



ACCESS SPORT

NEWSLETTER

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Pilotlight and Access Sport

We are delighted to have been accepted as a new Pilotlight charity. Pilotlight, through high level business mentors, helps charities to plan and grow, with great results. We are part of the Pilotlight Inspire Project through which Olympic and Paralympic corporate partners are providing assistance to a select group of charities working to alleviate social disadvantage and ensure their future sustainability. See www.pilotlight.org.uk for more information

I am thrilled to be named the new CEO of Access Sport and I really look forward to helping the charity deliver on its fantastic mission: our focus on empowering volunteer-led sports clubs is ever more relevant. First of all, I would like to say a big thank you to our founder Charlie for his hard work over the years and I am please his knowledge and experience will continue to support Access Sport as a trustee as we move forward.

With the 2 years to go mark now passed the 2012 buzz is really in full swing and we are working extremely hard to capitalise on Access Sport's alignment and potential contribution to the delivery of the sporting and social legacy pledges through the development of 50 new clubs in the Olympic Boroughs. Our BMX Legacy Project which aims to build 5 new BMX clubs in the Olympic Boroughs linking into the new Olympic Velopark has got off to a flying start and epitomises our work building sustainable community resources which harness the power of sport to engage young people.

The launch pad for our BMX Legacy Project, BikeJAM: In the Parks, is taking place on September 18th at the finishing line of the Tour of Britain. BikeJAM: In the Parks is being sponsored by the East London Business Alliance (ELBA) and the Olympic Lottery Distributor (OLD) and promises to be a great event with cycling stars Rebecca Romero, Jody Cundy and Geraint Thomas joining us.

Inside this edition of the newsletter: we welcome Olympic Gold Medallist Greg Searle to our Ambassador Team and there is plenty of exciting news including the recent SportJAM supported by Lloyd of London, the great efforts of our fundraisers, club updates, new staff and more.....

Mark Hardie, CEO Access Sport



SportsJAM Sam take on all comers, East London SportsJAM

And Inside...

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PARTNER CLUB NEWS



Easton is an area in central Bristol, which sits in the top 1% most deprived areas of the UK, that has been in the headlines for gang related violence over the last couple of years, culminating in the stabbing and murder of a 16 year old boy in July this year.

Access Sport has combined forces with the Avon and Somerset Police to assist in addressing this problem by creating a new community sports club: Easton Street Sportz. The club is one of five new clubs that we are working with in the Bristol area and has been set up to help offer young



people who are at risk of becoming involved in gangs a different choice.

"Easton Street Sportz aims to give young people the opportunity to take part in sport to break down barriers and create strong links

between the Police and young people in Easton. This project has been made possible because of Access Sport who has provided us with the opportunity to kick start this project." Kelly Parfitt, Youth Project Co-ordinator and Avon and Somerset Constabulary.

There have only been four sessions so far, but the results are showing signs of improvement already with attendances requiring the club to move to a bigger location. Local residents are also keen to get involved and have asked if there are any volunteering opportunities for them. This progress really helps to create a sustainable club that will drive community cohesion for years to come and we are looking to develop similar projects in other areas of Bristol to prevent the cycle of gang membership.



Gail Emms attended her first SportsJAM on 3rd August 2010, with almost 2,000 people converging on Mile End Stadium, and reported all in her blog;

"I have recently become an Ambassador for the charity Access Sport which is a fantastic charity that really helps bring sport and clubs to areas that are deprived and have limited facilities. They had a "SportsJAM" at the Mile End Stadium in East London where loads of local kids got the

opportunity to try loads of different activities such as judo, athletics, badminton, skate-boarding and football. England footballer Rachel Yankey was there as well. And there was so much enthusiasm from all of the kids which was so great to see and be a part of. In some areas of this country, there are no clubs for youngsters and so they fall into the trap of getting into gangs etc because there is nothing else to do. Access Sport helps local clubs get better by bringing in coaches and equipment so that more kids can be involved. There is only one badminton club [set up with Access Sport assistance] in the whole of the Tower Hamlets Borough and with a wide population of the area being Asian, I was really shocked by this. Badminton is a fantastic sport to get the kids into because it is easy to set up, it's very social and indoors! I have seen a passion for the sport rapidly increase in the Asian community, so I went along to the SportsJAM to really promote it and the fact that it's a great way to keep healthy. I had to leave after a few hours, but the stadium was still buzzing and I know for most of the kids there, it was a day to remember."

SportsJAM was staged alongside Tower Hamlets School Sport's Neighbourhood Games and was sponsored by Lloyd's Community Programme, who provided 90 volunteers on the day.



BikeJAM: In the Parks, on September 18th, is supported by the Olympic Lottery Distributor in partnership with ELBA's Legacy 2020 programme and Access Sport. The event is being held alongside the final stage of the Tour of Britain cycling. BikeJAM: In the Parks is designed to promote community serving clubs in the Olympic Boroughs in the run up to 2012, and marks the launch of our BMX Olympic Legacy Project to build 5 new BMX clubs in the 5 Olympic Boroughs.

The event will be next to the Tour race finish line and team buses, with a brilliant array of cycling tasters, competitions and club sports.

BikeJAM: In the Parks is part of our SportsJAM series and really assists in driving our work developing 50 community serving clubs across a range of sports in East London in the run up to the Olympic and Paralympic Games in 2012, so please do come down as it promises to be a fantastic day!



The first SoccerJAM took place in Queens Square, Bristol, on 10th June in partnership with Bristol City Council. There were 8 "come and try" zones that included beat the goalie and test your speed, as well as club zones that focused on skills, drills and how to get involved in football within the Bristol area. SoccerJAM supported the "Don't Drop the Ball on Aid" appeal with Oxfam and collected used football strips to send to Beira, Bristol's twin city in Mozambique.

It was a really successful event with lots of people in attendance and a special thank you from Access Sport to Ashton Girls Football Club for all their help on the day.



BMX Legacy On Track

Shanaze Reade (World BMX Champion), has backed the new BMX Olympic Legacy Project stating: "BMX is my life and passion, I was a young kid when I got into racing so I am right behind Access Sport and British

Cycling's project to create 5 new BMX clubs in East London - there definitely needs to be better tracks in London"

The 2012 Olympic Games will provide amazing sporting venues in East London including the world class BMX facility where we hope Shanaze will pick up Gold. However, there are currently no BMX Clubs in any of the 5 Olympic Host Boroughs to make use of it after the Games leave town. Access Sport are now working with key partners including the 5 Host Boroughs, British Cycling and Lee Valley Park, owners of the Olympic venue, to ensure a lasting sporting and social legacy from the Games.

Through our experience working with L' Dub BMX in Bristol we know BMX is a brilliant way of engaging young people in positive activities, giving them new skills, confidence and qualifications and even helping them progress into employment. The new BMX Olympic Legacy Project that will create 5 brand new BMX Clubs developed in the 5 Olympic Boroughs. Each club will be developed to be sustainable,



sport and youth development focused, along with new local BMX tracks to be built in each borough, so that each club can benefit from the new Olympic venue in 2013-14.

The first of these clubs is currently taking shape in Newham, and has been entitled 'BMXtreme' by the local young people. Access Sport are leading on club development with the London Borough of Newham and local youth development charity the NCYTrust, who have 20 years experience delivering

outreach and training to "at risk" young people locally. The social inclusion aspect of the club development plan is built in from the outset, and is designed to help improve employment prospects, health, and reduce crime in an area which stands in the top 1% most disadvantaged in the country.

At the end of the year BMXtreme plan to move into a new track that's being built on a regeneration site in Canning Town, where soil will be lifted from the Olympic Park onto the site, and shaped to form the track. The club is launching at BikeJAM on 18th September (see opposite). So exciting times ahead for BMX in East London - we may even produce future Olympic Champions at the same time!





FUNDRAISING & DONATIONS

THE RICKSHAW RUN

The Rickshaw run is a journey from Northern India all the way down to the South.... In a Rickshaw. This great event, taking place in the beginning of 2011, is something that four intrepid Access Sport supporters have decided to take part in; Zinnia, Rob, Ross and Felicity. Throughout the year the team will be taking part in a variety of fundraising events, supporting their overall fundraising for this challenge. You can find out more about the Rickshaw Run and the team by going to web.me.com/rickshawrun/2011/Homepage.html During the summer the team Paddle Surfed their way from Henley to London - a really amazing effort - and had a pub quiz as part of their fundraising.



Ocean 3100 target £50,000

James Kayll, Tom Kelly, Ed Wells and Oliver Wells will be competing in the Indian Ocean Rowing Race 2011, consisting of a 3,100 mile crossing. The race starts from Geraldton, Western Australia in April and finishes in Mauritius. With a newly designed boat the crew aims to break the current record of just over 68 days. The boys are looking to raise £50,000, to be split between Access Sport and the Mark Evison Foundation. Their main fundraising event for this challenge is the Indian Ocean Charity Ball, which will be held at the Hurlingham Club on the 29th October. Those of you who attended our annual dinner in 2009 will remember what a fantastic venue that is, so please do support their great efforts by checking out their website, donating or taking some seats at their dinner! www.indianocean3100.com



FUNDRAISING & DONATIONS

A great deal of fundraising has been going on over the last 6 months, so thank you so much to all of you.

ENDURO RAISES £12,000

Most people like to relax over the August Bank Holiday, but not the Access Sport Enduro All Star Team. Paul Annergarn, Simona Casella, Christophe Duval-Kieffer, Julien Leonard, Adrian Carr and Michael Guard are the All Stars who took part in the Enduro Challenge, taking on 5 other City Banks.

The Enduro Challenge is a relay triathlon event that is very much for the brave. It starts with a 90 mile run from London to Dover, then a 25 mile Channel swim to Calais (with no wetsuits) and concludes with a 180 mile bike ride to the Eiffel Tower. Each leg is done in a relay, with six members in each team. On top of that colossal effort the team have raised close to £12,000! Time for a rest!



SWIMMING TO BESTIVAL....

Guy West has swum to Bestival, the Isle of Wight music festival, from Stokes Bay, Gosport. The challenging 3 1/2 mile swim across the Solent has some serious tides, as well as a lot of boats. A really great effort from Guy who has raised around £3000 to date!

COLLYER BRISTOW

On Wednesday 30th June Collyer Bristow held a fascinating debate on "A Sportman's private life is nobody's business but his own", with the debating panel starring Max Mosely (Former president of the FIA), Matthew Syed (Journalist and former Olympian) and Desmond Browne QC (leading media law silk).

In between the exchanges of opinion those in attendance kindly donated to Access Sport raising £404.31. Thanks very much guys.

BRISTOL HALF MARATHON

Keynsham Swimming Club, one of Access Sport partner clubs in Bristol, had 4 of it's senior members taking part in the Bristol Half Marathon on September 5th. Great to see our clubs giving back to the Access Sport following 3 years of support. Thanks very much to:

- Joe Beament
- Sam Beament
- Eve Lockett
- Abbie Bidgood

Great effort guys!



RIDE ACROSS BRITAIN

The Deloitte Ride Across Britain, organised by one of Access Sport's partners Threshold Sports, is exactly what it says on the tin - A serious bike ride from John O'Groats to Land End over 9 days, taking on a gruelling number of hills on a particularly tough route. Quentin Boyes, one of Access Sports trustees took part in the 115miles per day and fundraised £1,737, as well as blistering various parts of his body! Quentin is now preparing for the Devizes Kayak ride.... Obviously Q agrees with pain!



ROYAL PARKS HALF

We have 15 runners taking part in the half marathon on October 10th

It would be fantastic if people would come down and join the Access Sport team to support all of the runners. Last year's event was a lot of fun and this year promises to be just as good, so we look forward to seeing all our runners and supporters on the day.

If you are interested in taking part in any running events, then please do contact phil.peacock@accesssport.co.uk for more information.



Access Sport

To Support Scottish Clubs

The Access Sport Gym Challenge takes off in Edinburgh as part of developing our national footprint. Six Edinburgh Leisure gyms are running the Access Sport Gym Challenges during the first week of November to raise money for local community sports clubs in deprived areas of Edinburgh. These are the first of what we hope to be many AS Gym Challenges taking place throughout the country.

The AS Gym Challenge is not only a benefit to the local community, but to the gym as well, as it offers clients something different, exciting and truly valuable in driving change forward in the disadvantaged areas of the UK.

Any gyms or gym chains interested in taking on the AS Gym Challenge then please contact Phil Peacock on 020 7557 7835 or phil.peacock@accesssport.co.uk

ACCESS SPORT DINNERS

Access Sport will be holding two dinners this year, with the main Access Sport dinner being held at Fishmongers Hall on 18th November and the Dartington Dinner, down in South Hams, being held on 6th November. There are still a few spaces available for both dinners, so please do contact the following to guarantee your place:

Fishmongers Hall Dinner, London
Tania.anderson@accesssport.co.uk
or 020 7557 7835

Dartington Hall Dinner, Devon
saragwynn@blueyonder.co.uk
or 07793 748795

For more information on the dinner please visit our website www.accesssport.org.uk





AMBASSADORS IN ACTION



We are really excited to announce that we have a new ambassador; Team GB rower Greg Searle has joined the Access Sport team. Greg recently won a Gold Medal in 1992 and is now training for the London Summer Olympics in 2012. He recently took home a Gold Medal at the World Championships in the men's eight and is training hard to be part of the winning team in 2012. Greg has supported Access Sport at the last two dinner's and it is really great to have him working with the charity.



Gail Emms and Rachel Yankey joined us at SportsJAM, so thank you for their support. Gail is settling into motherhood nicely and Rachel recently won her 100th England Cap, marking the occasion with a goal on her return to the team.



Following James' accident we wish him the speediest of recoveries. We look forward to seeing you back up and running James!



After his solid performances for England during the World Cup, David has joined Bristol City this season in their bid to reach the heights of the Premiership. Good luck with the long season!

You can also follow our ambassadors on their various blogs and twitter pages to find out what else they are getting up to, as well as the Access Sport website www.accesssport.org.uk

THE ACCESS SPORT AMBASSADORS



Jon Wyatt



James Cracknell



Rebecca Romero



Jon Callard



Rachel Yankey



Mark Foster



Jermaine Jenas



Phil de Glanville



Helen Reeves



Joss Ash



Danny Grewcock



Steph Cook



Greg Searle



John Barnes



Bradley Wiggins



Josh Lewsey



David James



Peter Marshall



Gail Emms

THANK YOU TO ALL OUR PARTNERS FOR THEIR HELP



PARTNERSHIP

We are currently working with GSK to deliver an Orange day in Bristol and would also like to welcome Jill Hodge, who is on secondment as part of the GSK Pulse programme. Jill is heading up our Corporate Development team.



GlaxoSmithKline



Fitpro's Access Sport week took part in August, with FitPro members of staff taking part in a variety of events, from Wii Sports and football to a pub quiz.



CPM Partnership

Following CPM's fantastic work on the annual dinner in 2009, Tony Stratton is again helping to deliver a truly great event for 2010. Thank you again Tony for all your help in making the dinner a success.

Other Staff News

We would like to welcome a number of new members to the Access Sport: Jill Hodge has joined us for 6 months from GSK as part of the Pulse volunteering scheme and is heading up our Corporate Development team. Lenneisha Evers, Haris Farid and Ernel Brooks have joined via the "Future Jobs Fund" further until November. Lenneisha and Ernel are assisting with the club development projects and Haris is part of the fundraising team. Four really great additions – welcome to Access Sport.

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



Mike Allen



Lisa Hacker



John Sarsby



SPORT GIVES GIVEBACK

Whether as a park player, armchair fan, or elite athlete – if we pause to think – we realise that sport gives to many of us, to our family and friends.

- Health
- A sense of achievement and belonging
- New horizons and skills
- Just something to laugh and chat about

Those of us interested in sport tend to end up spending a fair amount of money, whether it be TV subscriptions, match tickets, replica shirts, training shoes, gym subscriptions or bikes... Please stop to consider that giving a little to those in

the UK's poorest communities who can really benefit from what sport gives makes a big difference to individuals and communities:

- £6 a month brings one child into sport
- £12.50 a month can give a club a qualified coach
- A one off donation of £2,000 helps a club grow for one year

If you want to get involved in fundraising, or just want to hear about what our supporters are up to then visit the Access Sport website www.accesssport.org.uk or contact phil.peacock@accesssport.co.uk

www.accesssport.co.uk/donate



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