

Department of Tourism and Leisure
Service Delivery Directorate

Sports Development Unit Annual Review 2007/08



Making Great Strides into the Future!

MORE PEOPLE • MORE ACTIVE • MORE OFTEN



ISLE OF MAN SPORTS COUNCIL

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As Minister for the Department of Tourism and Leisure I am pleased to present this Annual Report of the work conducted by the Sports Development Unit for 2007/08.

This has been another excellent year for Sport and Recreation on the Island and as can be seen from the report, much progress has been achieved. The Department's Sports Development Unit continues to strive towards excellence in their service delivery, providing thousands of people – both young and old on our Island with opportunities to participate in sport, recreation and physical activity.



In partnership with other Government Departments, organisations and agencies both in the voluntary and private sector, we are helping shape the future of our Island, and assisting with improvements in the health and social well being of today's children and tomorrows adults.

Our report also sets out the main targets and key performance measures for the year ahead, 2008/09. The plan represents a clear statement of intent which I am confident will address some of the aims and objectives contained in the Isle of Man Government Plan, such as the quality of life for our families and community, and education and training of our residents.

There are many challenges ahead, not least to try and prevent the onset of obesity, which has become such a major issue and an extremely expensive one for Governments and Local Authorities throughout the Western World. I hope that through the vision of my Department, the Sports Programmes and Activities we facilitate will play a significant role in combating and preventing this very serious health issue. This report and indeed the performance measures established for the future focuses strongly on increasing participation and therefore improving the health of the Island.

A handwritten signature in black ink, appearing to read 'A. Earnshaw'. The signature is fluid and cursive.

Hon. A. Earnshaw

Minister, Department Tourism and Leisure

This review identifies the key achievements of Manx Sport and Recreation's Sports Development Unit during 2007/08. This is the second formal annual review which relates to the strategic objectives and targets established by the Department of Tourism and Leisure's Service Delivery Plan, Manx Sport and Recreation's Operational Plan, the Sports Development Unit's Action Plan and our external partners.

The Isle of Man Sport and Recreation Strategy continues to have a huge impact on the vision and planning of the Sports Development Unit.



- Appointed additional Key Sports



ISLE OF MAN SPORTS COUNCIL

- Worked in partnership with the Football Association to appoint and fund a Girls and Women's Football Development Officer.



Over the last 12 months the Sports Development Unit has achieved several further targets as set out in this Strategy:

- Appointed a Rugby Development Officer on the Island



- Launched the MSR Coaches Association



The benefits of Sport and Recreation in achieving and improving social well being and health are acknowledged in the Isle of Man Government Plan, the Department of Tourism and Leisure Service Delivery Plan, the Commission of Inquiry into the Care of Young People, the Department of Education Healthy Futures Programme, and the Strategy for Public Health.



During 2007/08 the Sports Development Unit has continued to achieve excellent results and have demonstrated a desire to push forward and continually improve.

- The Team have undergone a Quest Maintenance visit, following an external inspection in 2006. Quest is the UK quality standard for Sport and Leisure organisations. Since the original assessment, the Sports Development Unit have used the findings from the report and evidenced continuous improvement.
- The Sports Development Unit have launched a new database IT system to administer the school holiday activity programme. Households on the Island will now be able to receive information electronically informing them of numerous activities that are planned. In addition the new system will allow the Team to collate data on activity levels in different areas of the Island and target areas in need much better.
- The Department of Education in partnership with the Sports Development Unit and Department of Health have launched the Healthy Future Programme for Schools. This is a series of indicators, descriptors and resources to assist schools in identifying areas of need and improvement. The Sports Development Unit are a key resource in assisting with such improvements. www.healthyfutures.gov.im
- The Sports Development Unit in partnership with the Department of Education has conducted a participation survey to all Primary School children to track activity levels and sports participation. The findings of which have been used to expand the SDU Target Programme, for "hard to reach groups".
- The Sports Development Unit in partnership with Health Promotion have assisted with the launch of a weight management programme for targeted families. In addition the SDU has established a gym and fitness programme for 12 – 15 year olds to curb physical inactivity and obesity.
- The Sports Development Unit has worked in partnership with its main sponsors Heritage Homes and HSBC, which has helped improve and expand the range of sports programmes and activities and increased levels of participation in sport and physical activity.



DEPARTMENT OF EDUCATION
Education, Training & Skills



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The Sports Development Units 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 (6 times per year), the SDU facilitate a comprehensive range of sports schemes for children between the ages of 5 – 15 years of age. In addition to the School Holiday programme the SDU also delivers a term time programme of sports activities for children at the National Sports Centre as after school sports schemes.

School Holiday Programme of Activities

Key Performance Indicator 1:
To increase attendances of
School Holiday Schemes

Target for 2007/08: 13,000

Actual for 2007/08: 13,774

KPI for 2008/09: 14,000

During the last 12 months the SDU has extended the range of activities. New sessions for 5 – 7 year olds and 12 – 15 year olds have been added to the programme.

Term Time Activities

Key Performance Indicator 2:
To increase the attendances of children
involved in Term Time Activities

Target for 2007/08: 5,750

Actual for 2007/08: 5,972

KPI for 2008/09: 6,500

During 2007/08, the Sports Development Unit played a key role in assisting the Manx Netball Association launch a new Junior League for Girls. Several after school clubs were established in partnership with the senior Netball Clubs – which was an extension of the Term Time Programme. The Junior League has been an overwhelming success with more than 150 girls involved in 6 new clubs.



Evidencing Success – Parental Feedback

An annual questionnaire is sent to parents of those participants who attend the activities in order to gauge levels of customer satisfaction and to identify ways in which the Sports Development Team can improve its service delivery based upon the feedback obtained.



Question	2006 (Yes)	Target 2007	Actual 2007	Target 2008
Are the locations /venues for the schemes easy to get to?	98%	98%	99%	99%
Are you satisfied with the variety of sports schemes offered?	80%	85%	87%	90%
Are the application forms clear and easy to understand?	99%	99%	100%	99%
Does the Parents Information Booklet help you understand the service?	95%	95%	100%	97%
Did you receive the information sent to you in adequate time?	99%	99%	100%	99%
Are you satisfied by the levels of Health & Safety provided?	98%	98%	99%	99%
Do you like the sticker scheme initiative?	82%	85%	90%	90%
Do the schemes offer good value for money?	96%	97%	97%	97%
Are the sports coaches friendly and approachable?	98%	98%	100%	98%
Have you visited the Sports Development Website?	-	-	17%	25%

As shown in the table above, the Sports Development Team either met or exceeded all targets set for 2007. It is planned to maintain and improve wherever possible this level of customer satisfaction for the forthcoming year. With the introduction of the new online database and confirmation system, it is hoped that the number of people using the Sports Development website will increase quite dramatically during 2007/08.

As a result of feedback from the 2006 questionnaire the Sports Development Team have improved the variety of activities on offer for all age groups and provided descriptions of certain activities in the Information for Parents Booklet. Further improvements are planned for the forthcoming year.

All returned questionnaires are entered into an annual prize draw for the chance to win vouchers providing free access to the Sports Development Unit holiday activity programme.

Pictured right with Sports Development Officer Aaron Quinn (back left) and Disability Sports Development Officer Dave Callaghan (back right) are the 2007 questionnaire winners



Winners of the SDU Questionnaire

Evidencing Success – Participant Feedback

Many children who have attended School Holiday Sports Activities are asked to complete a feedback form at the end of the scheme. This ensures that the Sports Development Unit continues to provide a quality service to its target audience. The following table indicates the results of this feedback over the period 2007/08:

Question	Actual 2006/07	Target 2007/08	Actual 2007/08
Enjoyed taking part in the activity	98%	98%	98%
Attending for the first time	15%	16%	15%
Learnt new skills as a result of attending	78%	80%	64%
Thought the Coaches were friendly and approachable	93%	95%	96%
Would like to try another sport / attend again	95%	96%	94%
Belong to a sports club outside of school	73%	75%	72%

As can be seen from the analysis, the results on the whole are once again very encouraging. The area that requires most attention, regarding action planning for improvements in 2008/09 will focus on the participants "learning new skills" as a result of attending the schemes. In previous years this figure has been relatively high, however the results indicate that less children in the last 12 months have learnt new skills.

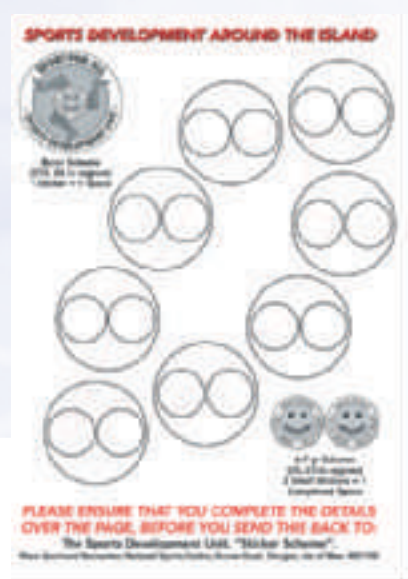
Concerned at this outcome, the Sports Development Unit has spoken directly to groups of children about the likely reasons for this finding. It has been identified that many children attend the schemes on a regular basis during the year. As the content is the same or very similar each time, they are less likely to have learnt anything new after the first two or three sessions. It is encouraging to note however that 98% still reported that they enjoyed taking part.

With this in mind the Sports Development Unit will facilitate a Staff training programme with all its Coaches during 2008/09, which will focus on developing and creating new ideas and structured sessions. These will be designed by the Coaches themselves and implemented throughout the year, in a bid to reverse the above trend and ensure that children who attend school holiday sports activities continue to learn new skills.



Sports Development Unit Sticker Reward Scheme

As a result of feedback obtained from parents following the 2006 Questionnaire, the Sports Development Unit introduced a new reward scheme for children who attend the School Holiday Sports Activities. Each time a child participates in a scheme they are given a sticker from one of the coaches at the end of the activity during the de-registration period. This sticker is then placed on a unique record card and once full, can be re-deemed for a "free place" on a future activity.



During 2007/08 many of these cards have been completed, returned to the Sports Development Office and used for payment on the schemes. On each card there are a series of questions which relate to the schemes and a scoring system of 1 – 5 has been established which allows the customer to rate the service that the Sports Development Team delivers.

- 1 Excellent 2 Good 3 Average
- 4 Below Standard 5 Poor

Left – The Sports Development Sticker Reward Card

During 2007/2008 the Sports Development Unit has not only met its target but has exceeded it by over 300%. The Disability Sports Development Officer's responsibility for providing greater access to sporting opportunities for disabled people has worked principally due its forging of successful partnerships both within corporate and voluntary sector organisations.

The Sports Development Unit has attracted over 3,000 participants who have an additional need to take part in a sports activity over the past year.



Additional Needs Badminton at the NSC

A database for Disabled People interested in taking part in sport has been established and currently has 232 people registered which is an increase of 63% since 2006.



Sports Opportunities for Adults with a Disability

In the period 2007/08 2,350 participants with additional needs took part in sports activities and programmes. The Sports Development Unit has established both a New Age Kurling Club and Badminton Club on the Island. As a result of this, 2 competitors with disabilities from the Island attended the first UK New Age Kurling competition in Scotland.

In order to achieve the aims and objectives established 12 months ago, the Sports Development Unit has worked closely in partnership with a number of different agencies, and has been effective at incorporating people with disabilities into established activities, such as the extremely successful Walk & Talk programme. Eleven members of Greenfields Resource Centre have now clocked up a total of 316 miles and the sixteen members of Eastcliffe Resource Centre an amazing 1,020 miles

The NSC's Fitness Zone has now seen in excess of 300 adults with disabilities, most of whom are wheelchair users, use the facilities on offer.

"Using the Fitness Zone has made such a big difference to my life. I feel that I am actually doing something positive to try an overcome my condition".

Cerebral Palsy Fitness Zone User

"The instructors were always very helpful. I never had any problems accessing the machines and I can really feel a difference in my fitness"

Wheelchair Fitness Zone User

Key Performance Indicator 3:

To increase the attendances of people with a disability taking part in Sports Development activities

Target for 2007/08: 1,000

Actual for 2007/08: 3,617

KPI for 2008/09: 4,000

Key Performance Indicator 4:

To increase the attendances of adults with a disability taking part in SDU activities

Actual for 2007/08: 2,350

KPI for 2008/09: 2,500



Sports Opportunities for Children with a Disability

In the period 2007/08 1,267 children with additional needs took part in Sports Development organised activities. Children with Disabilities have attended inclusive activities as well as sessions designed specifically for those with additional needs on term time and school holiday schemes. Partnership work with external agencies such as the Department of Education created the opportunity for 277 children to participate as well as helping 22 children to take part in Scuba/Snorkelling sessions run jointly by the Sports Development Unit and Discover Diving. The Sports Development Unit worked closely with a number of Special Educational Needs Units (Schools) around the island, which engaged 510 participants with disabilities. This partnership



Coach Education

The Sports Development Unit has had a positive role to play in the education of its coaches and volunteers. Workshops run by qualified Sports Coach UK tutors delivered Equity in your Coaching to 32 people and Coaching Disabled Performers to 51 people over the last 12 months, helping to give those wishing to work with people with disabilities a basic understanding of disabled issues and barriers to their participation.

The Year Ahead 2008/09

The Sports Development Unit will continue to provide pathways that encourage people with disabilities to take an active role in sport – whether that be in an inclusive environment or as an activity specifically for those with a disability.

- This year Kayaking sessions for children with additional needs will be facilitated on the Mooragh Park Lake. Generous donations of funding from both the Isle of Man Ladies Vintners Auxiliary and Ramsey Rotary Club has enabled the Sports Development Unit to buy a number of ultra stable sit-on-kayaks and accessories for use.
- The Sports Development Unit is also working closely with Nobles Hospital and Westmorland Road Physiotherapy Units as well as Arthritis Care to set up Arthritis Circuit Sessions around the island. These sessions are planned to start in late spring and go some way in helping people back towards a more active lifestyle.

Key Performance Indicator 5 :

To increase the attendances of children with a disability taking part in SDU activities

Actual for 2007/08: 1,267

KPI for 2008/09: 1,500

working was a major success and has improved the delivery of sport and physical activity for many schools.

The 2007 HSBC Manx Youth Games was the first fully inclusive Games, aimed at attracting children with disabilities into the event. 26 children took part in last years Games.

Key Performance Indicator 6 :

To increase the number of coaches taking the Equity in your Coaching workshop

Actual for 2007/08: 32

KPI for 2008/09: 40

- The Sports Development Unit is also keen to set up both Table Tennis sessions and expand its New Age Kurling activities to other areas around the island, so that fixtures can be played and thereby provide a pool of players for international competition selection.
- Subject to the availability of appropriately qualified instructors, the Swimming sessions for children with additional needs will recommence in the future.
- The Gateway Club in partnership with the Sports Development Unit will host the Gateway Games 2008. This year we are hoping to include a Junior Gateway Games which will provide competition for those younger children with additional needs and those with more profound difficulties.



The School Sports Co-ordinator pilot study based in the south of the Island concluded in February 2008. This position has now been made permanent and has been renamed as Southern Community Sports Development Officer (CSDO).

The pilot in the south has been hugely successful over the past 3 years and so the aim now will be to maintain this level of success in the South whilst allocating additional time and resources elsewhere. The Key Performance Indicators for the Southern CSDO for 2008/2009 may therefore appear less ambitious than in previous years.

Key Performance Indicator 7:

To Increase the attendances of children from the South involved in sports activities facilitated by the Southern CSDO

Target for 2007/08: 10,135

Actual for 2007/08: 11,787

KPI for 2008/09: 11,800



Children from the Southern Primary Schools pictured enjoying a range of Inter-School Festivals facilitated by the Southern CSDO

During 2006 a total of 9,643 children participated in a Southern CSDO organised sports activity in the South. These extra curricular sports activities include: newly established community sports clubs, new school sports clubs, school holiday activities and Manx Youth Games sessions. The target for 2007 was a 5% increase on this figure at 10,135. The actual figure for 2007 however was 11,787 - an increase of 22%



Southern Schools Badminton Festival competitors pictured with Lin White & Joe McLoughlin from Heritage Homes



Children from the Southern Primary Schools gathered for the annual Kwik Cricket Festival in June

In 2006 the Southern Primary Schools Sports Programme, as facilitated by the Southern CSDO included 3 sports – Mini Tennis, Kwik Cricket and Tag Rugby. New school sports clubs were therefore established in the southern schools in these three sports. 2007 saw the Southern Primary Schools Sports Programme increase to 4 sports with the introduction of Badminton and Hockey. The addition of this extra sport and increased attendances at the 2006 established sports clubs is the reason for the impressive 42% increase on this KPI.

Key Performance Indicator 8:

Increase the attendances of children participating in After School Sports Clubs in the South

Target for 2007/08: 2,138

Actual for 2007/08: 3,025

KPI for 2008/09: 3,100



Key Performance Indicator 9:
To increase the % of children in the South of the Island involved in a Community Sports Club

Target for 2007: 63%

Actual for 2007: 71%

KPI for 2008/09: 71%



Southern School Tag Rugby World Cup – facilitated in conjunction with Castletown Rugby Club in October 2007



As well as improvements in health to children in the region, recent statistics produced by the Department of Home Affairs have identified that the levels of crime in the South of the Island have reduced by 40% in the last year. This is the biggest reduction in crime in all 4 regions of the Island.

The work of the Community Sports Development Officer to increase the number of sports opportunities available for children in the region has contributed to a diversion of children away from crime and anti social behaviour and into physical activity and sports.

The expansion of the Southern Gymnastics Club in April 2007 has attracted approximately 75 children in the south each week to participate in gymnastics. This combined with the development of new badminton and hockey junior clubs in the region has had a huge impact on the number of children involved in a Community Sports Club in the south. This is evident from the results of the 2007 participation survey which revealed an increase of 8% in the number of children involved in a sports club outside of the school environment.

Key Performance Indicator 10:

Increase the number of Southern primary school children that are participating in the recommended amount of Physical Activity per week

Target for 2007: 65%

Actual for 2007: 59%

KPI for 2008/09: 60%

The 'Everyday Sport' campaign launched by Sport England in 2005 suggests that:

'For children to remain healthy they should be participating in physical activity for at least 30 minutes per day, at least 5 times per week.'

This physical activity does not necessarily have to be structured sports sessions; it could involve walking to school, kicking a football around in the park or playing with a skipping rope in the back garden.

The target set for 2007 was to have 65% of children in the south participating in the recommended amount of physical activity per week. The actual figure for 2007 in the southern schools was 59%.



Hockey Training Workshop facilitated for teachers of the southern primary schools and parent helpers

In April 2007 the sports participation survey carried out annually in the South was conducted for the first time across the whole Island. Children in year groups 3, 4, 5 & 6 from all primary schools on the Island answered a variety of different questions regarding the following 5 area's of sports participation:

- School Sports Club participation
- Community Sports Club participation
- Manx Youth Games participation
- MSR School Holiday Sports Schemes participation
- Everyday Sport (see explanation overleaf)

The results were gathered initially by school but then also clustered by the region of the Island. So the results for the 7 schools in the north were grouped together, the 8 schools in the south, the 5 schools in the west and the 13 in the East.

The first area of participation analysed was the number of children that were involved in an extra curricular sports club in school (i.e. a sports club that takes place either before school, at lunch time or after school). The results, as shown in Figure 1.1 revealed that the Eastern Schools had the lowest percentage of children participating by far – with just 51%. The south was highest at 72%.

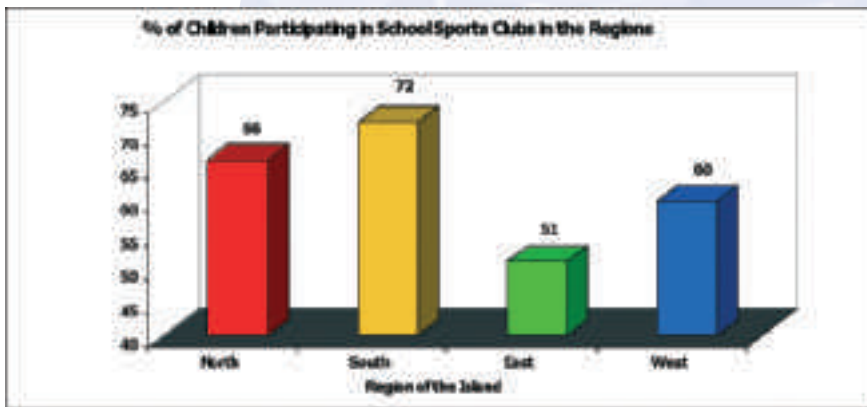
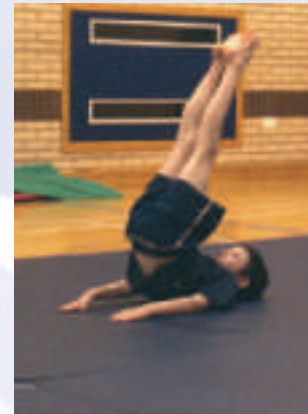


Figure 1.1



The number of children that are involved in a community sports club outside of the school environment was also analysed. Again, the south came out on top - with the percentage of children involved in a local club from the south of the Island being 4–5% higher than in the other regions. It is interesting to note that for this age group (KS2), the percentage of children from UK involved in a community sports club is just 20%. The combined Isle of Man percentage is 67.5% - that's an impressive 47.5% higher than the UK benchmark.

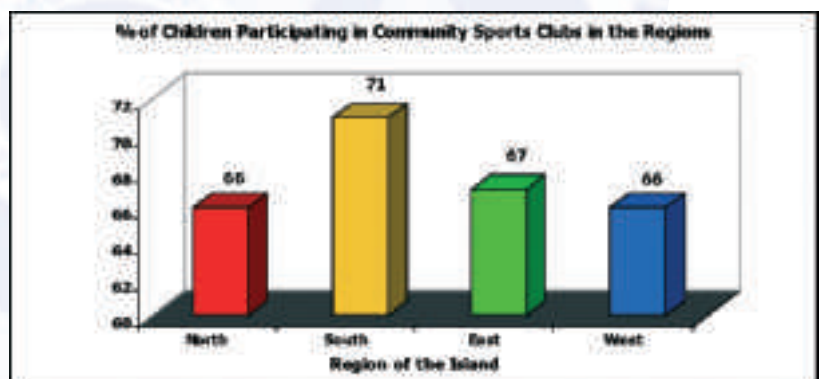


Figure 1.2



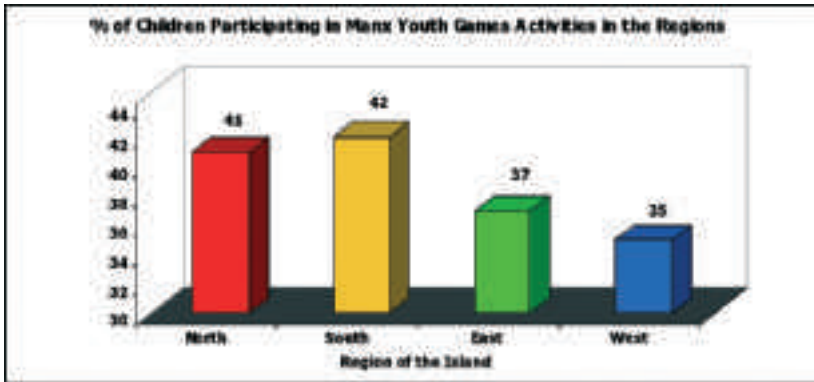


Figure 1.3

During each school holiday period of the year, the Sports Development Unit facilitate an extensive programme of sports activities for children to participate in. The majority of these sessions take place at the National Sports Centre in Douglas, however sessions are also organised at the regional high schools in the North, the West and the South. The participation survey results unexpectedly revealed that the percentage of children involved in the school holiday activities was actually lowest in the East – even though the majority of the activities were taking place in the East. Since the introduction of the Southern CSDO the school holiday programme in the south has grown from strength to strength as is evident from the results in figure 1.4.

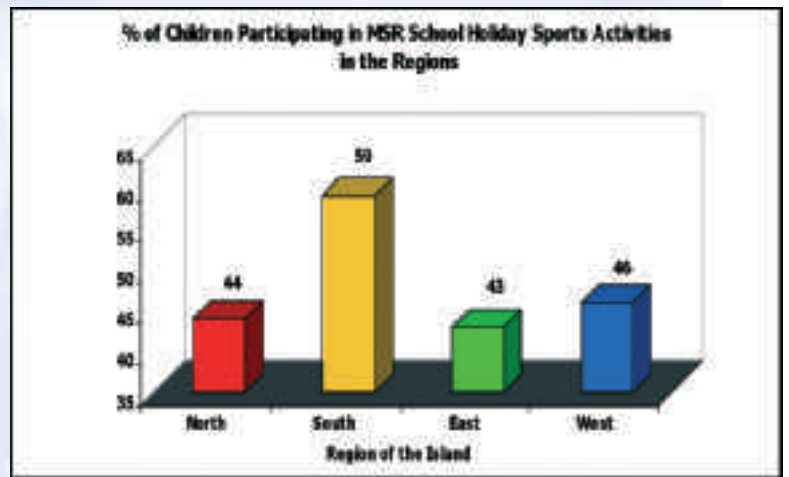


Figure 1.4

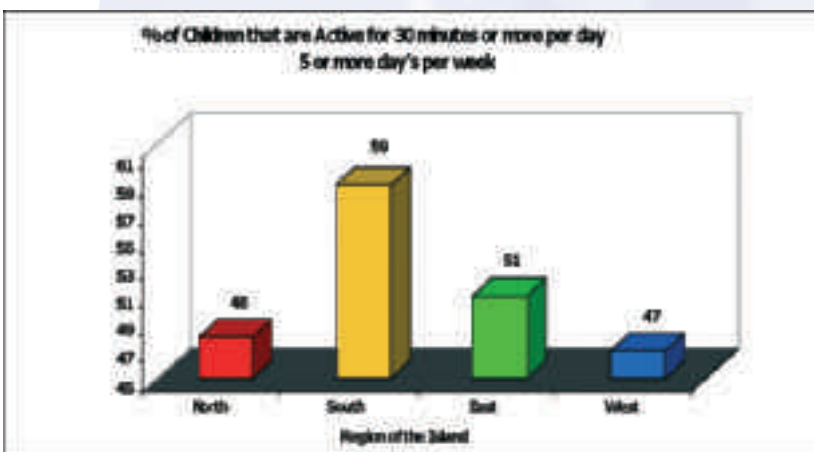


Figure 1.5

Figure 1.5 illustrates the percentage of children that are participating in the required amount of physical activity per week in the different regions of the Island. The 'required amount' of physical activity, as suggested by Sport England in their Everyday Sport Campaign is: At least 30 minutes or more per day, 5 or more days per week.

As reported in the Southern CSDO review, the target for the South was to have 65% of children participating in the desired amount of physical activity per week'. Even though this target was not achieved for 2007, the south was still significantly higher than the other regions with 59%.



New After School Clubs established in many schools



*Teacher training led by
Sports Development Officer
Gianni Epifani*

The analysis of the All-Island Sports Participation Survey that was conducted in April 2007 has identified the Eastern region as being the least active area for children on the Island. This was an unexpected result considering the excellent sports facilities that are located in the East (i.e. the National Sports Centre).

Following this extensive piece of research, the Sports Development Unit will now allocate additional resources into the Eastern region of the Island in attempt to increase the participation levels of the children who reside in this area. This will begin with a full sports audit of the region and will look to roll out an Eastern Primary School Sports Programme for the 2008/2009 school year beginning in September.

Although no specific Key Performance Indicators are being set for the East, the following targets will be worked towards over the next 12 month period:

- Increase the number of Primary School Teachers and Parent Helpers attending Sports Training Courses in the Eastern Region.
2008/2009 Target – 30 participants
- Increase the number of Extra Curricular Sports Clubs that are running in the Eastern Schools.
2008/2009 Target – 15 new clubs
- Increase the number of Inter-School Sports Festivals facilitated between the Eastern Schools
2008/2009 Target – 2 new Inter-School Festivals
- Increase the attendances of primary school children at extra curricular sports activities in the Eastern schools.
2008/2009 Target – attendances at new sports clubs - 900



*Southern Primary School Teachers & Parent Helpers enjoying
a Sports Training Workshop*



The Sports Development Unit now run a comprehensive sports activity programme during school holidays at a number of target area schools. As a result of the latest Sports Participation surveys which highlighted those schools with a low sports participation rate, two more schools have been targeted throughout 2007.

- Anagh Coar
 - Manor Park*
 - Jurby
 - Willaston*
 - Victoria Road
 - Ballasalla
- } Sports Development Target Area Schools

*New target area schools from 2007

Key Performance Indicator	School	Target 2007 %	Actual 2007 %	Target 2008/09
% Children involved in Manx Youth Games (8yrs +)	Anagh Coar	25	42	45
	Manor Park	-	24	35
	Jurby	-	40	45
	Willaston	-	30	50
	Victoria Rd	-	32	33
	Ballasalla	35	48	49
% Children involved in after school sports clubs	Anagh Coar	67	82	65
	Manor Park	-	44	50
	Jurby	-	77	70
	Willaston	-	46	50
	Victoria Rd	-	47	48
	Ballasalla	75	75	76
% Children who are members of a community sports club	Anagh Coar	55	50	55
	Manor Park	-	35	35
	Jurby	-	53	50
	Willaston	-	55	55
	Victoria Rd	-	56	57
	Ballasalla	60	67	68



Children who attended all of the SDU Summer Schemes target programme

Key Performance Indicator 11:

To increase the attendances of children from targeted areas on the Island into Sport and Physical Activity

Target for 2007: 800

Actual for 2007: 1,432

KPI for 2008/09: 1,550

The adjacent table highlights the successes the Sports Development Unit have had in facilitating sporting activities within the target areas.

Through this strategic approach there has been a noticeable percentage increase at all of the target area schools in the different categories. In all but one area, the targets for 2007 were either met or exceeded.

The success of the HSBC Manx Youth Games week at Anagh Coar school is evidenced here with 42% of the school attending training sessions in 2007. This is 17% above the target set for 2007 and a 25.6% increase on the 2006 attendances.

It is planned for the forthcoming year to try and maintain these levels of activity within the target area programme.

The Sports Development Team awarded 37 children from around the island for showing commitment to attending a series of sports sessions during the summer holiday period.

The selected children from Jurby, Anagh Coar, Ballasalla, Victoria Road and Willaston Schools were delighted to receive a stylish 'MSR Superstar' T-shirt from the Sports Development Team, in return for their dedication in attending a programme of Multi Sport Fun Sessions at their schools.

By attending these fun and exciting sessions, it is hoped that these children will gain the confidence and the desire to attend other sports activities outside of the school environment, such as Manx Youth Games and Community Sports Club sessions.

A Sports Participation Survey carried out at Anagh Coar School in October 2006 revealed that:

- 16.4% of the school population had attended Manx Youth Games training sessions
- 1.6% of the school population had taken part in the Manx Youth Games event itself

As a result of this research and in partnership with the school, Manx Sport & Recreation's Sports Development Unit set the following targets for the 2007 HSBC Manx Youth Games:

- 25% of the school population to attend Manx Youth Games training sessions
- 10% of the school population to take part in the Manx Youth Games Event



Feedback

100% of those who took part enjoyed the week

51.4% indicated that they would take part in the 2007 HSBC Manx Youth Games

Participation

42% of those pupils from Anagh Coar Primary school who are eligible to do so, took part in the training sessions from January

17% above the target set for 2007

26% of those eligible to do so, took part in the games

16% above the target set



The Primary School HSBC Manx Youth Games weeks were devised by the Sports Development Team in an attempt to raise participation amongst the school children not only in the Manx Youth Games, but in sport in general through participation, education and awareness. These weeks are also to be used to increase the sporting knowledge of the staff based at the school through interactive coaching sessions, question and answer sessions and workbooks.

Through a more strategic targeted approach to elements of service delivery and following on from the successes of the pilot holiday sports activity schemes at Willaston and Manor Park, the Sports Development Team in conjunction with the schools, successfully facilitated HSBC Manx Youth Games themed weeks at both Primary Schools in January 2008.

Early indications from both schools show significant increases in participation levels in the HSBC Manx Youth Games training sessions.



The Commission of Inquiry into the Care of Young People on the Island identified the care and support systems in place for children who have behavioural and emotional problems. Through the Isle of Man Government's Children and Young Persons Strategy, the Sports Development Unit have established strategic objectives to provide sporting opportunities for those children within the care system.

The Commission of Inquiry into the Care of Young People on the Island Report states in recommendation 86:

"The Inquiry recommends that a named Sports Development Officer should be allocated to look after children in residential homes and foster care"



Key Performance Indicator 12:

To increase the attendances of Children in Care accessing SDU organised activities

Target for 2007: 15

Actual for 2007: 71

KPI for 2008/09: 70

Established partnerships with the DHSS (Isle of Man Children's Centre and St Christopher's) have improved access to sporting activities for children within the care system. Specific fitness sessions and weekly football sessions are now facilitated by qualified coaches at the Secure Unit for the children of St Christopher's.



Activities for 12 - 15 year olds



Back left Carol Glover, Chief Executive Department of Tourism and Leisure, Quintin Gill, MHK and Aaron Quinn, Sports Development Officer with one of the fitness groups

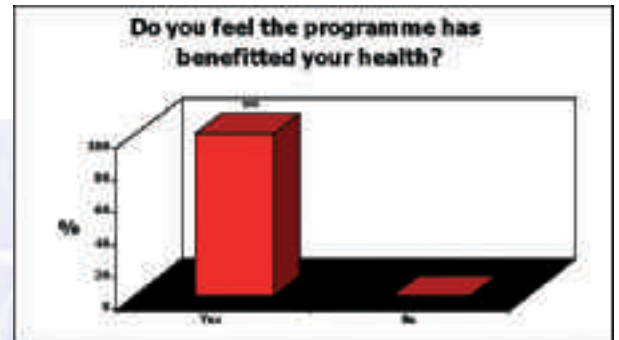
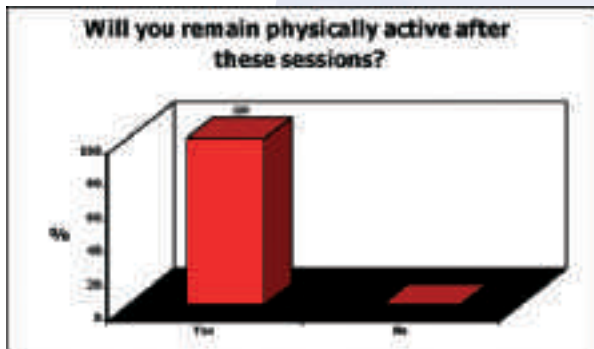
In keeping with national trends, the Sports Development Team have recognised that there is a significant decrease in physical activity levels once children reach 12 years of age.

As a result of targeted research, the Sports Development Team have established weekly gym sessions at the National Sports Centre Fitness Zone for 12-15 year olds as well as fitness and gym based sessions for this age group during each programme of school holiday activities.



From October to December 2007, twenty 12-15 year olds took part in the first block of gym sessions every Sunday for ten weeks.

As shown in the two graphs, 100% of those who took part felt that the programme had benefited their health and that they would remain physically active once the programme had finished.



Additional feedback obtained from the group showed that 100% of the participants enjoyed the ten week programme.

A new initiative began in February 2008 involving a further ten week block of weekly sessions for this age group. Due to an overwhelming response, the Sports Development Unit have had to facilitate THREE one hour weekly sessions providing the opportunity for seventy-five 12 -15 year olds to use the NSC Fitness Zone.



DTL, CEO Carol Glover joins in with the 12-15 year old Gym programme

55% of the initial group have remained active and are regularly taking part in the gym sessions which run through until May 2008.

Recent research by the Sports Development Team found that girls aged between 12-15 years wanted access to more gym and fitness based activities. This is evidenced by the fact that 49% of the participants currently attending the fitness initiatives are girls.

The Sports Development Unit hope to continue with these fitness initiatives for this age group in the future.

There is a trend throughout the British Isles whereby young people within this 12-15 age bracket can be drawn into anti-social behaviours such as age under-age drinking, drugs and petty theft. It is hoped that by continuing with these fitness initiatives that the attention and energy of these young people can be diverted into healthy initiatives and go some way to battling such anti-social behaviours as well as combating childhood obesity.

As part of the main Sports Opportunities Programme of activities, the Sports Development Unit now include a two hour "Introduction to Fitness" course targeting 12-15 year olds who may be interested in using the Fitness Zone. 75% of those who participated in the first "Introduction to Fitness" session have enrolled onto and taken part in the ten week fitness programmes.

Other initiatives available for 12-15 year olds are Mountain Biking, Racquet Days, Netball and Circuit Training

Key Performance Indicator 13:

To increase the attendances of 12-15 year olds taking part in SDU related activities

Target for 2008/09: 3,000

Working in partnership with the Island's sporting governing bodies, the HSBC Manx Youth Games introduces new participants to various sports, identifies new talent and subsequently provides clear pathways for the island's young athletes. Through organised weekly training sessions facilitated by qualified coaches, all participants have ample opportunity to take part in structured sporting activities in a safe and positive environment during the build up to the event.

The sixth HSBC Manx Youth Games took place on the 12th May 2007 at venues in and around the National Sports Centre, Douglas.

Key Performance Indicator 14:

To increase the attendances of children involved in the HSBC Manx Youth Games

Target for 2007: 16,000

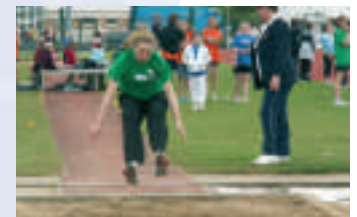
Actual for 2007: 11,354

KPI for 2008/09: 11,500



From January through to May 2007, 10,231 attendances from all regions of the Island took part in the various training sessions for each of the sports that were in the 2007 HSBC Manx Youth Games. Although this KPI is much lower than the target set, it should not be looked upon as a negative. In fact due to the overwhelming success which the Games has had in introducing juniors to numerous sports on the Island and the subsequent popularity of the new junior leagues, sports are now using the Games to

target different age groups. For example, cricket opted out of the 2007 event whereas netball and hockey facilitated their sports for the primary school age group only. Therefore as a result, the actual number of participants taking part in the Games was lower than first envisaged. This evidence highlights the effectiveness of the Games as a development tool for successfully introducing juniors to sport on the Isle of Man.



1123 participants and over 200 coaches and volunteers took part in the 2007 HSBC Manx Youth Games on the 12th May. Of this:

- 99% of the children said that they would stay involved in sport after the games
- 99% of the children said that they had learnt new skills at the training sessions
- 99% of the children thought that the training sessions were fun and enjoyable
- 100% of parents thought that the HSBC Manx Youth Games was an excellent way of getting their children involved in sport

