Can the 2012 Olympic Games inspire young people in Britain to take up sport?

This is a question that is increasingly cropping up in the media and was a promise central to Lord Coe’s speech to the International Olympic Committee in July 2005 when we so excitingly secured the right to host the Games.

The Government has a target of getting 2 million people into sport by July 2012. Andy Hunt, Chief Executive of the British Olympic Association doesn’t think there is a clear strategy to achieve this and one must be sceptical when you read that a large number of those 2m people can qualify through gardening – not something mentioned by Sebastian Coe back in 2005.

Access Sport could be part of the answer to this challenge – if we can continue to grow and secure one or two more corporate partners. Access Sport could be a significant part of the solution. From an individual volunteering at a Sports Jam to a Chief Executive of a 2012 sponsor stating, “We want to become a corporate partner of Access Sport and directly address an area that, currently, is not gaining the support this country needs.” – you can all help!

Exciting updates inside include 2009 Access Sport Awards to Volunteer, Club and Fundraiser of the Year; our next Sports JAM covering the Olympic Boroughs of Hackney and Tower Hamlets as well as various ways to help us ensure that come 2013 we can look back on the Olympics in 2012 as having helped enable a surge in young people taking part in sport and exercise.

Thank you!

Charlie Beauchamp
FOUNDER

Partner Club Highlights

Shiners FC focuses on mentoring vulnerable youngsters who are drawn to locally prevalent gang culture. Since Access Sport began to work intensively on youth development with the club in April 2009 regular participation has shot up from 26-86. Young lives are being transformed. Just one example of this is the 14-year-old who was excluded from school and involved in crime is back in regular attendance at school and achieving good reports. The club’s ethos of linking performance in school, at home and in the streets with football is winning the approval of local kids. Tower Hamlets has some of the worst youth health and poverty problems in the country and due to lack of resources (despite being an Olympic Borough and having Canary Wharf in it’s midst) currently seriously lacks community sports opportunities for young people. For instance, our research shows the borough only has 1/3 the national average of quality assured sports clubs (outside football) or one club per 36,000 population.

Based in the deprived Whiteway estate on the outskirts of the city, Bath City Boxing has seen membership rocket from 0-165 since the club started with Access Sport’s assistance in June 2008. The club is run as more than just a sports club – it reaches out to local schools, special needs children and young offenders. Club leader Ron Hill states: “Sports Jam was the turning point for us – a big day.” (See Club of the Year, page 2)

Can the 2012 Olympic Games inspire young people in Britain to take up sport?

The common theme to Access Sport’s work is empowering inspirational local volunteers in the most deprived areas who understand the power of helping kids through sport.
West London Sports Jam Review

Over 1,200 children attended Sports Jam on Sunday 28th July in Gunnersbury Park showcasing 18 local sports clubs across a variety of sports including athletics, canoeing, basketball, boxing, cricket, cycling, football, hockey, karate, netball, rugby, tennis, trampolining and dance.

We partnered with Brentford Community Sport Trust and Hounslow and Ealing sports development teams to deliver the event. Kids tried at least one zone of activity during the day and 45 volunteers helped us deliver the event.

The day ran from 1 – 5pm and Access Sport ambassadors Danny Grewcock and Phil De Glanville were in attendance. Exciting new additions this year included the Project 360 urban zone which included Parkour, BMX, skateboarding.

Transforming lives through sport

Our Vision 2010 – 2012

- Targeting the most deprived areas in 20 major Cities, Access Sport will intensively develop 40 community focused sports clubs over 2 years in each City. We will work closely with National Governing Bodies, schools, local authorities, County Sports Partnerships, PCTs, local business and other agencies for maximum effect.
- Our local club development managers will work face to face with clubs leaders to empower them and unleash their potential. Each club receives £4,000 to be spent as part of a bespoke 2 year development plan on key elements such as coaching certificates, subsidised fees, new equipment, access to facilities and marketing.
- We will increase capacity to deliver sport at 800 clubs through 4800 new coaches and 4800 new volunteers.
- We will increase regular participation among young people and improve access to sport for over 100,000
- We will raise awareness of sporting opportunities for over 1m young people through Sports Jams and links with local schools.
- The charity, its partner clubs and Sports Jam events provide high impact volunteering and team building opportunities with local employers.
- Our aim is to allow clubs to move forward confidently by hooking them fully into NGBs and other sources of support.
- Our projects empower local inspirational volunteers, young people, and those who care for them. Access Sport’s work is supported at grass roots level by the police and community leaders.

Club of the Year

Bath Boxing Club

The Whiteway estate has suffered from problems with anti social behaviour from kids with nothing to capture their imagination. Local Ron Hill, driven by the desire to give youngsters something constructive to do and good role models, has been the driving force behind building a great new club. Ron is unpaid for the huge number of hours he puts in. Sports Jam 2008 was the catalyst for the club’s remarkable growth, bringing Access Sport, Youth Services and Ron together and attracting huge interest with hundreds of kids trying the boxing taster session and 56 signing declarations of interest in the club. Access Sport has given Ron the foundation to work from by paying for 6 new coaches and is helping him work on a club development plan for consolidation and expansion as he steers the club towards Clubmark.

Bristol 09

Saturday 5th September
12-4pm

We returned in partnership with Bristol City council to run the Bristol Sports JAM for a third year. Access Sport ambassadors Danny Grewcock and Phil De Glanville were in attendance. Exciting new additions this year included the Project 360 urban zone which included Parkour, BMX, skateboarding.

WHAT ACCESS SPORT DOES

Transforming lives through sport

Our Vision 2010 – 2012
PARTNER CLUB NEWS

East London Sports Jam
2009 Preview
Access Sport will be hosting their first East London Sports JAM at Wennington Green on Sunday 4th October. Access Sport’s 20 Partner Community Sports Clubs in Hackney and Tower Hamlets will be running free ‘come and try’ sessions for all young people aged 6-16 who turn up, with the opportunity to meet some of the Access Sport ambassadors. All host clubs from the boroughs will also be running free open days and taster sessions in the weeks after the event for all young people who come along!

East London Highlights
The past few months have seen Access Sport kick off their partnership with 20 clubs in the Olympic Boroughs of Hackney and Tower Hamlets. Here is a selection of highlights from the early stages of these clubs’ development:

• Lansbury Boxing Club have seen participation increase from 30 to 56 since the start of the partnership in March, with the club active every night of the week thanks to the great dedication of the club leaders.

• East London Ladies FC have launched their new junior section - only the second team for girls in Tower Hamlets.

• Hackney White Heat Basketball Club have merged with Hackney ladies team Eastside Heat, which has helped them to become only the 6th Club in Hackney to achieve Clubmark.

• Hackney Sparrows have run several open days for schools in Hackney and North and East London, introducing almost 200 children to wheelchair basketball. They are now starting up a new Friday evening session at Hackney Space Centre, with particular focus on their juniors.

• Hackney & Wapping Boxing Club have taken on 5 new volunteer coaches from the local estates, getting them trained with level 1 coaching qualifications to enable the increase in the number of boxers.

• East London Boxing Club have seen a huge increase in participation with 20 clubs in the Olympic Boroughs of Hackney and Tower Hamlets.

• East London Solar FC have been working with 3 schools to put in place the “Hoops 4 Health” programme. The programme aims to get into over 60 schools to deliver a series of coaching sessions and since starting the programme they have delivered to 5 schools for 2x 6 week blocks. This programme would not have been able to happen without the funding of the 8 Level 2 coaching sessions and the strong school links that have been developed. Not only does the “Hoops 4 Health” programme encourage physical activity, but also aims to educate children about the dangers of smoking and the serious damage that it causes.

Bristol, Bath and North East Somerset
Recent Club Action
Bristol Storm Basketball Club
Bristol Storm train at City Academy in Lawrence Hill, but are also involved in coaching at primary schools all over central Bristol, really emphasising the important school-sports club links that Access Sport look to build on.

Access Sport has supported the club with 8 Level 2 coaching qualifications and various pieces of equipment, most notably 2 new basketball hoops which fit into a car boot and are taken to taster sessions at schools, club sessions and demonstrations, such as their recent promotion at The Mall in Central Bristol with Hype Dance. The school links with Bristol Storm are extremely strong and they have been working with a number of schools to put in place the “Hoops 4 Health” programme. The programme aims to get into over 60 schools to deliver a series of coaching sessions and since starting the programme they have delivered to 5 schools for 2x 6 week blocks. This programme would not have been able to happen without the funding of the 8 Level 2 coaching sessions and the strong school links that have been developed. Not only does the “Hoops 4 Health” programme encourage physical activity, but also aims to educate children about the dangers of smoking and the serious damage that it causes.

Unsung Heroes Section
interview with a local club

Name: Alf Fajardo
Club: Shiners FC, Wapping, Tower Hamlets
Role: Club Leader

A former professional footballer for Watford, Birmingham and Malaga, Alf grew up in Canning town and following his retirement returned to his roots to become a football coach in Wapping, for the Shiners FC. Originally it was all about the football - and they were successful on the pitch, but in 2007 shortly after he started, a player who was about to join the club was stabbed by a gang and died on the roadside by Wapping Station. This hit Alf hard and he felt compelled to make it more than just about the football.

If you ask Alf what playing for the Shiners is all about he will say one thing – respect. He is adamant that players must learn to respect their coaches, parents, teachers, and perhaps most of all, their team mates. This is especially vital as there are players from 16 different ethnic backgrounds playing for the club now, and it is these ethnic backgrounds that give rise to the rival gangs that young people growing up in these estates in Tower Hamlets get dragged into.

Alf employs a unique way of helping the young people in the club to develop. He speaks to them in a way that they can really identify with, and yet he keeps in close contact with parents, teachers and social workers to ensure that they are on track, using competitive football as their incentive: if they play truant, they don’t play at the weekend.

With Access Sport’s support, the club, who had lost its Tower Hamlets base, have been able to re-establish itself in Tower Hamlets at John Orwell Leisure Centre in Wapping. Access Sport have provided them with the facility and equipment that has enabled the club to rapidly expand from 26 to 86 young people aged 10-15. On top of this they have taken on 5 new volunteer coaches from the local estates, getting them trained with level 1 coaching qualifications to enable the increase in club capacity.

With Access Sport’s support the club hopes to go on to be a club for several different sports, whilst continuing to improve the development of young people in Tower Hamlets through the sports that they love.
Congratulations must go to a number of the Access Sport ambassadors! Bradley Wiggins performed fantastically throughout the Tour de France to secure 4th place – equalling the highest ever finish for a British competitor!

John Barnes has taken over the reins at Tranmere Rovers and we wish him the best of luck with this new challenge!

Phil De Glanville – We would like to congratulate Phil for his recent promotion to National Governing Body of Sport Relationship Manager within Sport England.

Josh Lewsey has decided to take on the challenge of climbing Everest, following his retirement from international and domestic rugby.

Access Sport also welcomes squash player Peter Marshall as one of our ambassadors! Peter is a former British National Champion and world No. 2, and it looked likely that he would have become world No. 1 until he was struck with glandular fever, which forced him to take a 2 year break from the sport. On his return Peter took the British National Championship title and pushed his way into the world top 10. Following his retirement Peter studied physiotherapy at university and is now a Chartered Physiotherapist.
FUNDRAISING & DONATIONS

A big thank you to all of those whose efforts to fundraise have really made a dramatic impact!

A lot has happened since the last newsletter.

It really has felt like pub quiz season with three extremely closely contested pub quiz’s taking place and raising money for Access Sport. Couchman Harrington, the sports lawyers, put on their annual pub quiz, in which the Access Sport team were unlucky to finish 2nd, raising over £400 in the process. Emma Channon and Sarah Smith hosted a quiz night at Lord’s, with James and Bev Cracknell hosting, raising awareness and money for Access Sport and Multiple Sclerosis; an evening that raised £1,600 for the charities. And by the time Phillipa Piper hosted her quiz, with Q & A’s from James Cracknell, the Access Sport team were confident of securing a victory, but fell short on the night. The evening itself was a great success with £1,500 being raised for Access Sport!

Nigel Moore of Sport Recreation Management Network, a long time supporter and fundraiser for the charity, has now raised over £3,000 for Access Sport by taking part in the Tour de France Etap and the Maratona D’les Dolomites.

Thank you for your continued support and efforts Nigel!

Royal Parks 09

The Royal Parks Half Marathon is also coming up, October 11th, and Access Sport is delighted to thank the following for agreeing to participate and fundraise for the charity:

Giles Sequeira
Karen Squirrell
David Zimmermann
Peter Barrett
Heather Mullins
Daisy Emsley
Siobhann Royce
Victoria Thompson
Miranda Smith
Sab Bennett
Anna-Marie Perry
Phil Peacock

Mont Blanc Boys

Mark Soden and Owain Walbyoff took the challenge of climbing Mont Blanc, with their London Scottish colleague Ian McIntroy, and were successful in raising close to £3,000 to date! A really great effort!

The Bath Half was a fantastic event and we successfully raised £5,000 pounds this year, a really great effort for all of those involved! Once again we have 20 places for the Bath Half, so get in touch to secure your place for 2010.

Great News

Team Telegraph has chosen to fundraise for Access Sport! James Cracknell, Emma Firth and Tom Horan are running the Great North Run, while Tarquin Cooper, Bryony Gordon and Sarah Odell are taking part in the Great South Run. Thanks so much for your support guys!
Club Delivery News

Thanks to the National Sports Foundation match funding GlaxoSmithKline’s sponsorship of the charity we have distributed over £200,000 delivering these projects in East London, West London, Bristol, Bath and North East Somerset - growing and improving the youth sections of sports clubs across a range of sports. Here are some examples from our East London Project of how we are supporting clubs to develop accessibility and capacity:

East London Ladies Football Club:
New team kit, £965, Level 2 coaching course

Hackney Sparrows Wheelchair Basketball Club:
Cost of sports hall hire for additional sessions - £1,200

Play Sport London Grants

Congratulations to 3 Clubs in East London and 1 in West London for securing £1,000-£2,000 to each run coaching programmes over the summer. Clubs were directed to the opportunity by Access Sport, linking them to the Mayor of London’s plan ‘A Sporting Future for London’. The successful clubs were Laburnum Boat Club, Rainbow Girls Football Club, and Britannia Youth Netball Club, all from Hackney, and Feltham Warriors Basketball Club in Hounslow.

Thank you to all our partners for their help

Fundraising & Donations

An opportunity to join the charity trustees and some of our top sporting ambassadors for an unforgettable afternoon and evening charity dinner.

For the first time in the charity’s history, you and your guests can get even closer to our ambassadors during an exclusive afternoon training session: whether that is trying to get a goal past David James* in our penalty shoot out competition or trying out golf swings alongside Andy Murray or ‘tackle’ Josh Lewsey* to the ground (Please note places for the afternoon session are limited and available on a first come basis).

Following the afternoon’s activities we will have a fabulous dinner hosted by the delightful Natalie Pinkham where one of our dinner guests may also be one of our sporting stars and you will get to see what a difference Access Sport is making to children’s lives within the UK.

For table bookings and further information please contact Hayley in the first instance on 07725 925884. We do hope that you are able to join us.

* Ambassadors for the event are subject to change.

This Access Sport Dinner on 17th September at the Hurlingham Club promises to be a glittering evening with Access Sport ambassadors, including James Cracknell, Bradley Wiggins and Rebecca Romero, and other stars such as Rory Bremner, Mark Webber and Pat Cash, to name a few!

Thank you to Bianca Hollis, who completed the Flora London Marathon and raised over £500 for Access Sport.

Fiona Kitson – Raised almost £1,000 for Access Sport by taking part in the Salisbury Triathlon, a really great individual effort!

Finally, Access Sport must thank Chris Gammon for the generous donation of over £5,000. Thank you for your continued support of the charity and your generosity!

Fundraiser of the year
Terry Rodham
Terry successfully put on the Hogarth 24hr Spinathon, which raised over £3,000 for Access Sport and is currently preparing for the next Spinathon, which will be taking place on October 9th. The interest has been great so far, so do get in touch to see if you can enter a team for this really fun, challenging event! Get in touch to find out more.

Volunteer of the Year
Caroline Sumners, due to her innovative marketing and PR advice to help our clubs reach out to local children and families.

www.accesssport.co.uk
THE ACCESS SPORT TRUSTEES
A big thank you to our Trustees who, behind the scenes, work tremendously hard and offer invaluable support and help.

PARTNERSHIP
GSK and Access Sport are currently working together to develop an HFS Challenge for 2009. This will look to engage as many of the Nutritional Healthcare team as possible, whilst offering them a fun and challenging event.

GSK Orange days
Thank you to all of those GSK volunteers who have taken part in the two Orange Days doing some excellent and well needed work at Northolt Rugby Club, one of Access Sport’s partner clubs.

CPM Partnership
CPM have been working hard on the Access Sport Annual Charity Dinner and a special thanks must go to Tony Stratton, who has been fantastic in developing what promises to be a brilliant evening at the Hurlingham Club on September 17th. CPM have taken it upon themselves to put on this evening at no cost to the charity, which also acts as one of the most important fundraising events of the year. An enormous thank you must go to CPM for their generosity and efforts!

Access Sport Announcements
We would like to welcome Joe McTague to the Access Sport team. Joe will be looking after our West London clubs and joins us from the Sports Foundation and takes over from Robbie Watters, who has decided a change in career path and we wish him all the best. Before he left Robbie did manage to fulfil his childhood dreams when we met David Hasselhoff, who supported Access Sport and the work we do. Potential for the “Hoff’s” involvement in the charity? You never know...

Transforming lives through sport
ACCESS SPORT AND CHARITY CHALLENGE

“Having experienced trekking to Machu Picchu and climbing Kilimanjaro through Charity Challenge - I can highly recommend it! They were fantastic life changing experiences with the added bonus of raising money for worthwhile causes including Access Sport.”

Get in touch with us and we can give you firsthand experience with reasons why Access Sport needs your support.’ Sue Wheeler, Access Sport

“I just want to say what the Iceland challenge did for me as a person, I really want to thank you all for that. I have the medal and certificate on my wall and when I think I cannot do something I look at it and see that I can.”

Theresa Moorin, Icelandic Lava Trek

We are now working with Charity Challenge to raise funds for Access Sport whilst taking part in some amazing treks and experiences, ranging from Climbing Mount Kilimanjaro to jumping out of a plane!

Over the last ten years, Charity Challenge has established an incredible infrastructure for running numerous and varied group adventure travel expeditions. Charity Challenge has also achieved real credibility and awareness within the charity sector and accomplished very promising results not only for the organisation but for charities, participants, corporates and local communities too. In 2010, Charity Challenge expects to help more than 2,000 participants to take part in a fundraising challenge.

So why not take the plunge and do something different and life changing? The funds that these events can raise really can make a dramatic difference to the lives of children living in our more deprived areas by giving them the opportunity to take part in community sport, help their development and so prevent the terrible waste caused by youth crime and obesity.

Access Sport is also launching its very own cycling shirt! If you take part in sportives throughout the year, or individual cycling events then you could be eligible for one of our fantastic shirts!

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How else can you help?

- Be a volunteer and work with one of our Partner Clubs
- Donate items for our Sports Jam goody bags
- Donate sports equipment required by our Partner Clubs
- Supply bright ideas for fundraising activities
- Organise your own event to raise vital funds for Access Sport
- Introduce us to potential sponsors
- Introduce a sports club who needs our help
- Volunteering at Sports Jam

Please get in touch to find out more
Phil.peacock@accesssport.co.uk
0208 811 4558

If you would like to unsubscribe please contact us at the details below.

Working office
Access Sport, Lamb House, Church Street, Chiswick, London, W4 2PD.

Registered office:
Access Sport
Oakhurst, Lustleigh, Devon, TQ13 9TG.

t: 0208 811 4555
e: phil.peacock@accesssport.co.uk
w: www.accesssport.co.uk

www.accesssport.co.uk