Health and Sport Committee
Sport for Everyone – Phase 2
(Additional Written Submission)

Glasgow Life welcomes the opportunity to respond to the Health and Sport Committee’s call for information in relation to confirming how much, if any, monetary support Glasgow Life gives to the Phoenix Community Centre. The Committee would also be grateful for details of other support given by Glasgow Life.

Easterhouse Phoenix

The Phoenix charity is run by volunteers who are aiming to provide low to no-cost sport and physical activity in the Easterhouse community. Easterhouse Phoenix has put the community as the driving force to develop a venue that caters for local needs.

Glasgow Life has been working with Easterhouse Phoenix for a substantial number of years. To ensure development in the facility and to assist the charity, weekly meetings are established. This is beneficial for both Easterhouse Phoenix and Glasgow Life to ensure continuous assistance and dedicated time to focus on the community centre, which has resulted in the development of new activities, partnerships and a growing overall awareness of the facility in the community.

Monetary Support

Easterhouse is situated within the highest 3% of social deprivation in the country, a SIMD project has been established in partnership with sportscotland. The aim of the SIMD project is to target key areas for change: affordable sport and physical activity in an area of deprivation, inactive population and improving the health and wellbeing of the local community. There is a budget of £5,000 fixed to the project, which is administered primarily by Glasgow Sport. A percentage of the monies are transferred to Easterhouse Phoenix to manage on agreed key objectives.

With regards to sport and physical activity within the SIMD project, the monetary support via Glasgow Life is as follows:

- Equipment
- Coach education
- Marketing materials
- Bespoke workshops
- Contribution towards instructor costs

In addition to sport and physical activity, there is also a community focus on the project, which Easterhouse Phoenix is leading with appropriate partners and
Glasgow Sport. The SIMD project is ambitious yet attainable through establishing key partners to assist the delivery of activities and to ensure Easterhouse Phoenix is supported through different avenues.

Easterhouse Phoenix has been identified as one of Glasgow Sport’s ‘priority clubs’, which entails a small amount of financial backing to assist in the development of a project plan. The bespoke plan for Phoenix Community Centre contains five key outcomes:

1. Improved governance.
2. Club development structures.
3. Affiliations and partnerships.
4. Building capacity and affordable sport/physical activity.
5. Events.

Financial aid from this project has assisted the ever-growing Easterhouse Phoenix Boxing Club, which has seen a dramatic rise in membership since its establishment in August 2017.

Easterhouse Phoenix is a member of the local Community Sport Hub (CSH), ‘Easterhouse CSH’. Through the CSH programme there is an overall hub budget of £3,000 to be distributed amongst member clubs, including Easterhouse Phoenix and its associated clubs. To date, Easterhouse Phoenix has accessed the CSH budget for contributions towards the purchase of table tennis equipment and coach education. Discussions at future CSH’s meeting will focus on how to distribute the remaining funds amongst Phoenix’s clubs and the other three member clubs. It is anticipated that the remaining budget will be split into an initiative to benefit the local community and individual club projects before 31st March 2018.

Glasgow Sport has assisted Easterhouse Phoenix, in the securing of a successful ‘Community Grants’ for funding equating to approximately £980, which was used to build capacity to ensure more participants could access activities at the Phoenix Centre.

The overall monetary support Easterhouse Phoenix has accessed over the last couple of years has equated to £6,630.

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<tr>
<td>SIMD Project</td>
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<tr>
<td>Community Grants</td>
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<td>Priority Club</td>
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<td>Community Sport Hubs</td>
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**Additional Support by Glasgow Life**

- Weekly scheduled meetings with Richard McShane to ensure there is progress in projects.
- Regular meetings with individual Phoenix club coaches.
- Linking Phoenix with the appropriate National Governing Bodies and liaising with regional sport officers.
- Supporting Phoenix committee develop community links.
- Supporting and assisting with the development of club development structures.
- Assisting with funding applications (successful - Cycling Scotland £7,700).
- Identifying and assisting partnership establishment.
- Supporting governance of Easterhouse Phoenix and associated clubs.
- Delivering events in partnership with Active Schools to benefit Easterhouse Phoenix.
- Raising the profile and promotion of the centre.
- Securing in-kind services.
- Liaising with clubs that can offer examples of best practice to benefit the centre.