



THE MOST IMPORTANT PARTNERSHIP IN GRASSROOTS SPORTS

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

FOCUS ON COLLABORATION 4: WORKFORCE DEVELOPMENT

STB – Swabian Gymnastics Federation ● Department for Sports and Physical Activity, City of Stuttgart

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

WORKFORCE DEVELOPMENT THROUGH COMMUNITY INVOLVEMENT: PROFESSIONAL STAFF AND VOLUNTEERS

The kitafit programme aims to promote children's physical activity in kindergartens. We want to ensure that there is a good and comprehensive training programme available for teachers and educators. Therefore, a partnership has been set up between STB and the City of Stuttgart (Department for Sports and Physical Activity and Youth Department) to help the teachers and educators gain more qualifications to improve the quality of the physical activity offers.

We started with a pilot project and have now established a long-term partnership. We have set some strategic goals in terms of content: e. g. the implementation of "Hengstenberg" – special equipment to build up activity parkour facilities in each kindergarten.

To make sure that the partnership has clear direction and that both partners are engaged, we signed a cooperation contract which defines the partnership. Special needs are identified through regular evaluation surveys and feedback talks. The persons involved are active in each other's respective and have a regular exchange, because it is our duty to build up more partnerships and develop synergies.

There is sustainability of funding because there is a budget for the kitafit programme provided by the local council. Furthermore, quality assurance is part of the kitafit programme: we test the children to see if they are making progress and we evaluate the lessons through questionnaires as well as personal talks.

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DESCRIPTION OF THE PARTNERSHIP

STB and the City of Stuttgart are working together to develop campaigns and training programmes to promote physical activity and improve the competences of educators delivering the activities.

OBJECTIVES

- A long-term goal is to increase the number of physically active persons.
- Our shorter term goals are:
- To offer citizens of all ages classes that promote moving for health – especially in sports clubs.
- To support the sports clubs and volunteers with different services in their daily work, e.g. promoting their offers, qualifying their trainers or developing new offers.

REACHING THE OBJECTIVES

To reach our aims, different measures and activities in the City of Stuttgart and in collaboration with the sports clubs are planned: e.g. the project “Sport in the park”, which takes place in 34 different places all over the city; the GYMWELT campaign, which supports the sports clubs to implement new programmes in the field of fitness and health for all age groups and to reach a broad public with their offers; and the “kitafit” programme to improve children’s motor skills. Data from participants taking part in the different measures are collected to monitor their success.

COORDINATING THE PARTNERSHIP

Each partner has their own projects and focus areas that contribute to reaching the goals. The people involved meet at regular intervals to talk about the current status and plan the way forward. In some areas of our cooperation we have signed a contract that defines the partnership.

IMPACT ON THE LOCAL COMMUNITY

We share ideas openly in the community and the people involved in the different areas of cooperation are in close and regular contact. Within all programmes we involve a lot of local institutions from the community, which are directly in contact with citizens.

WORKING TOGETHER TO UNDERSTAND AND IDENTIFY LOCAL DEMAND FOR SPORT AND PHYSICAL ACTIVITY PROVISION. SHARING INFORMATION AND DATA

Both organisations collect different data from the projects, for example, the number of members in sports clubs, the number of participants in “kitafit” and other projects like “Sport in the park”, the number of qualified trainers and educators, the feedback from citizens concerning quality of life, physical activity and more (questionnaires). If the numbers and feedback are developing in a negative way, we adjust the measures and projects.

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BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR

Both organisations have established partnerships with many stakeholders who can be contacted for special programmes. Furthermore, STB and the City of Stuttgart organise or take part in different round table discussions (organised by different organisations e.g. the department for sports and physical activity, STB, health insurance companies and the local health authority) about specific themes in Stuttgart to build relationships with additional organisations and stakeholders.

ENSURING FUNDING AND SUSTAINABILITY OF ACTIVITIES WITHIN THE LOCAL AREA AS PART OF A COMMON STRATEGY

There is a planned budget for different projects conducted by both organisations. The activities are defined at the beginning of a project and adapted over the course of the project if necessary.

WORKING TOGETHER IN ORDER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS

One of STB's focus areas is the qualification and education of volunteers and trainers (more than 1000 per year). In cooperation with sports clubs and partners, like the City of Stuttgart, STB offers special programmes addressing the different participants' requirements.

WORKING TOGETHER TO PROMOTE PHYSICAL ACTIVITY AND SPORT

We implement different programmes to reach different age groups: e.g. "kitafit" for children, special offers in sports clubs for children and youth, and programmes and activities for adults or older people ("Sport in the Park" or special programmes in sports clubs like "Fünf Esslinger"). Some of these programmes are planned and implemented collaboratively (between the City of Stuttgart, STB and sports clubs) and communicated in different ways to reach many people (leaflet, website, events, etc.).

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