

Greater Cambridge Network

A proposal to England Athletics

January 2009



Contents

Greater Cambridge Network	1
1: Introduction	1
2: Key issues and approach	9
3: Activities and network requirements.....	13
4: Budget.....	28
Annex A: Stage 1 Application form.....	A-1

1: Introduction

- 1.1 This proposal constitutes a bid for funding for an athletics network covering the Greater Cambridge area from Cambridge & Coleridge Athletics Club (C&C), Cambridge University Athletics Club (CUAC), Newmarket Joggers (NJ), Saffron Striders (SS), Cambridge University (CU), South Cambridgeshire School-Sports Partnership (SC SSP) and South Cambridgeshire District Council (SCDC).
- 1.2 The proposal follows on from discussions held with England Athletics officers after our bid to be in the first wave of networks in December 2008. We are hoping that our bid is in a sufficiently strong shape for it to be considered as a second stage bid and for a decision on funding to be made on the basis of it. We understand from feedback on the earlier documents that the assessment panel had indicated this was their recommendation.
- 1.3 In this section, we give further information on the track record of the clubs and organisations involved in the network. In section two, we set out the rationale for the network, which was under-developed in our previous bid and then go on to address the key issues in the England Athletics bid documents:
- Growing and sustaining participation levels in the sport
 - Improving the quality of experience for all participants
 - Improving levels of athlete performance
 - Laying the foundations for the next generation of champions
- 1.4 In section three, we describe the activities which the proposed network will help us to deliver in more detail.
- 1.5 We have included a budget, using the England Athletics template in section four and a completed stage one template, in case this is necessary, in Appendix A.

Network members' track record

Cambridge & Coleridge AC

- 1.6 C&C is the only open athletics club offering all the athletics disciplines in the sub-region. It was formed in 1963 from a merger of two clubs and has a history going back well before the second world war. It has recently seen a substantial growth in its membership, from approximately 300 to well over 500 since 2000, and has restructured its coaching practices and organisational approach. Roughly 60% of its members are young athletes under 17. It was the first athletics club in Cambridgeshire to be awarded Club Mark.
- 1.7 The club adopts a collaborative approach to coaching with coaches working in groups. For the younger athletes these are multi-disciplinary and multi-level groups. The approach offers



a broad long-term-athletic-development structure for the athletes and promotes coach development.

- 1.8 The club has a small number of elite athletes, for example Will Clarke – 14th in the triathlon in Beijing - and Ed Aston, currently heading the UK 800m indoor rankings. The network should enable us to increase the elite performance of the club. Currently the club's primary objectives are to increase opportunities for participation in athletics, including road running, and to improve the quality of that participation. These issues are taken up in more detail in the next section.
- 1.9 Organisationally the club is now structured around a set of portfolios and is supported by approximately 50 volunteers. The new organisational structure is intended to spread workloads, to support volunteers and to make the club sustainable long term.
- 1.10 In 2008 C&C was awarded Junior Club of the Year by England Athletics East Region, primarily for our work with young athletes coaching, and Community Club of the Year by the county sports partnership, 'Living Sport'. Living Sport have indicated that they wish to nominate us for the CCPR national club of the year award. The Community Club of the Year award is particularly pleasing and relevant to this bid. Competition was high from all sports and the nomination was made by South Cambridgeshire District Council, who are part of the proposed network. The network will facilitate further development of the community involvement for which this award was made and this is taken up in the next section.

Cambridge University Athletics Club

- 1.11 Established in 1857, Cambridge University Athletic Club is one of the oldest Athletics Clubs in the world. The famous Varsity Sports, contested annually between Oxford and Cambridge, will mark its 135th anniversary in 2009. Over the years, the club has produced many notable athletes and Olympians from the great Harold Abrahams to Stephanie Cook, Modern Pentathlon Gold Medallist at the 2000 Olympics. CUAC has historical links, not only with other University Athletic Clubs nationwide, who we compete against on a regular basis, but also with many American Institutions. The Transatlantic Series, first contested in 1894, and currently held in three years out of every four, sees a combined Oxford and Cambridge team compete against counterparts from the Ivy League under the banner of our joint alumni club, Achilles. The quadrennial Transatlantic Series tour, next scheduled for April 2009, provides the opportunity to compete against and learn from athletes and coaches in the American system, and promotes the development of lasting friendships through participation in athletics.
- 1.12 CUAC seeks to maintain a fluid management structure, blending the knowledge of coaches and senior members of the university with the enthusiasm and fresh perspectives of student athletes. It is this ethos, combining experience with new ideas, that has allowed CUAC to evolve in recent years from its previously narrow focus on Inter-University rivalry to become a truly encompassing club, catering to a range of athletes from senior GB internationals to complete beginners. Recent successful athletes have included: Ben Carne, who represented Great Britain in the 400m Hurdles at the 2007 European Cup, International Heptathletes



Grace Clements and Phyllis Agbo, and Steven Green - 2007 European Indoor Championships Gold Medallist in the 4x400m relay. Our most recent recruiting class is headlined by Louis Persent, 2008 World Junior Championships silver medallist in the 4x400m relay.

- 1.13 CUAC is committed to a strong and diverse coaching setup, which blends the experience of Bob Smith, coach to former World Championships silver medallist John Ridgeon, with rising coaching talents such as Richard Wheater, a former student President of the club and Head Coach, who was recently appointed Head of Coaching and Development for England Athletics.
- 1.14 The club's true strength lies in its ability to cater to athletes of a range of abilities and backgrounds. CUAC's coaching and training structures allow relatively inexperienced athletes to train and learn alongside more experienced counterparts under the guidance of a supportive coaching staff. Recently, as part of our commitment to promoting the sport of athletics at all levels, the club offered Associate Membership to a number of university staff who had formed a social road-running group, and wished to compete under the name of the club. CUAC is also strongly committed to engagement with the local community, and currently opens a number of training sessions to athletes from Cambridge & Coleridge and other local clubs. In 2008, for the first time, the annual Warm Weather Training Camp in Spain incorporated several young athletes from Cambridge & Coleridge, providing them with the opportunity to train alongside more experienced university counterparts. The club is extremely keen to expand these links and to share resources with other local clubs for the mutual benefit of athletics in the community and our own student members. The officers and committee are convinced that the formation of an 'Athletics Network' is the most effective mechanism for synchronising these objectives with the aims of the local athletics community.

Newmarket Joggers

- 1.15 Newmarket Joggers began as a very friendly running club, open to all ages and abilities. It was formed 1984 and is now based at the Leisure Centre in Newmarket. A junior section was set up in 1996, starting with only a few athletes but now has approximately 80 youngsters ranging from 5 – 15 years old. About a year ago the club decided to change from its focus solely on running to move to athletics more widely, giving more choice for members. The club now has six qualified coaches in various events, one being at level four.
- 1.16 The club was successful with an Awards for all bid to buy equipment for the transition to athletics and has a full committee which meets monthly to make sure the club is continuing to move forward. The club is close to achieving Club Mark.

Saffron Striders

- 1.17 Saffron Walden is a small but lively town of about 15,000 inhabitants, with a number more living in the surrounding villages. Saffron Striders Running Club was set up in 1989 as a ladies' running club, but quickly added male runners and has remained as inclusive as possible since then, with a membership age demographic of 18 to 74 years. The emphasis has traditionally been on social running, training together and racing for fun.



- 1.18 In recent years, the club ethos and ambition has changed with the belief that the club as a whole and athletes individually should be able to perform at a higher level. At the same time we are not forgetting our roots, always trying to encourage new runners to join the club, and provide them with support. Indicators of this shift in attitude include the following:
- We have our largest ever membership of 80 runners (a year on year increase of at least 8% since 2005)
 - We now have a level 2 coach for the first time
 - A new committee post of Club Development Officer has recently been created to explore how to take the club forward
 - In local competitions the club is now punching well above its weight (see below).
- 1.19 As a club we participate in two local leagues: over the winter in a cross-country league, where this year both our ladies' and men's teams have consistently out-performed the larger clubs of Harlow and Bishop's Stortford. In the summer of 2003 we were instrumental in establishing the 5K league mentioned in this proposal. We also organise the annual Saffron Walden 10K, attracting over 350 runners, and whilst this includes experienced runners from a wide range of running clubs across the south east of England, a large proportion of entrants are non-affiliated, many from the local area and running a 10K race for the first time. For both the 5K league and the club 10K event we have sought and secured sponsorship from local businesses. This finances these events, publicises Striders running club and importantly allows us to donate to nominated local charities.
- 1.20 In keeping with the history of our club we attract a significant number of female runners from the very beginners (via informal links we have established with a local ladies' jogging group) to more talented endurance runners.
- 1.21 Our athletes have a broad range of interests from international Marathon events (11 out of our club membership of 80 competed in last year's London Marathon) through those who compete in Iron man triathlon competitions, to long distance cross country and fell races. Each year we send between two and five teams to regional off road relay events. 2008 also saw members from Striders organise trail races for the first time after consultation with other running clubs in Essex.
- 1.22 Areas where the club are looking to develop overlap to a very large extent with the aims and objectives of the Greater Cambridge Network. The main ones are:
- We are currently not able to support very talented athletes, and so they usually move through the club to train and compete for larger clubs elsewhere. (Bryn Reynolds, 8th senior man in the 2009 Hertfordshire County Cross-Country Championships running for Herts Pheonix and past alumni include Ros Barker, 2008 Marathon UK ranking of 84 and top 10 in age group and Peter Thompson, 2008 10 mile England ranking of top 10 in age group.) Through our own coach, additional coaching, facilities and high

performance support offered by the Network, we will be able to provide structured support to a much higher level.

- We do not have a junior section, though we are starting to establish a relationship with the local secondary school (Saffron Walden County High School) with their new Sports Pavilion project, which we think we may be able to use as a club house. This would also be a suitable base for youth training. The chances of success in setting up a young runner's group (and possibly wider athletics support) would be significantly enhanced through the Network.

Cambridge University

- 1.23 The University of Cambridge Physical Education Department is the administrative department that, through the University Sports Syndicate, advises the University, University Sports Clubs and Colleges on all matters relating to sport. The Department is also responsible for the management of University Sports Facilities at the Physical Education Centre, Fenner's Tennis and Cricket Ground and Wilberforce Road Sports Ground, which is where the athletics facilities are based.
- 1.24 The Wilberforce Road Sports Ground comprises an eight lane (ten lanes home straight) athletics track with a separate jogging trail and practice throwing area, an artificial hockey pitch and large pavilion with storage, meeting, catering and office facilities. The facility is classified by UK Athletics as Grade One. Floodlights will be erected on the athletics track and hockey surface in Summer 2009. The facility regularly hosts a number of regional and national athletics meetings.
- 1.25 The Department has significant knowledge and experience in the management of elite performance services and has existing links with providers of sports medicine and sports science as well as in-house availability of services such as Strength and Conditioning.

South Cambridgeshire School-sports Partnership

- 1.26 As one of four Partnerships within the County, South Cambs School Sport Partnership covers the rural area of South Cambridgeshire. It includes all of the villages in the district except one (Sawston, which is in Cambridge City SSP) and includes eight secondary schools, one special school and 45 primary schools. The area is large and rural with some primary schools being up to 15 miles away from their secondary school and secondary village colleges being 33 miles apart. Most students travel to the village colleges by school bus.
- 1.27 The Partnership's ambition is to offer all young people the opportunity to participate in a minimum of five hours a week of Physical Education and School Sport by working with schools, clubs and community providers. By working with local clubs like C&C the Partnership aims to provide more opportunities for young people to participate, perform and lead/volunteer in high quality coaching activities and progress seamlessly into community sport. This clearly fits with the vision of the Greater Cambridge Network.



1.28 Since October 2006 the Partnership has employed a full time Community Athletics Coach with partner funding and support from C&C, Living Sport and SCDC. The community coach has been responsible for the delivery of the Schools Coaching Programme, including curriculum and extra-curricular activities, community sessions and holiday programmes. They have also played a significant role in developing athlete pathways into clubs and local competitions and have taken on a coaching role at C&C. Although this post is currently vacant a new coach will be in place from February 09 and it is hoped they will play a key role in the establishment and development of a successful network.

South Cambridgeshire District Council

1.29 SCDC has a number of priorities in relation to sports development generally and athletics development in particular. Through its sports development team it is keen to participate in the proposed network. The support of the Network would enable SCDC to continue its contribution in the following areas:

- Partnership funding for a community athletics coach and continue to provide administration support for holiday programmes in partnership with SC SSP
- The community athletics coach will continue to support the work of TEAM (To Energise And Motivate), South Cambs Family Obesity intervention
- The community athletics coach will continue the development of Community Athletics Clubs, in partnership with C&C, and opportunities for adults to improve

1.30 Linked to the Local Area Agreement targets to increase adult participation in sport and physical activity (NI8), SCDC are launching a new £60k scheme for the next three years to increase the number of adults taking up or increasing activity levels. Athletics will feature as part of this, encouraging ladies through our 'Women Try Sport' programme. We are keen to attract men through similar initiatives: the Active People Survey indicates that middle aged men are one of the least active groups in South Cambs.

1.31 In terms of new housing developments the Council is still assessing the need for athletics facilities to feature as part of the secondary school in the new community planned at Northstowe. The Network would be an important partner to guide the strategy and support any funding bids.

1.32 The Network will be able to provide assistance in both the promotion of the funding and in talent identification for a new activity planned by SCDC in relation to the 2012 Olympic and Paralympic games. SCDC are launching a new £60k pot of funding over the next three years to support talented sport performers. A fund of this kind links closely in to the objectives of the Network. Similarly the Network will be a valuable vehicle in relation to SCDC's work with facility providers. In 2009-10 SCDC will be working with the nine dual-use sports centres in South Cambs to launch a scheme to give Free Access to Athletes of a National Standard to train at their facilities. (This might include, astro-turf pitches, swimming pools, sports halls or working out in a fitness suite.)



1.33 SCDC is well networked and is active in a number of initiatives for disability athletics which have real potential to support the Network and for which the Network could be an important locus:

- SCDC chairs the committee of the County Disability Sports Forum (CDSF). This forum works closely with NGBs and Living Sport (the local county sports partnership) and delivers the Competition PLUS programme which provides monthly competitions for special schools and children with a disability or a learning difficulty in mainstream schools. In April 09, the CDSF is hopeful that they can launch the first ever Athletics PLUS competition which will be an outdoor competition leading up to the Regional Disability Athletics event in May
- During the Sept 2009-July 2010 programme, the CDSF would like to develop an annual Sports Hall Athletics PLUS event and would see the network playing an important role in this
- The CDSF are currently looking at the player pathways from local to national level for the Paralympics/Special Olympics/Deaf Olympics and Dwarf Olympics
- The CDSF will be keen to work with Athletics to develop opportunities for both young people and adults of all disabilities
- The SC SSP with SCDC are running a Gifted and Talented identification day in March to identify children with a disability who have a high sporting ability. These young people will then be supported and ready to feed straight in to the P2P initiative in Oct 09 where they will be invited to attend a County Athlete Assessment Development Centre. Athletics is one of the six sports signed up to receive funding for this initiative.

Current organisational structure

1.34 The Network is currently a loose association of clubs and other organisations. If the Network proposal is accepted an early task will be to create memoranda of understanding or a constitution. We will also need to set up a bank account, or clear rules for financial accountability using an existing account, and to develop a detailed plan. Currently our expectation is that the bank account will be as a designated fund in C&C's accounts, or as a separate fund at Cambridge University. C&C is currently applying for community amateur sports club (CASC) status, which it expects to gain, and its accounts will then be subjected to the rigorous standards of the charities' commissioners.

1.35 Our intention is that employment responsibilities, for the staff proposed in the bid, will be taken by Cambridge University. The University employs many staff on similar contracts and has appropriate facilities available at the athletics track to house Network staff.

1.36 Precise reporting lines and responsibilities will be set out in job descriptions and person specifications which have yet to be agreed in detail. Broadly the proposed staff will report to

an executive group from the Network but will be responsible to the Director of Physical Education at Cambridge University for administrative purposes.



2: Key issues and approach

Growth and local needs

- 2.1 Greater Cambridge is one of the fastest growing areas in the country. There are increasing demands for participation in athletics but limited opportunities because of the rural nature of the area.. Good facilities and increasingly good practice is available in the city of Cambridge but is relatively inaccessible to those living outside. There are long distances involved in reaching the facilities e.g. many of C&C's current members travel twenty miles or more each way for standard training evenings. Other sizeable communities are effectively denied access to proper athletics facilities and coaching. Competitive opportunities of any kind are limited for track and field athletics and participation in high quality teams is limited for road running and cross country.
- 2.2 There is clearly a demand for athletics in the sub-region which for many years was frequently referred to as a 'backwater' of athletics. For example when Jon Ridgeon was at his prime (a former member of C&C) commentators expressed surprise that he had been able to thrive given the facilities available to him. The commentators were showing a metropolitan bias but it is the case that the establishment of good facilities and the opportunity to use them are difficult in areas which are predominantly rural.
- 2.3 The area is generally above the national average for socio-economic indicators but suffers from some deprivation. Rural deprivation relates frequently to the lack of access to good facilities and the proposed Network attempts to resolve those issues for athletics. There are also pockets of social problems : reports published by the Cambridgeshire and the West Essex Primary Care Trusts show evidence of deprivation and childhood obesity has been identified as needs requiring specific, targeted interventions: 'At electoral ward level, several wards in Fenland, Cambridge City, Huntingdon and East Cambridgeshire experience more socio-economic deprivation than the England average and have lower life expectancy. A comprehensive Action Plan to address childhood and adult obesity is being developed by a county-wide group involving Cambridgeshire PCT, the County Council Office of Children & Young People's Services, the voluntary sector, and a number of other agencies. Some local programmes to address childhood obesity have already been piloted, and initial evaluation appears positive.'
- 2.4 The Network will attempt to link the outcomes of the its development plans into those of other social agencies for the benefit of improved levels of partnership working. A local school sports partnerships (SC SSP) and a local authority (SCDC) are members of the Network and will facilitate those links.

Developing a genuine network

- 2.5 In recognition of this problem – relatively few facilities and growing demand in a rapidly expanding area – C&C began its community clubs initiative in 2007. Community clubs are self standing athletics clubs, away from the centre of the city of Cambridge, aimed primarily at children in years four to six in primary school. They are supported by C&C and provide opportunities for progression for those who wish to develop their athletic talent. C&C is conscious that without such clubs, small athletics clubs may well be set up which would find it virtually impossible to succeed. They would be too small to provide adequate coaching and competitive opportunities but would draw athletes away from C&C damaging its ability to provide good competitive opportunities and a full range of coaching. The answer is to support the development of a network of clubs with good progression opportunities. The proposed Network takes this idea to a new dimension. We will be able to build on those initial steps and provide opportunities for truly independent clubs in the sub region, both elite and participative and reaching all ages. The Network also includes providers of facilities and links to school and local authority sports development.
- 2.6 Each member of the Network gains in different ways and brings different contributions to the table. C&C will work with the SS and NJ to provide progression for athletes of all ages and all disciplines. This will strengthen teams for C&C and provide opportunities for substantial track and field athletics to SS and NJ. CUAC will work primarily with C&C in developing an elite programme for university and local athletes. The Network structure will provide permanent coaching and competition plans. For CUAC this gives a permanent structure for a changing cohort of athletes and for C&C enables the club’s elite athletes, from across the Network, to train alongside other athletes of the same standard. Less skilled athletes from all clubs will also benefit from the improved opportunities.
- 2.7 Competitively NJ, SS and C&C already organise a closed 5k road league along with a fourth club (Haverhill Running Club) which we hope will join the network when it is ready. This is already a well-established and enjoyable series of fixtures and can be built on to put forward joint teams for national and regional competitions and to provide master classes in coaching.
- 2.8 South Cambs SSP brings a link into schools for the area surrounding Cambridge. It already works with the SSP in Cambridge as a lead on athletics, and provides a community sports coach for athletics jointly funded with C&C, (with a contribution also from SCDC). As a member of the network, SC SSP can be a focal point for other school sports organisations and help the Network to reach out to its local schools and colleges. South Cambs DC covers largely the same geography as SC SSP and has been very active in supporting athletics, broadly defined. In partnership with C&C and two local businesses, plus ‘Living Sport’, England Athletics East and three local charities, it has established the Cambridge Festival of Running based primarily in Cambourne, a new community west of Cambridge (see www.cambridgefestivalofrunning.com). The Festival provides advice on coaching, health and kit and inspiration from international athletes, concluding with a 10k race aimed at new runners but also a good race for local clubs, at least one of which will use it as its club championship.

Open to new members

- 2.9 The proposed network is not exclusive. The current members have committed themselves to working towards the development of an effective Network over the next three years. It is their hope that other clubs, and possibly SSPs and local authorities, will wish to join the network once it has become established. Haverhill Running Club, Huntingdonshire AC, Ely Runners and Royston Runners have been involved in early discussions but have not joined at this time. (Hunts AC are also considering the network proposal based around Peterborough.) We have also been in touch with a planned club which is shortly to be formed in Ely and it has expressed interest in the Network. We plan to invite representation from schools' athletics associations once the Network is more established and hope that any new initiatives for athletics in the area will see the Network as a natural focus.
- 2.10 Discussions have taken place with Cambridgeshire County AA. There is likely to be a proposal for a network in the north of the county based around Peterborough and the Greater Cambridge Network would wish to work with the Peterborough network, possibly through light touch co-ordination from the county association. The Greater Cambridge Network draws members from Essex and Suffolk (and possibly Hertfordshire longer term) as well as Cambridgeshire and it may be that some liaison with those county associations will be sensible in the long term.

Inclusivity and supporting local communities

- 2.11 Rural deprivation will be ameliorated by the development of the Network as described above. Facilities will still be some distance from some athletes but coach development will be outward looking and will reach members of clubs otherwise limited in their choices.
- 2.12 The lack of resources and opportunities for high quality coaching and competition will be resolved through the partnership between CUAC and C&C, plus the potential for progression from rural areas to the main track and field partners for athletes from clubs which currently specialise in road running, but are struggling to maintain any T&F activity.
- 2.13 A 'high performance service' is envisaged from partnership with the universities in Cambridge and (potential) elite athletes from all Network partners. This will use Cambridge University facilities and we plan, through Cambridge University's existing contacts, to work in partnership with Anglia Ruskin University's Sports Science department and with Core Cambridge, a local private strength and conditioning company which has expressed enthusiasm for the project. The Network also has good contacts, through the Cambridge Festival of Running, with the Cambridge Medical Centre, which is focused on medical advice and service for sport.
- 2.14 Both universities in Cambridge have students from a wide range of ethnicities. The city is becoming increasingly multi-cultural and we intend that the Network should reflect that diversity, though our plans in this area need to be developed further.
- 2.15 Some connections have already been made into provision for disabled athletes. C&C worked with SCDC and Cambridge City Council in a handover event for the Paralympics in

September 2008 and is a member of the local disability sport group. The club, with SC SSP and SCDC, is hoping to build a progression route from the sub-region's major mainstream school, which provides support for children with disability, Impington Village College. There are plans for a community athletics club based at the school (which is in a village five miles to the north of Cambridge) but these are on hold until a new community sports coach for athletics is appointed in February 2009.

- 2.16 SCDC gives a substantial link into disability athletics and will take a lead in developing these activities.

Long term sustainability

- 2.17 A consistent thread of the Network Activator's post proposed for the Network will be to actively seek sustained investment from existing and new partners to ensure the Network becomes a bedrock of athletic activity in the area. This will also be a key function of a finance lead appointed within the Network steering group. A sound business plan will be developed in the first six months of the pilot activity. The key outcomes of the Network application will remain constant for the initial three years. The scale of the activities will vary dependant on the available funding.
- 2.18 The clubs involved in the Network, prompted by this bid, are moving to some joint working without Network funding and will look for further funding for the Network once its outcomes and the benefits for their members becomes clearer, to supplement England Athletics provision. If the Network is successful, which we believe it will be, we do not envisage unmanageable problems in sustaining it. All the clubs involved have acquired sponsorship for the events they run, from local businesses and, for CUAC, from their alumni. All clubs and organisations involved in the bid are also prepared to give substantial contributions in kind.

3: Activities and network requirements

Primary activities

- 3.1 The network will provide the following activities and opportunities

Coaching

Coach development

- 3.2 There will be a coaching co-ordinator who will work with existing coaches to share expertise, allowing level 1 coaches to work with higher level coaches at their own or another club, and higher level coaches to share ideas and learn from each other. The co-ordinator will be responsible for setting up master classes with external coaches and facilitate work by coaches within the network, including mentoring, coaching courses (alongside England Athletics staff) and developing collaborative training programmes. The co-ordinator will also carry out a review of coaching in the network, alongside the network clubs, to establish a baseline and develop good practice.

- Sharing coaching
 - Clubs will come together to share opportunities to work with external coaches, such as specialist event coaches or national and international experts
 - Clubs will work with each other so that coaches in one club are able to benefit from expertise in other clubs

Coaching young children.

- 3.3 Member clubs will work in partnership with local schools through the well established network of SSPs to promote participation and performance in athletics activities. The Partnership Development Manager for South Cambs SSP will act as the representative and link person for the other Partnerships that feed into the Network.
- 3.4 Through the deployment of community coaches, club coaches and volunteers Network clubs will look to deliver a range of curriculum and extra-curricular activities on school sites whilst promoting pathways into community sessions and Network clubs.

Coaching new participants

- 3.5 SS has developed links with a local sports equipment provider to draw more women into running. The network will enable new coaches to be encouraged to take on work with this initiative, via mentoring and other support, and provide opportunities for experienced coaches from Network clubs to give occasional sessions to help athletes and coaches to develop.

SCDC is committed to supporting women's running networks and to encouraging disability athletics.

- 3.6 C&C has links with community sports coaches and activities such as the county sport's partnership's 'back into' campaign. Events of this kind will be able to draw on the wider market and volunteer base of the Network.

Competitive opportunities

- 3.7 Inter club competitions will be built on. The existing competitions between C&C and CUAC can be developed to be a more significant part of athlete development at the two clubs.
- 3.8 The current road race league can add a further dimension as a selection event for joint teams in events such as regional and national road relays. The clubs have not agreed to form composite teams but this will be an option to be discussed if the Network is set up. None of the Network clubs has entered teams in such events in the recent past but a joint Network team would be sufficiently strong to compete and give opportunities to athletes from the smaller road running clubs which they would not otherwise enjoy.
- 3.9 The league also acts as a significant low-key event to encourage participation for those new to the sport
- 3.10 Individual track and field athletes from the road running clubs will be able to compete for C&C in track and field competitions. This will strengthen the C&C teams and give opportunities which are largely impossible from the road running clubs alone. This will be particularly beneficial for young athletes but has real relevance at all ages.
- 3.11 All Network clubs promote events including the Cambridge Festival of Running aimed at newcomers to the sport as well as existing club members. The Network will be able to consider ways of building on these strong foundations to provide a more comprehensive road race calendar.
- 3.12 The Network will work in partnership with the local Competition Manager to promote Sportshall and Quadkids athletics, encouraging the formation of local festivals and events.
- 3.13 C&C is at a size where it is difficult to grow to respond completely to the needs of the whole sub-region but there is insufficient demand to support more track and field clubs than currently in place. The Network enables C&C to support track and field athletics in the other clubs and give competitive opportunities for athletes drawn largely from those clubs, (who would compete as first claim track and field for C&C but sustain their commitment to their local clubs for other disciplines and coaching). This should increase participation at all levels and ages.

Facilities

- 3.14 The Network includes Cambridge University as the owner of the main track and field facilities in the sub region. The University is also highly experienced in supporting athletes from a wide range of sports using other facilities at its disposal. As part of the Network it

would make its facilities available to members for strength and conditioning work and other specialist advice. The Network's plan is to build up relations with Anglia Ruskin University which has a highly-regarded Sports Science Department and with Core Cambridge, which is a local, private, strength and conditioning specialist company. Relationships with these organisations are already well-established.

- 3.15 The sub region would then have at its disposal a high performance service able to match, in some ways, the high performance centres elsewhere in the country. The East does not have a high performance centre which creates difficulties for its athletes and such a service would remove many of those problems.
- 3.16 Once developed this service could be widened to include other clubs and athletes elsewhere in the sub region and nearby (such as, for example, an athletics network based in Peterborough).

Increasing participation

- 3.17 The sub sections above list the primary activities the Network plans to undertake. It is important to emphasise that such activities will be undertaken with a major focus on increasing participation in athletics from those new to sport and to provide new sporting opportunities for people active in other sports, for example giving rugby players, or netball players a summer sport which will contribute to better performances in the winter sport. SCDC are keen to support new developments linked to the Cambridge Festival of Running including opportunities for young people and a 'fun run' element.
- 3.18 The Network, led by SCDC, will participate in the local authority and county sports partnership programmes which encourage new participation in sport.

Growing and sustaining participation levels in the sport

- 3.19 Network clubs have seen an increase in membership in recent years. The Network provides greater opportunities for new and existing members for coaching and competition. It should attract athletes at all levels through the activities listed above and by the improvements discussed below.

Improving the quality of experience for all participants

- 3.20 The activities planned by the Network will improve the quality of coaching, competition and facilities in the sub region. These things should keep people in clubs, inspire volunteers and generally improve the experience of athletics.
- 3.21 However such benefits will not happen of their own accord. All Network clubs are currently run entirely by volunteers. They are keen and committed to the developments outlined but for the Network to work there is a need for a skilled 'Network Activator' (or activators). The activator will be knowledgeable about sport and have interpersonal skills which are appropriate for working with volunteers, large public sector organisations and funding bodies.

S/he will need to be an excellent facilitator and able to take on the administrative and management load underlying the proposed Network developments.

Improving levels of athlete performance

- 3.22 The improved coaching, facilities and competitive opportunities outlined above will have major impacts on athlete performance. Very little of this kind currently exists in the sub region. The potential and some of the facilities are already in place, in some cases, but they are not accessible either because they are not well developed or because currently access to them is restricted.

Laying the foundations for the next generation of champions

- 3.23 It is important that the Network is sustainable into the long term and that clear progression is possible for athletes in the sub-region for many years to come.
- 3.24 The improved facilities and collaboration between elite athletes in the Network clubs, including the current two major providers, C&C and CUAC, should have an immediate impact. For the longer term the Network is committed to working with SSPs. SC SSP is a member of the Network and has a good track record of taking athletics into local schools via first class coaching and collaboration with the local club. The Network has knowledge and experience to build on.

Headline Outcomes and further activities

- 3.25 The tables and further comments below are an amended version of the bid made by the Network on 1st December 2008. They set out the detailed activities planned by the Network at this stage. It is likely that further activities will be added as the Network develops, in particular further collaboration for competition with and between Network members and training.

Further activities to be considered by the network

- 3.26 The following activities will be undertaken by the Network once it is established but detailed discussions and planning have not yet taken place:
- A competition review to try to build opportunities similar to the current 5k league for other members and potential members, e.g. midweek outdoor competitions, such as Quadkids during the summer or Sportshall in the winter
 - Building stronger links with existing volunteer agencies in the sub region. A number of agencies exist via the universities, county sports partnership and councils for voluntary service. C&C is currently a member of these groups in its area and has used them effectively at a low level. There is much more potential here

- Continuing to encourage young people to take up coaching and build on the good work already in existence
- A coaching review to establish strengths and weaknesses across the Network, opportunities for collaboration and new opportunities
- A review of possible revenue streams the Network activities might generate
- A communications review to establish e.g. a Network web site or social networking site.

Key posts

- 3.27 The Network has established two key areas of work which are necessary for it to succeed. The areas of work could be taken on by different combinations of paid staff and a decision on the final pattern will be made after further discussion and the development of person specifications and job descriptions. The financial costs of the posts will be similar whatever combination of staff are used and are set out in the section four, 'Budget'.
- 3.28 The required areas of work and possible ways of carrying them out are outlined briefly below.

Network activation

- 3.29 The idea of a Network Activator has been discussed above (see paras 2.17 and 3.19). The key functions of post are:
- Driving the Network in close liaison with the clubs and other organisations. This requires a creative, pro-active approach and is not simply the co-ordination of work specified by the Network management group
 - Sensitivity to the needs, aspirations and competences of the different members of the Network
 - A thorough understanding of athletics and how the Network fits with other athletics bodies
 - Management of Network activities including co-ordination of different coaching events and schemes, such as a potential Network mentoring system
 - Presentations on behalf of the Network and some representation of it in sport forums
 - Managing the Network's accounts
 - Seeking further funding for the Network from public and private bodies to ensure long-term sustainability
 - Seeking volunteers to work with the Network and managing them effectively

- 3.30 It may be possible to find a single individual to carry out all these functions but a distributed model is possible and may be preferable. For example, Cambridge University Sports Department currently employs a Community Liaison Officer who, among other things, raises sponsorship. She is not employed full time in her current contract and it may be sensible to add extra responsibilities to her contract to take on fund-raising for the Network. This option has not been raised with her but is clearly a serious option and will be taken up as one possibility if the Network bid is approved. Similarly South Cambs School Sports Partnership employs a Community Sports Coach (CSC) for athletics and there may be some aspects which the CSC could take on for the Network.
- 3.31 If the employment responsibilities are taken by Cambridge University, as currently planned, aspects of managing the Networks accounts will be covered by the arrangements with them. The C&C treasurer (a Chartered Accountant) may also take on some responsibilities.
- 3.32 Appropriate staff may need some training to enable them to take on a Network activation role and this would be undertaken, or supported, by Network members. Continuing professional development will be necessary and appropriate arrangements will be made.

Coaching development staffing

- 3.33 Coaching development has already been discussed in this section (see paras 3.2-3.5). The roles required are very varied and a distributed model is currently the Network's preferred option. We envisage a relatively senior coach being employed for an average of three days a week to carry out three primary functions:
- Working with elite athletes or athletes who have the potential to excel at a high level
 - Working with other coaches as a mentor
 - Acting as a facilitator to bring in coaching skills he or she does not hold
- 3.34 The senior coach may work for more than three days in some weeks, for example at training camps, but other weeks may be quieter. We envisage a flexible work load including a substantial amount of evening and weekend work.
- 3.35 The senior coach should, ideally, be sufficiently well networked in athletics to call on other senior coaches to support the Network. The organisation of, for example, master classes or weekend training camps, will be taken on by the Network Activator(s) but the staffing of them and the development of the appropriate curriculum will be the responsibility of the senior coach. Members of the Network, particularly CUAC, CU and C&C, are knowledgeable about athletics coaching and have well established networks. They will provide guidance to the senior coach when necessary but expect the senior coach to be sufficiently skilled to lead in these areas. The Network will also seek advice from England Athletics when it needs advice on any 'technical' matters.
- 3.36 The Network will need to fund the time and expenses of any coaches brought in by the senior coach to support the Network. Such coaches will include event specialists but are also likely

to include participation coaches or non-athletics-specific trainers in, for example, strength and conditioning.

- 3.37 It may be possible to develop these posts in different combinations from the tentative plans above by, for example, using the time of the CSC or of skilled volunteers, or working with other school sports partnerships to employ more community sports coaches in connection with the Network. We will produce a detailed plan if the Network is approved, in the light of staff and volunteers available. We envisage a requirement for significant senior coach input whatever combination is decided upon.



Headline Outcome 1: Growing participation levels in the sport					
Action: what would you like to do?	Lead person/club	Partners	What do you want to achieve? What benefits will it achieve?	How many extra participants will you attract?	When will you do this?
1. Continue to expand road running activity	C&C SS NJ	Local Non Network running clubs. Continuing Local business sponsorship funding	<p>Continue the development of the existing 5k summer league, involving members of the network, to provide a pathway into higher level events using e.g. combined teams</p> <p>The scoring scheme has been developed to encourage participation at all levels, every finisher contributing to the team's score for both network and non-network clubs. The league can act as a target for new runners, providing race experience and fitness progression.</p> <p>Formation of a network representative team, qualification based upon performance in the 5k series. This team will be an amalgam of C&C, NJ, Haverhill Running Club and SS and is intended to allow our club runners to compete in higher level events than might otherwise be possible. (e.g. national road relays)</p> <p>Explore the possibility of inviting a controlled, limited, number of other teams to compete in the 5k series e.g. Saffron Walden Tri club. For greater participation / competition</p>	<p>5% increase in participation for each of the initial three years of the network</p> <p>5% increase in participation for each of the initial three years of the network</p> <p>5% increase in participation for each of the initial three years of the network</p> <p>10% increase in participation for each of the initial three years of the network</p>	<p>Spring 09 onwards</p> <p>09</p> <p>09-10</p> <p>09</p>

		Festival of Running sponsors and team	Continue to develop the Cambridge Festival of Running to provide good competitive opportunities and bring new runners into the sport, or existing fun runners into clubs.	25% increase in participation in 2009 and a further 10% in 2010 2011	09-11
2. Further develop links to female only morning running sessions in Saffron Walden Encourage women to take up running through active promotion at 'race for life' events; provide pre-race training as well as follow-up after the race to encourage them to continue in running.	SS RC	Runnerway (Running shop based in Saffron Walden) in conjunction with Women's Running Network	Aim to further support the transition of female runners from Saffron Walden branch of the Women's Running Network to Saffron Striders (informal links already exist, SS currently attract approx. 5 members via this route per year), We now intend a more structured approach to this arrangement for example: WRG currently take groups of ladies through a 10 week running fitness induction course (under the guidance of 2 current SS members). Once completed any runner from the 'finished' group who wants to join SS will initially be accompanied by WRG trainers to club evenings. SS will then have a progression plan in place so that we take them from 5K to 10K distance capabilities and also competitions if desired.	5% increase in SS membership per year	09-10
Develop links between local clubs and the Cambourne women's running network	C&C	Via the Cambridge Festival of Running	The Cambourne women's running network is participating in the first Cambridge Festival and we plan to develop stronger ties with them.	An increase in the membership of the women's network – scale to be determined	09-11
Develop a toolkit for women's running networks	SCDC		SCDC wants to develop a toolkit to support ladies wishing to set up their own WRN in their own village.	Look at focus villages and set a target per year	
3. Increase the number of young people taking part in athletics out of school hours on school sites and in community	Network Activator Community Athletics	Local SSPs (South Cambs, Camb City, Forest Heath, Saffron	Provide more high quality athletics coaching opportunities for young people on school sites and then encourage transition into community settings Increase the number of young people taking part in	Percentage increases linked to SSP Targets	From inception of network

settings	Coaches and Network Coaching Officer	Walden)	sports hall athletics events Provide athletics opportunities for Level 1 Sport Leaders and Level 2 Community Sports Leaders. Utilise young peoples' requirement to volunteer in sports clubs as part of the Step into Sport programme. Potential future club members as athletes, coaches, officials or volunteers.		
4. Increase participation in school years 3-6	C&C	NJ SS	Continue development of C&C Community clubs or equivalent to provide opportunities for top primary age children	50% increase over existing community club numbers during the three year period of the project	From inception of network
5. Increase participation in track and field athletics by adults	C&C NJ SS Network Activator	Other local sports organisations	Encourage road runners from network clubs to consider track and field athletics Encourage sports people from local sports clubs, in particular winter sports, to consider taking part in athletics during the summer	2-5% increase per annum	From summer 2009
Headline Outcome 2 Sustaining participation levels in the sport					
1. Develop progression routes for athletes through network clubs to meet individuals' needs	Network Activator, Network Coaching Officer	Network Clubs	To develop an athlete centred pathway for local athletes of all ages and disciplines. By working collaboratively, clubs and coaches will be able to provide a coaching pathway not limited to club 'boundaries'. An extensive education and mentoring programme will be devised to a 'network coach'	Coach and athlete numbers to be confirmed by April '09.	From inception of network

			programme to ensure that where an individual coach does not have the knowledge to further support an athlete, they can be passed onto other coaches with the specific knowledge, without fear of poaching or leaving their current coach. The benefit of moving between a team of coaches can only improve the positive experience of all. This is also linked to outcome three point two.		
2. Increasing links into Further/Higher Education training groups	CUAC Network Activator	Network Clubs, CU	Ensure that all clubs within the network are sharing training opportunities to provide greater improved experiences for athletes, coaches and volunteers. This includes training camps and visits. Cambridge University Athletic Club can provide access to high-level training groups, including training possibilities with international-standard athletes. There is the possibility to utilise University and club facilities, participate in sessions and workshops run by highly-qualified CUAC coaches, and to join supplemental activities such as Warm Weather Training trips.	All network club members	From April 2010
3. Develop coaches and officials to ensure that they are retained in the sport	Network Activator, Network Coaching Officer	Network Clubs EA Staff	Network staff will ensure close working links with EA staff to ensure that coach and official education opportunities are properly advertised and communicated. Mentoring programme for selected coaches and officials will be devised to ensure that those with potential and an interest to develop are supported to improve. This will be properly resourced using internal and external resources and closely aligned to existing 'developing excellence' programmes.	All clubs and coaches, including new coaches	From end of 2009
4. Work closer with young sports leaders to provide opportunities to	Network Activator SC SSP	SSP PDM, Club Volunteer Coordinators	Promote opportunities to young leaders to become involved in network club activities including coaching. A good base is developing at C&C which	To be confirmed by April '09.	From summer 2009

gain experience working in athletic clubs.			now has a growing number of young coaches Ensure that clubs are ready to accept young leaders into club, by educating Volunteer Coordinators in clubs to maximize the young leaders' experiences. A positive experience will hopefully retain young leaders in the sport.		
Headline Outcome 3 Improving levels of performance					
1. Develop 'High Performance Service' for athletes.	Network Activator	Network Steering Group	Develop criteria for athlete scholarship programme to access services. Criteria of eligibility would be designed to ensure that athletes are accepted on ability and not age.	All clubs	To be confirmed by April '09
	Network Activator	Cambridge University,	Linking into the existing athlete support programme through the current University services including sports psychology, performance lifestyle services and strength & conditioning support.	Top 10% of athletes based on performance	To be confirmed by April '09
	Network Activator	SCDC	Provide reduced swim passes and gym membership of local authority facilities for selected athletes to use.	As Above	As Above
2. Create coach development programme to improve the knowledge and experience base of coaches.	See Outcome 2 point One	See Outcome 2 point One	See Outcome 2 point One. The intention would be to see that all coaches have the opportunity to improve their coaching knowledge, not just the more performance focused coaches.		
	Network Coaching Officer	Community Coaches, Club Coaches	Responsible for drawing together 'strands' of coach development activity, to ensure that coaches are offering a high quality service and delivering to an appropriate level		

PLEASE CONFIRM THE CORE ATHLETICS CLUBS FORMING THE NETWORK

1. Cambridge & Coleridge AC
2. Cambridge University AC
3. Newmarket Joggers
4. Saffron Striders

OTHER CORE PARTNERS

1. Cambridge University
2. South Cambridgeshire School Sports Partnership
3. South Cambridgeshire District Council

A. PLEASE CONFIRM THE LEVEL (IF ANY) OF PARTNERSHIP FUNDING AND ITS SOURCE (can be value-in-kind contributions)

1. Core Clubs Contribution

Contributions will be positive and sizeable but mainly in kind. It is too early in the discussions about the network to quantify realistically. All network members have made a positive statement to contribute. There is evidence of the ability of the clubs to bring private sponsorship for their own activities.

2. Education Contribution

The School Sports Partnership is extremely keen to support this network application and to continue to develop their work with the clubs and other key partners of the network. The SSP are committed to recruiting and deploying a community athletics coach from February 2009 onwards. The South Cambridgeshire Partnership has confirmed funding to support this post (including a contribution from C&C) for at least one more year up until Feb 2010 and would look to work with C&C to secure future funding beyond that. We could potentially offer facilities for training events/courses in kind as well as the in kind support of our team of staff.

The University has indicated that they would be prepared to contribute towards the 40% overheads that the University require to be paid to them for employing externally funded posts.

3. Local Authority Contribution

South Cambridgeshire District Council has indicated their interest in supporting the network outcomes.



4. Other Sources

Access to future workforce development funding through Living Sport (Cambridgeshire and Peterborough County Sports Partnership)

There is also an opportunity for inclusion in the next 'Get Back Into' application that Living Sport will be collating in April 09. Any successful involvement will see an external investment coming into the network for inclusive activities meeting the growth agenda.

B. PLEASE TELL US HOW YOU PLAN TO EMPLOY ANY NETWORK STAFF AND WHAT SUPPORT YOU REQUIRE IN THE RECRUITMENT PROCESS

Appointed staff are likely to be employed through Cambridge University. Their work programme will be managed by a network management group, with their day-to-day management provided through dotted line responsibility to the Director of Physical Education, Cambridge University and line responsibility to the chair of the network management group. It is hoped that specific support to the recruitment process will be through the England Athletics Club Coach Support Officer.

C. PLEASE PROVIDE US WITH ANY SPECIFIC EVIDENCE OF NEED FOR THIS INVESTMENT – SEE NOTES BELOW

Greater Cambridge is one of the fastest growing areas in the country. There are increasing demands for participation in athletics but limited opportunities because of the rural nature of the area. Good facilities and increasingly good practice is available in the City of Cambridge but is relatively inaccessible to those living outside. There are long distances involved in reaching the facilities e.g. many of C&C's current members travel twenty miles or more each way for standard training evenings. Other sizeable communities are effectively denied access to proper athletics facilities and coaching. Competitive opportunities of any kind are limited for track and field athletics and participation in high quality teams is limited for road running and cross country. (Please see further comments in section 2 above)

D. HOW WILL YOUR PROPOSALS SUPPORT GREATER INCLUSIVITY AND SUPPORT UNDER-REPRESENTED COMMUNITIES?

Rural deprivation will be ameliorated by the development of the network. Facilities will still be some distance from some athletes but coach development will be outward looking and will reach members of clubs otherwise limited in their choices.

The lack of resources and opportunities for high quality coaching and competition will be resolved through the partnership between Cambridge University athletes and other track and field clubs, plus the potential for progression from rural areas to the main track and field partners for athletes from clubs which currently specialise in road running, but are struggling to maintain any T&F activity.



A 'high performance service' is envisaged from partnership with the universities in Cambridge and (potential) elite athletes from all network partners

E. HOW DO YOU PLAN TO SUSTAIN THE ACTIVITIES OF THE ATHLETICS NETWORK AFTER A 3 YEAR PARTNERSHIP WITH ENGLAND ATHLETICS?

A consistent thread of the Network Activator's post will be to actively seek sustained investment from existing and new partners to ensure the network becomes a bedrock of athletic activity in the area. This will also be a key function of a finance lead appointed within the network steering group. A sound business plan will be developed in the first six months of the pilot activity. The key outcomes of the network application will remain constant for the initial three years. The scale of the activities will vary dependant on the available funding.

Signed

Network Lead Name Neil Costello

Date Submitted 29th January 2009



4: Budget

Athletics Networks 2009-2010 Financial Planning Sheet

(covers period 1st April 2009 to
31st March 2010)

Network name: Greater Cambridge Network

NOTE: PLEASE USE GUIDANCE NOTES FOR SUGGESTED ELIGIBLE ITEMS

Growing participation levels in the sport			
Item	Total Cost	Partnership £	Amount Requested
Athletics Network Activator(s)	£28,000.00	£8,000.00	£20,000.00
Athletics Network Coaching staff	£25,000.00	£5,000.00	£20,000.00
Level One Coach Award courses for young leaders	£2,500.00	£2,000.00	£500.00
Officials education and training courses	£1,500.00	£1,000.00	£500.00
Promotional campaign for women only sessions	£1,000.00	£500.00	£500.00
Totals	£58,000.00	£16,500.00	£41,500.00
Improving the quality of experience and sustaining participation levels			
Item	Total Cost	Partnership £	Amount Requested
Coaching development programmes	£3,000.00	£1,500.00	£1,500.00
FE/HE training link	£500.00	£0.00	£500.00
Developing excellence programmes	£5,000.00	£1,000.00	£4,000.00
Club Volunteer Coordinator training	£500.00	£0.00	£500.00
Totals	£9,000.00	£2,500.00	£6,500.00
Improving levels of performance			
Item	Total Cost	Partnership £	Amount Requested
High Performance Service programme	£5,000.00	£0.00	£5,000.00
Totals	£5,000.00	£0.00	£5,000.00
Other Expenditure			
Item	Total Cost	Partnership £	Amount Requested
Communications including web site	£7,500.00	£7,500.00	£0.00
Totals	£7,500.00	£7,500.00	£0.00
TOTAL COSTS	£79,500.00		
PARTNERSHIP £		£26,500.00	
TOTAL REQUESTED			£53,000.00

Annex A: Stage 1 Application form

Athletics Networks

Stage 1 Application Form 2009/10

Closing date for completed submissions 6 February 2009



**Athletics
Networks**

England Athletics use only			
Rec	/	/	
Appr		Conf	
Via			
PfP	/	/	S S

Section one: Club Network contact details

Name of Club Network	Greater Cambridge Network
Name of person completing the application	Neil Costello
Position within Network	Acting chair
Contact details of person completing the application	
Email address	Neil.costello@ntlworld.com
Contact number	01223 524428 or 07954 175 324

Section two: about the application

Please list the name of the England Athletics Affiliated Clubs forming the Athletics Network
<ol style="list-style-type: none">1. Cambridge & Coleridge AC2. Cambridge University AC3. Newmarket Joggers4. Saffron Striders Other core partners: <ol style="list-style-type: none">5. Cambridge University6. South Cambridgeshire School Sports Partnership7. South Cambridgeshire District Council
Please tell us why you believe that your Athletics Network will help England Athletics in <ul style="list-style-type: none">• Growing and sustaining participation levels in the sport• Improving the quality of experience for all participants• Improving levels of athlete performance• Laying the foundations for the next generation of champions
Response (500 words max)
Growing and sustaining participation levels in the sport <p>The proposed network clubs have seen an increase in membership in recent years. The network provides greater opportunities for new and existing members for coaching and competition. It should attract athletes at all levels through the activities listed above and by the improvements below.</p>



Improving the quality of experience for all participants

The activities planned by the network will improve the quality of coaching, competition and facilities in the sub region. These things should keep people in clubs, inspire volunteers and generally improve the experience of athletics.

However such benefits will not happen of their own accord. All network clubs are currently run entirely by volunteers. They are keen and committed to the developments outlined but for the network to work there is a need for a skilled 'network activator'. The activator will be knowledgeable about sport and have interpersonal skills which are appropriate for working with volunteers, large public sector organisations and funding bodies. S/he will need to be an excellent facilitator and able to take on the administrative and management load underlying the proposed network developments.

Improving levels of athlete performance

The improved coaching, facilities and competitive opportunities outlined above will have major impacts on athlete performance. Very little of this kind currently exists in the sub region. The potential and some of the facilities are there but they are not accessible either because they are not well developed or because currently access to them is restricted.

Laying the foundations for the next generation of champions

It is important that the network is sustainable into the long term and that clear progression is possible for athletes in the sub-region for many years to come.

The improved facilities and collaboration between elite athletes in the network clubs, including the current two major providers, C&C and CUAC, should have an immediate impact. For the longer term the network is committed to working with SSPs. SC SSP is a member of the network and has a good track record of taking athletics into local schools via first class coaching and collaboration with the local club. The network has knowledge and experience to build on.

What local authority area(s) does your Athletics Network cover?

Response
South Cambridgeshire District Council
Cambridge City Council
Uttlesford District Council
Forest Heath District Council

Please outline how the initial core funding received will be spent

Response (200 words max)
The primary expenditure will be on two staff: a network activator or co-ordinator and a coaching co-ordinator. A substantial further item of expenditure is for a new high performance service. Further expenditure is for coaching and officials education, volunteer training, promotional expenditure and some facility hire.

Section Three: Funding

Total year 1 project cost (1 April 2009 – 31 March 2010)	£79,500
Amount requested from Athletics Networks fund in year 1 (1 April 2009 – 31 March 2010)	£53,000



Partnership funding contributions: (Could be from Clubs, Local Authorities, Sponsors, School Sports Partnerships etc.) £26,500	
Contributors:	Amount committed:
1.	£
2.	£
3.	£
4.	£
5.	£
Should your application be successful, please provide the address or bank details the cheque (or BACS payment) should be sent to: (see point 6 below)	
Account to be set up	
I confirm that all above information is true and accurate and that any funding received will only be spent on items requested as part of this application	SIGNED Neil Costello

2009/10 Conditions of Funding

1. Projects awarded funding will be required to complete a simple review document provided by the central office.
2. This review must be returned to the central office by 31 March 2010.
3. Evidence of appropriate spending will be required as part of the review.
4. Any funding not spent by 31 March 2010 must be reported through the appointed England Athletics Club & Coach Support Manager, where a decision will be made as to whether the unspent funding must be returned to England Athletics or can be rolled over to the next financial year.
5. All monies released by England Athletics must only be spent on the eligible items applied for.
6. Any funding found to be spent on items not on the eligible items list, will mean all funding for the original item could be reclaimed by England Athletics.
7. Funding for some eligible items might not be sent to the club directly, but will be deducted from payments normally made to England Athletics (eg. Workshop places)
8. Applications will be assessed by England Athletics National Athletics Networks panel. Applications may be approved in part only.
9. Any promotional materials associated with the funded item(s) will be required to display the England Athletics Logo and credit part funding to England Athletics.