

BURWELL COMMUNITY SPORTS CENTRE ASSOCIATION

Burwell Active Project

A long-term project with long-term benefits for the community.

The general level of health and fitness of the population is an issue, which has been highly publicised recently. The lack of exercise, increasing obesity, and growing illnesses associated with both of these are of great concern. There are many initiatives and strategies which have aimed at improving the situation, but most fail to deliver.

For 25 years the sports centre has delivered a good measure of opportunities for sport, but the main sports hall is often unused during the daytime. The centre is a key focal point for activity and sport in Burwell, but it currently falls short of what it could achieve in benefiting the general health and fitness of the population.

Objective

Burwell Active is an initiative which Burwell Sports Centre wishes to launch for the purpose of improving the health, fitness and quality of life for the Burwell community by providing programmes of activity, exercise and sport at minimal (or preferable no) personal cost.

With support and funding, and a coordinated plan, there is immense potential to take a positive step to improve the general health of the community and achieve a wide range of benefits.

The scheme will work in four key ways:

- a) Encourage people to join group activities set at a variety of levels to suit age, health and ability.
- b) Co-ordinate all the existing groups and stakeholders in the village (e.g. doctors' surgery, activity groups, swimming pool, college, homes, parish council, sports clubs etc.) to increase levels of participation.
- c) Create an environment within the village that encourages exercise and activity and that is acceptable, available and inviting.
- d) Encourage people to 'Step Up' just one level - walk a little further, walk once more each week, join one more activity each week, leave the car at home one more time and so on.

Benefits

The benefits of more exercise and activity are well understood.

As well as improving general health, it can have a direct impact on a range of specific health issues: obesity, allergies, asthma, heart disease, diabetes, stroke, rehabilitation and recovery.

It can improve fitness and agility and offer a better quality of life.

Group participation develops an atmosphere of belonging to a community. Contact and friendships add to motivation and can help reduce the effects of loneliness or mental illnesses.

In the long-term, there could be substantial savings in medical costs as general health and fitness improves and minor complaints and aches become less prominent.

Delivery

There are three key phases to the project.

The first is to gain the support and participation of key stakeholders such as the Parish Council, East Cambs District Council, County Council, the Doctors Surgery and key local community groups. Produce a detailed Business Plan.

The second phase is to source funding, coordinate with existing groups & bodies, plan activity programmes, produce publicity – website, leaflets etc, and secure long-term funding to ensure the continuation of the project.

The third phase is the delivery of the programme and to produce and measure results.

Costs

It is estimated that in the 6 months prior to launch (phase 2); the costs will be in the region of £10,000 - £12,000. Funding for this phase is critical and it is hoped that this would be sourced locally.

On-going costs are likely to be up to £40,000 per year but this very much depends on what activities and concessions will be provided. It is anticipated that this will be sourced from charitable foundations and other funds which are dedicated to health and sport based projects.

The Programme

- Graded group activities
- Website – clubs, activity diary
- Sponsor introductory sessions to clubs
- Co-ordinate activities around the village
- Quarterly publication
- 'Burwell Active' Day
- Exercise Education Sessions

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Room Development Project

A short-term project with immediate impact.

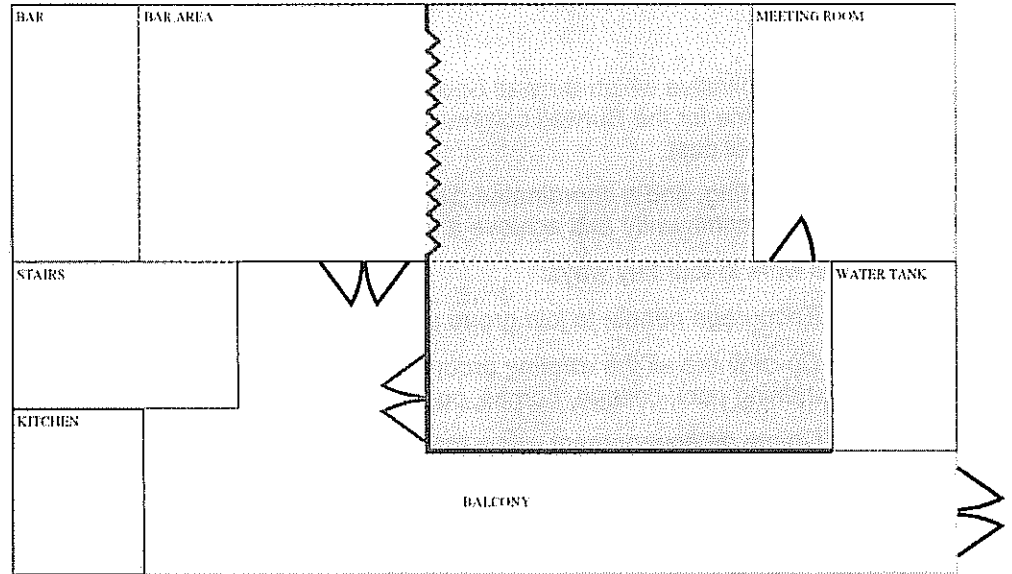
The sports centre has been contemplating creating additional space for the provision of additional activities for a number of years.

A grand and expensive project was put forward two years ago but bids for funding were unsuccessful. The amount of time and effort required in pursuing this sort of project has deterred us from considering the same thing again.

Out of frustration and a degree of common sense, we have decided that we should be looking at a far more modest plan, which will produce a proportionately high return in a short timescale.

Plan Outline

By moving and adding key partition walls, installing a quality wooden floor and providing good lighting and décor, within a matter of weeks we can have an additional usable space, which can provide a range of activities. The additional activity area provided would be about 50 square metres.



Demand for Right Space

We have carried out a number of surveys to identify what activities would be popular amongst which age groupings and which a suitable room would enable us to provide.

These are also largely the age groupings which we most need to target in the village.

	Men	Women	Seniors	Toddlers	Children	Youth	Mothers	Girls
Afterschool					■			
Aikido	■	■			■	■		■
Cheerleader					■	■		■
Dance					■	■		■
Gymnastics					■	■		■
Jazzercise		■				■		■
Men's Keep Fit	■		■					
Over 50's Health	■	■	■					
Pilates etc		■					■	
Tabletennis	■	■				■		
Toddler Groups				■			■	
Tumbletots				■			■	
Women's Keep Fit		■	■				■	
Yoga		■	■				■	

Cost effective project

We are confident the total costs for the development will be no more than £16,000 (we expect final estimates soon). We have been promised 50% of this cost by East Cambs District Council under their Community Facilities Grants. We are therefore looking for a maximum additional funding of £8,000.

The return on this investment is extremely good. We are confident that we will let the room for a minimum of 15 hours per week (in fact we expect more than this) and this will bring in a net amount of at least £15 per hour. If we are charging per person rates then this could easily be as much as £30 per hour. Over the course of a year, we would expect the room to generate a minimum of £10,000 per annum but with the potential to earn far more.

This additional income generated would provide badly needed funds for ongoing maintenance and repairs and make the centre more self-sufficient.