



# ACCESS SPORT

## NEWSLETTER

July 2007

No 9

Registered Charity  
no. 1104687



### Hi Everyone

Welcome to the latest edition of our newsletter which is packed full of useful information about clubs, fundraising, volunteering and partnerships. On behalf of Access Sport, I am delighted to be able to report that things are going really well. We are now 4 years into the life of the charity and things are truly starting to happen. Our strategy is beginning to evolve which is helping us develop a much tighter focus. As we work through our plans to take us to 2012 and beyond, I feel really excited about the opportunity we have to transform lives through sport. AND it is your continued support which enables us to tackle head-on the issues of overweight and exclusion amongst young people in the UK. I'd like to take this opportunity to say a big thank you. It really is exciting times for Access Sport and we are glad that you are joining us on the ride.

THANK YOU

Charlie Beauchamp (Access Sport CEO)



### Partner club highlights

- Since the partnership launch in May, Lustleigh Cricket Club have grown from 8 junior members to 31 regular participants a week.
- Well done to Hillingdon Cycling Club who achieved Sport England's "Clubmark" status in June.
- Over 40 volunteer qualifications, including 21 qualified coaches, have been achieved within our Partner Club community since April 2007 – all funded by Access Sport!

### We have another new partner



Access Sport is excited to announce a new 3 year partnership with CPM - the UK's number 1 field marketing company. Alongside crucial funding and volunteer support, CPM will provide significant project management support for our Bristol City event later this year (find out more inside!).

### And inside...

- P2/3** Partner club news
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### Who are we?

#### Access Sport

is a registered charity set up with the aim of improving the health and well being of today's children . . . tomorrow's adults. Our mission is to encourage youth participation in sport.

By engaging young people in active sporting programmes, Access Sport seeks to address health and social issues such as rising obesity levels and juvenile delinquency.

We specifically focus our support on the youth section of community sport clubs. We believe that this, underfunded area, will play a critical role in increasing UK sport activity levels.

### How do we help clubs?



# Giving young people the chance to play sport



## PARTNER CLUB NEWS

### New clubs

We are pleased to announce that we have started working with 26 NEW Partner Clubs since our last newsletter! We have created a junior section for Lustleigh Cricket Club and are currently busy confirming plans with the other new additions. Watch this space to find out more including our 15 Bristol clubs who are all really excited about their involvement in the Bristol City Festival of Sport.



*Reading Rockets  
Saturday 5th May*



*Reading Rockets  
Saturday 5th May*

Over 80 children aged 6-11 attended Reading's Loddon Valley Leisure Centre to play basketball and meet the stars from the Rocket's professional team.

The festival day saw youngsters getting active in a range of fun coaching sessions and games. There was lots of "high-fiving" and the day ended with an awesomely inspiring dunk competition between the pros!



*Lustleigh Cricket Club  
Saturday 12th May*



*Lustleigh Cricket Club  
Saturday 12th May*

### Congratulations

Well done to Gavin Jefferies at Belhus Cricket Club on becoming the youngest ECB qualified coach!



Over 20 young people aged 6-16 attended the festival day launching Lustleigh Cricket Club new junior section. Lustleigh CC is Access Sport's first village partner club!



28 boys and girls aged 6-11 attended Rosendale Playing Fields in Lambeth to take part in a variety of tag, touch and contact rugby league. We are loving their new kit proudly displaying the Access Sport logo



*Brixton Bulls  
Sunday 20th May*



*Brixton Bulls  
Sunday 20th May*



*Frome Canoe Club  
Saturday 26th May*

Several hundred people attended Frome Canoe Club to see Access Sport Ambassador, Helen Reeves, open their new clubhouse. Over 60 children tried canoeing for the first time ever!..... what a great day.



*Frome Canoe Club  
Saturday 26th May*

## Special thanks

Many thanks to the following volunteers:

Andy Barton and Andrew Smerdon who very kindly lent a hand at Lustleigh Cricket Club.

Tom Hickton who enthusiastically volunteered at Brixton Bulls.

Access Sport ambassador, Helen Reeves and volunteer Mark Hardie who provided invaluable support and input at the very busy Frome Canoe Club event.

## Festival days coming up

### Bristol City Festival of Sport Saturday 8th September 2007

Access Sport have decided to trial a new Festival Day model. Working with Bristol City Council, Access Sport have identified 15 clubs across Bristol who need our support. We are planning to bring these clubs together to hold a GIANT festival day! The aim of the day is to showcase the selected clubs – helping families find out what sports can be played where in Bristol. For more information check out [www.accesssport.co.uk/Bristol](http://www.accesssport.co.uk/Bristol)

### Like to know more?

If you would like to attend an Access Sport Festival Day, either as a volunteer or to find out more about a sport, check out our website [www.accesssport.co.uk](http://www.accesssport.co.uk) or contact Dave Kitson on 0207 593 5200 / [dave.kitson@accesssport.co.uk](mailto:dave.kitson@accesssport.co.uk)



## WHAT'S NEW

### New trustee



A big welcome to Fraser Hardie who joins Access Sport as a new trustee. Fraser, who founded award winning PR agency Blue Rubicon, brings with him a wealth of invaluable experience. When he's not reading the sports pages or playing cricket (badly) he advises senior management including Cadbury Schweppes, ITV and Unilever. Formerly, Fraser was Powergen's Head of Communications and Rio Tinto's global media spokesman. He advised Number 10 on the 2004 Preparing for Emergencies campaign and London Resilience, the body preparing London for catastrophic events like the 7th July bombings.

### The Access Sport mobile

Look out for our newly branded van!



### New ambassadors

#### Joss Ash – National Surf Champion

**Born:** 29/3/82 Cornwall

**Height:** 6'1"

**Eye colour:** green/blue

**Hair colour:** dark brown

**Grew up:** in Cornwall overlooking the surf

**Started surfing:** when he was 3 his father used to take him into the sea and the surf. Joss started surfing regularly at 5 and became hooked.

**Major achievements:** currently English National Champion

**Became an Access Sport ambassador because:** he sees an increasing amount of children hanging around on street corners, drinking and generally up to no good. Joss believes sport offers children somewhere to go and allows them to focus their energy on something positive.



#### Helen Reeves – Olympic Medalist (Canoeing)

**Born:** 6/9/80 Fleet, Hampshire

**Eye colour:** blue

**Hair colour:** blonde

**Started Canoeing:** after watching Puddles Up on TV, her brother started canoeing and she, being the youngest, was dragged along at 10 years old

**Major achievements:** winning a bronze Olympic medal in Athens 2004 (K1 women's canoe slalom)

**Became an Access Sport**

**ambassador because:** she wants to see more young people playing sport. Helen knows we are in an age where kids are less active and believes that Access Sport is an amazing charity doing fantastic work to reverse these trends!



## THE ACCESS SPORT AMBASSADORS



Jon Callard



Phil de Glanville



James Cracknell



Jon Wyatt



Danny Grewcock



Helen Reeves



David James



Steph Cook



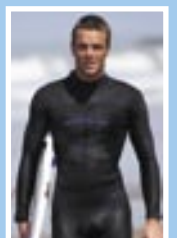
Josh Lewsey



Mark Foster



John Barnes



Joss Ash



## FUNDRAISING

### Bath Half Marathon raises over £14K!

It was a great day with a team of 25 runners representing Access Sport. In total we had 80 guests at our post race party. Many thanks to everyone who took part and made this such a fun day. If you are interested in running next year's Bath Half Marathon, please email [info@accesssport.co.uk](mailto:info@accesssport.co.uk).



### Happy hikers hit Dartmoor

The first ever Access Sport Dartmoor Challenge took place on 9th and 10th June. The team of 10 hiked over 30 miles across rugged Dartmoor. Access Sport ambassador, Jon Callard, joined in the fun (and lead the party for most of the way!) The weather was really beautiful and we were totally spoilt by our marine friends who organised everything from the stunning route to our overnight camp (including campfire, BBQ and full English!) This year raised over £2.5K and we are really excited about making this bigger and better next year. A big thanks to Chris Horsefield who organised everything.



### An exclusive affair - £6K raised!

Access Sport held a charity dinner at The Bath Priory Hotel and Restaurant. Access Sport ambassadors John Barnes, Steph Cook, Danny Grewcock and Phil de Glanville were all present. Many thanks to Robson Taylor for supporting and driving this event.



### Fast Trackers attempt to raise £25K for Access Sport

Well done to Fast Track who have raised nearly £10K to date for Access Sport. From smoothie making to Marathon's by night, we are really grateful to those who have supported Access Sport. Watch this space as there are some great ideas in the pipeline from fashion shows to "auctions of promises." Keep up the good work!

Check out this picture of Nick on Tower Bridge (mile 13) where he was ambushed by supporters Dave, Abi and Sal. Thanks for an amazing effort. (Nick is 2nd from the left)





## HOW CAN YOU GET INVOLVED?

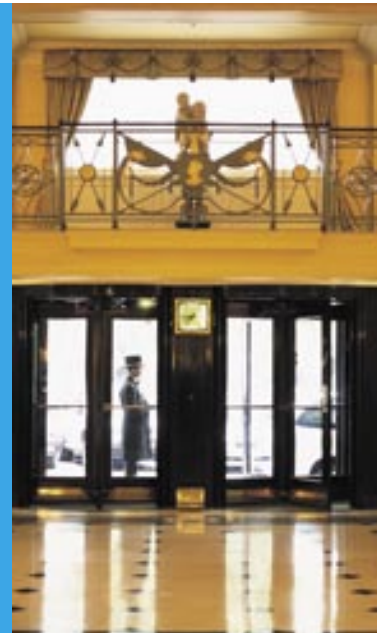
### Charity Golf Day 20th September

We are very pleased to announce a first for Access Sport – a charity golf day to be held at Royal Blackheath on Thursday 20th September. If you would like further information on how to enter a team of 4 please contact Sue on 0207 5935200 or sue.wheeler@accesssport.co.uk



### Sporting Classics Access Sport Annual Dinner 25th October 2007 The Dorchester, London

This year's MMC sponsored Annual Dinner is shaping up to be a great event. Taking place at the Dorchester, Park Lane - we have a fantastic line-up of sporting classics including our very own team of Access Sport ambassadors, comedian Rory Bremner and sublime musical entertainment from opera singers Elysium – not to mention some "not to be missed" auction items. AND we are busy firming up MORE talent as we write this newsletter. For more information or to book your table please call Fireball Event Management on 020 8704 4141 or email info@fireballmanagement.com.



### How else can you help?

- Be a volunteer and work with one of our Partner Clubs
- Donate items for our Festival Day 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

Email info@accesssport.co.uk if you can help with any of these areas.



### Run for Access Sport

Why not take one of our guaranteed race places to help raise money for the Access Sport. We still have spaces available at the following:

**Great Capital Run (10km)**  
15th July 2007

**Great North Run (13 miles)**  
30th September 2007

**Bristol Half Marathon**  
9th September 2007

**Great South Run (10 miles)**  
28th October 2007

**Nottingham Half Marathon**  
16th September 2007

All you need to do is raise £200 for Access Sport - we will supply the fundraising kit, running top and Lucozade Sport product to keep you going! To register your interest email info@accesssport.co.uk or call Laura on 0207 5935200.

**Windsor Half Marathon**  
30th September 2007



## THANK YOU

TO ALL OUR PARTNERS FOR THEIR HELP





## PARTNERSHIP

GlaxoSmithKline

At the end of 2006, we announced GSK Nutritional Healthcare as our new lead partner. GSK Nutritional Healthcare is committed to helping people enjoy active lives which is why they decided to support Access Sport. The partnership is not just a financial package and to date, GSK employees have been making a real difference to Access Sport - from club nomination and Festival Day support to some fantastic fundraising initiatives. We would like to thank GSK for their continued support!

### GSK sales teams set up shop on Portobello Market

In an Apprentice inspired team building exercise, teams of 8 headed down to Portobello Market to raise money for Access Sport. There were 4 teams (a flower stall, a make-up stall, a party bag stall and a recyclable bag stall) each competing to make the most money. With limited budget and preparation time, the teams really tested their sales skills. Raising nearly £400 for Access Sport, they certainly seemed to have fun and did a great job of spreading our message. Thanks Guys!

PORTOBELLO  
ROAD W.11.



### 3 Peaks 24 hours

Ric Exley lead a team of 10 on the 3 Peaks Challenge. Finishing with 19 minutes to spare, they raised over £3K. Despite tired legs, they had a really good time and found it a brilliant team building exercise. Thanks also to Land Rover who supplied the vehicles (Ric told us they would have probably failed without them!)



### GSK London Marathon runners raise over £12K!

Many thanks to GSK's Andy Cowan, Craig Mackie, Lisa "Lucozade" Hacker, Mike Allen and Michael Greggs who made a tremendous effort raising over £12K for Access Sport (an average of more than £2.5K each!!) A big thanks to everyone for making such a fantastic effort on a very hot day!

**Summer Social in aid of Access Sport** GSK Nutritional Healthcare are organising an employee summer party to help raise awareness. The party will take place on the 16th August and will involve all sorts of exciting "undisclosed" entertainment. Access Sport are planning to send along an ambassador and eagerly awaiting our invites!



## WHERE DOES YOUR MONEY GO?

design: www.maltdesign.co.uk



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

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