



Location	Ross and Cromarty (Dingwall), Scotland
Programme	Active Futures
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Project description

The idea for the project came from a cheerleader course run at the football academy. This course ran over a week in the summer and attracted many young women. When the funding became available through BIG, the Sports Council decided to apply. The project focuses on the Community Regeneration Fund (CRF) areas in Easter Ross. These areas are among the 15% most deprived areas of Scotland according to the Scottish Index of Multiple Deprivation 2004. Highland Council, one of the project partners, focuses on these areas for regeneration activity and has contributed to the funding on the understanding the project will run activities in these areas.

The project aims to provide a dance experience for people aged 17-24 in Easter Ross. Most the programme is targeted at hard to reach young women, particularly teenage mums. Through dance participants can take part in physical activity in a fun, non-threatening environment.

The project employs a full-time dance teacher and a part-time administrator. The dance teacher runs classes throughout Easter Ross at a number of community halls, schools and sports venues. The classes run at several different times not just within 9 to 5. The project recognises there are specific times when classes are more accessible for the target group. In particular the project targets young mums. Classes for young mums run at venues where there are childcare facilities and at times that do not clash with school hours.

The classes run weekly during the school term. The project focuses provision on long-term classes not relying on short-term or taster sessions. In the bid it is clear the project will not just be a one-off but will offer sustainable, long-term activities for participants. In the school holiday weeks the project will deliver intensive classes such as a week-long course running each morning. The project has ideas for sessions to run in the October break and next Easter.



Project aims and objectives

The aim of the project is to provide a dance experience for 17-24 year olds in Easter Ross. The project will focus provision in identified CRF areas with Ross and Cromarty, areas within the 15% most deprived areas of Scotland. The project will target hard to reach young women, teenage mums in particular. The project will also work with young men and those with disabilities. The project aims to deliver continuous weekly activity throughout the year.

The table below shows the projected outcomes and targets for the project, as listed in the project application form. The table links these outcomes with Key Performance Indicators (KPIs) that will be measured as part of the evaluation.

Outcome	Target	Key Performance Indicator (KPI for the evaluation)
Young disadvantaged women will have greater self-confidence and regularly participate in contemporary dance	2,658 participants	KPI Participants
Young disadvantaged women will have the confidence to develop new skills through participation in training courses associated with dance	12 young women	<i>KPI Sports qualifications</i> KPI Coach
Provide opportunities for any young men in target areas who wish to participate in the programme	20 young men	KPI Participants
Disabled young people will have greater self-esteem through participation in creative dance	20 participants	KPI Participants

Over the coming year there are several practical aims which the project has set:

- Run classes in Tain, Invergordon and Cromarty in the October school break
- Look into the possibility of producing a show in the summer of 2007

Project delivery

The project delivers its activities through hour-long classes at various places in Easter Ross. These places have been chosen to allow easy access for participants in terms of location and facilities. Childcare facilities are important for the target group so venues are chosen with childcare facilities on site.

Staffing

Helen, the development officer for Ross and Cromarty Sports Council, is the project manager and she spends one day a week at the project – this is time “in kind” from Ross and Cromarty Sports Council. Alison the administrator works 10 hours a week on the project, and Amy the dance teacher is employed full-time on the project. The project manager felt it was important to employ the right person as the dance teacher as this would directly affect the success of the project. As part of the recruitment process candidates had to deliver a class with a group of senior pupils from the local high school.



The pupils were asked for feedback on the candidates. The feedback from the pupils was taken into consideration in the interview process.

Although focusing mainly on young women, the project is running one session a week with young people with learning difficulties from the Isobel Rhind Centre. This centre operated by Highland Council provides day activities for adults with learning difficulties. This class has been successful and the participants are very enthusiastic. The project hopes to increase the number of participants from the centre in the next few years.

Reaching the target groups

The project advertises classes through the local press and community groups. Adverts have been included in local newsletters and leaflets added to local and community newsletters. For example, in Milnafua a flyer was included in their newsletter for residents. In Balintore, the residents association delivered flyers door-to-door. There have been mixed responses to the classes in some areas. In the October school break the dance teacher will do several taster sessions in Cromarty, Tain and Invergordon. Classes in these areas have been slow to start.

The project is the only one of its kind in Ross and Cromarty, and it would not have happened without the Active Futures funding. The project is only in its first few months of operation so it will be in the next 12 to 18 months that other issues will arise.

Project Links

Ross and Cromarty Sports Council is the lead partner for this project. Highland Council,

Eden Court Theatre and the Highland Football Academy are the other partners. The management committee for the project meets 2 to 3 times a year, and the project also reports to the Board of Directors of the Ross and Cromarty Sports Council.

Highland Council help with risk assessments and give leisure centre hours free. The Eden Court Theatre give personal development support to the dance teacher – as time “in kind” to the project. The dance teacher meets with Louise Marshall of Eden Court once every 2-3 months.

The project works in partnership with several other organisations in a less formal way. The project has been in place for a few months and it has made several contacts with local groups. This is because of the project manager’s knowledge of the area and the other work she does for several organisations within Ross and Cromarty.

The project is linking with local groups such as the CHICKS group in Ainess. CHICKS is a group of teenage mums who meet to socialise and learn. In Milton the project works with the Community House committee to advertise classes through a door-to-door leaflet campaign. The dance teacher works with the Goals 4 Us project – this project works intensively with a group of 4 “looked after” youngster who have multiple discipline problems. The dance teacher helps out for one session a week. This class although not directly related to the project provision is allowing the dance teacher to gain more experience and training in dealing with young people with multiple problems. In Milnafua the project is working with the community arts worker to provide classes.

Other organisations have contacted the project to see if they can work in conjunction with the project. Get Ready for Work (Careers Scotland) have contacted the project to see if they can work with them on some classes for their participants.



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Future

To encourage young men to attend classes at the project the dance teacher will train in “Urban Funk”, a dance style popular with young men. It is hoped to run an “Urban Funk” class in Alness on Friday evenings. Some of the participants will be attending the “Girls on the Move” leadership training course. From this training the project may run a course for participants to become leaders. It would not be a formal qualification but this could lead to some participants going on to a formal qualification.