



ACCESS SPORT

NEWSLETTER

March 2010

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It's "all change" at Access Sport this Spring.

Whilst the work Nick and Becca are doing "on the ground" in East London and Bristol continues apace, Access Sport HQ are working hard to scale up what we do in other cities around the country. This is made possible to a significant extent by GSK's extended partnership with us through to the end of 2013 – a big thank you to them. 2010 is a crucial year for the charity if we are to use the momentum of the 2012 London Olympics effectively.

Look out for the Access Sport TV advert airing in March and April – a big thank you to James Joice at M&C Saatchi and Jason Theodore/Phil Hall at Mediacom. In addition please do see if you can come along to a Sports Jam and see firsthand what we're doing.

Finally a big thank you to Matt Young who left Access Sport at the end of December – he had been onboard since the start of the charity in 2004 and helped enormously in getting Access Sport to where it is now. I am sure we will see him around though – he remains passionate about the cause!

Charlie

Charlie Beauchamp
FOUNDER



East London
Sports JAM

Inspired!

Access Sport's East London Sports Jam project has been recognised as "outstanding" by LOCOG (2012 organisers) through their award of the Inspire mark. In the run up to 2012 we aim to work with 50 clubs in East London to help transform opportunities for young people.

Our first East London Sports Jam was held on 4th October in Mile End Park, Tower Hamlets.

"This high-quality festival of sport will help more young people discover the fun and fulfilment of sport" Richard Lewis, Chair of Sport England



And Inside...

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Transforming lives through sport



Bristol Sports JAM review

Bristol Sports JAM was run on the 5th September 2009 in Millennium Square, Bristol, in partnership with Bristol City Council.

A huge 1376 people attended the day with 78 volunteers and club leaders helping out and making it all possible.

The day itself ran smoothly and we were lucky that the rain stayed away. There were many activities on offer from Rugby, Football and Basketball to Boxing, Street Dance and Parkour, this year we even had Sailing in the harbour! The day was action packed from start to finish and with so many activities on offer it was tricky to decide where to start, the registration tents had a constant stream of people signing up to have a go at as many of the 11 Zones as they could!

Visits from the Access Sport Ambassadors Phil De Glanville and Danny Grewcock drew interest from both the children and some of the mums! They stopped to chat about their England Rugby experiences and commented on how impressed they were with the clubs commitment to offering sport in the communities.

In addition to the goody bag which was collected by everyone that had a go, each of our 21 excellent Bristol based partner clubs offered several free sessions if you took the Sports JAM wristband with you to their training sessions. This was incredibly successful with several clubs, but the West of England School Sailing Association gained a whopping 35 new people from Sports JAM, what an achievement!

10% of all the kids who attended the Bristol Sports JAM went on to be club participants – a true testament to Sports JAM and the legacy it is creating.

FAIR SOCIETY, HEALTHY LIVES

The "Fair Society, Healthy Lives" report (Feb 2010) has highlighted some key issues:

Access Sport's experience is that affordability of access to sport, exercise and a healthy diet is a major problem in the areas of high deprivation where we work. The report contains some stark statistics:

- On average a person living in England's most deprived wards will die 7 years before someone living in a better off area
- There is a 17 year difference in life expectancy between people living only 10 miles apart (in Tottenham and Kensington, London)
- Poorer people suffer diseases related to inadequate diets, lack of exercise, smoking, poor pay and job security
- On average people in the poorest areas become affected with disability 17 years earlier
- 2.5m years of life lost in England to people dying prematurely each year
- The poorest sections of our community pay 38% of their income in tax (direct and indirect) compared to 35% for the richest

The report recommends providing funds to cover the costs of exercising (for example trainers, bikes and access to swimming). Health Sec Andy Burnham accepts that there is more to do, "We are looking at all corners of the community to work together and address the wider causes of poor health, and reduce health inequalities."



East London Sports JAM review

Our first ever East London Sports JAM was staged at Mile End Park on 4th October 2009. Over 1400 people came along to enjoy and try out the 12 different sports on offer, some that were new to many children such as skateboarding and wrestling, and some old favourites like football and basketball.

The event was the first of its kind in East London, and we received some great feedback on the impact of the event.

"A great way to show that the club can really work" Pete Lindsell, Mile End Skateboarding Club

"Loads of kids tried volleyball who'd never even considered it before" Becky Brickwood, Isis Volleyball Club

47 enthusiastic volunteers also helped from corporate partners and local colleges, and a big thank you to all those who contributed to the success of the day – roll on Sports JAM 2010!

"Loved it! I work in Barking and Dagenham... Would love something similar there!" Samantha Gore

"Great fun, great people, great weather! J" Lena Ozmutz Hansen, GSK Volunteer

"Sports JAM is just brilliant - so many kids having a great time, trying out new sports like Canoeing, Parkour, Boxing and Judo. It opens their eyes to what is here locally and gives the clubs a tremendous boost." Chris Zah, Team GB Athletics Coach





PARTNER CLUB NEWS

BBC West Sports Unsung Hero Award

Tom Foley, of Barton Hill Boxing Club, has been awarded the BBC's West Sports Unsung hero award 2009 and made it onto the shortlist for the BBC Sports Personality of the Year unsung hero award.

Tom was particularly humble when receiving his award, "It's not just me," paying tribute to his fellow coaches Dave and Lin, "We love what we do." It is an outstanding award given to a truly deserving man and club. We are very proud to be able to say that we support Barton Hill Boxing Club and are sure that the club will continue to go from strength to strength for many years to come.



Giving Young People a Helping Hand

Our Partnership with fitness industry experts Fitpro has enabled us to offer young leaders aged 16-25 in all of our clubs free apprenticeships in the fitness industry. These are each worth between £400 and £4000, and helps them onto the first step to becoming personal trainers, group exercise instructors or specialising in whatever aspect of fitness they choose.

This is an exciting development opportunity for many young people, and we hope for a strong uptake over the coming months. Thanks to Fitpro for providing the courses!

GROUND BREAKING CLUBS

Avonmouth RFC "more than just a sports club"



- Avonmouth has been an Access Sport Club since Summer 2007
- It sits within one of the 10% most deprived areas in the country, just off the M5 outside Bristol
- The area around the club has the worst GCSE rate in the city
- Last year the club recruited a large number of young volunteers – to fully leverage this Access Sport helped to link the Club into Step Into Sport – a Youth Sport Trust leadership programme for 14-19 year olds.

This encouraged the young people to volunteer long term, rewarded them, and has greatly helped their future employability. Crucially it has also encouraged them to stay in education. They are also the first club in Bristol to proactively take on this programme independently of schools

- Our funding has also provided the club with new playing kit and equipment for all teams, and 8 newly qualified coaches from within the club
- The club has now seen 42 new participants join over this period
- The Club is also now a hub of local community activity – it hosts Martial Arts, Dances, Boules, Boxing, BBQs, Quiz nights, and family fun days, to name just a few!
- Club leader Jon Davies believes that Access Sport have gone a long way to enable them to achieve what they have in their community

"Access Sport has opened up a world of sporting opportunities to a club with a wealth of talent and a severe lack of funds. It (Access Sport) has enabled children to pursue their dreams not only in rugby, but by exposing them to many other sports"

Tower Hamlets Cycling Club "more than just a sports club"



- Tower Hamlets resident Lakhdar Djelloul had taught all of his children to ride a bike, but they had no club to enable them to take the next step. So in 2008 he decided to form Tower Hamlets Cycling Club
- The Club is based in Bow East, one of the poorest wards in the UK - in the lowest 0.5% for income deprivation affecting children
- He and his wife have a huge passion for getting local people into Cycling, in particular from the local Muslim community. They wish to target those restricted by low income or cultural reasons, those in overcrowded housing, and have particularly identified families in tower blocks, such as those in the estates that surround them, as in need. In starting our partnership with them in October 2009 we aimed to help them do exactly this

- They have achieved this by running separate Girls and Boys sessions, and family rides where parents can cycle with their children
- East London Sports JAM 2009 provided a perfect launch to the partnership. By Christmas the club had grown from 20 to 49 participants, the majority of these are from different ethnic origins, including Bangladeshi, Somali and Middle Eastern backgrounds. 10 of the new participants are Muslim girls – the hardest section of society to reach
- Sports JAM also linked the club to a Tower Hamlets NHS project to get obese children active, and they now plan to run sessions for these children from March 2010. They club have also secured a one-off grant from a local Trust for £3,500, and are due to start teaching cycling proficiency at local schools later this year
- The long term goal is to create a fully sustainable club, addressing major issues of bike storage and lack of volunteers to help Lakhdar - many club bikes still have to be kept at Lakhdar's home. We endeavour to support them through this, and to see the long term growth of the club that is becoming more and more central to their community



AMBASSADORS IN ACTION



Access Sport would like to welcome new ambassador Gail Emms. Gail is the former world No.1 in women's and mixed doubles badminton, Olympic Silver medallist and Gold and Bronze Commonwealth medallist. Last time we met, Gail was heavily pregnant, so hopefully all has gone well and we wish her luck with everything!



Bradley Wiggins joined Team Sky in December and helped give them a win on his debut in the Qatar opener. 2010 looks likely to be an exciting year for Bradley and his new team, especially after his fantastic performance in the 2009 Tour de France.



Danny Grewcock visited Colet Court, in Barnes, to give a training session to the boy's rugby team. The training session was an auction prize won at the Access Sport dinner and was a great success, with Danny and the children having a great time. A big thank you to Danny from the school and Access Sport.



Rebecca Romero is training hard for her transformation from track racer to road racer. Following the changes to her Olympic discipline Rebecca is fully focused on pursuing another Gold Medal in the 2012 London Olympics.

THE ACCESS SPORT AMBASSADORS



Jon Callard



James Cracknell



Rebecca Romero



Jon Wyatt



Rachel Yankey



Mark Foster



Jermaine Jenas



Phil de Glanville



Helen Reeves



Joss Ash



Danny Grewcock



Steph Cook



John Barnes



Bradley Wiggins



Josh Lewsey



David James



Peter Marshall



Gail Emms



FUNDRAISING & DONATIONS

First of all we would like to say a huge thank you for all our fundraisers in 2009. Taking part in marathons, half marathons, climbs, mountain treks, bike rides, spinathons and many many more. Without your fundraising efforts we really could not deliver the projects that we do, so thank you very much!



Bath Half 2010 RUNNERS

The Bath Half Marathon takes part on 7th March and we would like to wish all of our runners the best of luck!

Joe Beament, Sam Beaumont, Andrew Beney, Alan Bennett, Jon Brunt, Ben Dando, James Dando, Daisy Emsley, Lisa Hacker, Mark Hardie, Adam Meads, Nick Pinder, Michael Sherring, Amie Sparey, Craig Sparey, Wayne Sparey, Kamil Zahid

RUNNING EVENTS

Access Sport also has a number of other running events available throughout 2010, so please contact Phil Peacock at phil.peacock@accesssport.co.uk if you are interested in any of the following:

BUPA London 10,000

Monday 31st May

Bristol Half Marathon

Sunday 5th September

Royal Parks Half Marathon

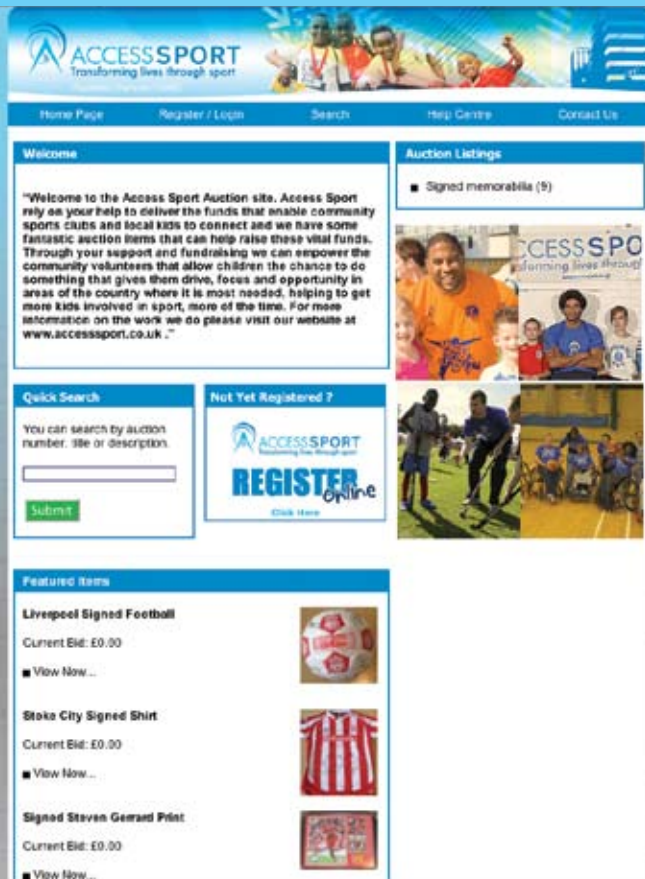
Sunday 10th October

Places are limited so please get in touch as soon as possible to avoid disappointment.

If there are any other events that you are taking part in on behalf of Access Sport then please do let us know – we would love to hear about it!

Bid for Unique Sporting Memorabilia

Access Sport has now set up our own **online auction** site where you can bid for some sporting items, perfect for keep sakes or birthday presents. The first auction will be going live towards the end of March and we have a signed Arsenal shirt, signed footballs and photos, as well as the incredible Manchester United Opus. Get your bids in now!



Virgin Money Giving

We have now set up a Virgin Money

Giving account, as an alternative to justgiving. It's simple and easy to use and allows Access Sport to get the most out of your fundraising, so please do consider using it for future fundraising pages. www.virginmoneygiving.com



The Virgin

London Marathon

Kim Ingleby will be taking on the London Marathon in April. Kim has worked in the past with one of our ambassadors,

Mark Foster, and is a leading performance and well being coach. We wish Kim the best of luck for the marathon! You can show your support for Kim on Virgin Money Giving.



FUNDRAISING & DONATIONS



Access Sport Dinner 09

The Access Sport Dinner took place on 17th September 2009 at the Hurlingham club, Fulham, and was a fantastic success. Breaking all previous annual dinner records we managed to raise over **£80,000!** The evening had a glittering array of sports stars supporting the cause and a huge thank you must go to our partners CPM, in particular Tony Stratton and his event team, as well as trustee Natalie Pinkham.

We are currently in the planning process for the 2010 dinner, which will take place on 18th November at Fishmongers Hall. Please keep your eyes open on the website for more news and register your interest at phil.peacock@accesssport.co.uk

There is also a Devon based dinner at Dartington Hall, that Sarah Gwynn will be leading on, taking place on the 6th November, so do watch this space...



Charity Challenge

Exciting news!

Our Charity Challenge partnership is up and running, with **David Lloyd's gym** in Chigwell signed up to take on Mount Kilimanjaro in October 2010. A group from the gym will be training hard from now until October to make their way up the highest mountain in Africa. If you want to take on similar challenges as an individual, or as part of a closed group, please visit the Charity Challenge website for more information www.charitychallenge.com



THANK YOU
TO ALL OUR PARTNERS FOR THEIR HELP





TRUSTEES/PARTNERS/ NEW ACCESS SPORT STAFF

THE ACCESS SPORT TRUSTEES

A big thank you to our Trustees who, behind the scenes, work tremendously hard and offer invaluable support and help.



Natalie Pinkham



Fraser Hardie



James Cracknell



Jonathan Roper



Quentin Boyes



Jim Glover

Access Sport is pleased to welcome 3 new trustees, John Sarsby, Mike Allen and Lisa Hacker.



John has joined the Access Sport trustees as board accountant, having been at Robson and Taylor for a number of years, as well as accounting for a number of high profile Bath rugby players. He has been heavily involved in fundraising for Access Sport in the past, holding the Bath dinner in 2007 amongst other things, and we look forward to him helping drive Access Sport forward.



Mike Allen, Vice President of the Coleford Site, GSK Nutritional Healthcare, has also joined the board of trustees. He is a previous Fundraiser of the Year

(2007), where he took on a number of events representing Access Sport. Mike has continued to be a huge Access Sport enthusiast and we welcome him on board.



Lisa currently works within Global Community Partnerships at GSK and has been involved with Access Sport for several years. Lisa was the Access Sport Volunteer of the Year in 2008, assisting at Sports JAMs and taking on race challenges whilst fundraising for the charity. Lisa is a keen runner and will be taking part in the Bath Half this year, as well as playing an integral role in the development of the GSK/Access Sport partnership.



PARTNERSHIP

GSK (Nutritional Healthcare) has announced that it will extend and expand its support for Access Sport to 2013, a key development which reflects the exciting strides made by the charity over the past 3 years. We are very much looking forward to continuing to develop our partnership with GSK.

GSK have also been involved in another Orange day, this time at Osterley Cricket Club, where volunteers helped repair the run down club house. (see left)



FitPro have also decided to extend its partnership with Access Sport, by signing on for another 2 years. We are especially pleased to announce that because of FitPro we are able to offer free fitness industry training and apprenticeships worth approximately £4,000 to over 100 young people. We are also developing an "Access Sport Week" as part of FitPro's internal fundraising, so lots to look forward to in 2010.



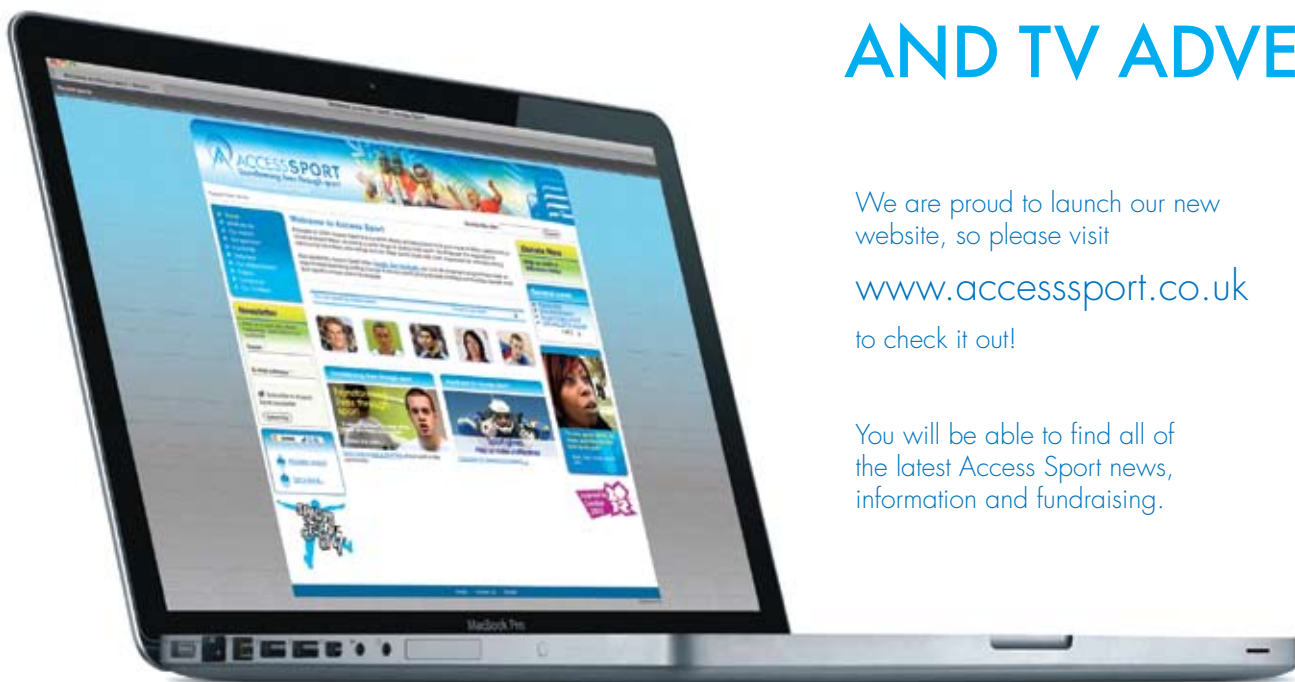
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CPM Partnership

Once again, a big thank you to CPM for all their efforts in making the 2009 Access Sport dinner such a huge success. We are also currently working on a number of fundraising and volunteering opportunities for 2010.



ACCESS SPORT WEBSITE AND TV ADVERT



We are proud to launch our new website, so please visit

www.accesssport.co.uk
to check it out!

You will be able to find all of the latest Access Sport news, information and fundraising.



We are also very excited to say that Access Sport will be airing a national TV advert, thanks to the support of M & C Saatchi. The advert will be running on channels such as Bravo and MTV from 3rd March onwards!

How else can you help?

- Be a volunteer and work with one of our Partner Clubs
- Donate items for our Sports Jam goody bags
- Donate sports equipment required by our Partner Clubs
- Supply bright ideas for fundraising activities
- Organise your own event to raise vital funds for Access Sport
- Introduce us to potential sponsors
- Introduce a sports club who needs our help
- Volunteering at Sports Jam

Email info@accesssport.co.uk if you can help in any areas

Access Sport is moving! As from 8th March we will be based in: 11 Maiden Lane, Westminster, London WC2E7

If you would like to unsubscribe please contact us at the details below.

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