

Case Study



Project

Fit4dance

Organisation

Averon Leisure Centre

Date

November 2008

Contact

Sonny Rhind

Contacts details

Sonny Rhind
Averon Leisure Centre
High Street
Alness
IV17 0QB

About the Organisation

The original bid was led by Ross and Cromarty Sports Council. However through financial and operational difficulties the Sports Council could no longer manage the project. After discussions with the Big Lottery Fund and Highland Council it was agreed that Averon Leisure Centre would manage the project delivery in the final year.

Project overview

The project aims to provide a dance experience for people aged 17-24 in a semi-rural area of the Scottish Highlands. Most of 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 dancer and a part-time administrator.

The project focuses on the Community Regeneration Fund (CRF) areas in Easter Ross. These areas are among the 15% most deprived areas of Scotland as identified by the Scottish Index of Multiple Deprivation.

What has it achieved?

In the first two years the project engaged with almost 1,200 young people. Most of the beneficiaries are women but there are two men that attend one of the classes regularly.

The project delivers the activities through hour-long classes at various places in Easter Ross. These places are 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. Classes run at various times during the day and early evening.

The project ran a survey at the start of the third year and found that a majority of participants think that the classes are either excellent or very good. And most of the participants feel that their level of fitness has improved.

How did the project get people involved?

The project advertises classes through the local press and community groups. Adverts have been included in local newsletters and leaflets put in local and community newsletters. Leaflets have also been delivered through the Royal Mail 'door to door' service to the target areas.

What was innovative and what worked well?

The project involved young people from the local high school in the recruitment process for the dance teacher. The candidates had to deliver a short physical activity session with a group of young people. The feedback from the pupils was taken into consideration when appointing the dance teacher.

The project links with other organisations to try and connect with young people in the target group. Through connections with the Highland Council social work department the project now runs dance classes at the Bridge project in Inverness. This project works with troubled teens from disadvantaged areas.

Since the start of the project dance classes have been delivered at the Isobel Rhind Centre. The centre works with people with learning difficulties. Classes at the centre have been popular and the class sizes have grown steadily over time. Feedback from the centre shows that those who attend are fitter, more confident and taking part has improved their overall health.

Other connections have been made with Homestart, a project that works with families that have children under five.

The future....

The project will not continue in its current form after the funding stops.

