



UNIVERSITY
SPORT
SUNDERLAND

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Ground Floor Edinburgh Building, Chester Road, Sunderland, SR1 3SD
Tel: +44 (0)191 515 3696 Fax: +44 (0)191 515 3897
uni.sport@sunderland.ac.uk | www.unisportsunderland.com

‘An umbrella service for all **sport and physical activity** at the University of Sunderland.....’



Community Sport & Outreach Work (C The University of Sunderland

‘Sport is multi functional and flexible,
It can break down barriers and build new bridges,
help solve problems in Health, Obesity, Crime
reduction, & Social Inclusion’

‘Supporting the University Strategy to be
recognised as a Civic Institution – Innovative,
accessible, inspirational, and outward looking;
with remarkable local impact’



Outreach Work – Summary

History

Formation of alliance service in 2002, structured to allow best practice and use of all delivery arms of sport (Development, Students' Union, and Academic Delivery).

Purpose and Aims

1. Create a professional, effective, and sustainable outreach program that offers both innovation and inspiration through sport and activity.
2. Develop a high class mentoring and placement scheme that will allow future generations of sports professionals to leave the University with skills and experience that will enhance their degree, and ultimately their employability.
3. Ensure that whilst we achieve our own goals first, these goals are shaped around and support the aspirations of the CSP, CSN, Sport England, PCT, and our local authority.

- Partners (City Council, Tyne & Wear Sport, SUNEE)

Current Areas of Work

- Local Schools
- Young People
- The Homeless
- Alcohol & Drug Misusers
- Offenders



Local Schools

‘Stimulating and developing a continual cycle of sports leaders, coaches, and enthusiasts, all the way from Primary to Higher Education’

Sport in Schools Program

- In partnership with CSN, PDM's and SSP
- Offered to all 117 establishments within City
- Subsidised curriculum and non curriculum time sessions
- Paid Professional Coaches Supported by Students
- Student led Sessions (Coaching, Leading, Mentoring)
- Sports Science Learning Based Sessions
- Extra Support given to specialist Schools...

Portland School Delivery

- Weekly University based activities and events
- Paid Professional Coaches Supported by Students

Since January 2009

- 264 sessions have taken place in Sunderland Schools
- Totaling 5448 attendances from 1362 Pupils



"...the University Student Coaches are very professional in their delivery, our pupils enjoy working with them and learn a great deal from people who have recently progressed through the education pathway."

Young People

Podium 2012 (FE & HE London 2012 Olympics)

- Part of regional SUNEE pilot program
- Training and Experience for future sports leaders
- 16 pupils currently involved from Farringdon Community Sports College
- 15 Workshops since October 2008
- Pupils planned and Delivered 3 events across area
- The Future

Looked After Children

- Part of regional SUNEE program, funded by HEFCE
- Summer 2008 program involving five Sunderland agencies (Places for People, LACE, Asylum LAC, DISC, & Wear Kids)
- 4 Month ISSP Session
- Since May '08: 92 new participants, throughput of 346
- The Future

Sports Unlimited (SU)

- Part of national and local delivery targeting semi sporty youngsters (10-19)
- Aims to raise weekly participation hours from 3 hours to the desired 5 hours
- Year 1 Adventure Club at Marina (15-16 Year Olds)
- Year 2 beginner and taster courses in 8 sports based at University (18-19 Year Olds)
- Support to other local deliverers on SU program



The Homeless

Multisport Session

- Part of regional SUNEE program, funded by HEFCE
- 13 Agencies actively involved in scheme
- Weekly Sessions (Football, Badminton, Fitness, Gym, & Swim)

Swim Session

- Under 25's
- Young Asian Voices (YAV) and North East Refugee Service (NERS)
- Session tailored to specific needs of users

Gym Session

- Over 25's
- Young Asian Voices (YAV) and North East Refugee Service (NERS)
- Session tailored to specific needs of users

Since May 2008

192 participants have engaged in sessions

98 Sessions have been held

Total attendee throughput of 870



“...I look forward to the sessions, they get me through the week”

“I love doing the sport, I never had the money before, but this is free so its great”

Homeless Session Users

Substance Misusers & Offenders

Second Chance Sports Program (SCSP)

- Part of regional SUNEE program
- Funded via Football Foundation and Northern Rock Foundation
- Partners delivery with DIP and DAT services
- Uses sport as a tool to re-engage those involved or at risk
- Football and Multisport sessions
- Paid professional coaches supported by Students
- Supported by PHD research post
- Participants also offered learning and skills based outcomes
- Program to become part of Street League North East



“There are a lot of repeat offenders who do want to change, but they haven’t got the support I had through Second Chance. “If I can do it, anyone can. I have a lot of gratitude and thanks for the programme.”

Graham Carter – Former Addict & Offender

Since August 2007

- 396 people have signed up to the SCSP making over 4000 visits to weekly sessions
- 45 participants have become either level 1 or 2 football coaches
- Weekly sessions are attended by an average of 35 people

Deerbolt Prison (Barnard Castle)

- Initiative aimed at reducing reoffending
- Pre release visits to SCSP sessions to meet coaches and other attendees
- Future plans of SCSP session delivery within prison environment

The Future

- Further Develop initiatives to support disadvantaged groups
- Create an effective and sustainable delivery method
- Enable Students to interact with local community, furthering their learning experience, skills, and future employability.
- Launch of new Sports Volunteer Scheme aimed at delivering above outcome, and to also support a widening sport skills base and cross industries (Business>Journalism>Design)

Further Details or Questions

Matthew Dossett
University of Sunderland
Sports Development Manager
Matthew.dossett@sunderland.ac.uk
0191 515 3661 or 07748334763





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