

Application No. 2 – SIB

Funding Source	SIB
Name of Project	Keeping Kids Active in Sunderland North
Lead Organisation	Keep Kids Active

Total cost of Project	Total Match Funding	Total SIB requested
£50,267.25	£22,457.25	£27,810
Project Duration	Start Date	End Date
One Year	April 2013	April 2014

The Project

The project will deliver 27 events at 3 locations; Southwick Primary, Redhouse Academy and Castle View Academy, over a twelve month period during school holidays to engage children aged 5-11 in variety of physical activities. Events run Monday to Friday from 10am until 3pm and are lead by a Level 2 coach supported by a Level 1 coach and a number of volunteers. All coaches hold a Safeguarding certificate, First Aid qualification and all of the coaches, volunteers and staff hold enhanced CRB checks.

Activities on offer to the children include; football, Kwik cricket, dogeball, basket ball, short tennis, badminton, rounders, dance and a variety of fun games.

The physical activities delivered by the programme have worked effectively to provide children with an awareness and understanding of the importance of being active. Children experience positive and effective support to increase their movement skills, confidence and social skills. To date over 6,500 have attended and benefited from the clubs programme.

The Need for the Project

There have been 39 low super areas identified in the Sunderland North area, of these 39, 8 are in the top 10% of the most deprived in England. There are currently 24.8% of children in this area living in poverty. There is a strong link between deprivation and childhood obesity as highlighted by the National Obesity Observatory.

From the groups discussions with Sunderland North Community Business Centre where a current multi-sports programme is being delivered for 16-25 years olds, that more activities are needed in this area for younger children.

The Outputs for the Project

Output Code	Description	Number
P3	Number of people volunteering	81
H2	Number of people engaging in healthy lifestyle projects	4,098
L3	Number of activities for children and young people being delivered during school holidays	27

Milestones and Key Events	Forecast Dates
Confirm Venues & Dates	4th February 2013
Contact current database to market forthcoming events	11th February 2013
Ensure adequate staff recruited for initial and subsequent events	25th February 2013
Recruit and Induct volunteers	25th February 2013
Deliver marketing material to primary clusters.	4th March 2013
Events to commence	25th March 2013

Recommendation: Approve