

With a love of sport from a young age, Megan Cook was destined to work in a sports coaching job.

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Celebrating a very successful first year seeing five schools in Carlisle benefitting from an idea from Story Homes Chief Executive Fred Story and SPAAF.

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With our programme of activities now covering Carlisle, Allerdale, Copeland and South Lakes, find out what SPAAF is doing in your area this year.

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As part of Sport Relief on the 21st March 2014 we are proposing a bike ride between all the schools that we are involved with.

Read more on page 2



Cumbrian



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[www.cumbrianspaaf.com](http://www.cumbrianspaaf.com)

# NEWSLETTER

Issue One | February 2014



**Garry Schubert.** Development Manager

I am delighted to be able to launch our first Newsletter which outlines some of the valuable work the Foundation currently undertakes along with new and exciting developments on the horizon.

Cumbrian SPAAF is a not for profit Industrial Provident Society, a Social Enterprise, whose work is focussed on providing sport and active recreation provision, benefitting schools and communities alike across Cumbria. Our journey thus far has been truly exciting and inspirational. Launched in January 2012 as Carlisle & District SPAA Foundation, we have evolved into Cumbrian SPAAF Foundation, a journey supported by Public, Private, Voluntary and 3rd Sector partners.

A key highlight to date for SPAAF has been the awarding of the 2013 Highly Commended accolade for the Best New Social Enterprise for the North West Region. We will again be present at this year's ceremony having being shortlisted for the Best Social Enterprise Award!

Supported by a dedicated board of directors, member organisations and committed staff our legacy promise is to inspire the next generation of children, young people and adults providing affordable and accessible opportunities within the communities they live.

Apart from being fun and exciting, our work has the ability to deliver against some key sporting and health outcomes. Through participation in sport, and physical activity the SPAAF can impact on people's physical condition, reducing obesity and improved general health and wellbeing. Impacting on these physical activity outcomes can lead to improved confidence, better social interaction and a potential reduction in community issues such as anti-social behaviour.

Join us on our journey!

Garry



# Inspiring the Next Generation

## School Sports Programme

We are currently delivering sports activities across 22 schools. Our highly professional, committed and experienced team of coaches are able to provide a wide range of sport and recreation activities. Being able to inspire children and young people is extremely important to us in order to help develop a life-long love of sport. We work closely with each school to fulfil the outcomes expected through the School Sport Premium, now extended to 2020 by the Government which is great news! One of our benefits is that we complement school provision through extending opportunities into the community making sport more accessible and affordable.

## Community Sports and Recreational Programmes

Raising the aspirations of children, young people and adults within local communities across Cumbria; building confidence and self-esteem; combating health inequalities; and identifying personal talent and excellence through sport and active recreation will remain at the forefront of the Foundations overall Vision. Sport and Recreation remains very high on the agenda of many organisations and our focus across Cumbria's communities continues to grow and is very much supported by a range of public, 3rd sector and voluntary organisations.

## Supporting Young People

SPAAF has supported many young people in Higher and Further Education providing many opportunities for them to gain an insight and experience enabling them the opportunity to pursue careers in our industry. Many hours of training, mentoring and volunteering enables young people to progress into a career within the Sport, Recreation and Leisure industry. The Foundation wholeheartedly encourages and supports young people throughout this process and we are very proud of our achievements. As a business we are committed to supporting an Apprentice Sports Coach and have employed up to 6 young people from leaving education in 2012/13.

## National Governing Bodies of Sport

Our support to NGB's locally provides various inclusive opportunities across a wide range of sports for children and young people to participate in. Whilst participation is our focus we have key links with local Sports Clubs providing us with the opportunity to create pathways for participants to progress further if they so wish to do so. Our Holiday Go4it programmes provide a platform for participants to come and try all sports sessions in a safe welcoming environment.

Some of our other projects include; Streetgames, Rural Funtime Programme, Activate Young People Clubs, Athletics, Rounder's and more...



## Sport Relief 2014

Support our Sport Relief challenge 2014! The SPAAF team are delivering sports sessions to various schools. They will be cycling between school covering over 300 MILES!!

For more details about how you can support us visit <http://www.justgiving.com/Cumbrian-Spaa-Foundation>



## What's happening across the County?

### Carlisle

- Holiday Sport & Recreation Activity Schemes – Watch out for it!
- Activate Young People Clubs – It's on now!
- Doorstep Sport Club for Young People – It's on now!
- Rural Funtime Programmes – Watch out for it
- Sports Activities for children and young people with disabilities - Watch out for it!

### Allerdale

- Community Sports and Physical Activity Sessions – It's on now!
- Holiday Sport & Recreation Activity Schemes – Watch out for it!
- Summer Parcs Scheme - Watch out for it!
- Doorstep Sports Club for Young People – It's on now!
- Sports Activities for children and young people with disabilities - Watch out for it!

### Copeland

- Holiday Sport & Recreation Activity Schemes - Watch out for it!

### South Lakes

- Holiday Sport & Recreation Activity Schemes - Watch out for it!

You can find out more about all of our programmes on our web site [www.cumbrianspaaf.com](http://www.cumbrianspaaf.com)







## The Story Homes School Sports Coaching Programme

Celebrating a very successful first year seeing five schools in Carlisle benefitting from an idea from Story Homes Chief Executive Fred Story and SPAAF. The aim was to keep the 2012 Olympic Legacy alive through supporting local school

children to take part in team and individual sports. The scheme is now into its second year and has grown significantly, with coaches now working in nine schools across Carlisle including: Newtown Community Primary School, St Cuthberts RC Primary School, Brook Street Primary School, Kirkbampton CE Primary School, Bishop Harvey Goodwin School, Norman Street Primary School, Newlathes Primary School, Upperby Primary School and Petteril Bank Primary School.



### **Coach Profile: Focus on.... Megan Cook**

With a love of sport from a young age, Megan Cook was destined to work in a sports coaching job. Thanks to SPAAF and the Story Homes sports scheme, Megan was able to give up her 9 to 5 office job for a more exciting career, making a difference to the lives of hundreds of local children. At just 23, Carlisle born and bred is now working with hundreds of children each week, coaching in 7 schools and 4 evening clubs.

Megan said: "I have always loved sport and after I graduated in 2011 with a BA (Hons) Physical Education I didn't know what I was going to do. I originally wanted to be a PE teacher but I went off that idea. I was already heavily involved in sports coaching locally on a casual and voluntary basis but I couldn't find a full time role in sports coaching."

"I took a job as an admin assistant in a local office and progressed to become an administrator in a mortgage advisers office. I was still spending all of my free time coaching for Carlisle CC and my hockey club and I was also heavily into sport myself when I had the time. I already had links with SPAAF through my casual coaching work so when the sport delivery was transferred from the local council to SPAAF in 2013, I found out there was a full time opportunity for me to be a coach and I jumped at the chance."

Megan, who was a pupil at St Margaret Mary's and then Newman Schools, admits that she played 'anything and everything at school, enjoying netball, football, hockey, rounders, cricket,

### **Note from Fred Story**

The school sports coaching programme was an opportunity for us to help local school children have fun through sport, and also learn new skills, keep active and improve their health and wellbeing at the same time. By giving back to the local community in this way, we hope to achieve some long term benefits for the schools and the pupils and their families. I am really pleased with how the school sports coaching programme has progressed in its first year, originally supporting five schools but now reaching nine local schools. It is very rewarding to hear that the children are enjoying the programme and using new sporting skills out of their school environment.

### **Award Shortlisting for Sports Programme**

The Story Homes School Sports Programme was recently shortlisted for a prestigious local award. The scheme was recognised in the Carlisle Sports Awards. Shortlisted in the 'Special Award' category, the scheme was up against stiff competition from other schemes in the city aimed at getting the public to participate in sports. The awards, which took place on Saturday 26 October at the Shepherds Inn, Carlisle, recognise sporting excellence across the district. Although the scheme didn't win, it was a fantastic opportunity to celebrate the success the scheme has had over the last 12 months.

tennis, rugby and athletics. Carlisle born and bred, Megan is delighted to be working on the Story Homes sports scheme in six schools in the city. Each week, Megan works with hundreds of children in the six schools, teaching them team sports and athletics activities.

She said: "The Story Homes scheme provides many children with the chance to learn and play a variety of sports, which they may otherwise not have had the opportunity to do so. I particularly like how it is focused on playing sport and getting children active, which is something I think children today lack. I would have loved to have had this experience when I was at school. At the Story Homes sports festival last summer, it was great to see that a lot of children have benefited from the scheme and they were able to have fun and compete using their new skills.

"I would love to see the scheme expand to include more schools and children, not necessarily just within the Carlisle area. I would also hope for another fantastic sports festival for the Story Homes scheme schools that we had last summer."

Megan added: "Working with children can be very rewarding and very challenging. When I was younger I loved sport and being active and I really like how I can maybe influence children to feel the same way. Now more than ever, I feel that children should be more involved in sport and exercise and it is great that I can maybe help them to do so. I really enjoy helping children to learn new skills and I like the variety of being able to teach different sports to different age groups, even though it is challenging. When I was at school, one of my teachers made a real impact on me and encouraged into hockey, a sport I still play now. I hope that my role with SPAAF on the Story Homes sports scheme can help me to influence and encourage children in the same way."

For more information about the Story Homes sports scheme, please visit our website or [www.storyhomes.co.uk](http://www.storyhomes.co.uk).



# Inspiring the Next Generation

## Business Patron Scheme

Our gratitude goes out to our business partners who have and continue to support the Foundations Vision. Recognising the benefits of the social value that business can help provide through their support across communities is key to sustaining existing and future programmes and opportunities. Our Patron Scheme provides opportunities for any sized business to become involved and support Cumbrian SPAAF. Our Patron Scheme has 4 programmes which could interest you as a supporter;

- **Olympic Legacy Gold Patron**
- **Olympic Legacy Silver Patron**
- **Olympic Legacy Bronze Patron**
- **Olympic Legacy Fund**

for more information on the Business Patron Scheme or any of our programmes please visit our website:  
[www.cumbrianspaaf.com](http://www.cumbrianspaaf.com)



## Our Achievements

- Awarded Highly Commended Best New Enterprise in the North West, February 2013.
- 22 Primary Schools committed to Schools Coaching Programme.



## Commissioned to deliver Sports Activities for the following;

- 12 Community Centres across Carlisle & Allerdale 2012/13.
- 6 Rural Parish Councils, Carlisle 2012/13.
- 2 Doorstep Sports Clubs, Allerdale and Carlisle 2013/14.
- Youth Club delivery for Young Cumbria in Eden District 2013/14.
- 3 year Community Sport Activation Fund, programmes for Inclusion, Men, Women and Young People 2013.
- Delivering Holiday Activities across Carlisle and Allerdale on behalf of Carlisle Leisure Ltd 2012/13/14.
- CADS (Children Abled and Disabled Sports) Programme in Carlisle, Eden and Allerdale District 2013/14.
- Key deliverers in Carlisle through National Governing Bodies for Sports inc Rounders, Athletics, Lacrosse, Badminton 2013/14.
- Delivered Parcs Rural Scheme in Allerdale 2013/14.
- Sportivate programmes awarded for Carlisle and Allerdale District 2013/14.
- Our Workforce has grown to 15 FT, PT and Casual staff including an Apprentice Sports Coach.
- Awarded contract to deliver Community activities in South Lakes as part of a Leisure Trust partnership contract 2013.
- Progressive developments now seeing the Foundation extend services Cumbria wide.
- SPAAF Board of Trustees now represented across Public, Private and Voluntary sector organisations.

Working in Partnership with our key supporters to achieve more!

