LEISURE OPERATOR FRAMEWORK

Introduction to Sport for Confidence

Sport for Confidence was established during 2015 and will be formally launched during the Spring of 2016. The business is being formally constituted as a social enterprise and was founded by a unique partnership between a Senior Occupational Therapist and skills expert operating in the sport and leisure marketplace. Sport for Confidence will deliver a range of services and interventions which will champion, promote and facilitate a more inclusive sport and leisure landscape for adults and young people with learning disabilities.

The business currently delivers programmes which encourage people with and without learning disabilities to participate together in sport and physical activity groups. The original programme was designed through a unique partnership between the Occupational Therapy Learning Disability Service (South Essex Partnership University NHS Trust) and Everyone Active at Basildon Sporting Village. Activity sessions are not considered nor promoted as disability sport in that they are accessible and inclusive for all members of the local community. This approach is also championed by Special Olympics through their Unified Sports programme which was inspired by the principle that ‘playing together is a quick path to friendship and understanding’.

There is a customer charge of £2.20 to attend each session which is collected by front of house staff through the usual mechanism for entering the facility. Revenue is used to pay for the coaching resource (provided by the leisure centre) and the current model ensures facilities / gym hire is offered as value in kind. The role of Occupational Therapy (OT) in the programme is to contribute specialist knowledge and advice regarding the delivery of activity for adults with learning disabilities, to mentor and observe coaches / instructors, and realise opportunities for assessment and intervention relevant to individuals currently open to the service.

Within this framework, Sport for Confidence personnel work closely with leisure and sport professionals to ensure that the needs of the clients are met and that there is regular communication, self-reflection and mentoring across the team. This process includes establishing a communications book for front of house staff & featuring the groups as a set agenda item for therapy team meetings.
**Definition:**

Sport for Confidence is a proven model for supporting people with learning disabilities to access positive opportunities to engage in an inclusive sport and physical activity programme.

The definition, principles and values of Sport for Confidence:

- Supports leisure centres, mainstream sports groups and community facilities to deliver the reasonable adjustments they need in order that people with learning disabilities, Asperger’s syndrome, mental health difficulties and those with additional support needs can access them on an equal basis to their peers;
- Develops a community that provides appropriate activity environments in which learning disabilities professionals can assess and deliver therapeutic interventions for individuals through physical activity and sport. This is part of a graded approach and can include progressing from specialist groups to mainstream activities, whilst also realizing additional health benefits;
- Mentors, trains and supports sport and leisure professionals (coaches, instructors, sales, front of house, volunteers) to adapt their behaviours and professional practice to become more inclusive, accessible and client focused.

**Current Picture:**

Since Autumn 2015 and the formal incorporation of Sport for Confidence as a business, Basildon Sporting Village have been commissioning the delivery of 1 day per week of OT services. This cost equates to £300 per day or circa £15k per annum. During this time, the programmes have grown in diversity, customer engagement and breadth, whilst the centre has also been able to demonstrate a unique commitment to being truly inclusive through increased staff productivity and confidence; tailored CPD programmes; new partner engagement with disability organisations; and immeasurable positive PR by Local Authority / County Sports Partnership / Sport England as pioneering in its approach. Outlined below is a short overview of the insight currently being gathered at the centre.

**Financial Model overview:**

Current pilot licensing model: £30k per annum for any local area; single leisure facility; or sports club.

- 1 day per month Sport for Confidence Director
- 0.4 FTE Occupational Therapist @ £35k including on costs
- 0.4 FTE Sports Coach @ £15k including on costs
- Travel and Equipment

**Resulting revenue generation** (verified with Contract / Centre Manager in current locations):

- Sessional Fees - £2.20 per participant per session; 8 sessions per week (416 p.a.); average 11 participants per session = £10k p.a. through reception front of house
- Casual Gym Usage outside sessions = £9k
- Fitness Memberships = £1.5k
• Casual Swim usage = £3k
• New EFDS swim programme (having Sport for Confidence on site a contributory factor) = £3k
• New partner engagement (e.g. Papworth Trust, MIND, SEPT); strengthened network engagement (e.g. Active Essex, Active Basildon, Essex County Cricket, local sports clubs)
• CPD and professional development of all employees = increased productivity, confidence, inclusive support
• PR and case study value
• Enhanced contract value for the client

**Partner testimonials**

‘We are delighted to play such a key role in the evolution of Sport for Confidence utilising the expertise and insight from such a dedicated and motivated Occupational Therapist. Without a doubt, the programme has given us the opportunity to engage with our local community using a totally unique approach. Our workforce has also benefitted significantly from the mentoring, support and coaching which Sport for Confidence has brought into the Centre.’ **Everyone Active Contract Manager, Basildon Sporting Village**

We look forward to working with you to create more accessible leisure opportunities.

**Lyndsey Barrett** (Senior OT, Founder & Director)
**Steve Mitchell** (Skills Expert & Director)

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