

Driving Positive Change through Sport and Physical Activity

Impact Report 2015/16



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Accessible, inspirational and sustainable
sport and physical activity opportunities for
the population of North Yorkshire

Welcome

Welcome to the Annual Report of North Yorkshire Sport Ltd (NYS) for the year ending March 2016. NYS has continued to perform above expectations in both new markets and in its traditional arrangements with Sport England. The fact that we are now ranked 'Green' or better on all our programmes pays testament to the broad capability of the organisation and its partners.

Our charitable objectives are outlined further in the report but we are satisfied that they remain totally appropriate to the organisation. While we continue to be totally committed to delivering our outcomes for Sport England, this year has seen NYS deepen its involvement in delivering programmes that can improve health and lives through sport.

To achieve these outcomes, NYS is reliant on nurturing and maintaining robust partnerships - we have to evidence that our programmes are cost effective and can improve people's lives and/or health. The Board has been impressed by the performance of the whole NYS team, led by David Watson. Our employees have grabbed what is still a new operating environment with both hands and it has been inspiring to see them grow as people and be valued by many organisations and particularly, young people.

Obviously, the bar has been set to a very high standard and we are confident that NYS has the capacity and desire to achieve some stretching targets. I am very ably assisted by an extremely dedicated and hard-working Board who are deeply involved with the work of NYS and passionate about the lives of people who we can help to transform - my thanks go to them as well as David's team.

Having chaired NYS for some 6 years, I have decided to step down at the AGM and to allow for fresh eyes and enthusiasm to lead the organisation in the next phase of its development. During my term, NYS has been transformed from a hosted organisation to an independent charity limited by guarantee, releasing the talents of a small and dedicated team to the benefit of the residents of North Yorkshire. I wish the whole team the very best of fortune in its endeavours

John Crowther, Chair of North Yorkshire Sport Board



Introduction

The past year has seen North Yorkshire Sport Ltd (NYS) continue to develop its role as THE charity driving participation in sport and physical activity in the county. We have cemented strong links with Public Health, Stronger Communities and the voluntary sector whilst maintaining a focus on our core programmes and existing strong partnerships.

Working with a wide range of partners including Sport England, national governing bodies of sport (NGBs), the Dame Kelly Holmes Trust, the Department of Work and Pensions, the Police Crime Commissioner, the voluntary sector, local authorities, schools, clubs and businesses we have sought to use sport as a driver for positive change.

The charity's work had two main focuses this year; the continued support of the 46 NGBs directly funded by Sport England to raise participation - helping them to land their services at a local level as well as to engage with a wide range of programmes led by NYS - and the use of sport and physical activity to achieve wide social outcomes such as physical wellbeing, mental wellbeing and employability.

The number of people involved in programmes led by North Yorkshire Sport such as Sportivate and Satellite Clubs continues to grow, as does their impact. We have continued to target those who will benefit most.

We continue to develop and innovate to ensure that sport and physical activity has an impact on the lives of North Yorkshire residents. Our new programme, Primetime, uses sport to tackle loneliness and isolation with funding from North Yorkshire County Council's innovation fund. We also partnered with the Dame Kelly Holmes Trust to support young people with our Get on Track programme.

The latest Active People survey which measures adult participation shows that the number of people taking part in 1 x 30 minutes of sport per week and 3 x 30 minutes of moderate intensity exercise have risen since the survey began in October 2005. However, there has been a slight dip in participation in the last 12 months and we, along with partners will be working very hard in the coming months to reverse this trend.

The programmes led by or supported by NYS can be read about in more detail throughout this impact report which we hope gives an overview of the breadth of opportunities that exist in North Yorkshire to support and participate in sport and physical activity.

With the launch of the new government strategy, Sporting Future, in December 2015 and the new Sport England strategy in May 2016, the role of sport as a driver for positive change has never been clearer. The work of NYS will continue to develop to ensure we drive and support those positive changes in the years ahead.

We hope that you enjoy reading the report and that the case studies will inspire you to become involved.

David Watson, Chief Executive

Performance

North Yorkshire Sport's (NYS) performance against each of its programmes is rated by Sport England twice yearly and given a performance indicator ranging from red to green.

National Governing Body Engagement

For 2015/16, Sport England have awarded NYS with a green rating on NGB engagement showing significant process on the support given to NGBs' Whole Sport Plans and the sports in general.

NYS dedicate a member of the development team to client manage each of the 46 sports across the range of services and programmes that the organisation offer. A selection of sports have been targeted for enhanced support based on a strong relationship with the NGB or a strong local demand for the sport where NYS can drive the development of that sport.

NYS are currently rated green across all of this years programmes.

School Games

- 2542 young people took part in the level three events (target 2500)
- 166 young volunteers helped to organise the games (target 150)

Satellite Clubs

- 19 secondary schools engaged
- Two colleges engaged
- 35 NYS funded Satellite Clubs (two at special schools)
- 557 participants (at NYS funded Satellite Clubs)
- Three Satellite Clubs joint funded

Sportivate

- 2479 young people accessed Sportivate supported programmes (target 1500)
- 2061 participants missing zero or one session of their coaching block (83.9% retention)
- 53% Male
- 47% Female
- 6% disabled
- 87% inactive or 'Semi Sporty' (less than 11 occasions of activity in the previous 30 days)
- Participant demographics: 11-16 years: 28%, 17-18 years: 24%, 19-25 years: 48%

Coaching

- 1279 coaches on SportSuite
- 743 coaches attended continuous professional development (CPD)
- 38 disability coaches supported through a NYS coaching intervention
- 66 female coaches supported through a NYS coaching intervention

Creating Better Futures (Get on Track)

- Two programmes delivered; Scarborough's third and Selby's first
- 35 young people attended one or more session over the two programmes
- 77% retention of 12 sessions or more
- 82% completed 30mins activity each week
- At 3 months post Go, 59% are in volunteering, employment, training and/or education

Participation

Active People Survey 9 (APS9)

Sport England's strategy for 2012-2017 focused on 'more people taking on and keeping a sporting habit for life'. The Active People Survey (APS) has been used as an important source of information to monitor and measure sports participation; with data published at national, regional and local authority level.

Our target for 2015/16 was to be in the top five county sports partnerships in the country for participation. Following the most recent APS9 results, we have climbed one place to be ranked fifth of 49 CSP's for adult participation in sport and active recreation.

Participation in North Yorkshire

There are two key indicators used to track sports participation through the APS.

1 x 30 Sport Indicator

The 1 x 30 Sport Indicator measures the number of people taking part in sport, at least once a week, for at least 30 minutes (1x30).

According to APS9: 36.7% of people in North Yorkshire (aged 16+) completed at least 30 minutes of sport per week, compared to 35.4% in 2005/06 when the first Active People Survey (APS1) was conducted. Although greater than the national average of 35.8% (APS9), the results do not represent a statistically significant change in comparison to APS1.

Adult Participation in Sport and Active Recreation Indicator (3x30)

The second key participation indicator is the 'Adult Participation in Sport and Active Recreation' measure (formerly NI8), which examines the number of people completing at least 30 minutes of activity, at least 3 times per week (3x30).

According to APS9: 26.3% of people in North Yorkshire completed at least 3x30 minutes of activity each week compared to 23.1% during APS1, which represents a statistically significant increase of 3.2% since APS1. This is also higher than the current national average of 23.3% (APS 9).

Key Changes

Age - Over the last 12 months, some age-groups have shown slight decreases in participation, most notably among the 16-24 age group which had showed a marked increase in the previous survey (APS8). Participation for 26-34 and 45-54 age groups has increased across both the 1x30 and 3x30 measures.

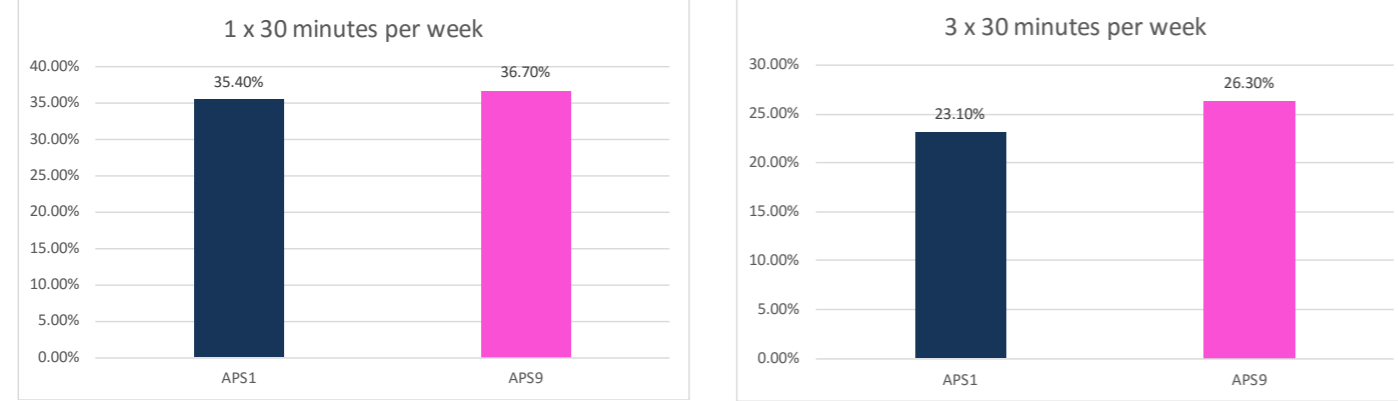
Disability - Participation amongst people with a limiting disability has increased. APS9 shows that 13.2% of disabled people in North Yorkshire are completing at least 3 x 30 minutes of activity per week compared to 9.18% during APS1 and 10.4% nationally. 23.7% of disabled people reported doing more sport in the last 12 months compared to 16.2% the previous year; suggesting that participation is continuing to improve. The figures also show that 56% of disabled people in North Yorkshire would like to take part in sport compared to 54% of people without a disability; this illustrates a clear demand to further increase participation.

Gender - In North Yorkshire, male and female participation has shown similar levels of growth since APS1 but there still remains a greater number of males taking part, across all measures of participation. APS9 shows that 29% of inactive North Yorkshire females (compared to 23% of inactive males) want to take part in sport, providing an exciting opportunity to increase female participation. A 'gender gap' is much less evident in North Yorkshire than it is nationally, but NYS aim to see this further reduced.

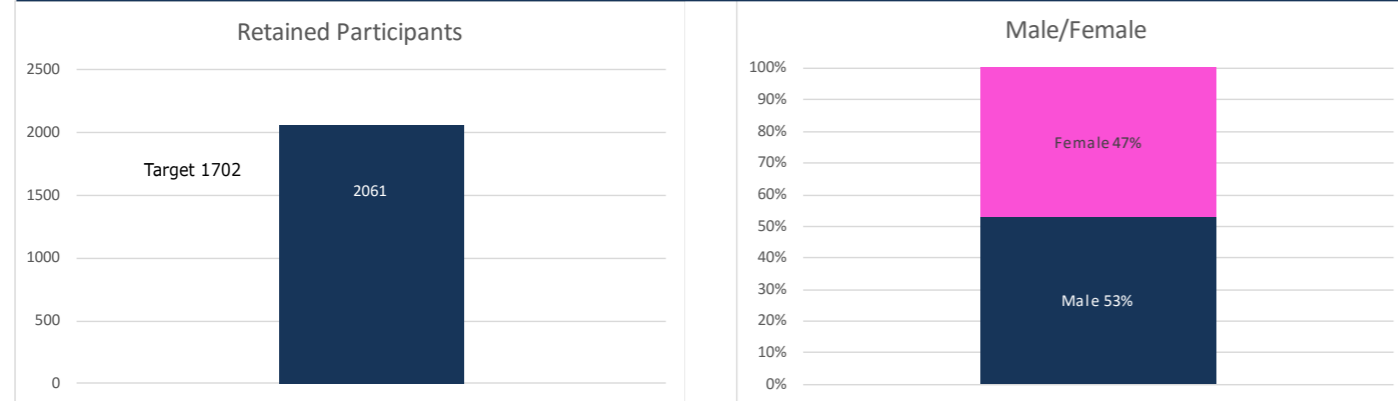


Figures

% of Adult participation in sport and active recreation in North Yorkshire



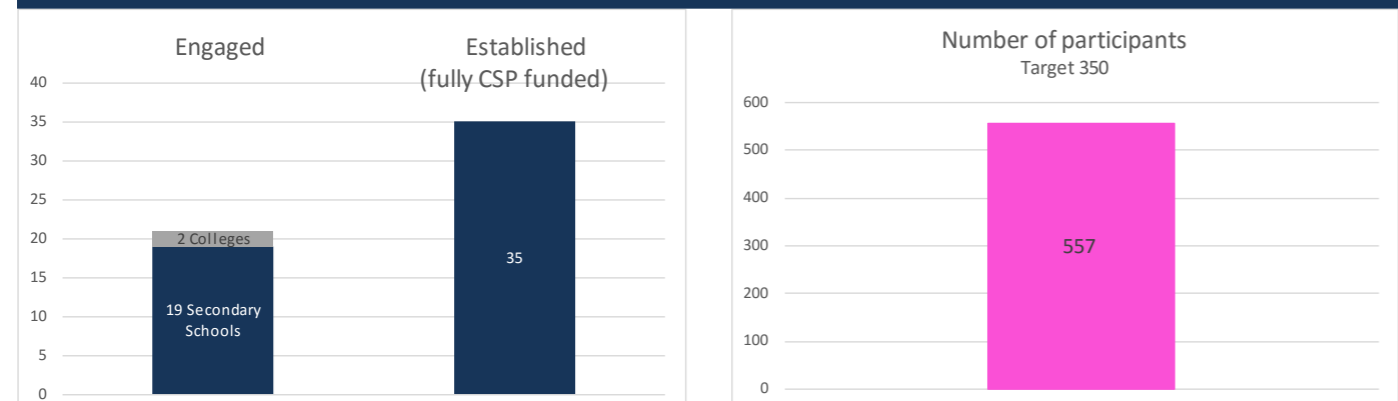
Sportivate



School Games



Satellite Clubs



National Governing Bodies (NGBs)

Throughout the year NYS have worked with a number of NGBs and organisations to improve the health and wellbeing of North Yorkshire residents. This work has largely been focused around supporting the delivery of the national governing bodies Whole Sport Plans, and converting these plans into action in North Yorkshire.

Additionally, we have increased the amount of pro-active work being done to deliver more local interventions in North Yorkshire. This has led to more opportunities for residents of North Yorkshire to get involved in sport, as demonstrated in the case studies below.

Over the last 12 months, NYS have delivered a wide range of activities to encourage more people to take up running. Through the work with schools and the North Yorkshire School Games, 1300 young people have taken part in county finals in quadkids, sportshall athletics and cross country, with thousands more taking part in local qualification festivals.

Development of the workforce has seen 41 individuals access bursaries to enable them to complete a Leadership in Running Fitness (LIRF) qualification with 10 of those accessing a follow up session on 'How to set up a Successful Running Group' delivered by a NYS mentor. A further 10 coaches from athletics clubs also attended a 'Using Itechnology in your Coaching' workshop organised by NYS.

The establishment and growth of Parkrun in the county continues to be strong. In addition to the existing Parkruns, NYS have had an involvement in the new Parkruns at Northallerton and Dalby Forest, as well as the junior Parkrun in Harrogate. Over the last 12 months 1874 unique runners have participated in the above three events with an average of 92 runners per event every week, and 417 runners experiencing Parkrun for the first time.

Case Study: Workforce Development and Coaching

After working with Malton Community Sports Centre to establish a This Girl Can satellite club, it was found from local consultation that there was a lot of interest in developing a beginners running group.

Steph, one of the members of staff at the sports centre was recruited to lead the session but first needed to attend a Leadership in Running Fitness qualification. After attending this qualification Steph, and other qualified run leaders and coaches in North Yorkshire completed a training needs analysis; this showed that they felt they wanted more assistance when setting up a new running group.

Working with England Athletics and Kathryn Lazenby, one of the North Yorkshire Sport Mentors, a new workshop was designed to help meet their needs. 10 run leaders, including Steph, attended the How to Set up a Successful Running Group workshop and along with the continued support of Kathryn post-workshop, a successful running group has since been established.

Case Study: Hambleton Running Hubs

Following a competitive bidding process, North Yorkshire Sport awarded Hambleton District Council funding to establish the area as a running hub. The funding saw a range of interventions taking place including the launch of a Parkrun and mapping of 321 routes, as well as training 12 new Leadership in Running Fitness leaders.

The new run leaders were supported to set up groups in their own community with new groups established in Thirsk, Easingwold and Stokesley.

Overall, through the investment in the running hubs, 150 runners are now participating on a weekly basis in new activity.



"The investment in to Hambleton for the running hubs work has allowed us to expand our qualified voluntary workforce across our five major areas and establish new running activity looking at runners of all ages. The undoubted success has been the launch of the Parkrun with nearly 1000 runners having taken part in the year it has been running." - **David Earl, Hambleton District Council**

"All the people taking part have commented on how much healthier they feel after taking part. The group has interacted well, encouraging each other. Today, they were talking of taking on races." - **Bill, runner, aged 70**

Sportivate

Sportivate offers a wide range of community clubs and sports organisations the opportunity to apply for funding to help deliver coached sports activity. The programme aims to engage and re-engage non-participants and young people with low activity levels in the 11-25 year old age range.

Throughout year five of the Sportivate programme North Yorkshire Sport has worked in partnership with a range of key delivery partners including sports clubs, national governing bodies, local authorities, Youth Justice, higher education establishments, school sports partnerships, voluntary sector youth organisations and charities.

We have supported 98 projects across 37 different sports including american football, powerchair football, taekwondo, weightlifting, boxing, water polo, rowing, futsal, volleyball and many more. We have also continued to prioritise and focus on engaging women and girls in projects, as well as those aged 19-25 years, in line with the national focus on these groups.

In year five

- 2479 young people accessed Sportivate programmes
- 2061 participants missed zero or one session of their coaching block
- 83% retention rate
- 60% of all participants engaged were classed as 'inactive young people' (less than 3 occasions of activity in the previous 30 days)
- Inactive participants made up 72% of those young people missing zero or one session
- 53% male/47% female
- 6% of participants had a disability
- 47% of all young people on projects were aged 19-25 years of age

We are pleased with our partners response to the challenge we set of engaging and retaining 'older' young people (19-25 years) in Sportivate projects and this is shown in the achievement of 60% of all young people being 18 years+ (well above the national average of 33.5%).

As an organisation we are proud of our achievements over the five years of Sportivate to date, we recognise the impact it has had on community sports clubs capacity to attract new players, to train coaches, to support volunteers, to provide new opportunities for young people and to strengthen and grow the sporting infrastructure in the County. We will continue to support delivery partners to make sure Sportivate resources can be used to maximise effect, to target inactive participants and help provide the right activity, at the right time and place and in a way that engages and retains young people in sport.



Case Study: Working with our Higher Education partners

North Yorkshire Sport has worked closely with The University of York and York St John University over a number of years to ensure that Sportivate resources can be used to attract inactive young people in recreational sports and activities during their time at university.

Both Universities provide a wide range of competitive and recreational sports opportunities to their students. Our collective challenge was to make sure Sportivate funding could add value and enhance the offer in place.

The focus in both institutions was to work closely with key people in York Sport, York University Students Union and York St John Students Union to help support resources reaching predominantly 'alternative' sports and activities. We have supported octopush, american football, trampolining, water polo, handball, ultimate Frisbee, as well as more 'recreational' versions of mainstream sports.

Our collective vision and focus for the programme in year five alone has seen

- 1487 young people aged 18 to 25 take part in sportivate projects across both universities
- 1148 of those missed no more than 1 session of their programme (77.2% retention rate)
- 54% (803) of all participants were inactive when joining a Sportivate project



Satellite Clubs

The Satellite Clubs programme drives transformational change in the way that young people are supported from school, college and other relevant settings into community sport – creating a sporting habit for life. The creation of Satellite Clubs supports an increase in the number of 11-25 year olds participating regularly (1 x 30 minutes per week) in community sport and reduces the number of young people dropping out of sport.

Satellite Clubs are extensions, or outposts, of community sports clubs which are established in a new venue, usually a secondary school, college, university or other suitable venue where young people meet or feel comfortable. Satellite Clubs specifically target the 11-25 age group. They make it easier for young people to stay in sport, or to start playing sport for the first time by providing a stepping stone to a community club or other opportunities for regular participation.

Through working with a range of community clubs and new partners, NYS have been able to establish a series of Satellite Clubs which support the ethos of the intervention; to create a supportive, relaxed setting for young people who enjoy sport but do not participate regularly to take part in community sport.

Case Study: Building confidence through sport

The Satellite Club programme has enabled the York City Football Club (YCFC) Foundation to establish a regular opportunity for young people accessing services from the mental health charity Mind (York). 16 young people that attended the sessions; all with some degree of mental illness.

For one participant it allowed him to play football in a stress-free environment, with access to support from coaches and peers. He was very shy with huge confidence issues when he first started. Now he rarely misses a week's football which is delivered in an environment which has allowed him to regain the confidence he felt he'd lost.

This participant said, "I would recommend football therapy to anyone who wants to get back into a community after struggling with mental health. It's helped me loads in the last year, given me a focus and helped to build my confidence up. Everybody's been very supportive and it's a great environment, and nobody in the group judges you. You don't have to be good at football but be willing to go along and give it a try".

The impact of the session on him has been massive; his increased confidence and personal development enabled him to successfully apply for a job within the NHS, and he's now working full time as an occupational therapist. He's also recently passed his driving test and is volunteering at a local youth club that YCFC have links with, where he works with young people with a physical disability.

Due to the length of the funded sessions, this year we have also been able to work with and support Scarborough Volleyball Club on sustainability of their session which was established in the town last year. It is still open to the community and has a diverse range of people attending.

Another of the young participants is currently dealing with gender issues and comes from a disadvantaged background. He was not taking part in any activity and after being encouraged to attend by another member, he now takes part regularly. The club spirit is one of participation, support and fun.

Anthony Laffan coaches the session and says, "it's down to the way we function, the mind-set. He wasn't 'sporty' and lacked coordination. He feels supported, safe and accepted. We are not about competing at a high level, we are about creating a friendly opportunity for anyone to have fun and learn volleyball. Between the members, they have supported his kit and membership fees due to his situation".

Club Matters

Club matters is a 'one stop shop' of support for sports clubs which provides support, learning and guidance on all aspects of running a club. The programme brings together Clubmark, Club Leaders, and help for Clubs and Club Views creating a valuable single support package.

NYS applied for and were successful in receiving Club Matters Innovation funding, covering the period September 2015 to August 2016. As an Innovation fund recipient we have been charged with creating increased awareness of the Club Matters programme and to embed it within the local club network.

Targets and results from the last 6 months are (50% of annual target):

	NYS Target	NYS Actual
Number of clubs engaged (active)	50	44
Number of different clubs attending network events	25	10
Number of clubs attending seminars	13	20
Number of clubs registered to Club Matters	13	31
Number of clubs engaged in one-to-one support	8	6

It is expected that we will hit and exceed targets in the remaining months.

PE and Sport Premium for Primary Schools

NYS is committed to providing opportunities for young people to take part in PE, daily school sport and physical activity as part of our mission to get 'everyone in North Yorkshire active for life'. Through delivering and supporting a variety of programmes that promote sport and physical activity for young people, we aim to increase the number of children accessing PE & School Sport.

Case Study: Working to improve the quality of PE publications

NYS alongside Youth Sport Trust and North Yorkshire County Council, delivered five governor workshops throughout 2015. The workshops focussed on understanding the PE premium funding, how best to utilise the funding, local support networks, planning for sustainability and information on the expectations of governors and how they can support their school.

The workshops supported governors to understand what they should be looking for within their school and how they can support head teachers and PE leads to improve PE and sport within their schools. The target was to increase the amount of schools that were publishing the PE premium spend on their website and to also improve the quality of the PE publications.

A governor from Threshfield Primary School attended the workshops and felt they were given a better understanding of how the sports premium funding should be spent, and they were able to look at several different possibilities for the future of PE and sport in their school. There were several key areas that the school had missed within their PE publication such as, understanding and demonstrating the impact the funding was having and the amount they were spending on each area. This new understanding from the workshops led them to successfully amend their publication. They have also benefited from knowing about the amount of support that is available, and the latest up-to-date objectives of the premium which is now helping them with future planning.

Gavin Phillis, Development Manager at NYS said, "as a result of the PE premium governor workshops NYS was able to present best practice of the PE premium to over 120 school governors from across North Yorkshire. As a result of this work, the number of schools not publishing the PE spending is now just 32 out of 370".



“Congratulations on an excellent cross country event, beautifully run. As a spectator I thoroughly enjoyed the day as did the children I brought to Dalby Forest”

Rosemary, grandparent of participant

North Yorkshire School Games

The North Yorkshire School Games is the largest multi-sports competition programme in the county which provides an opportunity for school teams to progress from local festivals into county finals.

The North Yorkshire School Games continues to demonstrate satisfaction with participants, team managers and spectators with an average Net Promoter Score (NPS) of 86% from the summer 2015 events. In addition 73% of the surveyed participants had reported that the School Games had made them want to take part in more sport.

NYS work with the local organising committee, the management group and the network of School Games Organisers to plan and manage the finals, which in 2015/16 saw over 2500 young people competing, supported by a workforce of over 100 young leaders and officials.

Case Study: North Yorkshire School Games Cross Country

The cross country county finals changed location for 2016 to Dalby Forest. This grand venue provided an excellent backdrop to the event which saw around 600 participants from primary and special schools taking part. The event received positive feedback from the people in attendance with a Net Promoter Score (NPS) of 57.

Janet, a primary school headteacher said, “I just wanted to say thank you for organising a fantastic event at Dalby. Our children really enjoyed the event and the whole experience.”

Ian, a parent of one of the participants also said, “thanks NYS for organising the event at Dalby – I thought that both the course and the venue worked much better than Catterick racecourse.”

There is a short video which shows some footage from the event and some of the key statistics. You can view the video on our YouTube channel, just search North Yorkshire Sport.

Case Study: Panathlon

In 2015 NYS worked with the special schools partnership and the School Games Organisers to introduce panathlon, a multi-sports disability and inclusion competition for pupils with more severe learning difficulties.

Comprising of five different sports, each area had the opportunity to access a local competition feeding in to the only School Games county final to take place out of school time. The event saw 36 participants and a record number of spectators involved in panathlon, with a pathway developed to a national competition and a solid foundation to increase participation in sport by disabled young people.

The event provided a showcase for young disabled people to represent their district and showcase their sporting skills, with a grandparent of a participant commenting “thank you for organising this event. I did not know that my grandchild was capable of competing in sport”.



Disability Sport

The Active People Survey 9 headline statistics note that nationally 17.7% of disabled people aged 14 years + take part in sport at least once a week compared to 40.5% of their non-disabled counterparts. In North Yorkshire, 18.5% of disabled people take part in sport at least once a week, compared to 41.4% of non-disabled participants, which is a 0.8% and 0.9% increase respectively on the national statistics.

However, NYS are committed to reducing this inequality in participation figures further as we feel everybody should have the opportunity to participate in sport, whatever his or her ability. We aim to explore why these disparities occur through consultation with disabled people and addressing issues around accessing facilities, accessible participation opportunities, quality coaches and the development of inclusive activities.

Case Study: Regional wheelchair basketball legacy event

As part of the NYS offer to NGBs our Development Manager for disability sits on the Yorkshire and Humber (Y&H) Regional Wheelchair Basketball Forum. Representatives from the NGB, CSPs, clubs and players use this forum to highlight the national strategic direction for the sport and implement local delivery plans. This group successfully applied for funding to deliver a wheelchair basketball Legacy Event to raise the profile of the sport within the Region.

The group were charged with identifying appropriate venues to host an event of this scale with NYS successfully promoting York College as such a venue. NYS led on negotiating and confirming York College's involvement with this event but also explored a support package for students to get involved with the event and extended community opportunities.

The York College venue allowed two courts to run side-by-side which enabled development teams and new participants to the sport to compete alongside regional teams. This also enabled networking and signposting opportunities into clubs, as well as giving the new participants something to aspire to.

Nine clubs from around the Region attended the event with 72 participants, 14 officials and support staff being involved. Local and regional media outlets were utilised including live YouTube footage of matches being streamed during the event.

North Yorkshire Sport Volunteer Programme

The NYS volunteer programme recruits, trains and deploys volunteers in sport within the local community. The programme is designed to allow volunteers to gain experience, skills and knowledge and try new things, as well as allowing individuals to help others reach their sporting potential.

NYS supports local sports volunteers with a dedicated website where they receive information on local, regional and national volunteering sports events and opportunities. Volunteers also receive updates and information on training and development opportunities.

NYS staff work with organisations and individuals to identify sports volunteer opportunities and match the right volunteers to the right roles, with the aim of increasing sports participation and volunteer numbers across North Yorkshire.

Case Study: Amy's volunteering journey

Amy first started leading sports activities when she was in Year 7 at school and got involved in a number of different opportunities. She was chosen from within her PE class to support the running of our local primary school and specials schools' sports festivals throughout the year.

Amy said, "the reason I got involved is because I enjoy sport but also because I enjoy helping others, particularly those with a disability, as I think it's important that they have the same opportunities as non-disabled participants. When I volunteer I know I am bringing enjoyment into their lives which makes me feel happy. I also like meeting new people and like the personal development that comes along with the leadership challenge.

"Volunteering in sport is now my hobby, it gives me something positive to do and I look forward to it. It has allowed me to develop the confidence to speak in front of large groups and to speak to new people which is something I wasn't able to do before. I have also developed a good understanding of how large events run and with good team work how they can run smoothly.

"My volunteering has also provided me with some great opportunities. I have been selected to volunteer at the National Special Schools Panathlon event in London over the summer which is really exciting."



North Yorkshire Coaching Development

The NYS Coaching Development programme recruits, retains and develops coaches. Working with partners including NGBs, local authorities and community sports clubs, NYS aims to ensure there is a large enough appropriately qualified workforce to meet the participation and talent pathway demand.

NYS supports its coaches with a dedicated website where they can book onto and request continuous professional development (CPD), find the latest news and information in sport including funding and coaching awards, and apply for the latest coaching opportunities.

The NYS CPD programme has enabled coaches to learn and be more confident as evidenced by feedback. The programme has also helped clubs to improve their processes, and go on to further their learning.

Case Study: Young people attend Kickabout programme to kick out anti-social behaviour

The York City Kickabout programme run by York City Football Club Foundation (YCFCF) is designed for young people to access cheap and easy football in their local communities. Kickabout sessions are not just about the football, the coaches are also there to talk to the young people about the difficulties they are experiencing with issues including drugs, alcohol and theft.

The Kickabout sessions cater for 11-15 and 16-26 year olds. York City in the community work with partners including local police and youth groups to engage this audience, as it has been found to reduce anti-social behaviour in the communities where the sessions take place.

One young person, Kieran, who was unemployed when he started, particularly stood out from the programme as he attended the sessions from the beginning in early 2014 and rarely missed a session. Kieran showed great leadership skills, was always enthusiastic and motivated other disengaged people to attend.

To reward and further encourage participants, a number of individuals that attended the programme were asked if they wanted to become involved in the running of the sessions. Those that expressed interest were then invited to attend a First Steps into Coaching workshop organised by North Yorkshire Sport.

The Get into Coaching Programme at North Yorkshire Sport aims to get more people involved with coaching. The programme enables individuals to gain qualifications and experience in coaching which results in added capacity for clubs or sessions, aiding more people to get involved in sport and physical activity. This is done by helping out at an existing session i.e. increasing the coach/player ratio or creating a brand new session.

12 participants including Kieran attended the workshop at York City in the Community, which they all thoroughly enjoyed. With his newly learned skills from the workshop, Kieran has been able to assist the Coach at some of the Kickabout sessions.

Since attending the workshop Kieran has volunteered for over 10 hours and now holds ambitions to become a fully qualified FA coach, continue to work with the Kickabout programme and get a full-time job. Kieran has also been recruited to play football for a local league side. Kieran said, 'I feel that being involved in the Kick about programme has allowed me to gain new experiences that I would never have been able to do before, like taking part in the coaching workshop. This has inspired me to want to work full-time either with young people or within the coaching programmes at YCFCF'.

Workplace Challenge

The Workplace Challenge (WPC) is a national programme which engages workplaces in sport and physical activity.

Launched in North Yorkshire on April 1st 2014, the WPC is a web based platform which has received funding support from Sport England and the British Heart Foundation's Health at Work programme, building on the growing trend for digital sharing. It enables people to track their physical activity, analyse their calorie burn and even see how much carbon dioxide they have helped to save by walking or cycling to work.

To date 332 individuals and 87 workplaces have registered with the NYS Workplace Challenge, enabling NYS to promote the benefits of an active workforce and an active lifestyle. Employees in local businesses have been supported to get started with the WPC, to find local events and activities they enjoy and to log their process online where they can compete on local and national leader boards.

We will continue to support local individuals and businesses to register on the system and reap the benefits of a more active, healthier workforce.

Case Study: The Business Games 2015

Saturday 19 September 2015 saw the inaugural North Yorkshire Sport Business Games kick off in the idyllic surroundings of Dalby Forest. Six teams representing organisations from around the county gathered at Adderstone Fields in the forest to challenge themselves and their counterparts in five sporting tasks. An introduction and 'drills and skills' session in archery, netball and volleyball were delivered by local coaches prior to the 10 minutes of competition, when the highest number of points, goals and rallies decided a placing in each sport. The cycling was a team time-trial around one of the many tracks at Dalby, with the average overall time of the team counting. And finally, there was orienteering. All the teams gathered at the end to take part in a mass participation orienteering competition, with teams employing different strategies to accrue the most points possible in a specified time.

The teams of 10 were paired up to take part in 4 of the sports, galvanising and bonding those team members to achieve a common goal, as well as creating a healthy competitive environment against another organisations. The orienteering created a natural finale with all six teams coming together.

After the competition, teams congregated for lunch, started a few ad hoc games employing their newly acquired skills and awaited the final results. The eagerly anticipated results saw the '10acious C's' taking the Business Games trophy, closely followed by the 'Glorious Misfits' in second place and 'Fitmums' in third. The coaches also noted and awarded points for team work displayed during each of the challenges with the 'Yorkshire Roses' being identified as worthy recipients of that accolade.

Everybody present on the day agreed the Business Games was a great success, with a number of teams enquiring about when the 2016 event will be taking place. Leaving only the winners name to be engraved on the trophy and presented with the first prize of a brand new table tennis table to the 10acious Cs!

Feedback from participants of the event included, "teamwork was the best thing about taking part, we are so busy in the bank that we don't get much time to socialise doing fun and different things. The team are already asking about it for next year. Seeing a different side to colleagues and getting to do things never tried or not tried since school was the best thing about taking part in the North Yorkshire Business Games."

Creating Better Futures through Sport

As an organisation we understand the impact of sport and physical activity on a person's wellbeing. Our creating better futures through sport work focuses on employment, education and training, in particular raising aspirations and social capital so an individual has the belief and skills to access training, education and employment.

The Dame Kelly Holmes Trust Get on Track programme provides disadvantaged young people (aged 16-25) with the self-discipline, motivation and confidence they need to enhance their employability and to lead more active lives through a programme of activities supported by athlete mentors.

We ran two programmes in Scarborough in 2014/15, and in 2015/16 we ran a further two programmes; one in Scarborough and one in Selby, which we refer to as programmes three and four.

Programmes three and four have seen us move from management and delivery to be firmly the local strategic partner with North Yorkshire Youth (NYY) being appointed as a local delivery partner. Staff from NYY have completed the day to day management of the programme and as qualified youth workers, they have been able to build a rapport with the young people and support them locally. NYS staff manage the relationship with the Trust, drive content, build partnerships (such as a partnership with NY Fire & Rescue Service) and manage the budget.

This management role has meant that this year we have taken steps to support staff, regular deliverers & course ambassadors/volunteers when dealing with the range of mental health problems that young people on the programme were experiencing. We facilitated a Youth Mental Health First Aid training that six staff who support the programmes and two athletes attended, thereby increasing their knowledge and understanding, and providing better quality support to young people on the programmes.

Targets 2016/17: The aim for this work area is to expand the scope and range of delivery to have a 'Creating Better Futures' project in each local authority area during this year. North Yorkshire Sport are working to secure external funding to develop this area of work as well as utilising our existing work areas to make further impact in this area.



Case Study: CJ and Christina's story

In addition to running our third Scarborough programmes, in 2015/16 we successfully took the Dame Kelly Holmes Trust Get on Track programme to a new area – Selby.

12 young people took part in the programme with nine young people graduating in November. Two of those that graduated were CJ and Christina.

Before the programme, CJ found it very hard talking to people, when he was just 16 years old he became homeless and was forced to live on the streets for three months. At his very first session on the programme CJ found himself being the first person to speak up. The other participants bounced off his enthusiasm and the whole group started to join in, and they became great friends as group.

CJ said, "I think I'm doing better than I was when I first started the programme, I basically leave this course every night and I've got all the confidence in the world. Without this course I really wouldn't be anywhere, I'd just be another bloke sat at home playing on computer games and not thinking about what the outside world is doing."

Christina was suffering from agoraphobia and rarely left the house, she didn't like being around people and was constantly worrying that people would be talking about her.

Christina said, "coming here on the first day made me feel like I could be accepted and it just got better and better from that day on. Before the course I was actually on ESA from depression and anxiety, where obviously I couldn't do much, I didn't want to, I was on tablets and medication for it. The difference between the beginning and the end of this course is that I'm actually off my anti-depressants now, I don't need them anymore, I'll take on the world if I really have to."

Sophie Cox and Craig McCann were the two athlete mentors on the course and worked closely with the CJ and Christina to really help them grow.

Christina said of Sophie and Craig, "straight away I knew Sophie and Craig were amazing, on the first day they were so open and welcoming, they want us to be good just as much as we want ourselves to be good."

CJ said, "I definitely think we've got a lot in common with Sophie and Craig, some of the stuff they've been through it is sort of similar so I can definitely relate to both of them."

Sophie said of Christina, "She has grown from being someone who was inside her shell to being someone who has completely blossomed into a confident and strong young woman. She is ready to absolutely take on anything; she will take hold of any opportunity now."

At the end of the programme all participants are invited to a celebration event called the Go event, where their achievements are recognised and celebrated. Christina said of the event, "Reaching the Go event, it's so happy and so sad at the same time. We watched a video of our time on the programme and I'd actually forgotten how much fun we've had I couldn't help smiling – I can't stop smiling; I've been smiling all day."

CJ said, "Because of what these guys have taught us, I'm going to go out and I'm going to do what I want to do. And that's all down to them."

Improving Health through Sport

The NYS improving health through sport and physical activity stand of work focuses on tackling loneliness, isolation, age related illness and mental health problems through reducing barriers to participation in sport and physical activity.

The Primetime programme is a North Yorkshire County Council (NYCC) funded programme, designed by NYS and delivered in partnership with Hambleton District Council, using sport and physical activity as a tool to address isolation and loneliness in rural communities.

Five local communities were identified and supported through an eight week block of semi-structured, age appropriate activity delivered to the groups by qualified coaches. A 'have-a-go' message was conveyed and regular breaks encouraged social interaction within the sessions. Participants involved with the programme are supported to lead the sessions after the initial eight-week block through appropriate training, provision of equipment and a local contact to answer any additional queries.

Between September 2014 and August 2015 the Primetime programme established five clubs with an excellent total of 79 participants being involved, exceeding our initial target of 60.

Case Study: Primetime in Hambleton

The Primetime programme was developed to engage with lonely and isolated members of the local communities, using age appropriate sports and activities as a draw, but incorporating a 'tea break' to chat and socialise.

Hambleton District Council identified and worked with 5 villages within the District to develop, promote and deliver the programmes to their local communities. They Engaged local lead volunteers and village forums from the offset to ensure the feeling of 'ownership' of these groups. For example, Robin Walton from the Husthwaite Group was instrumental in developing that group; drawing in additional funding, attending appropriate workshops and arranging 'home and away' matches with the other Primetime groups.

Hambleton District Council developed and provided a booklet detailing a variety of session plans, games and adaptations for each of the groups, whilst North Yorkshire Sport provided additional training through the English Federation of Disability Sport/Sport Coach UK, Active Kids 4 All and Inclusive Community Training workshops. Further support was also provided from North Yorkshire Sport with group funding applications and promotion of the programme.

The programme has not only addressed a need for the intended target group of people but it has provided an outlet and focus for local lead volunteers and village forum groups with regards engaging and developing the sessions. For example Husthwaite have created links with local schools, and the group are getting involved with intergenerational work.

Margaret Wrive from the Husthwaite group said, "when my husband was recovering from major surgery, although he couldn't participate for a while, Primetime played a major role to getting him out of the house and helping towards his recovery. Not only in the physical sense but also meeting others in a social way. It also helped me too. We look forward to the weekly meetings - it's like an extended family."

Developing the groups and social networks has not only addressed loneliness and isolation but has also enabled members to support each other through trying times including bereavement.

From the initial learnings of the Primetime pilot a Club as the Hub programme has been developed and received funding to address loneliness and isolation concerns of older people in rural areas of North Yorkshire. The programme will work with clubs within the county to upskill them on the needs and considerations of an aging population, and actively promote their venues as a social meeting point for the local community.



"The older ones sit round at coffee time and chat. They have such a positive outlook. They all look forward to Primetime. My mother greatly looked forward to the weekly outing. She always came back happier, even the trip out helped, she felt better all day after that. As a carer living with an elderly person, I can't say enough in favour of it."

Stephen Barker, son of Mary Barker a Primetime participant

East Coast Netball

NYS were successful in bidding for Sport England funding to deliver non-traditional netball activity, in terms of location and format, in Scarborough, Ryedale and Whitby. East Coast Netball was created to deliver something different and interesting for the community.

Beach Netball was the first session delivered with over 200 people aged 14 and over participating in the activity. Other sessions delivered included Young mums and kids, Forest Netball, Social Netball, Get Back into Netball, and Work off the Christmas Pud. 375 participants got involved across the sessions, with many now going on to join some of the local leagues set up in Scarborough.

NYS focused on workforce development in the area to ensure the programme was sustainable, and delivered a Young Leaders training course to 10 students from Scarborough 6th Form College. Once the course was complete, the Young Leaders were then mentored by a qualified coach across the sessions so that they could deliver one of the East Coast Netball sessions on their own. Over the course of the project, the Young Leaders delivered a total of 138 hours. Due to the interest shown from some of the Young Leaders to continue and develop their coaching skills, NYS are now funding a Level 1 course to encourage this progression for them.

Case Study: Chloe's Journey

Chloe is a student at Scarborough 6th form College. Being a keen sportswoman herself with netball being one of her main sports, she was really interested in taking part in the Young Leaders Course. Chloe attended the course and once qualified she shadowed a coach throughout the Beach Netball programme and is now not only delivering the Social Netball programme on her own, but she is signed up to take her Level 1 coaching qualification.

Chloe said "being introduced to North Yorkshire Sport and the East Coast Netball programme has been absolutely amazing. I play so many sports but I wanted to become a coach and see netball from the coaches perspective. The Young Leaders course was really interesting and inspired me to get more involved in East Coast Netball. Having shadowed Amy throughout the Beach netball sessions, my confidence grew and I started to deliver the odd game and skills task on my own. It was so great when I was told I could deliver sessions by myself. Even though I was so nervous, it was an amazing opportunity to start delivering the social netball programme. It was something I really enjoyed and I am now coaching at my local club as a result of the programme – which is something I would have never believed I could do if it wasn't for the East Coast Netball programme."



Active Forest

NYS recently partnered with the Forestry Commission to take part in the Active Forest programme in Dalby Forest. The Active Forest programme aims to build on existing sports activities and develop a wide range of new ones to engage, inspire and motivate customers to participate in forest based sport experiences.

As a result of the partnership and programme, there have been over 11,000 participants on the Play on the Day programme, where several sports including Table Tennis, Football, Volleyball and Netball are available around the site for anyone to use. The partnership has allowed the Active Forest programme to work with NGB's and provide a fantastic outdoor location for clubs, schools and events to use.

The Active Forest programme has brought in several key events and sessions to Dalby including GO Tri Duathlon, Nordic Walking, Park Run, Orienteering, several new running routes and Target Sprint Shooting. Dalby has staged 18 events over the last year including some of NYS's events such as the Business Games and the NYS School Games Cross Country with over 600 participants getting involved. NYS and the Forestry Commission are always looking to bring in new sports with its focus to explore more 'gritty and rugged' sports that fit well with the environment.

Case Study: Getting active in the Forest

Gemma had been coming to Dalby Forest for years. Being a fitness instructor herself and a keen sports person the introduction of the Active Forest programme and activities now available to her was something she wanted to get involved in. Gemma was interested in becoming a Nordic Walking instructor and creating her own group that would deliver sessions around Dalby. The Active Forest programme funded her coaching course and she is now successfully delivering regular sessions in Dalby alongside some of the other Active Forest programmes.

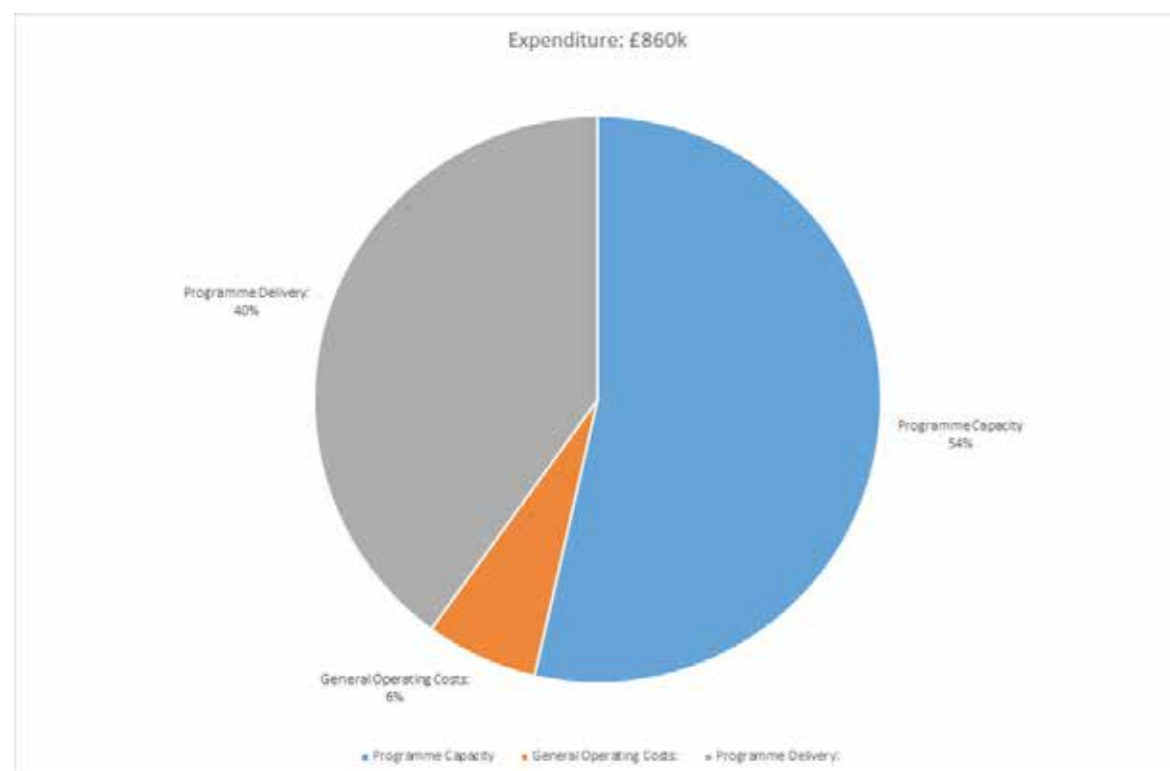
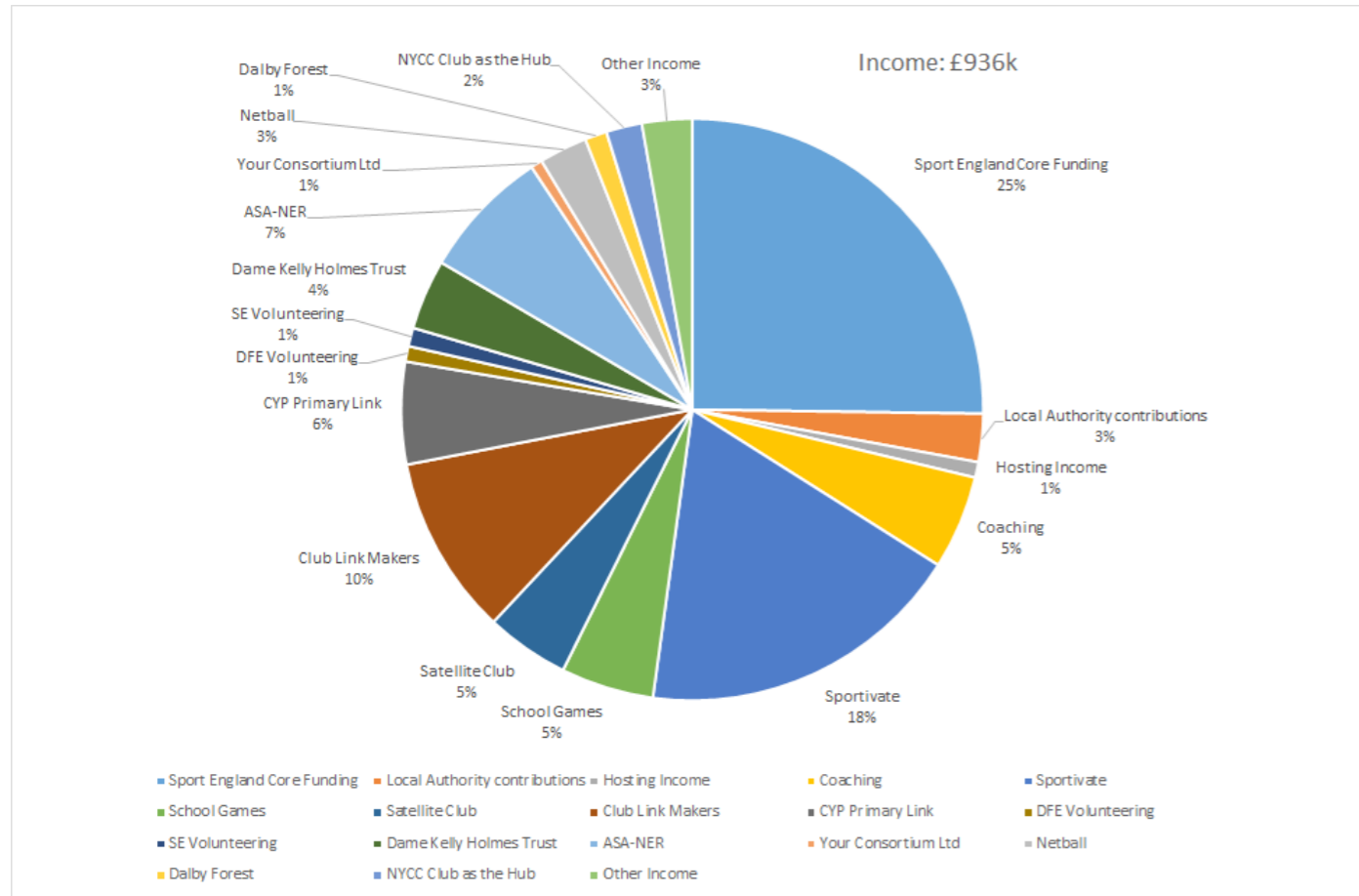
Gemma said "one of the main reasons why I wanted to get involved in the Active Forest Programme is because I love sport and the outdoors, and the fact there are an increasing amount of sporting activities taking place in the forest is fantastic.

I had been to Dalby many times and as soon as I heard about the programme I knew I wanted to get involved in some way. When the opportunity to become a Nordic Walking instructor came up I knew this was something I wanted to be involved with and got in touch with Amy from NYS and Paul from Dalby Forest. I was fortunate enough to have my Nordic Walking instructor course paid for by the scheme and I have now set up regular sessions after several taster days. It's been great to get involved as it has allowed me as a fitness instructor to get out of the gym and enjoy the forest environment and meet people that I wouldn't necessarily cross paths with. We are now looking at linking Nordic Walking with other events on the programme which is really exciting and I can't wait to do more work with the Active Forest programme."

Iain Butterworth was another individual who benefited from the Active Forest programme. He came along to Dalby Forest purely for the Active Forest Project and got involved in the Go Tri Duathlon with his family and very much enjoyed getting active in the outdoors.

Iain said "we live quite locally and came to Dalby Forest for the Go Tri event in December. Both myself and my wife took part with our three children aged 14, 15 and 17. It was a fantastic location and we couldn't believe we had not been up here more. We were introduced to the Active Forest programme and other events that were happening, so we decided to buy a discovery pass as it would be more beneficial to us as a family. It's great that Dalby now has a Park Run as we regularly come up on a Saturday and participate, along with several of the Play on the Day activities and of course the Go Tri! It's a great project and as a family we're so pleased we found out about it."

The income and expenditure graphs shown here only relate to income & expenditure in the financial year 2015/16, they do not reflect any balance sheet monies carried forward from the previously unincorporated organisation. These figures have not yet been audited and may be subject to adjustment, audited accounts will be available after July 2016.



% of Adult participation in sport and active recreation 3 x 30 minutes per week

Sportivate

We will be in the top five counties for participation as measured by Active People 10 and will work towards tackling inactivity in North Yorkshire, contributing to the KPIs identified in the Sporting Future strategy:

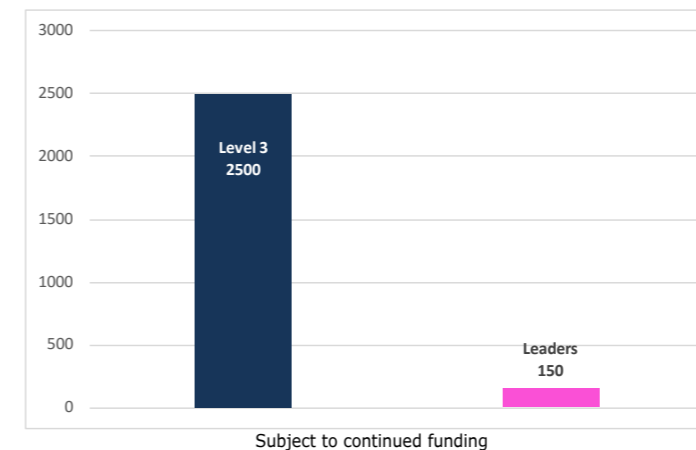
Heading into year six of Sportivate, we are continuing to focus on attracting inactive young people aged 11-25 years, with a particular focus on women and girls, young people with a disability and those aged 19-25 years.

KPI 1: Increase in the percentage of the population taking part in sport and physical activity at least twice in the last month

We will get 1525 young people completing a 6, 7 or 8 week programme with as many of those as possible within the inactive group (those not achieving the benchmark of 1 x 30 minutes of sport and exercise per week). As a minimum we would expect 610 young people to be inactive across the portfolio of projects.

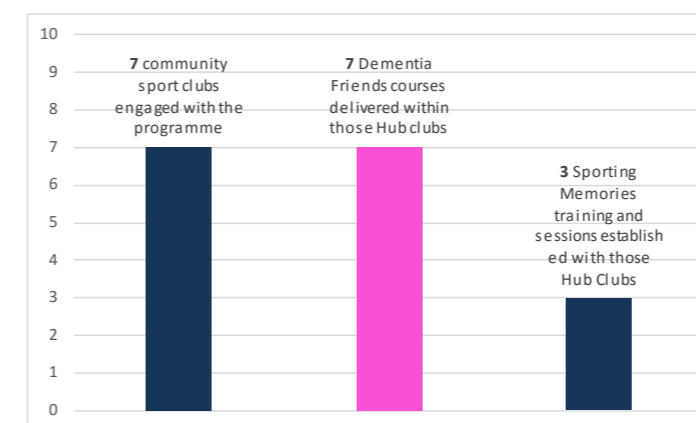
KPI 2: Decrease in percentage of people physically inactive

School Games Satellite Clubs



- 28 satellite Clubs sustained
- 132 participants in sustained clubs
- 20 new satellite clubs
- 232 participants in new clubs
- 4 schools engaged

Club as the Hub targets Workplace Challenge



- 400 employees participating in Workplace Challenge
- 100 workplaces participating in the Workplace Challenge
- 150 employees participating in the Business Games
- 15 workplaces engaged with the Business Games

The Year Ahead

Active People Survey 10

The aim over the next year is to continue to increase participation in both sport and active recreation, maintaining a statistically significant improvement against Active People 1. A reduction in the gap between male and female participation and an increase in the number of people with a disability participating are also key targets for the network as a whole. North Yorkshire Sport will be working with partners towards putting the county in the top five County Sport Partnership areas for participation.

National Governing Bodies

Support for national governing bodies is a core part of NYS's work. The coming year will see all members of the development team working intensively with athletics, swimming, cycling, netball, triathlon, tennis and the outdoor sports, as well as providing support to the remaining NGBs funded to delivery whole sport plans. The support will combine the funded NGB plans as well as wider intervention in the sport as a whole.

Sportivate

Heading into year six of Sportivate, we are continuing to focus on attracting inactive young people aged 11-25 years, with a particular focus on women & girls, young people with a disability and those aged 19-25 years.

We aim to get 1525 young people completing a six, seven or eight week programme (missing no more than one session) with as many of those as possible within the inactive group (taking part in 3 or less occasions in the previous 28 days or to put a different way, those not achieving the benchmark of 1 x 30 minutes of sport and exercise per week). As a minimum we would expect 610 young people to be inactive across the portfolio of projects.

Satellite Clubs

The Satellite Club intervention enters its 4th year and NYS will be focussed on working to sustain existing Satellite Clubs so that they are active at the end of 2016/17 period. We will also be working with NGBs, clubs and other organisations to continue to expand our network of Satellite Clubs across the county.

School Games

For the School Games the year ahead is about the quality of the games rather than increasing the quantity of participants, with the focus on improving the leadership and volunteering offer and enhancing the multi sports events. Inclusive participation will be encouraged through an expanded panathlon event as well as the opportunity for small schools to progress through the pathway in Quadkids Athletics. A national review is being carried out on the School Games which will determine how the games will look from September 2016.

North Yorkshire Sport Volunteer Programme

Over the coming year, NYS will continue to work with our current partners and stakeholders to increase the number of volunteer opportunities available but will also endeavour to develop and improve our offer across the County. We will continually work to grow the number of volunteers we engage with and ensure they gain a positive experience.

Club Matters

Over the coming year we will engage an extra 56 clubs in the club matters program and hold 3 networking events that will see a further 40 clubs participating. 15 Clubs attending club matters seminars and increasing the number of clubs registered to club matters by a further 20 clubs. NYS will also provide 1:1 mentoring to 9 clubs including supporting them through the improvement tool.

North Yorkshire Coaching Development

Over the coming year, North Yorkshire Sport's coaching delivery plan will focus on 4 main service areas. These include facilitating a cross-sport talent development coaching network for NGBs and other key delivery partners, recruiting and developing frontline coaches to provide meaningful activity experiences to under-represented groups in the local community, support all Sport England programme deliverers and to increase the awareness of female coaching in one local authority.

Workplace Challenge

To date 332 people from 87 workplaces within North Yorkshire have logged onto the Workplace Challenge system and used the resources. six organisations involving 60 participants took part at the first North Yorkshire Business Games at Dalby Forest in 2015. The target and challenge for 2016/17 is to increase the number of people and workplaces using the resource to 400 and 100 respectively as well as build on the Business Games to reach 150 people and 15 workplaces.

Local workplace challenge competitions building on the profile of major events this year including the Tour de Yorkshire, the European Football, Olympics and Paralympics will be introduced to users and the wider network of businesses within the county.

Creating Better Futures - Get on Track

North Yorkshire Sport aim to deliver a further programme in Scarborough and Selby and will work to explore extending the programme further to another new area.

Improving Health - Club as the Hub

The 'Club as the Hub' programme will work with one 'Hub' sport club in each district of North Yorkshire and support them to become aware of the needs and requirements of their aging members and potential members.

The programme will look at specific considerations clubs should be aware of to ensure they are accessible to the whole of their local community. This may include training and support to deliver accessible/adapted sports, dementia and bereavement awareness, sport specific reminiscence work etc. seven hub clubs will be supported to identify and address those needs within 2016/17.

In addition to the Club as the Hub programme, North Yorkshire Sport has secured funding to provide volunteering support to clubs offering activities to older participants. Focusing on 24 clubs in the county we are recruiting and deploying volunteers as well as offering sports specific and wrap around training to those volunteers and the clubs. The target is 24 clubs and 150 volunteers recruited or receiving training.

PE and Sport Premium for Primary Schools

North Yorkshire Sport will report to Sport England on the use of Primary Premium by schools and use the information gathered to identify priority schools to receive additional support.

Utilising the phase three mapping information gathered, NYS will support schools with specific information around coaching, teacher training, and physical activity/health initiatives to support the work they are already doing.

Support for schools will include training and development for teachers and additional advice to schools who request support on the effective use of their primary school sports premium funding.

NYS will deliver a Headteacher briefing workshop on the PE and sport premium updates for the next four years, the objectives, accountability. NYS will deliver the Yorkshire PE awards alongside three other CSPs to build a portfolio of positive example of the uses of the PE premium. NYS have now recruited 3 Education advisors that will be deployed to schools that could benefit from additional support that have been identified through local intelligence and the mapping process. NYS will roll out a number of Coaches in Schools workshops across the county to support coaches working in schools.

What Our Partners Say...

Quality of support and advice given

90% of surveyed partners report being very satisfied or satisfied with the quality of support and advice given, compared with 83% in 2014.

Adding Value to your work

86% of surveyed partners report being very satisfied or satisfied, compared with 82% in 2014.

"The CSP have broadened their outlook to focus on the impact sport can make on the lives of vulnerable young people and their families. This is very helpful for the work of CYPS, where our emphasis is now on targeting young people with challenging circumstances."

"The CSP bring innovative ideas to the table, which is refreshing and stimulating."

81% of surveyed partners stated that their relationship with NYS has enabled them to do something quicker or more effectively than they might otherwise have done.

"Progress partnership working across some of the major youth organisations in North Yorkshire."

"They provided links to organisations that we would have struggled to connect with."

"Market segmentation analysis helped us gain funding from Sport England, CPD opportunities to develop capacity, etc."

85% of respondents said that working with NYS had provided them with specific benefits that they might not otherwise be able to access elsewhere, at all, or as effectively.

"Sport sector specialist knowledge and expertise, for sports groups, and providing proactive examples for extending engagement as part of the wellbeing agenda"

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