

We will:

- Lead the players in playing fair
- Show respect for players, officials and their decisions
- Stick to the rules
- Promote sport for enjoyment, not just for winning
- Discourage rough play and cheating

#### Parents & Spectators

We will:

- Promote participation in sport for fun
- Teach and show respect for opponents and officials
- Congratulate our children regardless of the result
- Teach sportsmanship and the value of teamwork
- Encourage fair play and discourage cheating
- Never use bad language

#### Sports Development Unit

We will:

- Abide by the Fair Play Charter at all activities
- Encourage and support all players
- Provide relevant training for our coaches
- Be positive role models

*Remember: it's not the winning.....but the taking part that counts!*

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### **Our Commitment to Safeguarding & Protecting Children & Vulnerable Adults**

#### **Introduction**

Children have the right to be safe and happy in the activities that they, or you, as their parent or carers choose, and you as parents or carers have the right to believe that the organisations to which you entrust your children, are safe. All organisations therefore have a duty of care for the children whom they provide activities or services for.

The Sports Development Unit prides itself on providing activities for children in a safe, positive and fun environment.

The following guidelines have been established by the Sports Development Unit to ensure that the safety of children is paramount on all activities at all times.

#### **Safeguarding & Protecting Children & Vulnerable Adults**

The Sports Development Unit (SDU) is committed to good practice which protects children and young people from harm. Coaches and volunteers accept and recognise their responsibility to provide an environment which promotes the safety of the child and young person at all times.

To achieve this, the Sports Development Unit will:

- Ensure that all coaches/volunteers have attended a Sports Coach UK Safeguarding and Protecting Children Workshop
- Have an appointed Child Protection Officer (Gianni Epifani)
- Adopt Safeguarding and Protecting Children guidelines through Codes of Conduct for coaches, participants, parents and spectators
- Ensure good working and safe playing practices
- Have procedures relating specifically to bullying
- Have an induction document for all coaches/volunteers to assist in the delivery of sports development activities and to follow best practice
- Adopt a child centred approach to service delivery

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- Act immediately to concerns raised by coaches, participants and parents in relation to the treatment of children when engaging in sport
- Review the SDU Safeguarding and Protecting Children guidelines and procedures on a regular basis in close consultation with the Isle of Man Child Protection Committee and other relevant agencies (NSPCC), taking into consideration the latest developments in best practice
- Encourage Isle of Man Sports Associations to have a Safeguarding and Protecting Children policy in place and to adopt best practice in order to safeguard their members

### Anti-Bullying Policy

The Sports Development Unit operates a ZERO TOLERANCE policy on bullying on all activities, whether it is verbal or physical. If any child is found to be involved in bullying on any of our schemes, they will be sanctioned in accordance with the Sports Development Unit Discipline Policy.

The SDU reserves the right to suspend or exclude any child should their behaviour be of a serious breach of the rules/codes of conduct which have been implemented.

### Respect Every Individual

- Respect every child's need for, and rights to, a play environment where safety, security, praise, recognition and opportunity for taking responsibility are available
- Respect for every individual's feelings and views
- Recognise that everyone is important and that our differences make each of us special
- Show appreciation of others by acknowledging individual qualities, contributions and progress
- Ensure safety by having rules and practices carefully explained and displayed for all to see

### Bullying

- It is the responsibility of the Lead Coach to report any bullying incidents to the Sports Development Unit who will then take any necessary action
- Bullying will not be accepted or condoned. All forms of bullying will be addressed

Bullying can include:

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- physical pushing, kicking, hitting, pinching etc.
- name calling, sarcasm, spreading rumours, persistent teasing and emotional torment through ridicule, humiliation and the continual ignoring of individuals
- sectarian/racial taunts, graffiti, inappropriate gestures
- sexual comments and /or suggestions
- unwanted physical contact
- Children from ethnic minorities, disabled children, young people who are gay or lesbian, or those with learning difficulties are more vulnerable to this form of abuse and may well be targeted

### **Support to the Child**

- Any advice and assistance should be given by an experienced coach
- Children should be told what is being recorded, in what context, and why
- Anyone who reports an incident of bullying will be listened to carefully and be supported, whether this is the child being bullied or the child who is bullying
- Any reported incident of bullying will be investigated objectively and will involve listening carefully to all those involved
- Children being bullied will be supported and assistance given to uphold their right to play and to live in a safe environment which allows their healthy development

### **Support to the Parents**

- Parents should be advised on policies (ZERO TOLERANCE) and practice about bullying
- Any incident of bullying will be discussed with the child's parents/guardians/carers
- Parental advice on action will be sought and agreements made as to what action should be taken
- Support should be offered to parents/guardians/carers including information on other agencies or support lines

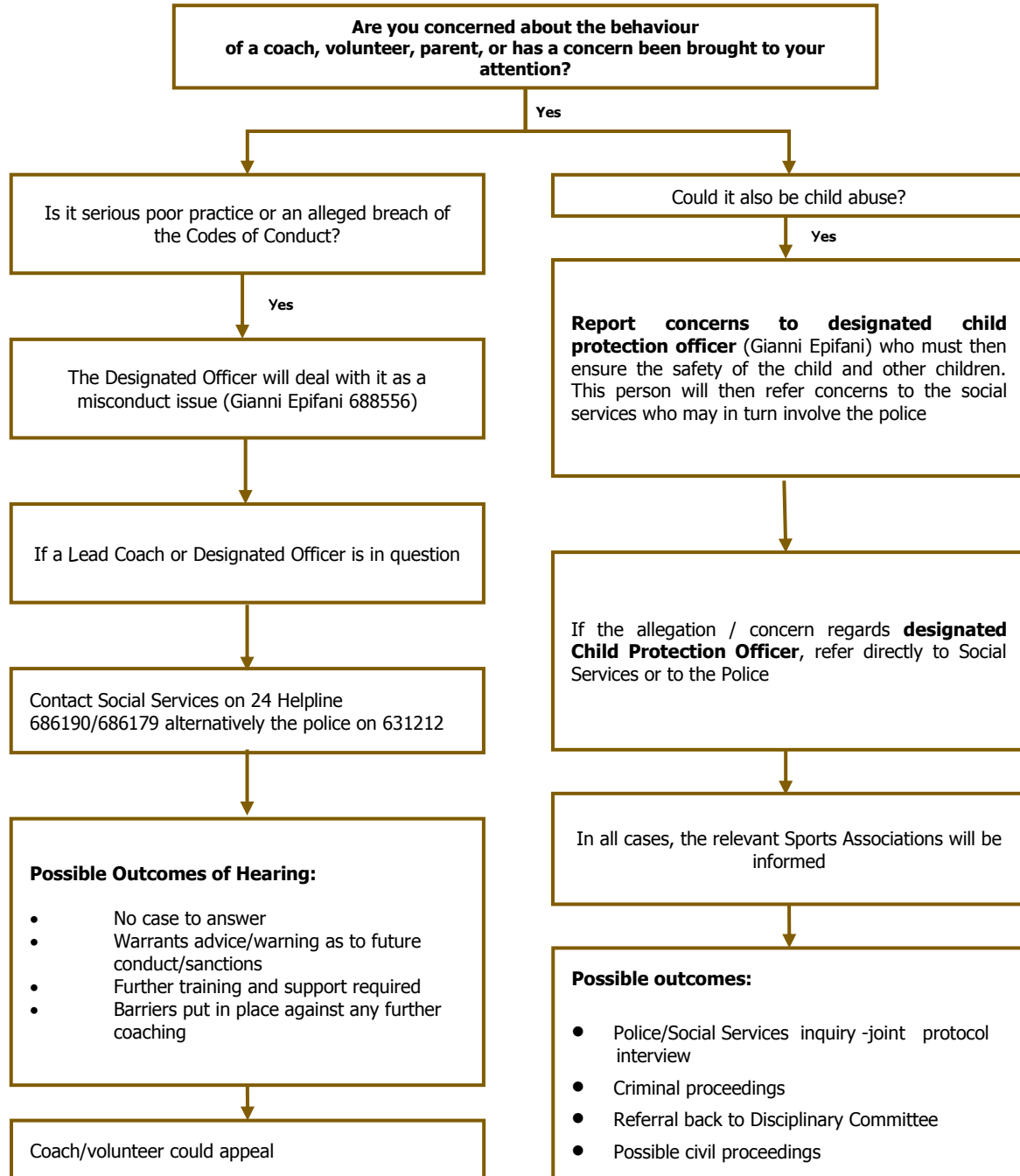
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### WHAT DO YOU DO IF YOU HAVE ANY CONCERNS ABOUT CHILD ABUSE?



**If in doubt or you do not know who to turn to for advice or are worried about sharing your concerns please contact Social Services direct (686190 – 686179) or the NSPCC on 0808 800 5000**

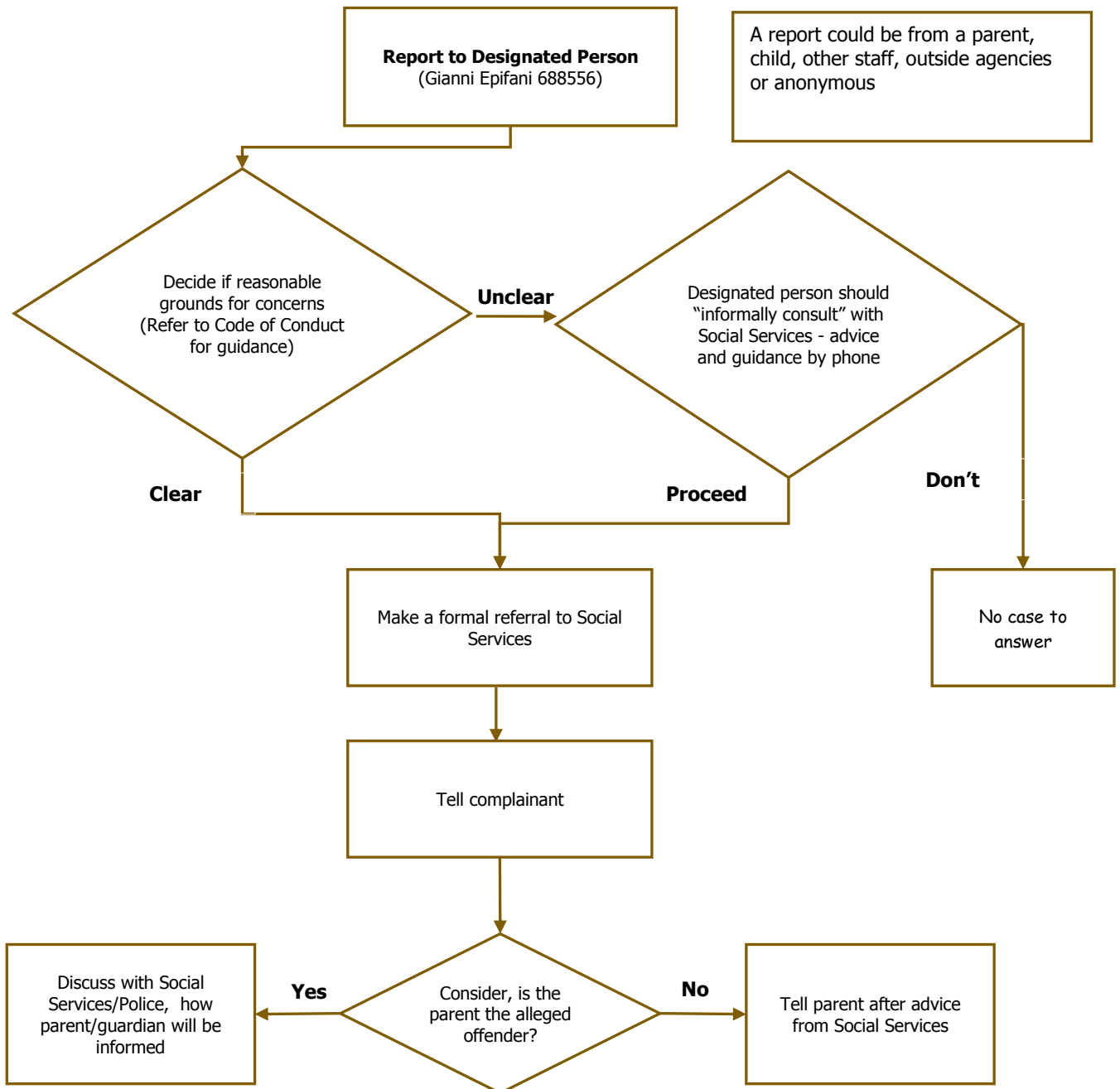
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### Our Commitment to Health & Safety

The Sports Development Unit is committed to providing a safe environment for all people to take part in and enjoy our activities.

- All Seasonal Sports Coaches:
  - Possess a minimum of a National Governing Body Level One (ie football)
  - Possess an up-to-date 'Safeguarding & Protecting Young Children' certificate
  - Possess an up-to-date 'Equity in Your Coaching' certificate
  - Possess an up-to-date 'Emergency First Aid' qualification
  - Posses a satisfactory police and/or CRB check
- All facilities and equipment used by the Sports Development Unit undergo regular risk assessments and checks prior to use, with any defects reported to the Sports Development Office
- Risk assessments for all activities are completed prior to their commencement
- All staff attend regular in-house training
- All activities are staffed with suitable coach:child ratios where possible
- All activities are led by an experienced Lead Coach where possible
- Scheme assessments are carried out by the Sports Development Team during each holiday period of activities
- Where necessary, accident forms are completed by the Coaches and handed to the Sports Development Office
- Up to date Health and Safety Plans and Risk Assessments are in place
- The Sports Development Team have up-to-date medical/behavioural information for all participants where required

### Statement of Intent

The General Health and Safety Policy statement of the Department of Community, Culture and Leisure (DCCL) applies and is recognised and utilised by the Sports Development Unit. The DCCL Policy should be read in conjunction with this. Health and safety has been considered in all aspects of work undertaken by the SDU. This can be identified in the Mission Statement.



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'The Sports Development Team are committed to ensuring that all children regardless of age, gender, background, religion, ability or race, can participate in sport in a **safe** and enjoyable environment'.

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### Discipline Policy for Children who Attend Sports Development Programmes & Activities

#### Introduction

The Sports Development Unit (SDU) strive to establish a positive and supportive coaching environment for all activities that the SDU organise and manage. The SDU will continue to ensure that all children feel positive about themselves, be tolerant, respectful and cooperative and encourage safe practices on all SDU programmes. All children will receive a consistent approach to behaviour management, so that they fully understand and aspire to the standards of behaviour set.

#### Aims

- To promote high standards of behaviour on SDU schemes at all times
- To encourage children to develop good manners and tolerance and understanding towards their peers and themselves
- To have a consistent approach to behaviour management with all children by all Coaches
- To develop practices and strategies that assist the development of children's correct and positive behaviour at all times

#### Rewards

- All children who attend schemes will receive a sticker, at the end of each activity that they attend
- These stickers will be collected, once 10 have collected children will be entitled to a free scheme
- Children are praised positively for good behaviour and co-operating with the coaching staff

#### Sanctions

- 1** For children who break the SDU participants' code of conduct on any holiday or term time activity, their name is recorded in the Lead Coaches De-brief sheet, detailing the inappropriate behaviour
- 2** The child's name is recorded in the MSR Shared File
- 3** The child will be informed by the Coach that their name has been written in this box, and that the SDU will keep a record of all children who break the code of conduct

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- 4** Should a second misdemeanour occur, and their name is recorded again in the "box" on the Coaches De-brief form, it will once again be recorded in the MSR Shared File. Once again the child will be informed that their name is being forwarded to the SDU, and that if they break the code of conduct once more, then there will be more serious consequences
- 5** If a child's name appears for a third time, then a letter is sent home to the parent / guardian / carer to inform them that the child has broken the code of conduct, with a general outline of the breaking of rules (e.g. bullying, swearing, fighting etc.)
- 6** The parent / guardian / carer will be informed in writing that should their child break any rule in the future they will be asked to attend a meeting with their child at the Sports Development Office to discuss the problems that exist and to discuss the way forward
- 7** Should the child's name appear on any more occasions, then the above will be implemented. The parent / guardian / carer will be informed that failure to attend this meeting will result in the child's name being excluded from attending any future SDU activities
- 8** On conducting the meeting, the parent / guardian / carer will be informed of all incidents of unruly behaviour, and the proposed way forward, in agreement with themselves and their child. A behaviour plan will be drawn up at this meeting, and will be signed by all parties (including the child). They will be informed that this is their last chance, and that they will be monitored closely by the SDU and Coaches that are employed by them
- 9** Should the child behave in a manner that is deemed unsatisfactory, then they will be suspended from all SDU activities for a period of 6 months

From time to time an incident may occur which is deemed by the Coach / SDU to merit automatic parental involvement (i.e. point 8 from above). Examples of this may include assault on a Coach or another participant, or similar offences that are serious enough to compromise the safety of themselves and / or the rest of the group.

The SDU will decide at what point within the list of sanctions above that the matter is progressed.

The SDU reserves the right to suspend or exclude any child, should their behaviour be of a serious breach of rules / code of conduct that has been implemented.

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### Our Commitment to Customer Care

#### What is Customer Care?

Customer care is about providing a good quality service in a friendly, efficient and helpful way, by listening to our community. Customer care is also about the continuous improvement of the services offered to our customers.

#### Policy Statement

The Manx Sport and Recreation, Sports Development Unit is dedicated to customer care. Utilising excellent facilities, we will endeavour to provide a quality experience, which offers good value for money to our customers. Well trained staff with the highest standards of health and safety are paramount in everything that we facilitate and manage.

#### Who are our Customers?

We aim to meet the needs of the Island's Community, regardless of age, gender, ability, race and socio – economic factors. We provide a high quality sports development service for:

- Parents of children/young people
- Participants or the children and young people themselves

#### Customer Care Principles

The Sports Development Unit will:

- Ensure complaints are dealt with openly and fairly
- Provide customers the opportunity to have their say on the services offered
- Actively seek the views of customers
- Provide services that are fair and accessible to all
- Be honest and fair when dealing with customers
- Respond quickly and efficiently to all feedback
- Be attentive and courteous in dealings with the public
- Regularly review our customer care commitments

#### Customer Comments

The Sports Development Unit welcomes all customer feedback on issues relating to the success or failure of our service delivery. The following procedures detail the various means by which customers can provide this feedback:

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### **Parental Feedback**

Once a child has been accepted onto a Sports Development activity, their parent/guardian will be sent a confirmation letter/email and a "Your Opinions Matter" postcard. This gives parents an opportunity to offer written feedback on the service we operate.

The results of this will be recorded and common themes will be looked at. These themes will be analysed at the Sports Development Team meetings following each school holiday programme and will be a catalyst for implementing any feasible changes/improvements.

In addition, a "Sticker Scheme" collection card has been introduced. As part of this process, there is a scoring system (1 – 5) for parents to rate different aspects of the services provided by the Sports Development Team. An analysis of these results will be undertaken each year to track trends and record feedback and will once again, where feasible, be a catalyst for change/improvements.

### **Manx Youth Games**

At the Manx Youth Games, feedback is collected from both participants and parents in order to assess the value, impact and quality of the initiative. The results are analysed and collated and used to implement change and improvement for future events.

### **Staff (Coaches Feedback)**

Coaches can record their suggestions/feedback/comments using the de-brief procedure following the end of any Sports Development activity session. These suggestions are collected and analysed at the Sports Development Team meetings with the necessary improvements/changes made where feasible.

### **Coach Training/Feedback**

The Sports Development Unit facilitates a regular programme of training for coaches/volunteers it employs or deploys respectively. In addition, the Sports Development Unit facilitates a series of workshops for coaches/volunteers and teachers to attend. Feedback is collected at the end of these courses and the results are used to action improvements or shape the decision making for future training that is required.

### **Questionnaires**

Following each summer holiday activity programme, all those on our database will be sent a questionnaire, to ascertain feedback on the service we operate. Separate questionnaires will target both parents and participants. These will include the following areas:

- Programming
- Administration
- Coaches/staff

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- Access
- Cost
- Health and Safety

The results will be analysed and key themes/areas for improvement will be presented with action points for future improvements. This will be posted on the website, but in addition, the results will be tabulated and sent to all those on our database, on or before the February Half Term programme, the following year.

### **Electronic**

Anyone wishing to offer electronic feedback can do so via the following address [enquiries@msr.dtl.gov.im](mailto:enquiries@msr.dtl.gov.im)

### **Verbal**

A member of the Sports Development Team may be offered verbal feedback by a customer. In this instance a verbal feedback form should be completed, passed to the Customer Care Officer and filed.

Should a Coach be offered feedback (either positive or negative), then there is an opportunity to record these comments in the Coaches' De-brief at the end of the activity session.

If a member of staff is approached by a customer with a complaint or suggestion, it is their duty to attempt to deal with their query. If they can't, they shall refer the query to a more senior member of staff.

### **Written**

Customers can write to:

Customer Care • Sports Development Office  
National Sports Centre  
Groves Road  
Douglas  
IM2 1RB

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### **Our Commitment to Parents, Guardians and Carers**

The Sports Development Unit acknowledges that parents, guardians and carers have the greatest knowledge with regards to their children and have the major responsibility for their child's welfare and development.

In order to ensure that all Coaches working for the Sports Development Unit are made aware of the needs of all young people who attend the activities, all parents, guardians and carers are asked to inform the Sports Development Unit of anything that may be distressing on the young person or that may affect their behaviour.

Parents, guardians and carers are encouraged to contact the Sports Development Unit at any time to discuss any issues surrounding the young person and are also encouraged to talk to the coaching staff who are on site working directly with the children.

All information provided to the Sports Development Team will be used to make the young person's sporting experience as positive as possible and will remain confidential.

All parents, guardians and carers are asked to read the "Information for Parents" booklet in order to fully understand the services provided by the Sports Development Unit and to understand what is required from them in relation to their child attending the Sports Development Schemes.

#### **Confidentiality**

Any personal information gained through the relationship between a young person, parent, guardian or carer and the Sports Development Staff member, will not be discussed with any third parties.

Any personal information regarding the young person obtained via application forms will not be discussed with any third parties and shall only be used by the Sports Development Unit for the purpose of the activity. All application forms are stored in the Sports Development Office and are shredded after one year.

All staff have a duty to report any information to the Sports Development Team if they feel the welfare of the young person is threatened in any way.

#### **Parental Permission**

All children who attend Sports Development Unit activities must have the written consent of their parent, guardians or carers (via completed application forms) who agree to the terms and conditions explained within the "Information for Parents" booklet available from the Sports Development Office.

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### Parents, Guardians and Carers – You Can Help Too!

By following these simple steps YOU too can help make the experience enjoyed by your child on one of our schemes even more enjoyable:

- Ensure you drop your child off at the CORRECT venue and on time, preferably 5 – 10 minutes prior to the scheme commencing
- Do not just leave your child at the scheme, ensure you speak with a Coach to let them know that your child has arrived safely
- Ensure that your child is appropriately dressed i.e. a change of clothes/jacket in case of wet weather
- Ensure that your child has sufficient drinks with them for the duration of the session
- For full day schemes, ensure that your child has a packed lunch
- Please ensure that you are available on one of the numbers provided in case we need to contact you in case of emergency
- Ensure that you arrive on time at the end of the session to de-register your child from the scheme
- Ensure that your child receives the appropriate amount of stickers from the coaches at the end of the scheme as these can be redeemed as part payment for future schemes
- Please ensure that your child has all of their belongings with them when you collect them at the end of the schemes
- Please inform the Sports Development Office of any medical or behavioural details relating to your child which may help our coaches in providing them with a more positive sporting experience
- Please do not hesitate to provide us with any feedback from your child's experience, either positive or negative which may help us to improve our services to the public in the future
- Please try to promote our codes of conduct with your child and reinforce to them that it's the taking part, having fun and meeting friends that is more important than the winning at all costs, when attending our schemes
- Please encourage fair play and sportsmanship with your children at all times



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### Our Commitment to Keeping you Informed

The Sports Development Unit uses the following mediums to keep in touch with our customers:

- Annual Reviews

The Sports Development Annual Review details all of the work conducted by the team on an annual basis. This review is available to all customers

- Notice Boards

The Sports Development Unit utilise notice boards at the National Sports Centre, the Sports Development Office, regional swimming pools and secondary schools

- Newsletters

The Sports Development Unit produce quarterly newsletters which are sent to all parents, corporate partners and are uploaded onto our website

- Sports Development on the Radio

The Sports Development Unit have a fortnightly slot on a local radio station to promote all activities which are taking place. The show can be heard every other Friday on Manx Radio

- Sports Development on the Website

Information on the Sports Development Unit's services and activities are available on our official website:

[www.gov.im/sport](http://www.gov.im/sport)

- Sports Development Computer Database

The Sports Development Database can be used to contact parents, coaches and children directly regarding all services and activities on offer

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### Notes



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# Sports Development Unit

National Sports Centre

Groves Road

Douglas

Isle of Man

IM2 1RB

Tel: 01624 688592

Web: [www.gov.im/sport](http://www.gov.im/sport)



Department of Community, Culture and Leisure

*Rheynn Co-phobble, Cultoor as Soccar*