

Delivering Programmes & Interventions

Pan West Midlands 4th Annual Conference 2009

Presented by

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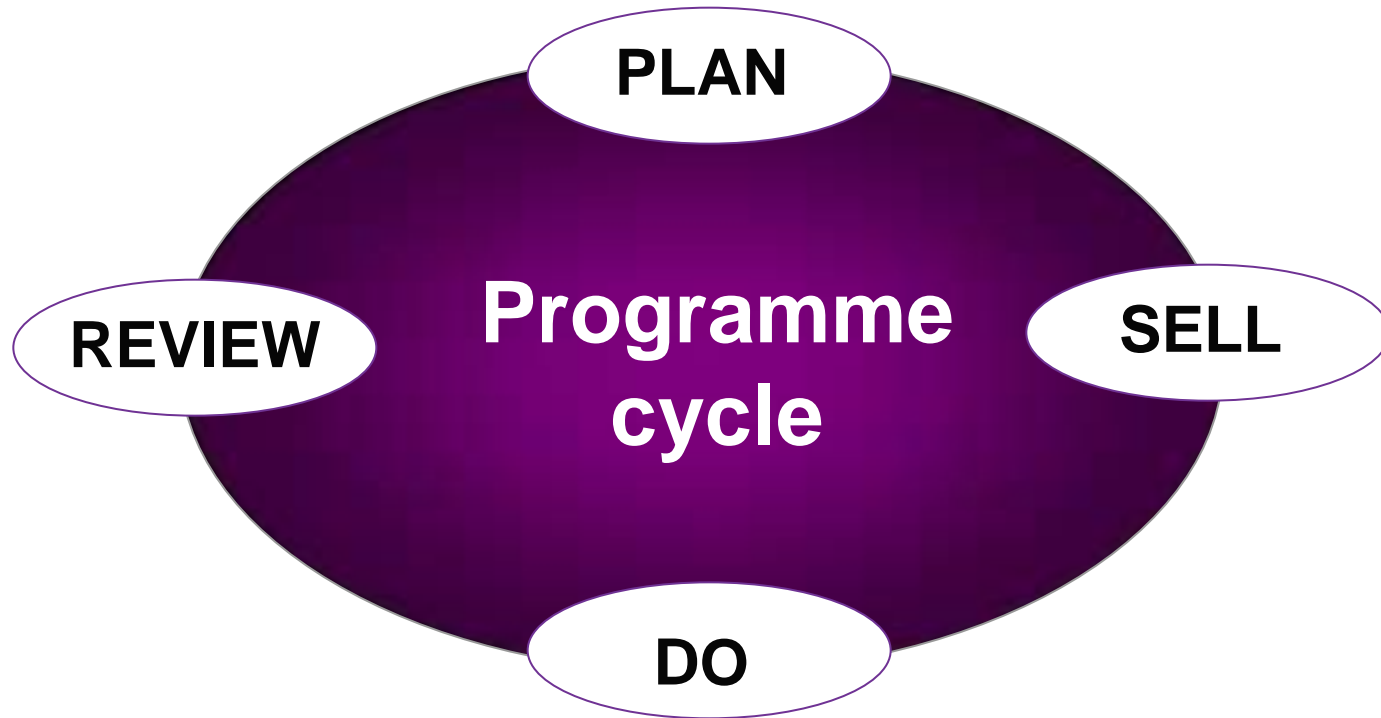
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DELIVERY



When does it kick in?

What's different about it?

How can I add value to what you have heard today?

EVIDENCE

**Active Sports
Sport Action Zones
My Mother in Law!**

ACTIVE SPORTS 1998 - 2003

NATIONAL

- £117m national programme
- Delivered by 45/49 CSPs
- 300,000 young people
- 50,000 volunteers
- 20,000 coaches
- 4,000 finalists in the MYG
- 300 staff
- 60 stakeholders

*Gained 2 Cabinet
Office Awards*



*Helping young people
with the desire & ability
be the best they can be
in sport*



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SPORT ACTION ZONES



Positive impact:
community cohesion



Positive impact:
engaging and empowering
girls and young women

LOCAL

- Deprived areas of Braunstone; North Lambeth & North Southwark
- Community led
- Local needs assessments & engagement
- Wide range of activities & interventions

Sport for social change

VERA ENOCH



INDIVIDUAL

- At **59** retired with ill health (asthma)
- Negative cycle (gets breathless & does less gets weaker & does less)
- 2003 - 6 courses of steroids
- At **80** – GP rehab referral

Mother in law test!

PRESENTATION

- **Purpose** - be clear on what good looks like
- **People** - find good leaders & invest in them
- **Processes** – that help to get things right
- **Delivery** – make it special

Models & Concepts

WHAT DOES GOOD LOOK LIKE?

In terms of behaviours & actions

What Do You See?



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OUTCOME THINKING

- Articulate what you want to achieve
- Ask partners what they want to achieve as well
- Check these outcomes satisfy stakeholders demands
- Make sure this matches participant needs

Design a delivery framework to make it happen

Active Sports – structured, high quality sports pathway
SAZ – more people engaged, participating & benefiting
Mother in Law – getting her moving safely

CLARIFY PURPOSE & VALUES

Parameters of operation

- Target markets
- Scale & location
- Quality standards
- Marketing & PR
- Monitoring of results
- Communication & reporting

ETHOS

Beliefs, attitudes & behaviours

Buying into shared values

Being motivated by what it's about and who it's for

Higher probability of getting it right from the start

PEOPLE

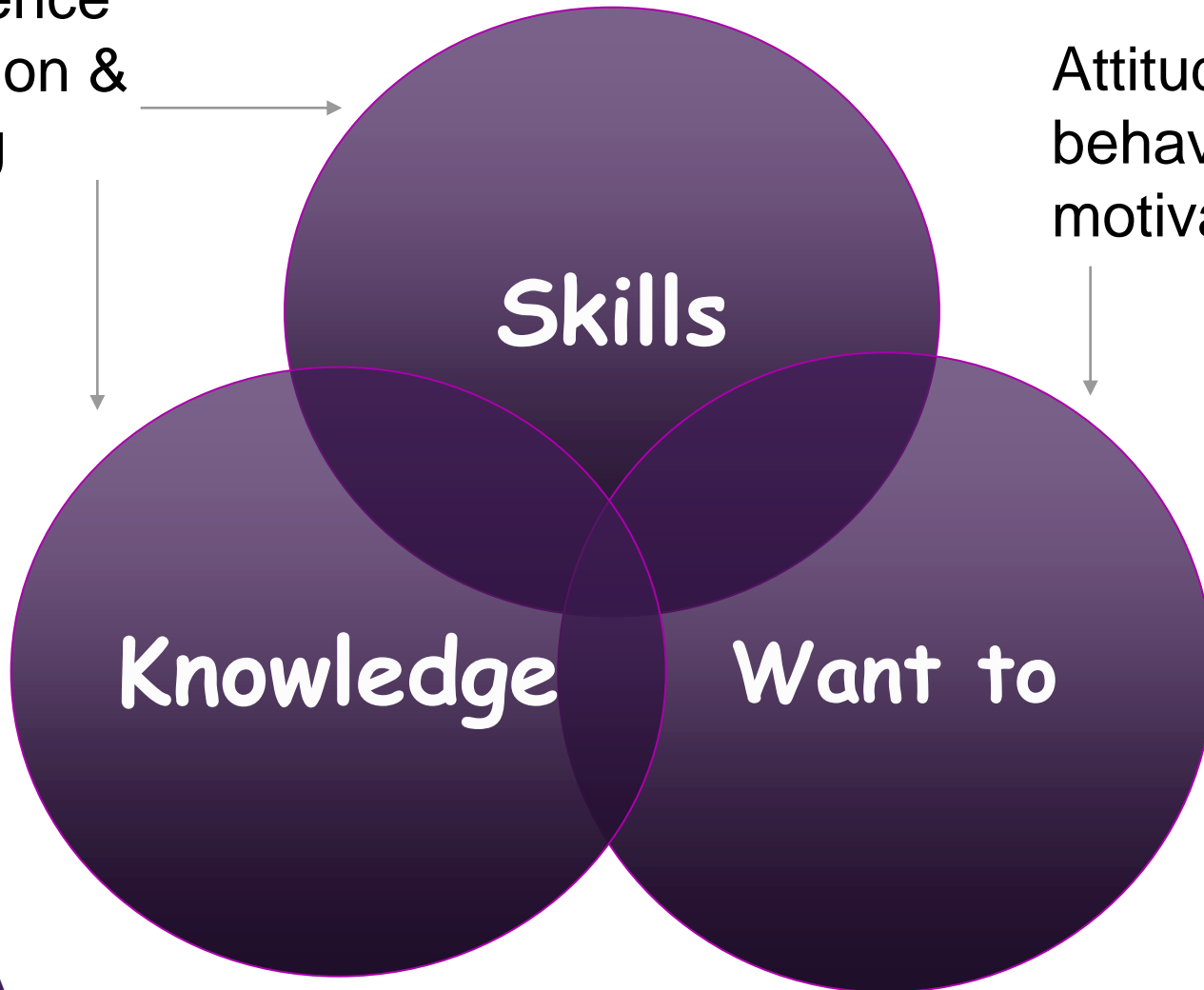
“Find good people and set them free!”
Richard Branson

COMPETENCIES

Experience
education &
training



Attitude,
behaviour &
motivations



Source IDeA

ACTIVE SPORTS

Partnership Directors & Managers

■ Start

- Welcome letter on arrival
- 1st day phone call & 1st week meeting
- Three day induction training
- Ethos – part of a national team with local responsibility

■ On-going support

- Weekly newsletter, link officer support, learning & briefing events, resource bank, sounding board, annual conference and partner surveys

■ Empowerment

- Strategic leadership programme & opportunities to lead

BRAUNSTONE SPORT ACTION ZONE

Community Activators, Champions & Mentors

Resident involvement

- Designing – the programmes or projects
 - Specifying roles & operations
 - Inform job specifications, recruitment & review processes

Staff & volunteers

- Passionate about local area
- Appreciate the importance of the role
- Be confident in fulfilling it
- Have a sense of duty – to serve & not tell
- Excellent interpersonal & relationships skills

MOTHER IN LAW

Front Line Staff & Support Network

- Doctor – recommendation
- Husband & son – encouragement
- Rehab team – Holly, Cathy, Alison & Jo
 - Empathy – on conditions
 - Persuasion – to try and retry
 - Confidence – how far to go
 - Encouragement – to keep trying & building up
 - Safeguards – should anything happen
 - Sustain – the opportunity at the end of the course

*“This will be a waste of time.
What will I learn at 80 years of
age? What will a bit of exercise
do!!*

*... But I was only doing what
the doctor had told me to do.”*

Vera Enoch

360 Marketing



**Getting all on
board & behind
the programme**

Source: www.coussins.co.uk

PROCESSES

The invisible referee!

To serve not rule!

Should not stop innovation

Not a substitute for good leadership!

SYSTEMATIC ESSENTIALS

- Finance – budgets & transactions
- HR – recruitment, development & termination
- Risk assessment & management
- Lines of accountability
- Entry & exit routes
- Minimum operating standards
- Data gathering & evaluations

LEGAL REQUIREMENTS

- Duty of care
- Safeguards for child & vulnerable adults
- Health and safety practices & procedures
- Equality and equal opportunities

Find ways of making these work

MINIMUM OPERATING STANDARDS

Providers & Suppliers

- Adopted policies – covering legal matters
- Activity – do's & don't's
- Coaches & support personnel
 - Participant: coach ratios
 - Qualifications – front line delivers
 - CRB checks
- Facilities – health & safety

MILLENNIUM YOUTH GAMES

Grand Finals – over three days

- 4,000 young competitors
- Set standards for area events across UK
- Provide training and shared resources

Volunteers & suppliers - attracted higher than average percentage of child abusers picked up by CRB checks

QUALITY MODELS

EFQM Excellence Model

Investing in People

Culture and Sport Improvement Toolkit

QUEST: Facilities & Sports Development

Child Protection Standards

Equality Standards

Clubmark

worldclasscommissioning



Vision and competencies

Assurance framework

Support and development framework

Adding life to years and years to life

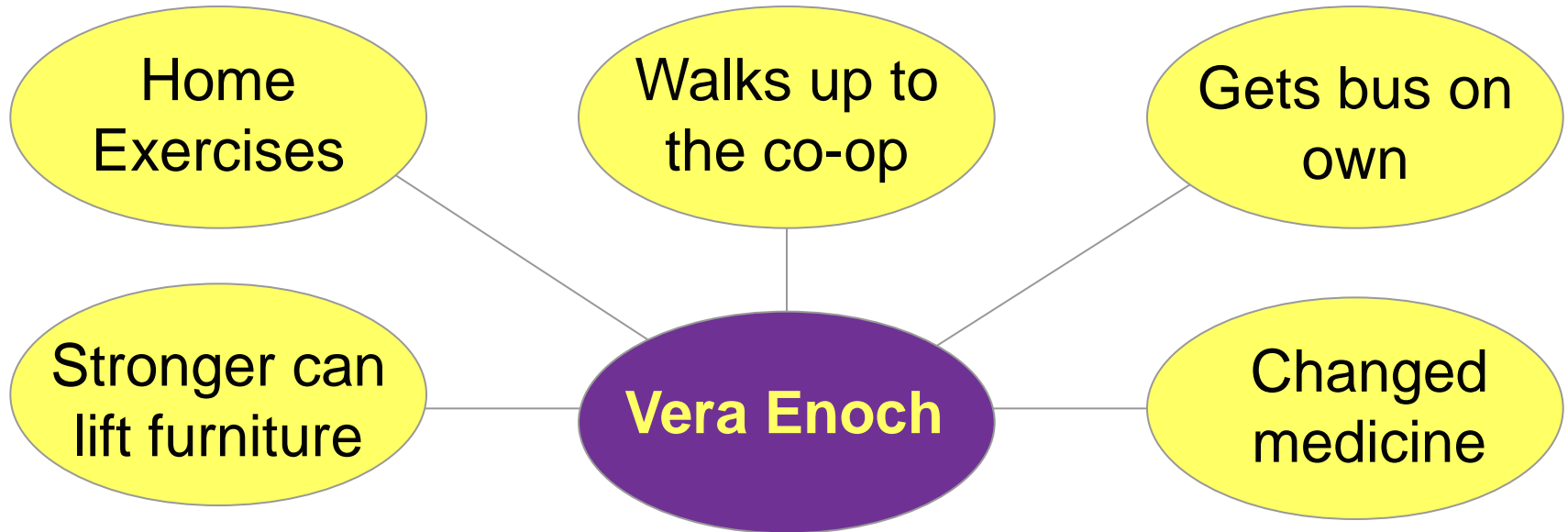
SPECIAL DELIVERY

*Doing what you say you will do
..... plus some more*

What Made it Special for my Mother in Law

- Surviving the first session
 - A panic attack on the treadmill & getting back on
- Comradeship & banter
 - Enjoyable, something different & something for her
- **It's worked**
 - She's fitter, healthier & happier

Personal Impact



Much more confidence – will try more things

More independent & in better 'spirits'

No longer afraid of her medicine

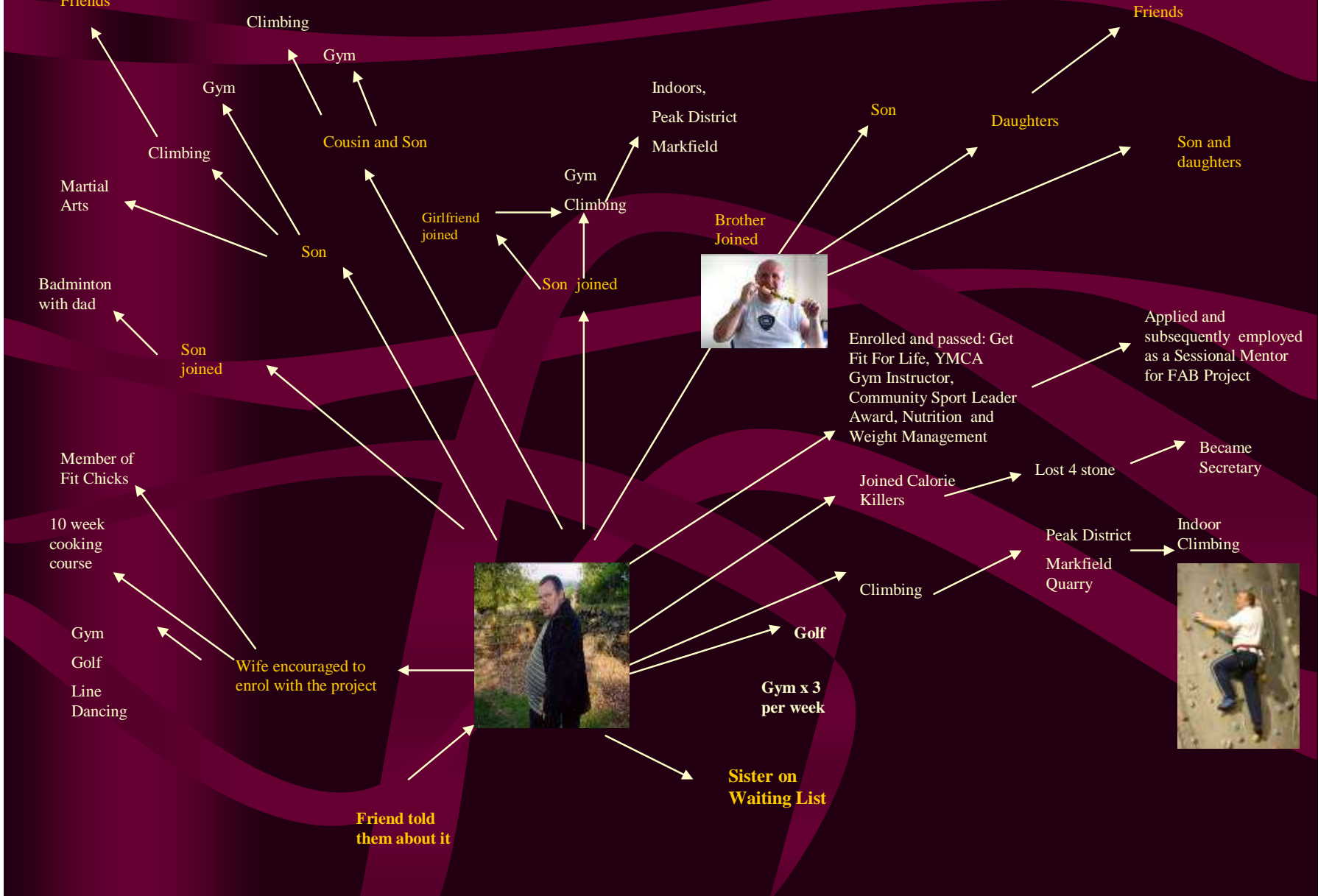
Hasn't been to doctor with breathing problems since

EXTENDING THE REACH

Fit & Active Buddies in Braunstone

- Individual mentoring
- Support to tackle barriers
- Celebrate achievements
- Priority to people
 - Not yet involved
 - With high health risks
- Advice on healthy eating
- Participants encouraged to volunteer or mentor

Knock On Effects



SUCCESS FACTORS

North Lambeth & Southwark

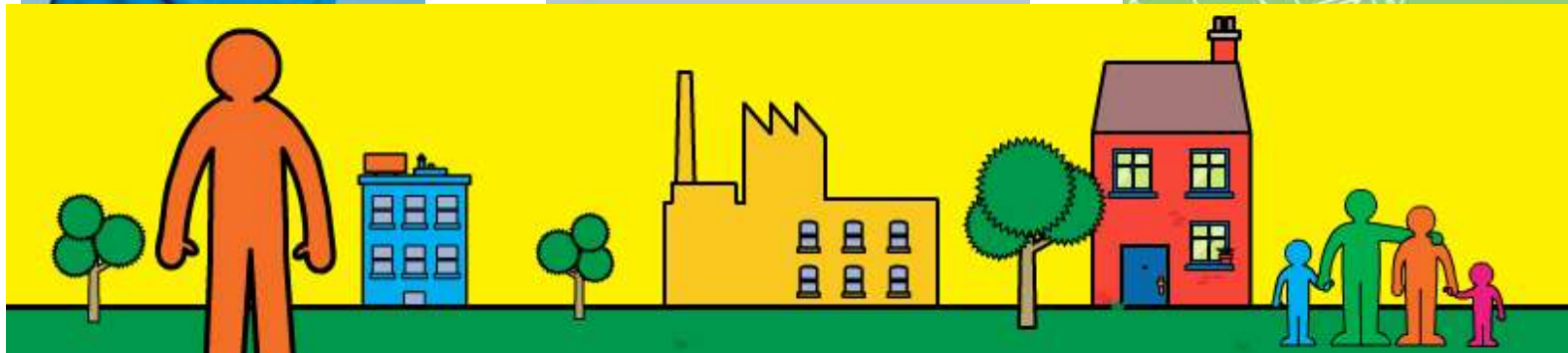
Participants in 2008/9

161,361 attendances; 7,694 participants;
68% from deprived areas; 80% BME communities

- Community Engagement - rooted in the community
- Director - a community champion
- Partnership Working - at the core
- Flexible & Responsive - non risk adverse
- Staff – motivated & engaged
- Leadership – tenacity & resilience

DOING IT ACROSS ENGLAND

Getting more people active for life by better quality delivery



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