

CYP Project Progress Report

Overview

In September we successfully launched the Children and Young People project with the aim to encourage and engage 5-16 year olds in physical activity. The target areas for the project are Aylesbury, Wendover and surrounding areas.

We want to offer a variety of activities which are accessible and affordable; Sessions which prioritise participation as opposed to competition. To minimise barriers and increase accessibility, all sessions are pay as you go, with no commitment.

Research

Mapping of the areas within Aylesbury & Wendover community boards was carried out to identify what venues and facilities were accessible, and what type of activities were already available to young people.

Whilst we have vast experience in delivering community projects at AITC, to gain a better understanding of the trends around young people in physical activity, market research was carried out with the following areas to explore;

- Reasons for participation
- Barriers to participation
- Type of activities young people are involved in
- Type of activities lacking/needed in the local community

In order to reach the correct demographic, consultations were carried out with various youth clubs, parents and parent groups on social media who have children in that age range.

Findings revealed that;

- There is a popular demand for activities such as Martial Arts/Self Defence as well as mainstream sports.
- Reasons for taking part in activity varied from keeping fit, finding it mentally rewarding and its social aspect.
- The cost of living rising means that parents are more reluctant to commit to anything long term or block book sessions. With this in mind the charge for sessions has been set to between £3-£5 per session.

Barriers

- The cost of living crises surfaced shortly after the CYP project commenced in 2022 resulting in many families cutting back on extra expenses and coaches/instructors asking for a higher fee for travel, planning & delivery.
- Venues have had to raise their hire costs due to higher energy bills resulting in an overall higher cost of setting up each session.
- Due to other work/personal commitments of instructors, some are unable to commit to delivering sessions over consecutive weeks.

Successes

On 1st November 2022, the first Basketball session was launched at The Grange School. Taking on feedback from parents this session has a cost of just £3 per child.

The list below shows sessions running currently as well those due to launch in due course.

- Basketball
- Handball
- Badminton
- Fight Klub
- Rabble
- Futsal
- Dance
- Tennis
- Table Tennis
- Karate
- Wrestling
- Netball
- Multisports & Games
- Kickboxing
- Skateboarding

Futsal is proving to be popular and participants for other activities such as Fight Klub and Badminton are growing weekly.

We have had over 100 visits to our sessions so far, which should grow more and more as sessions start.

In January 2023 an activity timetable was advertised in the Families Chiltern magazine that distributed 20,000 copies to local schools and nurseries as well as activity groups, leisure centres, cafes and local family places.

Conversations are taking place daily to add more sessions to the programme.

Faiza Muneeb

Physical Activity Officer

Active in the Community CIC