

Three Year Vision 2017-2020

1 Background To The Club

1.1 SMAC is a voluntary based organisation situated in Winton with over 100 years experience of providing health initiatives, training sessions and competition for residents across the Salford area. The current facility includes a track and field stadium which meets UK Athletic standards of competition and therefore the Club regularly hosts school sports events and regional inter-city league meetings.

1.2 Membership comprises over 200 people aged between 8 and 75 years. The membership is evenly balanced in terms of gender and strives to improve its recruitment from ethnic and disabled groups. There is a good catchment of members from across a broad range of Salford wards although the Club works to target those schools and wards where physical inactivity is an issue.

1.3 The Club has a Chair, Treasurer, an elected committee and a team of qualified volunteer coaches. There is a Club constitution and regular minuted meetings are held by both the committee and the coaches to address key issues and actions.

1.4 There is an active parents group which is steadily building as both a user group (ie. undergoing exercise and training programmes) and a contributory group (ie. using the varied skill set of parents to contribute to the on-going development of the Club).

1.5 There is a senior member volunteer programme, where young athletes aged between 14 and 18 are encouraged to deliver coaching sessions to younger athletes, under the guidance and support of the senior coaches.

1.6 For the past eight years the Club has worked closely with Salford City Council's Twinning Committee and has undergone several exchanges with athletes from St Ouen in Paris. This has had a big impact in profiling Salford and in learning key aspects of cross national issues and tolerance among our European counterparts.

1.7 In partnership with Salford Royal NHS Trust, SMAC co-chairs the Greater Manchester Obesity and Awareness Support Group and is a lead player in Salford's response to the growing national issues on physical inactivity and obesity. This work is crucial to improving Salford's standing in national league tables by ensuring agencies work together on sharing best practice and referring between one another on matters of intervention and medical treatment.

1.8 The Club has an alumni of talent which has helped to promote Salford in a positive manner. This includes members who have gained experience of both competition and volunteering at SMAC and then progressed into professional sport and other associated careers : GB athletics,

English Schools athletics, UK Masters athletics, Premier League football, Championship football, professional boxing, Australian rugby league, New Zealand cross-fit, international coaching, physiotherapy, general medical practice.

2 Long Term Sustainability

2.1 The Club is working hard to create a long term sustainable growth plan which both anchors current membership and builds a solid base for drawing in people of all ages, abilities and other characteristics.

2.2 The Club will work to accrue extra resources to support its targets in

- recruiting more 11 to 16 year olds
- providing services to local schools (such as taster sessions, event management and healthy school standards)
- ensuring there is an on-going gender balance
- attracting more interest from key wards, ethnic groups and people with disabilities
- building its senior athlete volunteer programme in order to grow coaches of the future
- continuing to develop coach expertise through on-going training events
- strengthening its links with key agencies in Salford (such as council members and officers, health improvement team, medical practices, schools, leisure services, etc).
- playing its part in challenging the obesity epidemic in Salford through early intervention and supporting the work of the GPs, health improvement teams, hospitals and other medical services

3 Current Context

The Club recognises that it operates within a changing strategic context and faces key challenges which it needs to continually review and respond to :

3.1 Public Health (Salford Physical Activity Framework)

- there are too many adults in Salford who remain physically inactive (less than 30minutes exercise per week)
- there is no consistent measure of physical activity among young people (currently 32,000 children in primary and secondary education in Salford)
- BMI data (body mass index) shows that obesity rates in children more than double between reception and year 6 in Salford primary schools
- there are stark differences in obesity levels and physical activity between Salford wards

3.2 Environment (Greater Manchester Spatial Framework)

- as part of the GM 25 year plan, Salford needs to meet challenging targets for the building of new homes
- this will require a consequent growth in services to support the increase in population (schools, medical and health support, transport, sports and leisure opportunities)

- there needs to be a balance of development in urban and green landscapes
- school playing fields become prime spaces for potential development and therefore access to other local sports and leisure facilities will be crucial
- specialist facilities such as Cleavley's track must be open to multi-use and supported by active partnership working

3.3 Education (Obesity and Awareness Information and Support)

- Salford does not fare well in national and sub regional measures of obesity and physical inactivity
- national curriculum around physical exercise and nutrition is inconsistent
- the cost of medical intervention in obesity is reaching crisis point because of the inconsistency of education around prevention

4 Club Vision

4.1 SMAC will continually strive to understand the context in which it operates and be responsive to these contextual factors in order to provide the best possible service it can for Salford residents. The points identified in 4.2 below represent the key themes which underline our vision for the next three years.

4.2 SMAC will undertake key actions which reflects the context in which it operates and will provide appropriate responses :

Strive For Inclusion And Excellence

- by systematically reviewing local data on diversity and participation so that our membership and social events provide real opportunity for inclusion
- by welcoming people of all ages and abilities (from the age of 8 years) to engage in regular exercise and awareness raising programmes
- by systematically consulting with local residents on how the Club impacts upon them and how we can work in harmony
- by promoting our "circles of success" concept, which encourages individuals to strive for personal bests
- by providing opportunities for members to compete in track, field, cross country and road events at local, regional, national and international venues

Play A Lead Role In Reducing Physical Inactivity And Obesity In Salford

- by building a network of services engaged in both medical intervention and prevention and formulating a unified plan to increase levels of physical activity among Salford residents
- by actively promoting healthy school standards and initiatives such as Sugar Smart and Beat the Streets, which help to raise the profile and increase awareness of the causal factors of obesity
- by holding regular community events, in partnership with other local providers, to jointly promote positive approaches to prevention

- by applying our expertise in supporting events which raise the profile of Salford Sport (track and field judges, cross country organisers, timekeepers, race marshalls)

Strengthen Long Term Sustainability

- by continuing to "grow our own" expertise through the successful Young Volunteer Programme and the "Parental Skill Bank"
- by investing in continuous training and development for our coaches and other volunteers
- by holding regular focus groups across each age group so that every member and family have the opportunity to comment on issues and influence the future direction of the Club
- by providing structured curriculum opportunities for young volunteers to advance their skill set and build portfolio evidence for their GCSE and Duke of Edinburgh awards
- by researching funding opportunities and drawing down finances to improve the physical assets of the Club
- by hosting school events and regional competitions as a means of promoting Salford in the best possible light to visitors

Put Athletes First

- by implementing UK Athletics approved guidelines and having robust systems for safeguarding and well being
- by continuously reviewing the robustness of our data systems, website and social media
- by adhering to a programme of "long term development of the athlete" which recognises that physical and emotional maturation varies between individuals and that long term positive lifestyle outweighs immediate success
- by applying the highest standards of coaching and injury prevention techniques

Work In Wider Partnerships

- by attending and representing the Club at cross city meetings and events
- by jointly planning with other key services to ensure unified approaches to engagement and development of Salford residents (for example education, health improvement, community leisure, sports clubs, local councillors and council officers)
- by developing jointly agreed measures of impact which will help to identify and promote strategies which work

5 Annual Review

5.1 The vision outlined in this document is open to discussion and amendment at the Club's Annual General Meeting on 8th February 2017 and subject to annual review thereafter.