

BUSINESS PLAN FOR SPORT KINGSTON

October 2010 - 2013

History/Background

Sport Kingston (formerly Kingston Sports Council) is a constituted voluntary organisation consisting of members from local sports clubs. Members are elected on an annual basis via Nomination Forms sent to clubs. Our meetings are once a month with a break for the Summer and Christmas Holidays.

Formed over 30 years ago to be the voice of sport in Kingston we have dealt with many issues within the borough and have played a key role in enabling clubs to develop and access relevant information and funding. Clubs have approached us with various concerns ranging from rate increases to parking concerns.

Our membership has expanded and shrunk along the way but we have always maintained representation from a variety of sports and remained committed to provide a service to and represent our many excellent clubs in the borough.

Where are we now?

Our Mission Statement:-

We are the voice of sport in Kingston. A voluntary organisation in Kingston who are responsible for:-

- promoting sport in Kingston by interacting with Kingston's providers, supporting and advising every club in the borough and create a networking platform.
- supporting the Kingston Squad in the London Youth Games
- provide a direct link to Kingston Council
- advising on sports projects and bids as requested by Kingston Council and Kingston's CSPAN
- organising events and workshops to promote and support Kingston's Clubs i.e. Club Night
- adopting an open door policy to local clubs who have any concerns or issues that we can help them with

Members

Sport Kingston membership 2009/10 :-

Eileen Gray CBE, President
Adrian Pearman, Chair - Tora-Kai Judo Club
Ray Hall, Vice-chair - Chessington and Hook Utd FC
Roger Corry, Treasurer - Tolworth Gym Club
John Mowat - Graham Spicer Table Tennis Club
Gillian Libretto - Kingston Athletic Club
George Noble - Surbiton Croquet Club
Celia Harding - Kingston Trampoline Academy
Satinder Sehra - Khalsa Karate Club
Terri McAllister, Secretary - Active Kingston Team

Meetings are also attended by the Strategic Manager of the Active Kingston Team, Sandie Barker.

Sport Kingston do not charge clubs any membership fees, in fact, all Kingston clubs are automatically members who can attend meetings at any time.

Key Aims

- **To be the voice for sport in Kingston**

We will continue to lobby on any sporting issues within the borough and be the voice for our local clubs

- **Develop a website to open communication links with local clubs, residents, providers and NGB's**

The development of a website is key and will make Sport Kingston more accessible. Through the website clubs will be able to access the Minutes of our meetings, identify sources of funding, volunteering opportunities, coaching courses/workshops, dates of events such as Club Night and updated information relating to sport in Kingston that are needed by them to continue to provide quality coaching, become inclusive, sustain and expand their membership

- **Expand membership and raise profile**

Members will visit local clubs during their club training session to communicate to them directly the role we play within the borough, assess their needs and expand our membership to encompass a wider variety of sports. We shall also circulate regular Newsletters through the Good Sports Programme to keep clubs updated with the latest developments, details of upcoming events and volunteering news. We also aim to involve club members by holding Committee meetings at various clubs across the borough

- **Establish a stronger link with Kingston Council**

We will endeavour to ensure, through links with the Executive Member for Sport and Leisure and relevant Council officers that we are included in any consultations, planning issues and policy/strategy development linked with sport to identify opportunities for sports development and raise any concerns that may affect our local clubs and their local communities

- **Represent Sport on Kingston's Community Sport and Physical Activity Network**

Through involvement with the Kingston CSPAN be part of a network involved in developing opportunities in sport and physical activity by working with key providers and partners with the aim of increasing participation. Any relevant opportunities/information will be passed on to members and the wider community via the website. The link with the CSPAN Strategic Group will enable members to be updated and involved in projects such as Building Schools for the Future

- **Raise the Standards and Increase Volunteer Participation**

Working in partnership with Kingston Volunteer Centre to increase opportunities for volunteers in sport through the Good Sports Project. This is a three year project which, as well as increasing the numbers of people volunteering in sport, will also work with clubs to attain Clubmark to ensure that anyone who plays sport can do so in a safe and friendly environment. The targets (cumulative) set for this project are:-

Yr 1 26 volunteers

Yr 2 52 volunteers

Yr 3 78 volunteers

We will also encourage and support clubs to attain Clubmark or the generic equivalent which will ensure that Kingston clubs offer a friendly and safe environment in which to play sport. This could include hosting courses/workshops for clubs to attend i.e. child protection

In addition to our Key Aims we will continue to:-

- Support the Kingston Squad in the London Youth Games
- Support youth development and sports development initiatives to sustain and develop sport within the borough.
- Network with clubs by hosting an event (Club Night) to enable members to meet first-hand the key partners from sports organisations, governing bodies and other club members
- Adopt an open door policy to all local clubs who have concerns/issues
- Play a key role in the annual Borough Sports awards by being involved in the decision making, sponsorship and ceremony

Funding Sources

Sport Kingston's main source of income is a grant from RBK which, through careful management, enables us to meet their aims and objectives.

In the past Sport Kingston has applied for external funding to enhance the annual Festival of Sport event. Unfortunately these bids are not always successful and cannot be relied upon when planning event budgets.

Sport Kingston's annual Club Night event has been successful in receiving sponsorship, albeit in kind, from leisure providers, sports organisations and NGB's. Our last event in 2008 was extremely successful and we are looking to improve on this for future events.

Sport Kingston also work in partnership with the Active Kingston Team who attend and support us at our events and through this partnership we have also established links with sports Coaches who are happy to provide their services in-kind.

The events that Sport Kingston organise are free for clubs and participants to attend, this is historical. We are able to do this purely because of the relationships we have built up over the years with clubs and organisations all wanting to achieve the same goal of promoting sport in Kingston and contributing to making Kingston active and healthy. Committee have looked at the possibility of charging clubs a minimal annual membership but have rejected this idea on quite a few occasions believing that it would make us less accessible and put more of a strain on club budgets.

However, we realise that we will be limited to the amount of free events that we provide if we are to extend our services i.e. workshops/ courses and will have to look at the possibility of making a nominal charge to clubs to attend.. This will all depend on budgets and we will only charge clubs if absolutely necessary.

Monitoring / Review

Sport Kingston are monitored by the RBK Grants Unit via the annual monitoring process. Sport Kingston's service is currently being included within the Culture and Sport Improvement Toolkit (CSIT) which will replace the PQASSO Quality Assurance. The Action Plan 2010 - 2013 will be reviewed during meetings to identify areas that have not been met and action any gaps.

We also provide evaluation forms to clubs after events to receive feedback, and use these forms to ask what the clubs would like and consider this information when planning events.

Looking to the Future

Club support and future events

The Festival of Sport has been part of Sport Kingston's events calendar for many years, some years have been more successful than others. The event in 2008 unfortunately had a very low attendance and we felt that the clubs attending did not benefit from it as much as we would have hoped. It is also agreed that those clubs that had the resources to attend and participate and the smaller clubs tend to miss out therefore it makes better sense to try and hold events that benefit all clubs in the borough.

As it is our aim to promote all clubs in Kingston the Committee agreed that we have to identify another way in which more clubs could be promoted and benefit and this is when it was agreed that having our own website would be the way forward.

The budget normally allocated for the Festival of Sport would be used in the first instance to develop, maintain, launch and advertise our website, as setting up costs are greater in the first year. From this it is hoped that through wider communication with clubs and residents we can consult and provide events/workshops to assist and support clubs in addition to the annual Club Night i.e. grants workshops, volunteering, disability, first aid. If the budget is carefully managed as it has been in the past then the money usually allocated to the Festival of Sport would cover the costs of additional events.

Through our ongoing commitment to raise the standards of local clubs and encouraging clubs to achieve Clubmark (NGB accreditation) we have agreed to contribute an annual sum for two years towards the Good Sports Project. This project aims to increase the numbers of volunteers in sport and assist clubs in achieving Clubmark and through partnership working and an additional link with clubs this project could also increase Committee numbers.

Conclusion

With the Olympics virtually on our doorstep we are aware of the emphasis needed to keep this huge event very much in the public eye. There has never been a better time to promote sport in the lead-up to 2012 and we would hope that when the Olympics have passed, through solid work and partnerships beforehand that there will be structures in place for clubs to continue to develop and opportunities for people of all ages and abilities to play sport, undertake a physical activity, try something for the first time and improve their health and well-being.

ACTION PLAN 2010 - 2013

Year 1 2010 - 2011

What we are going to do	By when	By whom	How will we measure
Increase numbers of clubs attending Club Night	December 2010	Committee	An increase of 2 clubs per year to attend Club Night
Increase profile and membership - <ul style="list-style-type: none"> • Contact or visit at least 4 clubs • Hold Committee meetings in at least 3 clubs per year 	July 2011	Chairman / Vice Chair Committee/Good Sports	At least one new member to join Committee at the AGM
Develop and promote the Sport Kingston website	April 2010	Secretary / Committee	Increase in visits to the website once baseline has been established
Represent Sport Kingston on the Strategic CSPAN group and share information and be the voice of sport on appropriate projects & consultations	Ongoing	Chairman	Number of consultations/projects advised on
Organise clubs' participation in the CSPAN event	July 2010	Secretary/Committee/Active Kingston Team/CSPAN	At least 10 clubs taking part in event
Support clubs to achieve Clubmark	Ongoing	Secretary/Committee/Active Kingston Team/Good Sports	1 club per year to attain Clubmark or generic equivalent
Advise and lobby on behalf of clubs on any areas of concern	Ongoing	Committee	Number of clubs contacting Committee to act on their behalf
Increase the number of volunteers in sport	March 2011	Good Sports/Committee	26 new volunteers on Good Sports register
Increase the number of clubs on the Sports Directory	March 2011	Secretary / Committee/Active Kingston Team	At least 3 clubs each year joining the Sports Directory
Support Kingston's sporting talent in the London Youth Games Borough Sports Awards	July 2011 December 2011	Committee/Active Kingston Team	Increase in number of young people participating Increase in number of clubs nominating

Year 2 2011 - 2012

What we are going to do	By when	By whom	How will we measure
Increase numbers of clubs attending Club Night	December 2011	Committee	An increase of at least 2 clubs attending
Increase profile and membership:- <ul style="list-style-type: none"> • Contact or visit at least 4 clubs • Hold Committee meetings in at least 3 clubs per year • Identify gaps in sports representation and target those sports 	July 2012	Chairman / Vice chair Committee Committee	At least 1 new member to join Committee at the AGM representing a different sport to existing sports represented
Increase the number of visits to the Sport Kingston website by regular updates and promotion	Ongoing	Secretary/Committee	Increase number of hits on previous year
Represent Sport Kingston on the Strategic CSPAN group and share information and be the voice of sport on appropriate projects & consultations	Ongoing	Chairman	Number of consultations & projects advised on
Support clubs to achieve Clubmark	Ongoing	Secretary/Committee/ Active Kingston Team/ Good Sports	1 club per year to attain Clubmark or generic equivalent
Advise and lobby on behalf of clubs on any areas of concern	Ongoing	Committee	Number of clubs contacting Committee / successful outcomes
Increase the number of volunteers in sport	March 2012	Good Sports	26 new volunteers on the Good Sports register
Increase the number of clubs on the Sports Directory	March 2012	Secretary / Committee/Active Kingston Team	At least 3 clubs each year joining the Directory
Support Kingston's sporting talent in the - London Youth Games Borough Sports Awards	July 2012 December 2012	Committee / Active Kingston Team	Increase in number of young people participating Increase in number of clubs nominating

Year 3 2012 - 2013

What we are going to do	By when	By whom	How will we measure
Increase numbers of clubs attending Club Night	December 2013	Committee	An increase of 2 clubs attending
Increase profile and membership by at least 1 member each year by:- <ul style="list-style-type: none"> • Contact or visit at least 4 clubs • Hold Committee meetings in at least 3 clubs per year • Identify gaps in sports representation and target those sports 	March 2013	Chairman/Vice chair Committee Committee	One new member to join Committee at the AGM representing a different sport to existing sports represented
Increase the number of visits to the Sport Kingston website by regular updates and promotion	Ongoing	Secretary/Committee	Comparing previous statistics during review and addressing any concerns
Represent Sport Kingston on the Strategic CSPAN group and share information and be the voice of sport on appropriate projects & consultations	Ongoing	Chairman	Number of consultations &/ projects advised on
Support clubs to achieve Clubmark	Ongoing	Secretary / Committee/Active Kingston Team/Good Sports	1 club to attain accreditation or generic equivalent
Advise and lobby on behalf of clubs on any areas of concern	Ongoing	Committee	Number of clubs contacting Committee / successful outcomes
Organise a workshop/s relating to current needs of clubs	March 2013	Secretary	Workshop held with at least 5 clubs attending
Increase the number of volunteers in sport	March 2013	Good Sports	An increase of 26 volunteers on the Good Sports register At least 25 volunteers linked with a club
Increase the number of clubs on the Sports Directory	March 2013	Secretary / Committee/Active Kingston	At least 3 clubs joining the Directory
Support Kingston's sporting talent in the - London Youth Games Borough Sports Awards	July 2013 December 2013	Committee / Active Kingston Team	Increase in number of young people participating Increase in number of nominating clubs
Showcase the work of clubs/volunteers and offer sporting opportunities in an Olympic Event to raise awareness of London 2012	July 2012	Committee / Active Kingston Team / Secretary	Numbers attending,