

Guide 3: How do I decide which type of physical activity service is right for my organisation?

Delivering a sport and physical activity service
A toolkit for mental health providers



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This guide covers

- The different types of physical activity services you could deliver.
- The cost and resource implications associated with different types of physical activity services.

There are a number of ways your organisation could provide a sport and physical activity services for people with mental health problems. Options include:

- Ongoing activities, such as weekly cycling or football groups.
- Signposting and information services. For instance, providing information about local sport and physical activity sessions, and helping people access them.
- One-off sporting or activity events.
- Fundraising events.
- Group-based activities.
- One to one peer support.
- Peer support groups.

The table opposite gives an indication of the level of financial investment and staffing required for different physical activity programmes. Further information is available in guide 8: *What steps should I take when designing my session?*

Investment needed	Under £1,000	Under £10,000	Under £100,000
Type of service	Short intervention to get people active and move to a community group, such as a mental wellbeing running group.	Series of physical activity groups or tasters leading to community groups, such as a multi-activity programme with various target groups.	A dedicated service to help people with mental health problems get involved in sport and physical activity services in their local area, such as the Get Set to Go programme.
Duration	12 weeks	Less than 12 months	2 years
Approximate number of participants	8 to 12	50 to 90	150 to 200
Human resources required	<ul style="list-style-type: none"> • Coordinator two hours per week • Administrative support • Volunteers 	<ul style="list-style-type: none"> • Sessional coordinators • Administrative support • Volunteers 	<ul style="list-style-type: none"> • Project Coordinator or Volunteer Coordinator (full time) • Project Officer/ Administrative Support (part time) • Trainers (sessional) • Volunteers
Other costs	<ul style="list-style-type: none"> • Training volunteers (induction, CPD courses) • Management charges • Equipment • Marketing and promotion 		

If you decide to recruit a member of staff to coordinate or deliver your physical activity service it's important to ensure they have a good balance of mental health and sports knowledge, along with project management skills. An example job description from the Get Set to Go programme is included in this guide's resources section, below.

Resources

Example Sports Coordinator role description

The role

To develop and deliver the Get Set to Go programme, which aims to remove the barriers that people with mental health problems can face when wanting to become more active. Through the role you will engage with a wide range of stakeholders. You will also develop a team of volunteers to support participants and help them to gain confidence and to get involved in sport and physical activity sessions.

Main responsibilities

1. To set up the Get Set to Go programme, working with key stakeholders from the health and physical activity sectors.
2. To manage the development and delivery of the programme, including:
 - a. Engaging new participants by working with referral partners and developing effective marketing tools.
 - b. Supporting participants and volunteers so they receive a high quality experience.
 - c. Overseeing the organisation and delivery of physical activity sessions.
 - d. Recruiting, training and managing a team of volunteers to provide both group and to-to-one support to participants.
 - e. Developing relationships with local key stakeholders to embed the programme within local health and physical activity structures to provide exit routes for both volunteers and participants.
3. To actively promote the service to prospective beneficiaries from all sections of the community and to referring stakeholders through producing a wide range of communications including direct mailings, social media, development of flyers, attendance at open days, events and press releases suitable for the audience.
4. To contribute to the development of the service and securing of funding to maintain the programme beyond the 18-month pilot stage.
5. To deliver a range of presentations including workshops, information sessions and Mental Health Awareness for Sport and Physical Activity (MHASPA) training promoting the service and the benefits of being active for mental health.
6. To monitor the project delivery and provide quarterly output and outcome data to Mind, contributing to the national programme report.
7. To liaise with the national evaluation partner and provide data and support where appropriate.
8. To contribute towards national and regional campaigns to get more people active promoting the service through key media and communications activities.

9. To represent the organisation at external meetings and events as agreed including attending quarterly networking meetings, delivered by Mind and attended by all local Mind sports coordinators.
10. To be responsible for the health and safety and safeguarding of the service participants and volunteers through developing risk assessments and working within the services policies and procedures.
11. To undertake training relevant to this post.
12. To participate constructively in team meetings and to engage positively in monthly support and supervision.
13. To work in accordance with the organisation's policies and procedures.
14. To act at all times in a manner consistent with the organisation's code of conduct.

Person specification

This document sets out the skills and experience required for this post and will be used for shortlisting and interviewing candidates.

<i>Requirements</i>	<i>Essential/ desirable</i>
Qualifications	
• Sports coaching or leadership qualifications, such as NGB coaching award, fitness instructor certificate, leader or activator award.	Desirable
• Tutoring or training qualifications, such as PTTLs, CTS, teacher training qualification or equivalent.	Desirable
Experience	
• Excellent project coordination skills, with a track record of delivering against targets and objectives.	Essential
• Personal experience of mental health problems or experience of working with people with mental health problems.	Essential
• Engaging and working productively with a wide range of both internal and external stakeholders.	Essential
• Recruiting, training, managing and motivating volunteers.	Essential
• Delivering effective training to a variety of audiences.	Essential
• Developing and delivering funded projects.	Essential
• Report writing.	Desirable
• Reaching communities that have not historically engaged in mental health services.	Desirable

Requirements

*Essential/
desirable*

Knowledge

- An understanding of the positive impact that physical activity can have on mental health and the structures that exist within the sport and physical activity sector that can support the project. Essential
- An excellent understanding of the issues and effects of mental health problems. Essential
- A working knowledge of monitoring and evaluation methods, and measuring outcomes. Essential
- A working knowledge of safeguarding considerations. Essential
- Marketing, website and social media administration experience. Desirable