Active Fenland—Utilising Insight to land NGB Products

Key Information

Partners: Sport England, ScUK Fenland District Council, Living Sport, Cambs Cricket, Table Tennis England, British Gymnastics, Badminton England, England Athletics, Amateur Swimming Association and Street Games

Locations: Community, education and leisure centre venues across Wisbech, Whittlesey, Chatteris and March

Level Invested/Resources:
£250,000 CSAF Project
1 x Active Fenland Activator

Support provided by Living Sport: Links to NGBs, support at delivery group and steering group for project, recruitment and employment of Active Fenland Activator.

Key Outcomes: 23 Individuals upskilled to deliver as leaders and activators for Active Fenland. Increased participation in six different sports throughout Fenland District.

Background: Active Fenland was initiated in early 2015, a CSAF application was drawn up following an intensive insight project, commissioned by Sport England by MRUK. Research confirmed a need for a physical activity intervention and delivery started in Oct 2015. The aim of this project is to get more people active in Fenland, working in partnership with 6 identified NGBs in year one to deliver their products in a rural setting.

What's Happening? Since the start up of the project, the Active Fenland Coordinator has worked with NGBS to achieve:

- Installation of four outdoor table tennis tables
- Signage for four 3-2-1 run routes in local parks
- One beginner running group, averaging 10 participants per week
- Delivery of Smash Up Badminton for juniors seeing on average 60 participants over 4 sites.
- SwimFit relaunched
- Walking football pilot sessions in preparation for year two delivery, seeing over 20 participants each week
- 12 participants per week taking part in trampolining
- 30 partners and growing have now been engaged and are aware of the Active Fenland project.

What's Next? There is still lots of activity to come including

- Ping in the Parish
- Beginners running groups across all four market towns
- FreeG Gymnastics
- Walking cricket.

Living Sport facilitated a year two planning meeting in February with 100% attendance from the sports identified as potential partners for the upcoming delivery year including Cambs FA, Boxing, Bowls and Tennis.

‘Good session today. Enjoyed it and looking forward to more’ Walking Football Participant.