





Welcome to our annual report

From Liz Davidson, Active Partnership Director

April 2021/22

If you require this report in an alternative format, please contact:
kentsport@kent.gov.uk

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[kentsport.org](https://www.kentsport.org)



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[everydayactivekent.org.uk](https://www.everydayactivekent.org.uk)



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everydayactivekent

It was a year that saw people face continuing restrictions and uncertainty as a consequence of the pandemic, but that also saw greater recognition of the role that sport and physical activity can play in our physical and mental wellbeing. First and foremost, we would like to take this opportunity to thank all the fantastic local and national partners we have worked with to ensure that sport and physical activity continue to be championed across the county.

While we have and will continue to support partners from across the sporting landscape from National Governing Bodies to clubs, to coaches and their athletes, and were delighted to see FANS alumna Millie Knight win a bronze medal at the Winter Paralympic Games, our focus is evolving. We have been working incredibly hard to develop and build new partnerships with organisations from the health, charity and community sectors to enable us to better reach our most disadvantaged communities.

Our vision and purpose remain to get ‘more people, more active, more often’. Throughout the past 12 months we have sought to do this by ensuring that resources have been targeted where need is greatest, with a real focus on tackling inequalities that have in many cases increased as result of COVID-19. As an organisation, we have learnt from the projects and partners we have worked with and have sought to create opportunities to share that learning, recognising that building capacity, capability and confidence is key to creating sustainable change.

We have also continued to develop and shape our Everyday Active Campaign, utilising [everydayactivekent.org.uk](https://www.everydayactivekent.org.uk), social media platforms, Everyday Active champions and training opportunities to support healthcare professionals, link workers and others with promoting the benefits of a healthy lifestyle and signposting individuals to local opportunities. In addition, we co-ordinate and encourage people to participate in challenges throughout the year.

This report provides a summary of our work in 2021/22 across our five identified priorities and links to case studies designed to bring this work to life. Telling the stories and sharing the experiences of real people from across our county and how sport and physical activity really can change lives.

Next year will see us launch a new five-year strategy and a continuation of our renewed and evolving relationship with Sport England and Kent County Council – both of whose support we are grateful for. In turn we are committed to doing everything we can in Kent and Medway to deliver our localised iteration of Sport England’s Uniting the Movement strategy, and to working with others to support the least active from across the county to enjoy the benefits of moving more.



Connecting Communities



55 projects supported with Tackling Inequalities Funding (TIF)



£222,000 of TIF funding & **£120,000** of COMF funding



3,742 participants of TIF-funded projects, including **2,018** with disabilities/long-term health conditions and **1,288** from culturally diverse communities

Kent Sport's objective for 'connecting communities' is to advocate the value of sport and physical activity across Kent and Medway to tackle inequalities, improve lives and strengthen communities. Our work has been focused on investing in the people and capacity of local organisations who know their area and needs best.

Sport England's Tackling Inequalities Fund (now the Together Fund), has been instrumental to our work in supporting those most adversely affected by COVID-19. We have worked with partners from the voluntary, community, health and wellbeing and physical activity sectors, aiding them to access funding and develop community projects for under-represented groups. In 2021/22, Kent Sport facilitated 55 grants, to a value of £222,000 benefitting 3,742 people. We have also distributed £120,000 of COMF (Contain Outbreak Management Fund) monies to 33 projects on behalf of Kent County Council.

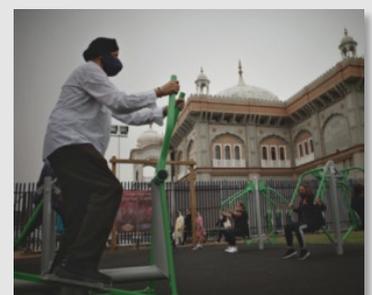
A series of events have been held, to explore the learnings from funded projects and our shared understanding of local communities, and how we can work better to embed inclusive provision and engage the least active.

Our Everyday Active campaign has provided a vital connection to communities through our growing champions' network. Champions have worked in five areas across the county in 2021/22 to promote activities locally and provide advice and opportunities for less active people to do more activity. The local activity noticeboard pages on the Everyday Active website have provided an opportunity for local activities to be promoted to a wider audience.

As part of our Connecting Communities work strand, we continue to engage with the 12 district councils and Medway as a unitary authority – providing them with a core offer of support. We have worked with the Isle of Sheppey, Medway, Thanet and Folkestone and Hythe more closely, with the remit of building relationships with partner organisations and working together to deliver projects and programmes to under-represented groups in each area. This is exemplified by our work in Folkestone and Hythe which saw the successful Sporting Memories project publish a book and an online archive, and start a volunteer-led virtual sporting memories club.

Case study - The Grand

This project in Gravesend received Tackling Inequalities Funding to help address the challenges and inequalities caused by COVID-19. Read more about the project by scanning the code.





Health & Wellbeing



50+ members of the
Live Longer Better
Network



33,000 visitors to the
Everyday Active website



Promotion of Everyday
Active, training
opportunities and
resources to over 150
Health Care
Professionals and Link
Workers

*“As a Social Prescribing
Health and Wellbeing
coach I signpost people to
the Everyday Active
website to access activities
in their local area.”*

*“I use the activity finder to
search for information for
One You Kent clients.”*

*“Everyday Active looks a
match made in heaven for
Connect Well Kent (social
prescribing platform)”*

In 2021/22, we sought to create opportunities to influence the policy and decision-making of strategic health organisations, and to establish and further develop the interaction and collaboration between Kent Sport and the health system through engaging, influencing and upskilling the workforce.

The Everyday Active campaign provided us with a fantastic vehicle to drive much of this work, including the creation of a web-based resource bank as part of the [Everyday Active website](#). The aim being to provide front line healthcare professionals and link workers with resources and tips on how to better encourage those they work with to become more active and to signpost them to appropriate opportunities. Alongside these resources, members of the Kent Sport team were also involved in the delivery of Physical Activity Clinical Champions training and the running of Everyday Active workshops on the benefits of physical activity and how to best encourage people to better integrate physical activity into their everyday lives.

Linked to this work and the Everyday Active campaign, this year we also launched our local [Live Longer Better Network](#). With its focus on active ageing and the array of benefits for older adults of moving more, strategic leads and frontline workers have been encouraged to become involved in the network which has seen more than 50 members sign up locally to date. Through the Everyday Active website, members can access Live Longer Better Resources and engage with network activity.

Throughout the year we have worked with a range of partners to ensure that physical activity is part of the conversation. This has included promotion of Everyday Active, training opportunities and resources via the Population Health Management Development Programme, Whole Systems Approach to a Healthy Kent, Swale & Medway Physical Activity Alliance, Folkestone Health & Wellbeing Network and Maidstone Health & Wellbeing Partnership. Everyday Active is now included in Kent Public Health’s Make Every Contact Count training and has been presented to a range of social prescribing organisations across the county.

Case study - Age UK Hythe and Lyminge

This project, delivered in partnership with Age UK, involved working with GPs to increase physical activity levels of older people with long term health conditions.

Scan the code below to read more about the project:





Positive Experiences for Children & Young People

Opening School Facilities



30 schools opened their facilities for community use in 2021/22. Read more about the project by scanning the QR code below:



Secondary Schools survey



Our survey of secondary schools achieved more than 2,000 responses from pupils. Read more by scanning the code below:



Kent Sport continues to be committed to, and advocate for, involving children and young people (CYP) in the co-creation of activities designed to encourage the least active to be more active. We have this year both provided support to existing programmes, and created new work streams that are informed by insight and that have a real focus on tackling inequalities.

To support this approach, the CYP team conducted a survey of secondary pupils across the county, with more than 2,000 responses from less active young people. The results suggested a variety of preferred activities for under-represented groups and has led to the creation of a 5-point checklist for delivering positive activity experiences for less active young people. This is now being used to shape delivery and to ensure that projects are reaching and engaging the right young people.

Elsewhere, our work has included the management of the Department for Education's 'Opening School Facilities' fund, supporting 30 schools to open their facilities for community use. Sports halls, grass pitches, all-weather pitches, dance studios and gymnasiums have all been made available for public use to enable children and young people to become more active outside school hours. 5,337 young people have benefited, including 1,552 currently eligible for free school meals, 1,000 with disabilities and 668 from culturally diverse communities.

Sport England funding enabled us to locally launch the Positive Activities for Children and Young People fund. We solicited partners for ideas for new projects, with the most suitable proposals being taken forward to co-create with organisations. To date, the fund has supported 1,219 young people, including 271 with disabilities and 330 from culturally diverse communities across 99 sessions all of which were designed with young people's needs in mind.

The School Games continued in 2021/22 and when physical delivery was not possible, our My Reconnect Rainbow Challenge saw 579 participants engage in a virtual offer to encourage physical activity. As physical delivery returned, School Games activity evolved to engage those most affected by inequalities and to support the positioning of physical activity across our network of schools. Completion of a countywide School Games Commonwealth Games Legacy Plan resulted in £56,500 additional investment to boost and enhance School Games plans for 2021/22, by making links to the Commonwealth Games. This investment is focused on engaging children and young people who need the most support to be active. Delivery of this plan is scheduled to take place between May-July 2022 with the sports of bowls, cycling, triathlon and wheelchair basketball all planned.

Other initiatives the CYP team has continued to support include the Primary PE Premium, with regular newsletters sent to primary PE co-ordinators, promotion of the Daily Mile, training for School Governors and a pandemic-delayed Primary PE Conference. Finally, through our delivery of Sport England's National Active Lives Survey during the 2020/21 academic year: 65 Schools in Kent and Medway have taken part in the survey with, 4,657 responses from children and young people.



Recover & Reinvent



£21,000 of small grants administered to 51 organisations, benefitting 2,082 people



£500,000 available to leisure centres via the Reconnect programme



12 Capital Grants enabling clubs to improve their facilities



35 young people completed their coaching hours via the Young Coach Academy

In the area of recover and reinvent, our priorities were to respond to the challenges of COVID-19, help organisations become more agile, resilient, and committed to continuous improvement and to support and encourage organisations to better understand, reflect and represent their communities.

Throughout the pandemic, our Everyday Active Small Grant aimed to encourage participation in activity by residents of Kent and Medway affected by the impact of COVID-19. The fund has provided support for the purchase of equipment and the running of new sessions aimed at less active, under-represented groups. In 2021/22, 51 organisations were supported with grants totalling £21,268, benefitting 2,082 people.

The coach bursary scheme has grown in popularity across 2021/22, with 42 awards provided to help clubs develop their coaches, including 12 new coaches. The project has helped to support several clubs whose coaches didn't return to volunteer after COVID-19. Together, the coaches supported by the bursary are coaching more than 500 participants per week.

Workshops have recently started to run in a face-to-face setting after two years of virtual offerings. Our popular safeguarding and first-aid workshops have been successfully run in a face-to-face setting, with more scheduled for 2022/23.

Kent Sport has been one of numerous organisations supporting the Kent County Council Reconnect programme, which co-ordinates activities and funding streams to connect children and young people with the things they've missed during the pandemic. The funding streams include £500,000 of grants for leisure centres across the county.

Kent Sport has continued to support crowdfunding initiatives from Sport England and Kent County Council, signposting clubs and organisations to information sessions on the subject. The Young Coach Academy managed to run in 2021/22 despite the challenges of the pandemic, with 35 young people completing their volunteering hours. The team has also supported the KCC Capital Grant Scheme for Sport, enabling 12 clubs and organisations to enhance their facilities and the leveraging of £469,988 of additional investment.

Case study – Home-Start Dover District

This voluntary organisation accessed a grant to support physical activity equipment for a family fun day in the park. Scan the code below to read more.



Case study - Youth Ngage

Youth Ngage's Youth Connect Champions project supports youth leaders to organise activities for young people in Gravesham's most deprived areas. Scan the code to read more.





Active Environments



194 million steps
logged in activity
tracker



5,356kg of CO2 saved
through active travel



**9 town walking &
cycling maps** on
explorekent.org



**8 Active Thames
projects** supported in
the county



Find out more about
Explore Kent at
explorekent.org

Kent Sport's work related to active environments is closely linked to our sister service Explore Kent, with which the team shares a staff member. Explore Kent, with its focus on encouraging active, outdoor lifestyles and use of the county's networks of public rights of way, is an ideal vehicle for promoting active travel, active design, connecting with nature and work across the county to address the climate emergency.

Kent Sport has delivered active travel challenges across 2021/22 via its activity tracker. Across the year, three countywide activity challenges were delivered, as well as 10 challenges for individual organisations and teams, with 1,578 individual participants.

Explore Kent has been commissioned to deliver campaigns relating to active travel, using the DfT Capability Fund, led by Transport Innovations; promotion of blue space activities in lower socio-economic areas via COMF funding (Contain Outbreak Management Fund); and behaviour change films for Kent County Council's Energy and Low Emissions Strategy. Support has also been provided locally for the Port of London Authority's Active Thames project, with eight projects funded in Kent. Additionally, Explore Kent's advocacy and influence has extended to planning, where a section on active design principles is being added to the draft Kent Design Guide.

In addressing the climate emergency, Kent Sport has produced an Environmental Policy Commitment, which has been published on our website and pledges to develop more environmentally friendly ways of working, embed sustainability in our projects and advocate for physical activity to be at the heart of sustainable, active environments.

Explore Kent's Active Travel pages



Find out more about Explore Kent's work on active travel across the county by scanning the QR code:



Kent Sport's environmental policy



Read more about Kent Sport's environmental policy by scanning the QR code:



Here's what some of our partners and project participants have said about working with us, and being involved in programmes we've supported, during 2021/22:

"A huge thank you to Kent Sport and Sport England for lifting so many spirits, for making this project very inspirational and for opening a new door into the community of North Kent." – Safer Communities Alliance

"Very impressed with your organisation and the diverse means of engagement, plus detailed statistical data, forward planning, and community involvement." – Head Start Thanet

"The funding helped our organisation to reach out to communities that we were always wanting to engage with but were unable to do so because of lack of resources. We were able to build rapport with these communities and since the commencement of the project we have been delivering other services to them." – Diversity House CDC

"Sincere thanks from all the members of Whitstable Lawn Tennis Club. Your ongoing generosity, support, interest and enthusiasm for our disability program is greatly appreciated by the committee." – Whitstable Lawn Tennis Club

"Joining in with wheelchair rugby helps me with my mental health issues. It helps me with my anxiety on meeting new people and makes me more confident in going out with someone who isn't my partner. All the training and exercise itself helps with the pain...I love being part of the team and being able to be included really makes me feel better each week." – Wheelchair rugby participant

"I joined the class after being ill in hospital and increased my upper body strength and my overall fitness. My osteopath was impressed with the difference the class has made to my physical abilities. This class has made such a huge difference to my physical and mental wellbeing." – Female, age 67

"A fantastic class for everyone, but particularly those with physical disabilities. Since attending my confidence has improved in knowing I'm capable of being able to do exercise again." – Female, age 73

"Emma was left very isolated through the lockdowns and became very depressed and lonely. She has now made a new group of friends that she regularly meets and has begun running outside of our programme. Emma has told us that this project has changed her life for the better. She has improved her mental health and outlook on life, lost weight, become fitter, made new friends and now looks forward to every session each week." – BoxFit feedback (participant's name has been changed)