

SKAD61 (2)

Facilitate community-based sport and physical activity



Overview

This unit is about promoting and delivering sport and physical activity in a community-based context. It emphasises careful research into the community with whom you will be working, establishing effective working relationships with key contacts in the community, delivering programmes and enabling communities, through your professional advice and expertise, to establish and sustain opportunities for participation and development.

The unit is divided into two parts. The first part describes the three things you have to do. These are:

1. research the community and establish working relationships
2. plan and deliver sport and physical activity programmes in the community
3. help communities to organise and sustain opportunities for participation and progression

The second part describes the knowledge and understanding you must have.

This unit is for people with sports development responsibilities in a community context.

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Performance criteria

You must be able to:

Research the community and establish working relationships

- P1 **collect**, organise and analyse as much relevant information about the community as possible
- P2 identify the **key features of the community** and check that these are valid conclusions, exploring and challenging assumptions where necessary
- P3 make contact with the **people** most relevant to your work in a way that is appropriate to them
- P4 explain your role, aims and objectives
- P5 check and improve the information you have about them, their work and the community in general
- P6 where possible, negotiate how to bring your objectives and theirs into alignment
- P7 identify and agree ways of working collaboratively and building your relationship
- P8 record what you have learned for future reference

You must be able to:

Plan and deliver sport and physical activity programmes in the community

- P9 bring together **people** in the community who could contribute to and benefit from possible programmes
- P10 help **people** to identify community needs and possible target groups
- P11 help **people** to see how sport and physical activity programmes could help to meet these needs
- P12 develop **aims, objectives** and plans for programmes which will meet community needs and be attractive and accessible to the target groups
- P13 carry out effective community consultation on these plans with relevant **people** and improve your plans using their feedback
- P14 organise the programmes, using **resources** most appropriate to the **aims, objectives** and target groups
- P15 promote the programmes in a way that will be attractive to the target groups, and deal with referrals from other agencies when they occur
- P16 make sure that all staff understand the **aims and objectives** of the programmes and work in a way which will achieve these
- P17 monitor the programmes and make adjustments taking account of new and emerging interests, needs and opportunities
- P18 work with **people** in the community to evaluate the programmes and identify potential improvements and further developments

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Help communities to organise and sustain opportunities for participation and progression

You must be able to:

- P19 help **people** to identify longer term community needs and explore possible opportunities for participation and progression
- P20 help **people** to identify how they can integrate possible opportunities with existing projects and initiatives
- P21 help **people** to identify and assess their own strengths and weaknesses in relation to these possible opportunities
- P22 encourage **people** to make best use of community strengths and resources whilst providing them with the **professional support** they need to address weaknesses
- P23 help **people** to deal with conflict and negotiate effective ways of working together
- P24 help **people** to evaluate opportunities when they have occurred and to identify the benefits
- P25 support **people** to plan and develop more permanent structures, skills and resources for local participation and progression
- P26 plan, agree and follow through a strategy for the community to sustain participation and progression without your personal involvement
- P27 maintain contact with **people** to evaluate progress and identify any other types of support they may need

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Knowledge and understanding

You need to know and understand:

- K1 the potential which sport and physical activity has for community development
- K2 the potential which widening community participation has for the development of sport and physical activity
- K3 government policies in relation to sport and health-related physical activity in the community
- K4 the relationship between levels of physical activity and health in the community
- K5 community sports approaches as compared with conventional sports approaches
- K6 your own organisation's policies for community-based sport and physical activity
- K7 the policies and practices of other organisations which are relevant to your work in community-based sport and physical activity
- K8 models and case studies of effective practice in community-based sport and physical activity
- K9 different types of communities – for example, inner city and rural – and how their different features and needs will influence the way you work
- K10 why it is important to develop an accurate understanding of the community in which you are working
- K11 sources of information and research methods you should use to develop an understanding of your community and their advantages and disadvantages
- K12 the broad types of community issues that may impact on new programmes of activity
- K13 how you should analyse the information you have collected and draw conclusions based on this analysis
- K14 the importance of exploring and challenging assumptions that you or others may have about the community
- K15 why it is important to understand relationships and hierarchies in communities
- K16 how to identify, establish contact and network with the people most relevant to your work in the community
- K17 why it is important to approach people and establish a relationship with them in a way that is appropriate to them and their expectations and how to do so
- K18 how to build lasting and respectful relationships with people in the community
- K19 why it is important to explain your own role, aims and objectives and clarify any information you have about them and their responsibilities
- K20 the importance of collaborative working and trying, wherever possible, to

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- align agendas
- K21 how to identify and bring together people in the community who could contribute to and benefit from possible sport and physical activity programmes
 - K22 how to identify community needs and ways in which sport and active recreation might address these needs whilst working closely with local people
 - K23 typical target groups in the local community, the likely 'hooks' that will involve them in sport and active recreation and how to make programmes accessible to them and how to promote these
 - K24 how to develop programmes that address issues such as inclusion, personal development, social development as well as physical and skills-based development
 - K25 how to consult effectively in a community and why it is important to make use of community feedback
 - K26 why it may be necessary to make use of unconventional facilities for programmes, what types of facilities you could use and how to adapt them
 - K27 how to select staff for community based programmes – the types of skills and qualities you should be looking for
 - K28 why it is important that staff understand the specific aims and objectives of the programme and work to achieve these
 - K29 why it is important to monitor programmes and respond to new opportunities, interests and needs
 - K30 why it is important to focus on enabling and empowering local people in the community rather than doing things for them
 - K31 how to encourage and help people to express community needs
 - K32 how to influence people and use evidence-based research to demonstrate how sport and physical activity can benefit communities and stimulate their development
 - K33 how to enable people to identify opportunities for participation in sport and physical activity that could address their community needs and the advantages and disadvantages of different types of opportunities
 - K34 why people in the community need to understand their own strengths and weaknesses in relation to planning and providing opportunities and how to do so
 - K35 why it is important to encourage people to use their own community resources – for example, volunteers, local facilities etc. – rather than relying completely on support from other people
 - K36 how to identify and address weaknesses in the local community in relation to planning and organising opportunities
 - K37 types of conflict that may occur between different sections of the community and how to negotiate conflict resolution
 - K38 how to help people evaluate the benefits that arise from opportunities for sport and health-related physical activity

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- K39 why sustainable development and capacity building are important when developing sport and physical activity within communities
- K40 how to promote the longer term benefits that can arise from local people having the opportunity to participate in and develop within sport and physical activity
- K41 how to help people establish more permanent structures for sport and physical activity in their community
- K42 how to help people develop a longer term strategy for sport and physical activity which can progress without your permanent involvement

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Additional Information

Scope/range related to performance criteria

1. ways to **collect** information
 - 1.1. gathering information from colleagues
 - 1.2. gathering information from other organisations
 - 1.3. talking to local people
 - 1.4. using local facilities

2. **key features of the community**
 - 2.1. demographics
 - 2.2. ethnic mix
 - 2.3. relationships within and between groups
 - 2.4. social and economic issues
 - 2.5. culture and politics
 - 2.6. key contacts
 - 2.7. facilities
 - 2.8. other agencies
 - 2.9. other relevant initiatives and their aims and objectives
 - 2.10. obstacles to participation and progression

3. **people**
 - 3.1. individual community leaders/activists
 - 3.2. groups
 - 3.3. potential participants
 - 3.4. potential volunteers
 - 3.5. other agencies/professionals
 - 3.6. facility owners

4. **aims and objectives**
 - 4.1. inclusion
 - 4.2. personal development
 - 4.3. social development
 - 4.4. physical development
 - 4.5. skills development

5. **resources**
 - 5.1. conventional facilities
 - 5.2. unconventional facilities
 - 5.3. staff based in the community
 - 5.4. staff from outside the community
 - 5.5. existing projects and initiatives

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Developed by	SkillsActive
Version number	1
Date approved	August 2005
Indicative review date	August 2007
Validity	Current
Status	Original
Originating organisation	SkillsActive
Original URN	SA 44 N D61
Relevant occupations	Associate Professionals and Technical Occupations; Leisure, travel and tourism; Sport, leisure and recreation; Sports and Fitness Occupations
Suite	Sports Development L2 2005
Key words	active leisure, learning, research, community, establish, relationship, plan, deliver, programme, help, organise, sustain, opportunity, participation, progression