

**Annual Report**  
2010/11

# Sport Development



# Forerunner



## **With a new government taking power in May 2010 it was clear that change was on the horizon for sport in Leeds and that this change was going to drive all key developments in Sport Development in 2010-11.**

What was not understood until the December 2010 Comprehensive Spending Review was the full extent of the change that would take place and the impact that it would have on sporting structures and service delivery in the City.

Despite an uncertain outlook, a huge amount of progress has been made and there are still many achievements, from across Sport Development, to celebrate within this report.

Leeds City Council is now under the leadership of a new Chief Executive and Sport Development set their 2010-11 targets and goals in line with his new vision for the city; "to be the best city in the UK". This is clearly a very challenging objective, especially in the present financial climate, but Sport Development are committed to achieving this within their service area.

Headline performance objectives were set to meet both the vision and values of Leeds City Council as well as to ensure the team influences the regional and national strategies for sport. This annual report gives a picture of the work that Sport Development has been involved in and the impact this has had across the City.

As outlined in our first annual report, partnership working has never been as important as it is now and will be over the coming years. The environment is changing very rapidly as many

agencies including ourselves are facing huge financial pressures and cuts to resources. This creates challenges in relation to the ability for some partners to commit to project development and delivery, but in a positive way it has encouraged a climate of innovation and creativity throughout the City. Sport Development have continued to work with a huge number of partners who have helped ensure we maintain the highest standards of delivery possible. I would like to thank all these partners for their contribution to our work over the last year. Many of the case studies included within this report highlight the work of our partners as well as that of Sport Development.

Over the coming year the team need to focus on strengthening links with their partners, as well as trying to find some stability in relation to the resources available. In addition, it is also vital that the team continues to raise its profile amongst key decision makers both locally, regionally and nationally. Whilst all of this is going to be very challenging, Sport Development are confident they can meet their targets by maintaining a positive outlook and working closely with their partners. We are looking forward to the year ahead.



**Sara Birkinshaw –  
Principal Officer  
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**Mark Allman –  
Head of Sport and  
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# Introduction

## Introduction

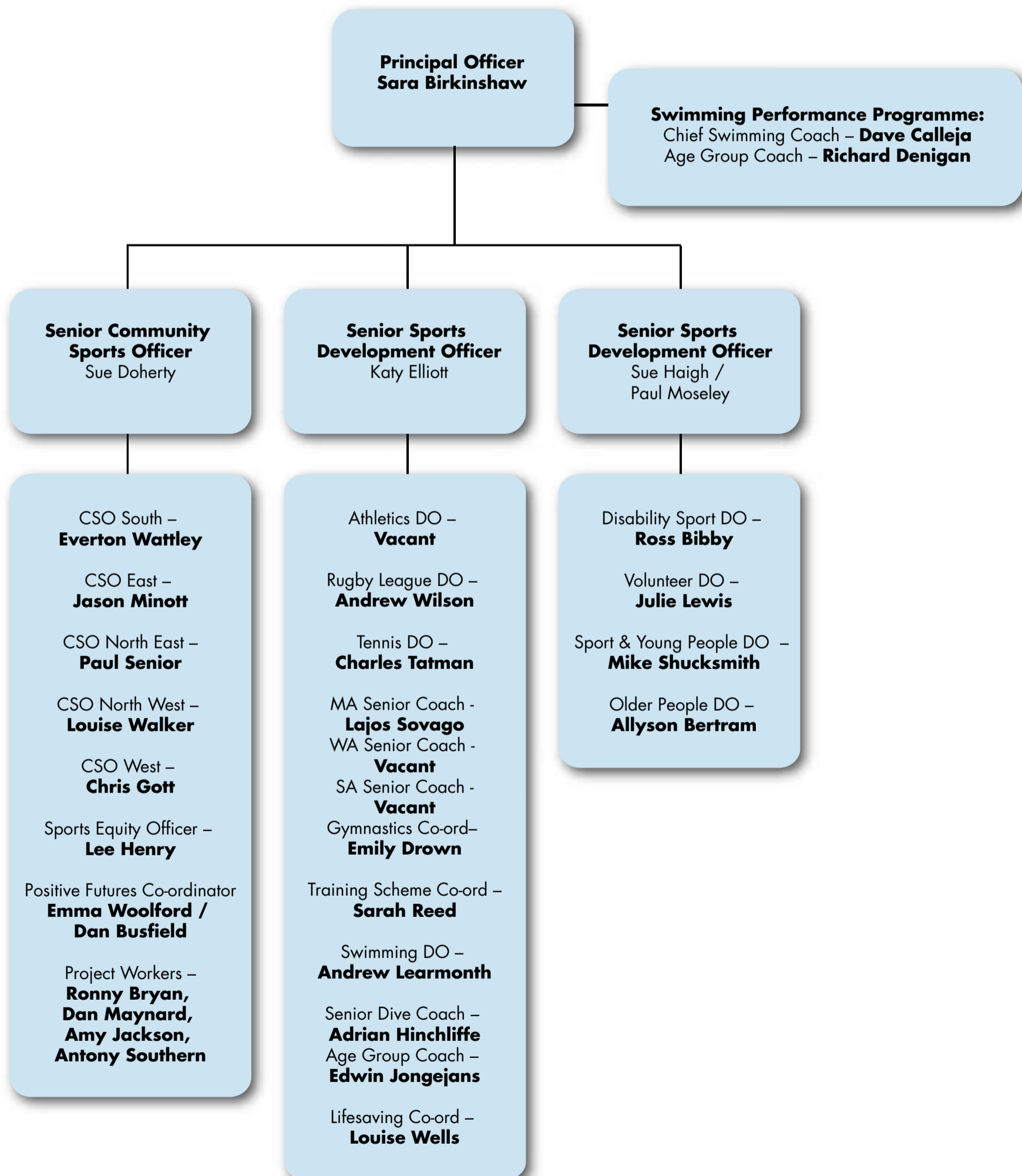
**This annual report aims to communicate the successes of the Sport Development team throughout the year, whilst putting into context the background to the challenges that the team has faced.**



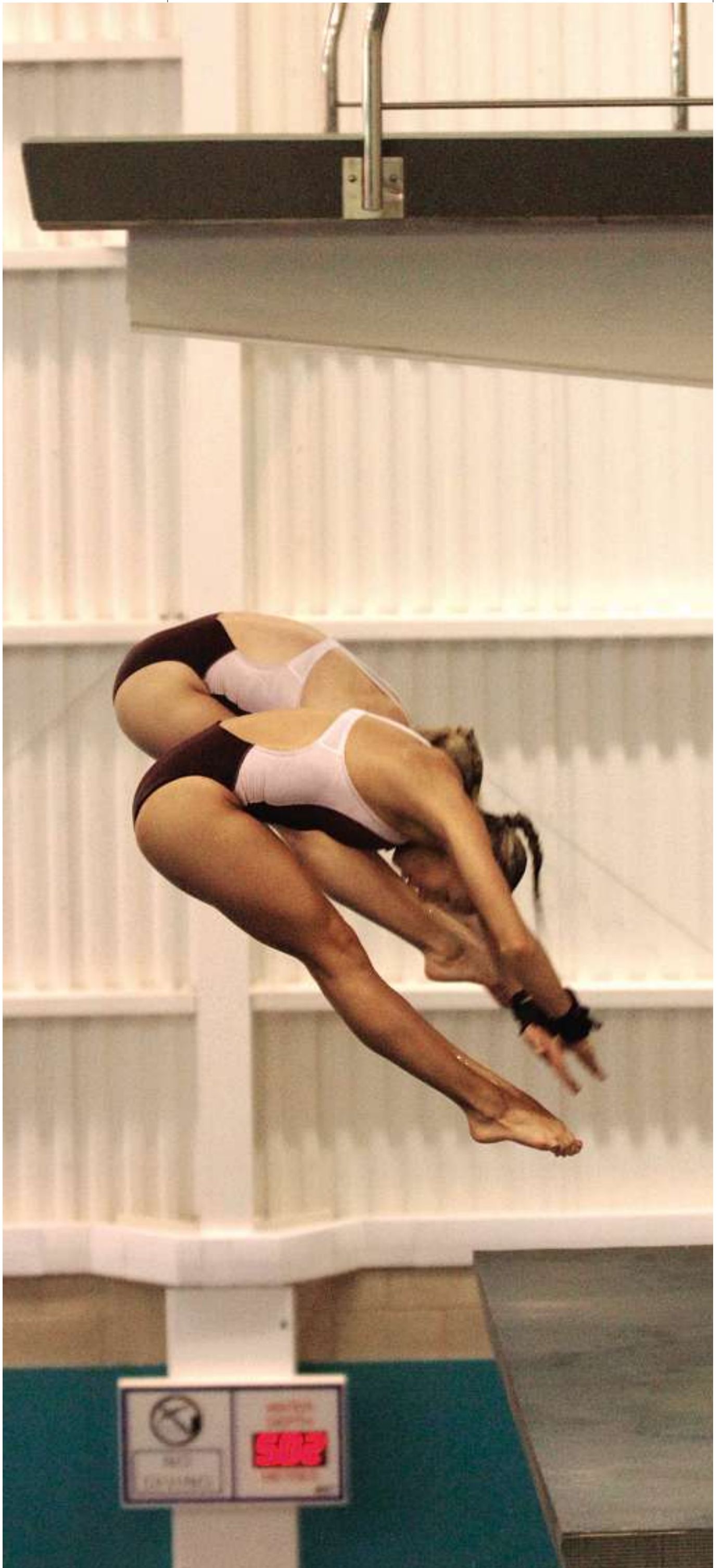
In 2010-11 the Sport Development team has experienced much instability both in relation to staffing and other resources available for delivery. The team have, however, remained fully committed to delivering the best service possible.

Within each officer's work programme, key performance objectives are highlighted and each officer is tasked with evidencing how they have met these objectives. This report highlights how these objectives have met and in many cases, surpassed.

# Leeds City Council – Sport Development Structure 2010



# Comments



**Aim 1: Page 8**

**To deliver the highest possible levels of customer satisfaction (Improving Customer Care)**

For example, record 80% evaluation response rate of 'good' or above customer enjoyment levels for all Sport Development programmes.

**Aim 2: Page 10**

**To ensure that everyone in Leeds has the opportunity to take part in Sport and Active Recreation (Increase Participation)**

The targets set include age specific targets (including 45+ age group); women and girls; disability; ethnicity; and areas of deprivation.

**Aim 3: page 14**

**To enable people to progress and achieve within their chosen sport (Fulfilling Potential)**

For example, 10% of participants on Sport Development Performance Squads to be members of the Regional or National Performance Squads.

**Aim 4: Page 20**

**To create, maintain and develop positive relationships with stakeholders and inspire partners to work with us (Working Together)**

The targets set incorporate effective working with various partners and stakeholders across the City.

**Aim 5: Page 24**

**To ensure that Sport and Active Recreation is financially stable and fit for purpose (A Strong Business)**

For example, external funding to be secured into Sport Development income to support and develop programmes.

# Leeds



## **AIM 1: To deliver the highest possible levels of customer satisfaction (Improving Customer Care)**

### **Quest 2010 Assessment**

In December 2010, Leeds City Council Sport Development undertook its 4th Full Quest Assessment. The team were already rated in the 'excellent' category with a score of 88%, but everyone involved was hopeful that this score could be improved upon. The maintenance assessment in 2009 had certainly indicated that an enhanced score was on the cards, but how big would the increase need to be to satisfy a team so motivated by service improvement. The answer came on the 20th December from a Quest assessor new to Leeds.....95% and a continuation of the 'excellent' status.

Fantastic news for the team, all its partners and customers. This secures Leeds Sport Development as one of the top performing teams in the country and certainly the top performing team of its size in the country. So does this score satisfy the team? Can they now relax and continue with 'business as usual'? Of course not. They want to be the best Sport Development service in the UK to contribute towards the council's overall vision of being the 'best city council in the UK' and to satisfy their naturally competitive nature!



# Achievements

## Evaluation of activities organised by Sport Development

The Sport Development team undertakes evaluations of all the activities and programmes that are run throughout the year. The team set challenging targets regarding customer care and feedback. The following highlights these targets and how well Sport Development did in achieving these targets:

Target 80%

Record 95% evaluation response rate of 'good' or above customer enjoyment levels for all Sport Development programmes.

**95%**

Target 80%

Record 96% response rate that 'as a result of Sport Development activity, participants would be more likely to take part in sport and active recreation'.

**96%**

Target 50%

Record 91% evaluation response rate that 'as a result of the Sport Development activity, participants would be more likely to take part more seriously or at a higher level'.

**91%**

# Leeds

## **AIM 2: To ensure that everyone in Leeds has the opportunity to take part in Sport and Active Recreation (Increase Participation)**

### **Hat-trick of "Inspire Mark" projects for Leeds Disability Sport**

Disability Sport in Leeds continues to lead the way nationally with three projects gaining the coveted "Inspire Mark". The "Inspire Mark" recognises exceptional and innovative projects inspired by the London 2012 Olympic and Paralympic Games. The three disability sport "Inspire Mark" projects are the Leeds Disability Sport Youth Panel, Leeds Wheelchair Racing and Disability and wheelchair tennis coaching. All three projects are the first of their kind in the country to achieve the "Inspire Mark".

The Leeds Disability Sport Youth Panel is a unique project that will allow young people with an interest in disability sport to come together to discuss ideas and plan and deliver events, particularly with a Paralympic focus in the run up to London 2012. The Leeds Wheelchair racing project delivers monthly coaching clinics for wheelchair racers and coaches of all ages and abilities, on top of the weekly sessions that are currently delivered. A number of potential Paralympians attend these sessions at the John Charles Centre for Sport. The Disability and Wheelchair tennis coaching sessions allow weekly opportunities for children and young people with any disability to receive top level tennis coaching, including wheelchair tennis. Sessions are held at the Tennis Centre at John Charles Centre for Sport.



*Disability Tennis coaching programme*



# Active Living

## Otley Nordic Walking

The Over 45s Nordic Walking project in Otley has been a great success. Thirty-one women and men took part in the 6 week introduction to Nordic Walking. The sessions were organised by the North-West Community Sport Officer.

All the participants were presented with a certificate to mark their achievement and many provided feedback on the sessions. Comments from the group included "I don't want the sessions to end", "These sessions have encouraged me to come out of my house and exercise as I have met so many new friends"

Now that the course has come to an end the instructor is in the process of combining both the afternoon and evening sessions, to introduce a new regular Nordic Walking session every Monday based at the Otley Chevin Hotel. The success of this project has also encouraged the development of similar projects in other areas such as Wetherby. The Nordic Walking sessions have been organised in partnership with Walk it Yorkshire, Otley Town Council and the Sport Development Community Sports Team. A great example of partnership work in action.



# Touch Rugby

## Winter Indoor Touch Rugby

More than 80 adult male and female players from Leeds, Wakefield, Castleford and North Yorkshire took up the opportunity to be physically active by participating in the 2010 Winter Indoor Touch Rugby competition organised by the Rugby League Development Officer. This was arranged as a follow up to the Summer Touch Rugby Competition and was designed to appeal to male and female adults and combined the opportunity to socialise with a competitive league structure. The competition drew in groups of friends as well as work based teams and the success of the league will lead to an even higher number of entries in 2011. Competitions such as these certainly contribute significantly to Sport England adult participation targets.

After ten weeks of league games played between October and December 2010, involving eight teams, a fantastic night of finals were played at the Indoor Bowls and Athletics Centre at John Charles Centre for Sport. Teams competed during the last night for their final placings. All games were closely contested and played in a competitive and fair manner. The finalists were presented with trophies by Councillor Adam Ogilvie with a special award to the most improved team who finished last in the summer competition and 4th in the Winter Indoor programme.

Following the success of both the 2010 Summer and Winter Touch Rugby competitions there will be another summer programme organised in 2011.



## Positive Futures

### Lennox Lewis boxing academy launches

Leeds community project Positive Futures delivered a knockout blow when its boxing academy opening was fronted by legendary former heavyweight world champion Lennox Lewis. Lewis – who won gold in the super heavyweight division for Canada at the 1986 Commonwealth Games and the Olympics Games in Seoul in 1988 – was invited to become the figurehead of the scheme at a ceremony in Leeds last October.

The academy helps young people aged 12 to 16-years-old who are not in education, employment or training and have an interest in boxing by providing them with education, training and a qualification. It gives young people from deprived areas of the city the opportunity to succeed by introducing them to new activities which broaden their horizons and prevents them from becoming excluded from their communities. The 12-week programme introduces young people to boxing techniques, coaching methods, physical fitness and nutrition leading to a professional qualification that means they can coach future courses.

Professional boxer Patrick Maxwell is working as part of the academy team where those completing the course receive a Non-Contact Preliminary Award and an ASDAN Sports and Fitness Award.

### Former world heavyweight champion and figurehead of the Boxing Academy Lennox Lewis said:

“I am proud to give my name to the Lennox Lewis Positive Futures Leeds project. It’s fantastic to be associated with the scheme as I believe sport has a huge role to play in developing young people socially.”



# Games Youth

## **AIM 3: To enable people to progress and achieve within their chosen sport (Fulfilling Potential)**

### **First Direct West Yorkshire Youth Games**

School sports competitions from around the county reached their climax at the 12th annual First Direct West Yorkshire Youth Games on Saturday June 26th 2010. Nearly 900 young athletes from 76 schools across the five districts competed in ten sports; tennis, cricket, gymnastics, cheerleading, athletics, rugby, badminton, high-five netball, boccia and new age curling. The next generation of the county's athletes gathered at Leeds Metropolitan University's Carnegie campus in one of the most exciting fixtures in the county's sporting calendar.

The biggest games to date got off to an active start with a grand opening parade and ceremony. Special guests included netball players from Leeds Carnegie Superleague and the opening ceremony ended with a mass warm-up. What followed was a full day of sporting competition, across ten sporting disciplines.

Leeds had a great deal of success with wins across the board including Garforth and Roundhay taking KS4 Girls and Boys badminton respectively. Strong showings in boccia, cheerleading, cricket, gymnastics and tennis making the tally up to a neat twelve golds, seven runners up medals and three fair play awards. This resulted in Leeds winning the District Trophy for 2010-11. A great achievement for the city.



# Performance

## Commonwealth Games selections diving

During 2010, the Junior divers from the Diving Training Scheme have been breaking new boundaries. The Scheme has always been able to snap great results at Junior Elites, Junior Europeans and Junior Worlds and 2010/11 was no exception. What has been developing this year though is the impact of our young divers in the international events. Alicia Blagg, Hannah Starling and Grace Reid have all represented Great Britain with distinction this year as part of the Senior GB National Squad. This is a new achievement for the Scheme and one that cannot be matched anywhere else within the UK.

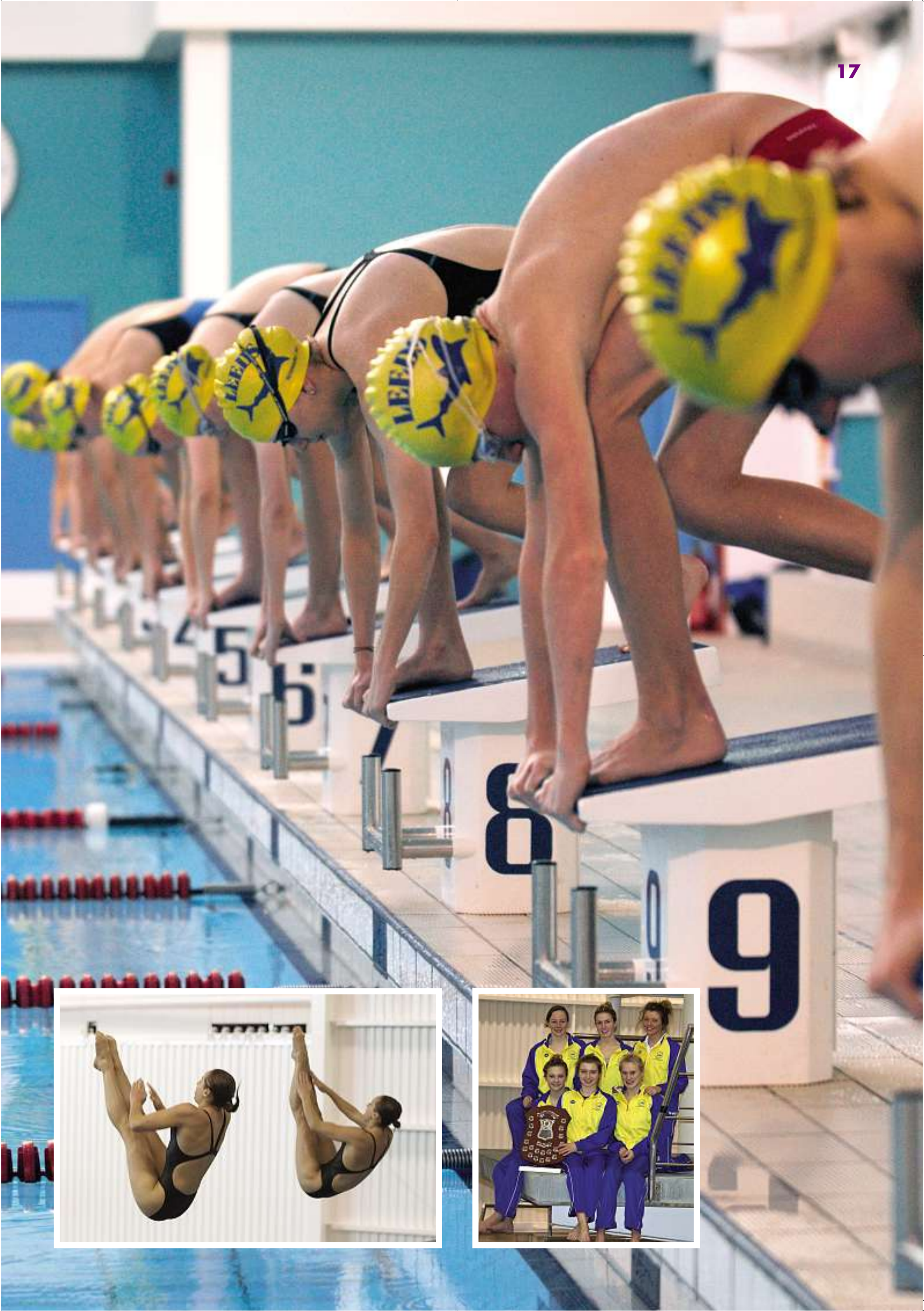
The momentum towards the 2012 Olympic Games is really moving now. Rebecca Gallantree, Alicia Blagg and Sarah Barrow all performed well on the senior international stage and have shown they are all on target to continue developing towards the Olympics in their respective events.

The Women's team continued to dominate diving in this country with the 'Belle White Trophy' staying in Leeds for yet another year. All Gold Medals at all 3 national events during the diving season went to members of the Dive Training Scheme which is a fantastic achievement!

We were also very fortunate to have 4 female divers selected to represent their Country at the Commonwealth Games in Delhi. Alicia Blagg was the youngest member of the England Squad and Grace Reid the youngest member of the Scottish Squad.

### Results from the Dive Training Scheme in 2010/11

- ASA National Age Group Medalists 2010 (1 Gold / 4 Silvers / 3 Bronze)
- GB Junior Elite Championship Medalists 2010 (3 Gold / 5 Silver / 1 Bronze)
- GB National Diving Cup (5 Gold / 2 Silver / 1 Bronze)
- GB Diving Championships (5 Gold / 2 Silver / 3 Bronze)
- Junior Internationals (3 Silver / 5 Bronze)
- Senior Internationals (1 Bronze)



# Volunteers

## Volunteer Fair

The first Leeds Sports Volunteer Fair was held on Saturday 24th July on Briggate in Leeds City Centre. The fair was organised by members of the Leeds Volunteer Forum which included Leeds City Council Sport Development, Leeds Trinity University, Voluntary Action Leeds, V Involved, V Schools and the Leeds Schools Partnerships. The fair saw 48 new volunteers sign up to get involved in Sports volunteering in Leeds.

The new volunteers completed application forms and this information was inputted into the Sport Development Volunteer database. This allows the Volunteer Development Officer to match up willing volunteers to events and projects that require volunteer support. This database is expanding week on week and volunteers are being deployed to support sports activities in clubs, schools, community groups and for Sport Development themselves. It is a real success story with volunteers making long term commitments as well as supporting one off delivery. The database has enabled Leeds to demonstrate its contribution to the West Yorkshire Sport Volunteer in Sport Programme, funded through Sport England.

A young man who is studying media and IT was one such volunteer, he expressed an interest in website designing for clubs or organisations. The Volunteer Sport Development Officer met with the volunteer and with two of the organisations who could offer the opportunity. As a result he will be working with Gymmagic, a large gymnastics club in the Pudsey area of Leeds, helping to update their existing website. He will use the volunteering as evidence towards his final year course work and the club will have an updated and functional website.

The Volunteer Fair took place during the Olympic Open weekend which marked two years to the start of the Olympic and Paralympics Games in London. A similar event is planned to celebrate one year to the start of the 2012 Olympic Games and with 2011 being marked as the European Year of Volunteering there will be a Volunteer Fair taking place again.

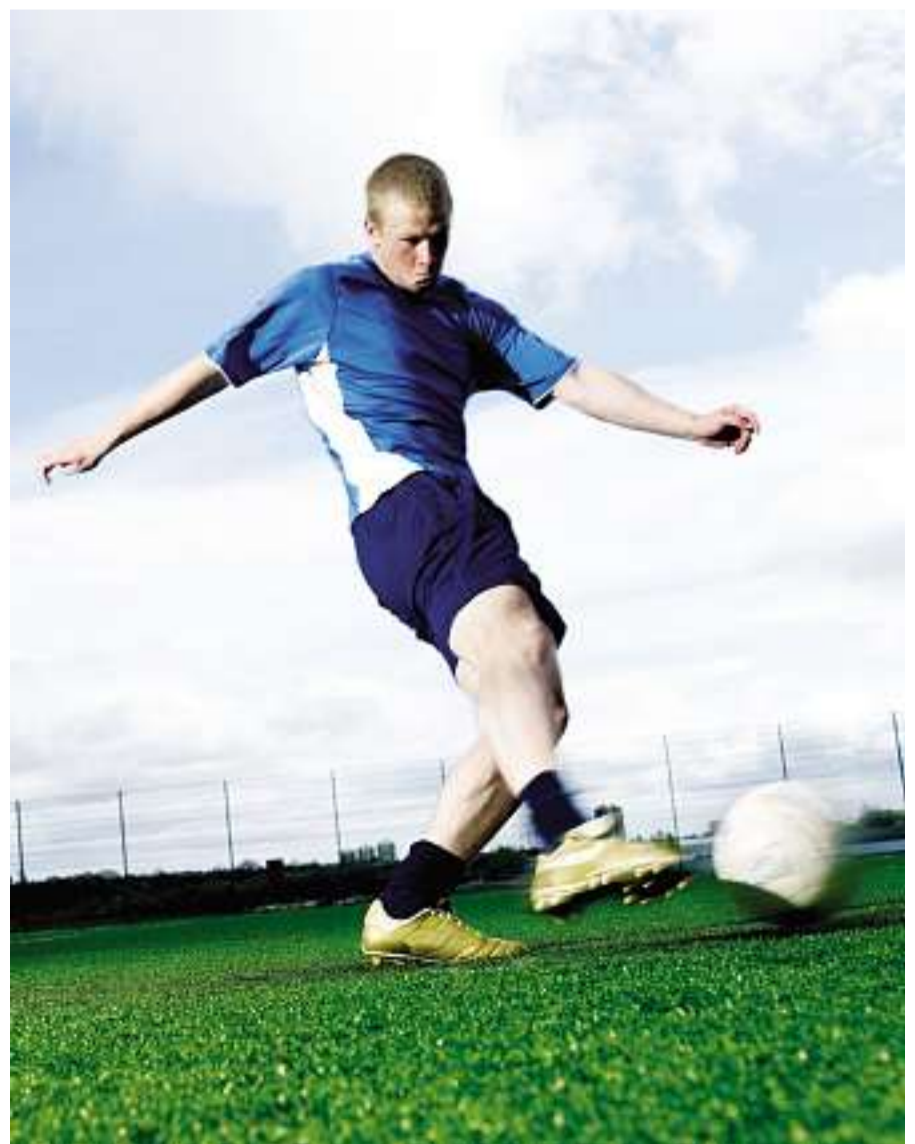


# Sport Community

**AIM 4: To create, maintain and develop positive relationships with stakeholders and inspire partners to work with us (Working Together)**

## **Community Sport summer camps**

Community Sport in partnership with Youth Services and Extended Services organised a multi sport camp at Manston Park, Fieldhead Carr and St. Gregory's for four weeks over the summer holidays. The multi-sport project encouraged young people to be more active more often during the holidays by attending the sports camp. The camp was free to participants thanks to funding secured from the Inner East Area Committee (Youth Services) and Extended Services (Activity fund).



The multi-sports camp targeted two age ranges:

- 8 – 13 yrs olds boys and girls in the afternoons
- 13 – 19 yrs old boys and girls in the early evenings

The young people were from inner east areas including Whinmoor, Crossgates, Manston and Seacroft. During the four weeks of multi-sport activities, 45 young people have received a Leeds Youth Award to recognise their contribution to the camp. Supported by youth workers, the young people set up football sessions and other activities on the day. Creating a safe environment enabled young people to make mistakes, ask for help and develop a rapport with staff who acted as positive role models.

The Neighbourhood Policing Team said “according to the Anti-social Behaviour Unit crime levels dropped over the summer during the period these multi- sport activities ran”.



# Education Coaching

## West Leeds Coaching Scholarship

Leeds City Council Sport Development in conjunction with West Leeds School Sport Partnership developed a Coaching Scholarship for young leaders in West Leeds. The aim of the scholarship is to identify young sport leaders from the West Leeds area who are interested in a future in sport either professionally or on a voluntary basis.

The young leaders can apply to the West Leeds Local Sport Alliance for support through the scholarship. Each school year, 3-4 candidates will be chosen to receive the scholarship which will provide professional advice in the form of a personal development plan (PDP). The PDP will be developed through meetings with the Community Sport Officer where qualifications, mentoring opportunities and personal targets will be highlighted.

The long term aim of the scholarship is to not only provide personal development for each young leader but also to provide more qualified quality sport-leaders who can use their experience by working and supporting their community or voluntary organisation.

The Inner and Outer Area Committees have allocated funds from their Wellbeing Fund to support the project and there are presently five young people enrolled. They are linked to clubs across the four sports of football, gymnastics, table tennis and tennis and they are all undertaking coaching qualifications. For example, an unemployed man from Armley, who has no affiliation to a local club, but has ambition to work / volunteer in sport, has attended his 1st aid course and is about to start his football level 1 and child protection courses. We are also looking at possible academic qualifications with Leeds United's Community Foundation.



*Coach Education*

# Leeds City

## Refugee World Cup

Leeds Sport Development worked in partnership with Leeds Refugee Council and Stop Hate UK to organise and deliver the Refugee World Cup. The football competition took place at Thomas Danby Community Campus on Sunday June 13th.

Sixteen open age teams took part in the competition that involved approximately 160 players representing 15 different nations from across the world. The final of the tournament was battled out between an Iranian team and a Kurdish team. A goalless score line after extra time led to the Kurdish team finally winning a penalty shoot out. It was a very successful day with added attractions such as food stalls and bouncy castles which enticed the local community to join in this celebration of diversity. Sky TV filming crew were also in attendance scouting for talented youngsters between the ages of 16 - 24 who could potentially enter the Wayne Rooney Street Soccer competition.





## **AIM 5: To ensure that Sport and Active Recreation is financially stable and fit for purpose (A Strong Business)**

### **Women and Girls Project**

In September 2010 the Sport and Recreation Service was awarded £74,286.00 for the development of sport and physical activity opportunities for women and girls. The funding specifically targeted women over the age of 16, who live in the top 20% most disadvantaged areas of Leeds. The Active Women themed funding from Sport England, will support 900 women to become active over the next 3 years. Fearnville Leisure Centre, Armley Leisure Centre, Scott Hall Leisure Centre and the John Charles Centre for Sport will host the Active Women projects over a 3 year period. The funding allows the women to attend ten weeks of sport and physical activity and for a nominal one-off payment of five pounds, they receive an off-peak Bodyline card. This entitles the women to use 17 leisure centres across Leeds, at off-peak times, which includes access to fitness classes, 12 Bodyline gyms and 16 swimming pools across the city.

On a weekly basis, the project encompasses a compulsory session, where various sports are coached. There are a variety of sports which the women are introduced to, for example, football, cricket, rounders, badminton, tennis and netball. Having completed the sports sessions, the women then have the opportunity to go to fitness classes, the Bodyline gym or swimming after the sports session has ended. At Scott Hall leisure centre, for example, the women can choose between a mixed Tone and Sculpt (higher intensity fitness class) or a women only Bodyline Gym session. Having the different options allows the women to take control of the activities they would like to take part in and so, enjoy the autonomy that this provides.

The funding has encouraged women to participate who have never taken part in physical activities before due to a lack of confidence and self esteem. The environment of the sessions are predominantly around the social aspects of sport, providing positive experiences so that the participants are able to enjoy the sessions in a relaxed atmosphere. The women have regularly provided feedback which has

highlighted that the project is a valuable way to meet women who are interested in exercising and so provides "buddies" for the women who can then exercise together. It is notable that six women from the original pilot project in January 2010 are now regular attendees of a badminton session and are attending swimming lessons, having never accessed the leisure centre previous to the project.



## Disability Sport “Aiming High” with funding

In 2010-11 Leeds Sport Development were successful in gaining significant funding to improve the sporting opportunities for young disabled people in the city.

Funded through the national Aiming High short breaks programme, £30k was acquired to develop, improve and expand weekly disability sport sessions and £22k was gained to purchase new inclusive and specially adapted disability sport equipment.

Priority disability multi sport and sports specific clubs and sessions across the city have benefited hugely from this funding. This has meant the Leeds United Ability Counts junior disability football programme can continue as well as expand this year. Junior athletics, disability and wheelchair tennis, wheelchair racing,

wheelchair basketball, and one to one regular weekly swimming opportunities have significantly increased and improved. Three multi sports clubs have also benefited from the funding, ensuring their sustainability for the foreseeable future.

The significant capital funding gained has meant a huge difference to the quality of opportunities available for disabled children and young people across Leeds. For example, two specially adapted Wayfarer dinghies were purchased to be used for disability sailing sessions at the Sailing and Activity Centre at Yeadon Tarn and specially adapted twin seater side by side bicycle will be used in the daily adapted bikes sessions at John Charles Centre for Sport.



Leeds Wheelchair Racing

## £285K of funding for Community Tennis

Tennis facilities in Leeds received a major boost after funding was secured for £285,000 of improvements to community tennis courts in the city. The national governing body for British tennis, the Lawn Tennis Association (LTA), invested approximately £265,000 in grants with support from Sport England for a major refurbishment of the courts at the John Charles Centre for Sport, Dartmouth Park in Morley and Springhead Park in Rothwell. Further investment of £20,000 also came from the Caird Bardon Community Programme for work at Springhead Park.

The three sites were identified for improvements as part of the Leeds Community Tennis Strategy created by Sport Development which aims to make the city a leading centre for tennis development in the country. The strategy identifies the need to improve facilities as well as developing closer links with the universities in the city, private clubs and coaches and has received the backing of the LTA and the Tennis Foundation. The improvements at all three Leeds City Council-managed sites was completed in summer 2011.

The Lawn Tennis Association Operations Manager for the North Paul Bennett said: "We want to help more people in Leeds play tennis,

and the impact of these developments in the local community will be fantastic. Juniors and adults of any age will be able to play on good facilities all-year round, access good coaching at affordable rates, play in fun local competitions and even have a go at Cardio Tennis which gets everybody at every level playing tennis in a really fun way. Organised activities will be established at all three sites, and each one will work towards Beacon status. This will allow them to provide high quality tennis programmes and free or affordable tennis. Not only that but opportunities will be provided for future coaches to develop programmes on the sites and children and young adults will be provided with opportunities to develop as volunteers and helpers."



# Meet The Team

## The team of the future....

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