
Project Proposal

Westminster City Council Neighbourhood Ward Budget Programme

UPPERDECKERS PROGRAMME- WESTMINSTER BOATING BASE

Brief description of the principal aims of your organisation

Established in 1976, WBB is a small independent charitable trust (299412), providing kayaking, canoeing, power boating and sailing for young people and adults on the central London River Thames.

Our aim is to create a learning environment for enjoyment, friendship and personal fulfilment of our beneficiaries. Success in a more modest sporting arena helps them to succeed in other areas as well. We believe what we do can contribute to a range of social benefits, including those related to healthy lifestyles, enhancing levels of educational attainment, reducing isolation, volunteering and contributing back into their communities.

On a daily basis this aim is pursued via the teaching of sailing, kayaking, canoeing and powerboating on the River Thames in central London. Young people between the ages of 10 and 23 are able to gain annual membership for a suggested £10 donation to the Charity. This approach is only possible because of the income we generate from other sources including the letting of our attractive riverside venue for events. This means accessibility to WBB services is possible for a wide range of people, many deprived and disadvantaged. We use our discretion to waive the donation where appropriate.

Background to the multi award winning UpperDeckers programme:

- **How the project proposal came about**
One of our regular volunteers who is nearly 70 years old came to us 2 years ago and suggested that we provide a programme for people who are over 50 who would not normally have this kind of opportunity. She consulted with local organisations and individuals to assess level of interest. One of the many organisations she spoke to was 'Open Age' who wanted to support us by becoming a partner. We then applied to Sport England for pilot project funding and were successful. To date we have worked with over 100 people over the age of 50.

We continue to be proud of this multi- award winning programme:

- Westminster City Council Active Westminster 2013 Winner of the 'Active Place' Award for UpperDeckers programme for making watersports more affordable and accessible to all ages and abilities especially those over the age of 50.
- Westminster City Council Active Westminster 2013 Winner of the 'Active Club' Award for the UpperDeckers Programme for a sustained positive track record in providing watersports activities to people of all ages, background and ability.
- Westminster City Council Active Westminster 2012 Winner of the Inclusive and Active Award for the UpperDeckers programme

- Runners up in Canoe England Centre of the Year award 2012 which was partly attributable to the work we were doing with the UpperDeckers (this is a national competition of between 467 canoeing centres around England)

Geographical area that the project covers

- What ward is covered? Primarily will be specific to Churchill, Tachbrook, Warwick and then the rest of Westminster

Brief summary of what the project is.

The office for National Statistics estimate that the City of Westminster has over 253,100 residents over the age of 50, more specifically 7,921 live in Churchill, Tachbrook and Warwick wards. The number of people living in isolation is projected to increase across all age groups in the coming years, but especially among men in the 55-64 and 85+ age groups. As a result of isolation and limited opportunities, poor mental health in older people is an issue for the City of Westminster. Social networks and social participation is needed to create and develop healthy and sustainable places and communities. Although there are enormous health and wellbeing benefits to be gained in participating in sport, water sports in particular is often perceived as being inaccessible and unaffordable for people living in inner cities. Upperdeckers is now embedded into the annual programme of activities at WBB. It is:

- For people over the age of 50
- Free
- Accessible
- Sociable
- Healthy
- Participatory
- Multi award winning for community engagement

With your continued support we want to:

- Continue to empower and support an additional 100 older people (aged 50+) over the next year to involve them in healthy, sporting and social activities empowering them to take part and become more active, healthy and involved in their local community
- Gain accredited qualifications in Sailing, Kayaking, Canoeing and power boating on the tidal Thames.
- Target more residents from Tachbrook, Churchill and Warwick ward – we now have a volunteer over the age of 50 who will assist us in ensuring we reach these areas
- Develop more partnerships with other organisations who work with residents in above mentioned three wards to promote the activities available to them.

All of them will:

- Develop sporting skills
- Gain national recognised qualifications
- Become healthier and have a more positive lifestyle;
- Become better equipped to become valued members of their communities.
- Develop new social networks

As a direct result of Upperdeckers we have seen many come back (20+) to attend additional regular scheduled watersports sessions. Social networks between the participants have also built

up helping to break down the isolation of some individuals. Many have new friends who they meet outside of WBB.

By extending our UpperDeckers Programme we will continue to bring about these social improvements and lifestyles benefits to a larger number of participants.

Overall we know from experience and feedback that this project has and will continue to have a positive influence on all who take part. It has been demonstrated that by using watersports as a vehicle of pursuing a common goal, social interaction between participants have been stimulated and social networks developed. As well as this, sporting skills, a healthier and more positive lifestyle are developed.

From our experience and from feedback we know that this project has and will continue to have a positive influence on all who take part. The active participation with others in a variety of watersports available at the Westminster Boating Base builds confidence and the habit of helping one another. This leads to assured social skills and encourages a positive attitude to life and a more healthy lifestyle.

What will we do (Outputs)

We will:

- Deliver each week for thirty weeks, a three hour watersports session (117 hours of training in total) From June 2014 to March 2015, to one hundred people over the age of 50
- We will target Tachbrook, Churchill and Warwick Wards with the aim of engaging many more people to attend sessions.
- Encourage all to gain nationally recognised watersports qualifications in a supportive environment at a pace that suits them.
- Update our marketing literature to make it more appealing (posters, presentations and on line). We especially want to ensure that we reach the more vulnerable and less able.
- Continue to develop and deliver current and new on shore activities, away trips, etc (these will be provided by partnerships we have already in place and with new partners).
- Provide refreshments each week to create a social environment whereby new friendships can be formed and for many will reduce the isolation they currently face and enhance emotional wellbeing.
- Deliver an annual award ceremony to present certificates to create a sense of achievement.
- Continue to consult with Upperdeckers who are now in charge of the future direction of the programme – they decide on activities and away trips to ensure that it remains user led and focussed on their needs.
- Continue to outreach and work in partnership with other organisations who work with people over the age of 50 to encourage new users.
- Encourage all UpperDeckers to participate on other scheduled watersports activities at WBB to gain further accreditation with the long term aim of UpperDeckers passing on their new skills to others through volunteering.

OUTCOMES:

- a minimum of 100 people per year over the age of 50 participating in watersports activities to improve physical fitness and healthy lifestyles
- a minimum of 100 people per year over the age of 50 participating in on shore activities to improve physical fitness and healthy lifestyles
- a minimum of 40 people over the age of 50 will achieve a nationally recognised Royal Yachting Association and/or British Canoe Union certificate empowering them to continue to become more active and healthy.

- a minimum of 10 + people over the age of 50 becoming actively involved at the Base through volunteering and to ensure self sustainability of the Upperdeckers programme . Upperdecker volunteers will:
 - be instrumental in future activities of the programme
 - outreach into their local communities to attract new users
 - develop new activities
 - volunteer at WBB events
 - represent WBB at events, meetings etc to other organisations what work with over 50's
- a minimum of 100 people per year over age of 50 feeling less isolated and vulnerable through the social networking opportunities each week

For most, urban people active participation in watersports is something other people do and is assumed to be inaccessible owing to the cost. What the WBB does is to make available free of charge an environment new to most people. Participation, sharing in a new experience, talking about it with excitement with others in their peer group develops both their social skills and positive wellbeing.

Staffing arrangements

- 3 sessional professional instructors each week delivering watersports activities
- 2 full time members of watersports staff (Chief and assistant Chief Instructor) overseeing the activities and ensuring all paperwork is updated and health and safety adhered to
- 1 outreach officer to ensure as many organisations and individuals are aware of the UpperDeckers programme as well as leading on future fundraising to ensure sustainability
- One youth volunteer at each session to ensure Upperdeckers are integrated into the WBB ethos

Management of the project

- Overall management of this project is with CEO Alan Price who will oversee the project and be the main point of contact for WCC.

Funding

- The total cost of this project is £33,660.per year.
- To date we have raised £4,547 from Westminster Small Grants and have applications pending decisions for a total of £18,000. We ask that Ward Councillors to once again support this multi-award winning project and consider a contribution of £11,113.

Monitoring and Evaluation

- How will the project outcomes be measured
We already monitor our programmes, maintaining comprehensive records of numbers of users, attendance, and progress made towards achieving certificates. We also record the number of volunteers recruited and use questionnaires, evaluations and feedback forms on a regular basis. Information gathered is reported at the WBB's Management Committee, and is used to refresh programme content and sustain its vibrancy.

Proposed pricing schedule 2012/13

Note: Items listed below are intended as examples only, please amend as applicable for your project.

If your project requires funding beyond March 2014, please add additional columns, or amend the dates in the table as needed.

ITEM	Quarter 1 (April 2014 – June 2014)	Quarter 2 (July 2014 – September 2014)	Quarter 3 (October 2014 – December 2014)	Quarter 4 (January 2015 – March 2015)	ITEM-BY-ITEM TOTAL
E.g. Salary (Provide details)		4,000	4,000	3,113	11,113
E.g. Recruitment (Provide details)					
E.g. Venue costs (Provide details)					
E. g. Speakers/activity (Provide details)					
E.g. Refreshments (Provide details)					
E.g. Publicity Please note that publicity costs should not be more than 15% of the total project cost					
E.g. Management & on-costs Please note that management fees must not exceed 10%					
TOTAL		4,000	4,000	3,113	11,113

Proposed timeline

Quarter	Action <i>(including proposed deliverables to be achieved)</i>
1	<p>For each quarter:</p> <ul style="list-style-type: none"> • Instructor x 3 in place every Thursday to deliver water sports instruction to people over age of 50 • Continuous programme of outreach to organisations and individuals to ensure awareness • 25 new UpperDeckers introduced to WBB • 10 National Recognised achieved • 2 UpperDecker volunteers recruited
2	<p>For each quarter:</p> <ul style="list-style-type: none"> • Instructor x 3 in place every Thursday to deliver water sports instruction to people over age of 50 • Continuous programme of outreach to organisations and individuals to ensure awareness • 25 new UpperDeckers introduced to WBB • 10 National Recognised achieved • 2 UpperDeckers volunteers recruited • 10 UpperdDeckers volunteering for Councillor funded Family Activity Festival 2014.
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City of Westminster