



ANNUAL REPORT

Sport Across Staffordshire and Stoke-on-Trent

Working in Partnership
& Making an Impact
2013 - 2014



Contents



Sport Across Staffordshire & Stoke-on-Trent County Sports Partnership would like to thank partners for their contributions to this Annual Report.

Thank you for taking time out to read this annual report. Your comments or any feedback on the content, layout and format are welcome.

Please email: sportacrossstaffordshire@staffordbc.gov.uk

SPORT ACROSS STAFFORDSHIRE & STOKE-ON-TRENT PARTNERS:
Cannock Chase District Council
East Staffordshire Borough Council
Lichfield District Council
Newcastle-under-Lyme Borough Council
South Staffordshire Council
Stafford Borough Council
Staffordshire Moorlands District Council
Stoke-on-Trent City Council
Tamworth Borough Council
Staffordshire County Council
Sport England
Staffordshire University
Keele University
National Governing Bodies of Sport
Public Health Staffordshire
Stoke-on-Trent City Council Public Health
Sports Clubs
School Games Organisers
Sports Leaders UK
Voluntary Sector
Youth Sport Trust
entrust
sportscoach UK

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Sport Across Staffordshire and Stoke-on-Trent County Sports Partnership

“Working together to champion participation, enjoyment and success through sport, physical education and active recreation throughout Staffordshire.”

Foreword

It gives me great pleasure to be able to write the foreword for Sport Across Staffordshire and Stoke-on-Trent’s 2013-14 Annual Report.

Sport Across Staffordshire and Stoke-on-Trent has continued to build on the legacy of London 2012 and we are proud of our work with partners in the successful delivery of a large number of programmes including Sportivate, Sport Makers, Level 3 School Games, Satellite Clubs, Inspire Disability Sports Clubs, Primary School PE and Sport offer, Beginner Running, Sky Local Rides Cycling and Sports Leaders UK leadership training. These programmes are making a real impact on improving the opportunities for people to participate in sport and physical education and supporting and developing volunteers who are so important in the delivery of sport.

The Partnership was delighted to learn that we had been awarded the prestigious Sports Leaders UK Academy status for our work in training young people and are now recognised as a beacon of good practice by Sports Leaders UK. Congratulations to everyone involved.

I am proud to Chair an excellent and active Board which has representation from across the sport, physical education and health sectors. We were pleased to welcome new Board Members during the year, County and District Councillor Mark Deaville, Cabinet Member for Sport, Leisure, Parks & Countryside at Staffordshire Moorlands District Council, Tilly Flanagan, Strategic Commissioning Lead Health Improvement at Staffordshire Public Health, Sajid Hashmi, Chief Executive of VAST, Trevor Humphreys, Academy of Sport Manager at Newcastle under Lyme College and Dr Peter Jones, Head of School Psychology, Sport and Exercise at Staffordshire University. Board Members bring a vast amount of experience and expertise that helps provide the strategic leadership to enable the Partnership to deliver. Thank you to all Board Members for your continued support.

As a Board we have relished the opportunity to support Sport England in the delivery of the “Creating a Sporting Habit for Life” strategy and were delighted to be rated green at our recent annual performance review for our overall performance in the delivery of our core contract and programmes. The continued commitment from Sport England to the CSP Network is much appreciated and we will strive to ensure that we deliver our

Core Services contract and the various programmes that are funded by Sport England.

Sport Across Staffordshire & Stoke on Trent recognises and advocates for the important role that sport can play in improving the economic prosperity of our area and we are delighted to be able to jointly fund the Sportshire Coordinator’s post with Staffordshire County Council. This unique post, together with the Sportshire concept, will ensure that sport plays its part in developing the economic prosperity of our sub-region and we maximise the opportunity to work with the private sector and other partners to achieve our aim.

The Partnership has been particularly pleased to be able to support a large number of organisations including local authorities, schools and many local voluntary sports clubs access almost £2 million worth of funding to help improve the important facilities and programmes that they provide for participation in sport and physical activity.

The Partnership continues to receive support from local authorities across the sub-region and Staffordshire and Keele Universities. This support has allowed the Partnership to deliver a wide range of services that support our shared goals to increase and sustain participation in sport, PE and physical activity and support those with talent to reach their full potential. Thank you to all partners for your continued support.

The Board are delighted that the Partnership has retained a dedicated and knowledgeable team of staff. We acknowledge and appreciate the hard work of the team in supporting partners and delivering on the targets set out in our Delivery Plan. On behalf of the Board and Partners I would like to record our thanks to the Team.

Supporting volunteers is a major part of the Partnership’s work, without their expertise and dedication many of the sporting opportunities across the county would not exist. I would like to record my special thanks for the time and dedication they put into ensuring we have such a vibrant sporting culture across our area.

I and my Board colleagues look forward to working with partners to continue to develop Staffordshire and Stoke-on-Trent’s sporting legacy and build on the opportunities we have before us as we strive to achieve our vision of “increasingly active, healthy and successful communities”.

LAURENCE O’NEILL

Chair, Sport Across Staffordshire and Stoke-on-Trent



Sport England

Adam Rigarlsford | Strategic Lead - Central Hub, Sport England | 07747 763072 | adam.rigarlsford@sportengland.org

Sport England continues to be at the forefront of delivering the legacy from London 2012.

And it is great news that the latest Active People figures show that more people are now participating in sport.

Our 'Creating a Sporting Habit for Life Strategy' is making a positive impact on sport at a local level and the sporting community in Staffordshire and Stoke-on-Trent has benefitted significantly from our programmes and grant aid funding. Sport England was delighted to support the development of new facilities in the area including 3G Artificial Turf Pitches in Stoke-on-Trent and a new state of the art Sports Hall at the Landau Forte Trust 6th Form Academy in Tamworth which will support the development of cricket and lacrosse as well as providing for much needed community use.

We are pleased that our investment into Sport Across Staffordshire and Stoke-on-Trent (SASSOT) continues to deliver a wide range of benefits to the sporting community across the area.

The Partnership has excellent delivery plans in place to ensure that a range of Sport England programmes are implemented. It was tremendous news that two of SASSOT's Sportivate projects; a Free Running Project from the YMCA in Stoke won the Regional Sportivate Project of the Year and went on to be placed second in the country at the National Awards Ceremony at the Houses of Parliament in July; and Annemarie Hordell from Aston 101 Disability Cricket Club in Stone who won the Regional Sportivate Participant of the Year. A celebration event, attended by Sport England, took place at the cricket club to recognise Annemarie's contribution and the success of the project as a whole, with over 25 young disabled people still participating long after the initial Sportivate activity took place last year.

The Staffordshire and Stoke-on-Trent Level 3 School Games Festival continues to be developed with the introduction of a winter games this year alongside the annual summer games.

Sport England continues to work with SASSOT on the production of the sub-regional Facility Framework which will help provide a strategic overview of the sports facility needs across the area to 2024. SASSOT takes a constructive and proactive approach to supporting planning opportunities to benefit long-term investment in sport. Equally significant is SASSOT's ability to broker new ways of working to build on the galvanising power that sport can make to deliver impact against broader social outcomes; for example the developing Sportshire concept co-funded by SASSOT and Staffordshire County Council.

We have confirmed our commitment to the County Sports Partnership Network to 2017 and we look forward to our continued working with Sport Across Staffordshire and Stoke-on-Trent to support the delivery of NGBs Whole Sport Plans to create a strong sporting legacy across the area.





Introduction and Highlights

Mark Thornewill | Director | 01785 619896 | mthornewill@staffordbc.gov.uk

2013/14 has been another successful year for the Partnership and I am pleased to be able to introduce this Annual Report.

The latest Active People Survey results show that we are making good progress in increasing participation in sport and active recreation with the 16+ participation in 3 x 30 minutes per week figure showing an increase from 20.6% in 2006 to 25.7% in 2013. Much more still needs to be done and we will be working with partners to ensure this upward trend continues.

It is impossible to mention all of the programmes and achievements in this introduction but I hope you enjoy reading the Annual Report which highlights many of the successes.

The range of partners involved in the delivery of sport, PE and physical activity incorporates the public, private, education, health and voluntary sectors, no one sector can deliver this agenda on their own and we need to continually improve our partnership working and support for each other if we are to harness the positive outcomes for our communities that increased participation in sport, PE and physical activity can bring. This report provides an insight into the benefits of partnership working and how by working together we can achieve so much more.

Sport Across Staffordshire and Stoke-on-Trent continues to receive fantastic support from our partners and the results of the recent Partner Satisfaction Survey made pleasing reading with 98% of partners being satisfied or very satisfied with our contribution to supporting partners with the delivery of their services, the quality of the support and advice that we provide.

As a Partnership we are determined to ensure that there is a vibrant sport, PE and physical activity offer for our community and that the sector plays its role in increasing the economic prosperity of the area; and we are excited about developing the 'Sportshire' concept to help us achieve this goal.

The Partnership appreciates the support that we receive from Sport England and the excellent working relationship that we have with the organisation. Staffordshire and Stoke-on-Trent has benefitted greatly from Sport England investment over the past 12 months and we look forward to continuing to support the delivery of the 'Creating a Sporting Habit for Life Strategy' and the exciting programmes that present us with a great opportunity to inspire more people to take up sport and physical activity as part of everyday life.

It is a privilege to be part of an excellent team and I would like to thank the SASSOT Board, Colleagues and Partners for their hard work and achievements over the past year.

I look forward to continuing our work together as we strive to achieve our vision of "Increasingly, active, healthy and successful communities".



County Sports Partnership

This section outlines the 2013/2014 Delivery Plan achievements and work areas by the core team. The core functions are to develop and maintain strategic alliances and local networks, deliver services and programmes to 'grow', 'sustain' and 'excel' in sport and physical activity and to increase investment in sport, PE and physical activity by providing the intelligence to enable partners to make evidence-based decisions.

NGB SUPPORT



60
sky
rides

SKY RIDES

In partnership with district local authority partners and Staffordshire County Council SASSOT helped broker a new contract with British Cycling for the delivery of 60 Sky Rides in 2014-15



NORTH STAFFORDSHIRE COMMUNITY BADMINTON NETWORK

SASSOT has worked closely to re-establish this group to secure external investment from England Badminton and put in place a clear plan for badminton in Stoke and Newcastle

1 of 5
investment zones

VOLLEYBALL INVESTMENT ZONE

Working closely with Be Active Black Country SASSOT successfully applied to become **one of only five** Volleyball Investment zones nationally funded by England Volleyball



250
new
runners

ATHLETICS NETWORK

With SASSOT's support the Staffordshire Athletic Network continues to go from strength to strength with **250** new runners, 23 new run leaders, 5 new running coaches and 20 new running groups



NHS PILOT

SASSOT help broker and set up a new pilot scheme linking the Waistlines weight management service with Golf and Athletics NGB initiatives



27

27 NGB supported in 2013-14.

Green RAG rating from Sport England for NGB engagement and support work

SCHOOL GAMES



16
competitions

16 Level Three satellite competitions took place in **5** different sports involving **1,211** participants

25
competitions

25 competitions took place in the School Games Level Three summer festival in **14** different sports involving **1,027** participants

9
competitions

9 competitions took place in the School Games Level Three winter festival in **4** different sports involving **558** participants

500
young volunteers

A total of **500** young volunteers have been trained and deployed at Level Three School Games events

168
schools

A total of **168** different schools; primary, middle, secondary, independent and special schools took part in the Level Three School Games competitions

SPORTIVATE

186
projects

186 Sportivate projects funded, which equates to more than **360** separate activity blocks

43

43 different sports involved in Sportivate

4,026
young people

4,026 young people were engaged in Sportivate activities, with **3,729** being retained (attending all, or all but 1 session)



£174,000
allocated

Over **£174,000** allocated to local Sportivate projects, with an additional **£80,000** of partner funding contributing to the projects

190%

Achieved **190%** of Sport England's KPI target



COMMUNITY GAMES

community
games



34 Community Games were registered and took place

6 A further 6 Community Games have been registered and are due to take place over the summer of 2014

13 Community Games were awarded funding



2,490 awarded to Community Groups to help them run their Community Games

SATELLITE CLUBS

40 Engaged with 40 schools within Staffordshire and Stoke-on-Trent

50 50 Satellite Clubs received funding

36 36 Community/Sports Clubs delivered the Satellite Clubs intervention within Staffordshire and Stoke-on-Trent



59,428 £59,428 awarded to provide support for coaching, training and equipment fees



2,525 Out of the £59,428 - £2,525 was awarded for coaching qualifications

PRIMARY SCHOOL SPORT PREMIUM

114 Strategic Partnership with entrust formed to support primary schools deliver the new Primary Schools PE and Sport Programme. 114 schools received focused support from entrust

50 50 coaches attended bespoke Working in Primary Schools CPD

3 3 coaching companies received enhanced support to work in schools

SASSOT Primary School Sport Funding Guide produced and available on SASSOT's website

CLUB DEVELOPMENT

269 There are a total of 269 Clubmark accredited clubs in Staffordshire and Stoke-on-Trent

83 83 Clubs are working towards Clubmark accreditation

9 9 Clubs were awarded Clubmark Accreditation funding



2,047 £2,047 in total funding has been awarded to clubs to assist them with accreditation or reaccreditation

DISABILITY SPORT

397 397 children accessing Inspire multi-sport clubs



104 104 new disabled children accessing 7 clubs throughout 2013/2014

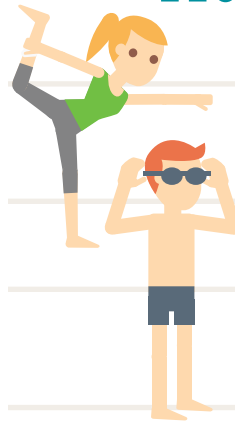
38 38 children accessing universal services/clubs

6 County forum established along with 6 local authority disability sport focused forums

over **45** Over 45 clubs completed Inclusion Club Hub toolkit

GET ACTIVE - PHYSICAL ACTIVITY DEVELOPMENT

110 110 people completed active workplace survey to determine what activities to offer employees in Stafford



Swimming, dance, walking and pilates are the top activities people want to take part in

Nordic Walking activity pilot offered in Stafford

Swimming specific survey circulated on behalf of ASA to dig deeper into latent demand for swimming

71 71 people signed-up and active as part of the Workplace Challenge Staffordshire

19 19 businesses signed up

PHYSICAL ACTIVITY RESEARCH

Established and strengthened partnership with Staffordshire Public Health

A survey developed to gather Sport & Physical Activity provision data via Survey Monkey

100 Survey piloted within Stafford Borough with data gathered from over 100 providers

753 753 separate sport and physical activity sessions recorded



WORKFORCE DEVELOPMENT

 **50,000** funding | £50,000 funding allocated to implement revised Volunteer and Leadership support and reward package over the next 12 months

Workforce Development linked initiatives with programmes such as Satellite Clubs, Sportivate and Primary School Sport Premium

150 hour work placement | Partnership with Staffordshire University to provide 150 hour work placement with the objective of supporting the Sportivate workforce

Guidance developed for sports clubs regarding the tax implications associated with paying a workforce

SAFEGUARDING CHILDREN

284 | Safeguarding training provided to 284 sports volunteers

New Safeguarding Delivery Plan developed and implemented

SASSOT's overall progress against national safeguarding framework rated green by Child Protection in Sport Unit

26 clubs | 26 clubs given advice and support to improve their safeguarding policies and procedures.

SASSOT safeguarding policies and procedures have been reviewed and updated

SPORT MAKERS

SPORT MAKERS

1813 | Registered Sport Makers

1221 | Sport Makers attended a workshop

938 | Sport Makers completed 10 hours of 'making sport happen'



VOLUNTEER DEVELOPMENT

17 | 17 Sports Leaders qualified to Level 1

22 | 22 Community Sports Leaders qualified to Level 2

14 | 14 Dance Leaders qualified to Level 1




Sport Across Staffordshire and Stoke-on-Trent granted Sports Leaders UK 'Leadership Academy' status.

483 young people | 483 young people volunteering at School Games events throughout Staffordshire and Stoke-on-Trent

COACH DEVELOPMENT

Outcomes of the Coaching Delivery Plan successfully achieved, resulting in a Green rating from Sport England

1,035 coaches | 1,035 coaches registered on data management system www.sassotcoaching.org.uk

 **25,500** | £25,500 funding accessed to support coach delivery

7,100 | 7,100 additional participants coached as a direct result of interventions

12 students | Focused support to 12 Staffordshire University students to be trained and deployed in local coaching placements

EDUCATION AND TRAINING

68 | 68 workshops with 1,222 attendees

Option for clubs / partners to request targeted workshops for own group

New booking on line system i.e. Eventbrite launched 1 April 2014

Option is available to book multiple places on workshops

Valuable offer to book a package of specific workshops directed at Clubs, in terms of finance and getting the best you can for your club and its members



SPORTS EQUALITY & DIVERSITY

Achievement of Foundation & Preliminary Level of the Equality Standard for Sport

10,000 invested
£10,000 invested into **6** ACCESS Across Staffordshire projects currently engaging and retaining 126 women and girls

20,000 investment
£20,000 investment from Staffordshire County Council Youth & Community Service to deliver the 'Girls Active' project targeting inactive women and girls in Burton, Cannock & Tamworth. Over **160** engaged in activity, **16** in leadership qualifications and **12** received coach bursaries

700 attendees
700 attendees at Abbey Hulton (Stoke-on-Trent) anti-social behaviour multi-sport project, funded through ACCESS Across Staffordshire

60 participants
60 participants aged 8-76 engaged in **60** hours of bowls activity in deprived communities in East Staffordshire, funded through ACCESS Across Staffordshire

MARKETING & COMMUNICATIONS

12 monthly e-newsletters
 12 monthly e-newsletters issued with a total of **706** articles from over **100** partner organisations distributed to over **3,000** recipients

100%
100% of partners are satisfied or very satisfied with the SASSOT website

SASSOT Sports Awards
 honouring Club, Coach, Project and Newcomer of the Year

West Midlands Community Sports Awards
 co-ordinated by West Midlands CSPs and the BBC



1,000
 Twitter Followers



327
 Facebook Likes

40,409
 unique visitors to
www.sportacrossstaffordshire.co.uk

165,940
 page views

most popular pages:
 jobs & careers, clubs, funding,
 contacts and workshops

INSIGHT

97.5%

of partners were either very satisfied or satisfied with SASSOT compared to the national CSP average of

95.5%

93.3%

of respondents were very satisfied or satisfied with SASSOT adding value to the services that they provide

97.7%

of respondents were very satisfied or satisfied with the quality of support and advice given by SASSOT compared to the national average of

96.8%

ACTIVE PEOPLE

5.1%
 increase

5.1% increase in sport and active recreation participation rates (formerly NI8) from 20.6% (2006) to 25.7% (2013)

SASSOT achieved results above regional and national averages for sports volunteering, club membership, tuition, competition and organised sport (APS7)

INVESTMENT

28
 attendees

Delivery of Funding and Effective Bid Writing workshop with **28** attendees; with **2** follow-up clinics

Coordination and submission of cross-county submission to Staffordshire County Council for the provision of sport for young people with mental health support needs

Coordination and submission of cross-county submission to Sport England (Inclusive Sport Fund) for the provision of sport for disabled adults

2
 Community Sport fund applications

Support to Wigan Leisure and Culture Trust and Lichfield District Council in the submission of **2** Community Sport Activation Fund applications

Advice and support to Uttoxeter Juniors FC and Uttoxeter Cricket Club for the formation of Uttoxeter Sports Club



781,141

£781,141 secured funding in 2013-14

40,000

Aiming High for Disabled Children contract (**£40,000**) secured for the delivery of **7** Inspire Disability Multi-Sport Clubs across Staffordshire

National Governing Bodies of Sport

SASSOT have worked with a wide range of National Governing Bodies of sport in 2013-14 to help them deliver their Whole Sport Plans and grow sports participation in Staffordshire.

Here are a few examples of how we have worked together.

Ben Hollands | Acting Sports Manager | 01785 619187 | bhollands@staffordbc.gov.uk

ARCHERY



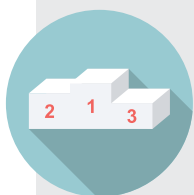
SASSOT have helped Archery GB deliver their Children and Young People programme by identifying suitable local delivers and working with them to start up new activity. As a result 40 young people have started archery in East Staffordshire thanks to the hard work of Dove Valley Archers. SASSOT are also working with the NGB and Trent Valley Archers to grow local participation in Stoke through the NGB's Focus Club Investment.

BOCCIA



Club Development: New Boccia club now formed in Tamworth following taster sessions organised by SASSOT through the Aiming High project. SASSOT has also coordinated a Boccia leader recruitment project in partnership with local day care centres leading to 19 new leaders and 8 new Boccia sessions being established with 80+ new participants.

ATHLETICS



SASSOT have been working closely with England Athletics and the Staffordshire Athletics Network to continue to grow adult participation. SASSOT have continued to host and employ the Athletics Network Coordinator, brokered new relationships with the NHS and Groundwork UK to deliver the Beginner Running programme and secured £1,350 of new funding to continue the work of the network in 2014-15. As a result there are 20 new beginner running groups established, 260 new runners, 23 new LIRF leaders trained and 5 new Coaches in Running Fitness trained!

CRICKET



SASSOT have been working with Staffordshire Cricket Board (SCB) to ensure focus clubs for disabled and female participants have coaches that meet minimum standards. We have given a £720 subsidy to SCB to train 72 volunteers which has helped local clubs retain disabled participants. SASSOT are also pleased to have been able to continue to host SCB in 2013 and 2014.

BADMINTON



In partnership with Badminton England, SASSOT have helped to re-established North Staffordshire Community Badminton Network. SASSOT identified and contacted local partners to attend the group, coordinated a meeting in partnership with NGB, attended meetings, worked with the group to develop a local plan and linked the group to relevant programmes. SASSOT have incorporated Smash Up into our Year 4 Sportivate plan to make it easier for schools to access this exciting new programme. As a result 12 schools have signed up to Smash Up so far. Play Badminton: CSP coordinated facility managers forum to provide a platform for NGB to promote Play Badminton framework. 7 sports centres have signed up to this offer in Staffordshire so far.

CYCLING



SASSOT helped source funding for 2013/14 Sky Ride Programme on behalf of the NGB leading to delivery of 45 rides with more than 500 people taking up cycling. SASSOT have helped to negotiate a further £35k of local funding for 2014/15 Sky Ride programme which will be delivered in Stafford, Newcastle under Lyme and East Staffordshire. Major Events: In partnership with the Forestry Commission, British Cycling and a local event management company, SASSOT have helped to secure national cross-country Mountain Bike Championships for Cannock Chase. SASSOT have also helped secure further funding to develop the trails on Cannock Chase in preparation for this event.



FOOTBALL



Coordinated meeting with local partners and FA to develop new Downs Syndrome team. First session held with 19 participants making use of FA Growth Fund. SASSOT have also helped to coordinate a targeted CPD programme for 30 coaches to support Club growth. SASSOT have continued to promote the FA's coach education and CPD via SASSOT coaching and local networks.

GOLF



SASSOT brokered a pilot between a NHS service provider and the Staffordshire County Gold Partnership to test Get into Golf product with the Waistlines weight management service. This has led to the delivery of 19 Get into Golf and Street Golf sessions with more than 120 participants. This programme continues to grow with further delivery scheduled for 2014-15.

HOCKEY



Following consultation with England Hockey, SASSOT arranged for hockey to be included in the school games for the first time using Quicksticks with 35 young people taking part. SASSOT have also helped setup a new satellite club with Burton Hockey Club involving Burton and South Derbyshire College.

MOUNTAINEERING



12 volunteers recruited as Sport Makers and funded to complete BMC Fundamentals of Climbing course at Kilnwox Climbing Centre. Course completed and volunteers delivering to local schools and community. SASSOT has also supported 2 BMC Rockout courses through Sportivate with 22 participants taking part and being retained at their local climbing centres.

NETBALL



Two new Back to Netball groups established with SASSOT Coaching Development Manager support and Sportivate funding leading to 40 new participants. SASSOT have continued to provide hosting services to England Netball and look forward to these arrangements continuing in 2014-15. SASSOT have also facilitated two new satellite clubs at King Edward VI High School linked to Stafford Netball Club and Thomas Alleyne's High School linked to Uttoxeter Netball Club.

ROUNDERS



In partnership with East Staffordshire Borough Council and England Rounders SASSOT helped secure £1000 of investment into rounders leading to the roll out of a new delivery programme. As a result 25 more adults played rounders in the district. They hope to double this number in 2014-15.

RUGBY UNION



SASSOT have worked with the RFU to help the Burton RFU Club secure £400k for the relocation of their club house.

SNOWSPORT



SASSOT have helped Snowsport England roll out their Go Ski Go Board programme by using Sportivate funding. As a result two projects have been delivered with 15 people retained at the local club.

VOLLEYBALL



Following an open and competitive application process to Volleyball England, SASSOT and Be Active Black Country secured Staffordshire and the Black Country as one of only five Volleyball Investment Zones in England. SASSOT have helped set up the steering group for the investment zone and develop the three year delivery plan which will lead to several new satellite clubs and lots more recreational volleyball.

WATERSKIING



SASSOT have been helping British Skiing and Wakeboarding with their network development by using Sportivate funding to provide new opportunities to take part in this exciting sport. As result 27 more people have taken up the sport.



Local Authorities

As community leaders, local authorities play a vital role in the provision of facilities, programmes and opportunities for people to participate in sport and physical activity. This section identifies examples of the excellent work that is carried out across Staffordshire and Stoke-on-Trent.



Jude Ford | Sportshire Coordinator | 07814 138917 | jude.ford@staffordshire.gov.uk

In Staffordshire, we embraced the unique opportunity of the London 2012 Olympic and Paralympic Games to inspire and engage our communities. In partnership, we continue to maximise the opportunities presented by Lottery and Legacy Trust funding. The Olympic legacy is felt both in our sporting infrastructure and in our economy and communities and we expect the Glasgow Commonwealth Games to provide further impetus.

The Sportshire agenda seeks to explore how, in the currently challenging economic conditions, we can sustain this momentum, use sport to drive Staffordshire's economic recovery and create a compelling sport offer which establishes Staffordshire as sporting destination nationally. We look forward to working with our partners in district and borough councils and voluntary agencies in the delivery of these aspirations.

HIGHLIGHTS

- Appointment of the jointly funded Sportshire Coordinator
- Completed Sportshire consultation process - resulting in the publication of the "Sportshire Framework"
- Submission of tenders for two major sporting events
- Delivery of the jointly funded Sky Ride programme across four of the local authority areas of Staffordshire
- Supported the county's emerging sporting talent via the delivery of the Staffordshire Talented Athlete Fund
- Jointly funded a technical extension of the Mountain Bike Trails at Cannock Chase, to both improve facilities ahead of the National Series Finals in August 2014 and to provide a lasting legacy for leisure users

LOOKING AHEAD TO 2014-15

- Begin the implementation of Sportshire delivery plan
- Host the Commonwealth England squad at St George's Park for their final preparation camp ahead of Glasgow 2014
- Support the development of significant sporting facilities that will establish Staffordshire as a sporting destination
- Host one major international sporting event within Staffordshire
- Improve the health outcomes of our residents by supporting the implementation of the Active Staffordshire strategy.

The 2014 Staffordshire's Talented Athlete Fund (STAF) provided the county's most promising young athletes with grants of up to £1000, helping them meet the costs associated with training and competition. SASSOT's support in the design, marketing and administration of this programme was invaluable, resulting in a boost to the talent pathways across Staffordshire.

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT recognises and advocates for the important role that sport can play in improving the economic prosperity of our area. Staffordshire County Council has a key strategic role to maximise the opportunities to grow the economic prosperity of the area and SASSOT is therefore delighted to be able to jointly fund the Sportshire Coordinator's post, with the County Council, to ensure sport plays its part in developing active, healthy and successful communities.





Cannock Chase & Wigan Leisure & Culture Trust

Paul Smith | Sports Development Manager | 01543 501522 | paul.smith@wlct.org

Our 'Girls Active' project works with local schools in the Cannock Chase district, targeting semi and non-active girls aged 14-16 years. Individual champions are selected from their respective year groups and work with their school peers to develop and shape an eight week physical activity programme. Activities include zumba, circuit, body combat and well-being talks. All the girls participating in the project received a Sportivate gym membership pass to the Rugeley and Chase Leisure Centre.

HIGHLIGHTS

- Working with Cardinal Griffin and Chase High school we engaged 78 semi and non-active girls aged 14-16 years
- The project is linked with the Sportivate gym membership scheme. Some 33 girls have taken out full membership of both leisure centres
- A series of well-being talks were delivered, focusing on body image. These were extremely well received and helped the girls to see themselves and the perception of their bodies in a more positive fashion
- The girls were able to access and try a range of physical activities. This wider availability of choice has allowed them to select activities they like and motivated them to carry on with that activity
- The appointment of a dedicated activators role to the 'Girls Active' project provides us with a strong link to the champions, the girls and the organisation of the programme. The girls are able to identify and make a positive connection, motivating them to attend the sessions
- The setting up of a champions' role has proved a successful way of consulting with and getting girls involved in some form of regular physical activity

LOOKING AHEAD TO 2014-15

The WLCT Community Wellbeing - Sport Team has identified the following key areas of service delivery for 2014/15. These include:

- Aiming High (Short Breaks) - working with Staffordshire County Council to deliver a range of fun activities for disabled children, young people and their families
- Sportivate - to be the lead organisation for the Cannock Chase district, co-ordinating a range of sporting activities for non or semi-active young people 11-25 years old
- To work in partnership with the Chase Leisure Centre to undertake a Quest Combo assessment
- To integrate our 'Chase It' young person's activity programme with the district's leisure facilities

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT were a key driver in helping to set up the 'Girls Active' sessions at Chase Leisure Centre. Their help and advice was crucial in securing funding for the project (£4,000), through the Girls and Young Women's Sport/Physical Activity Fund. This type of practical partner support is greatly appreciated and valued by the WLCT Community Wellbeing-Sport team.

"Loving the project! It really encourages girls to participate in exercise. The Sportivate gym memberships are a really good way to get the girls to continue exercising outside and after the sessions".

project participants Lucy and Hollie





East Staffordshire

Neil Brown | Sports Development - Team Leader | 01283 508192 | neil.brown@eaststaffsbc.gov.uk

East Staffordshire Borough Council's Sports Development Team entered into year 2 of its partnership with British Cycling to deliver the 'Sky Ride' led ride cycling project. The project aims to increase the social cycling opportunities in East Staffs which in turn complements other cycling activities in the borough, such as Inclusive Cycling and Balanceability, learning to cycle scheme. The borough council is developing its own Cycling Development Plan, which will include activities on offer but also developing cycling infrastructures across the borough.

HIGHLIGHTS

- 15 'Sky Ride' led rides
- 8 new ride leaders trained
- 2 new routes developed
- 171 participants on 'Sky Ride' led rides, increase of 41% on 2012-13
- Attendance rate of 104%
- Place utilisation rate of 36%, equal to the national average.
- 8 'Breeze' rides (women only)
- 31 'Breeze' attendees

LOOKING AHEAD TO 2014-15

- Increase the number of 'Sky Ride' led rides from 15 to 20
- Additional 5 new ride leaders trained
- Development of a new route, to be available in 2015
- Increase current attendance of 171 by 25%
- Increase utilisation rate to above the national average
- Produce a robust marketing campaign
- Link the 'Sky Ride' programme to other cycling opportunities in the borough.

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT facilitated discussions and brokered funding with partners such as Staffordshire County Council and Public Health to maintain our borough council investment into the 'Sky Ride' programme. For 2014-15 an agreement has already been reached to continue with Sky Rides with an increase in the number of led rides from 15 to 20.



"Nice to see so many families riding together and so many dusting their bikes off to start cycling again".

Jeff Slinn, local ride leader

Main Picture | 'Sky Ride' led rides.

Small Picture | East Staffs Inclusive Cycling Participants





Lichfield

Jenni Williams | Positive Futures Officer | 01543 308835 | jenni.williams@lichfielddc.gov.uk

Positive Futures have been working in partnership with SASSOT to run Sports Leaders UK qualifications for young people in our local area to better their qualifications and give them further opportunities. These young people may then move on to higher leadership qualifications and volunteer in their local community.

HIGHLIGHTS

- 7 young people took part and passed their level 1 Sports Leaders in August 2013
- 6 young people took part in their level 2 Community Sports Leaders Award. This course took place in February 2014 and participants are out in the community volunteering to gain their 10 hours to enable them to pass the course
- All young people who took part within our Sports Leaders Awards have contributed back into the community by volunteering within some of the project's sessions ranging from dance and trampolining to netball
- These courses have not just helped young people expand their knowledge and qualifications but their confidence and self-belief in coaching young people in their local community
- One or two participants who took part in their level 1 moved on to their level 2 in February 2014

LOOKING AHEAD TO 2014-15

- To continue working in partnership and giving young people in our community the opportunity to participate in Sports Leaders UK courses to gain leadership qualifications to help them in the future
- For those young people who have passed and gained qualifications to then go on to specialist courses that can then be implemented in the local community through Positive Futures
- For these young people to be included in our Young Volunteer Programme

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT helped part fund the courses for the young people to participate in therefore cutting the cost they needed to contribute. Continual support throughout and beyond the courses by SASSOT's Volunteer and Coaching Development Coordinator ensured that the courses ran efficiently.



"Working in partnership with SASSOT has helped our young people gain qualifications outside of school, in which they might not have had the opportunity to participate in. Part funding through ourselves and SASSOT has cut the cost for these participants giving them opportunities which may then lead into voluntary work within the community".

Jenni Williams, Positive Futures Officer



Newcastle-under-Lyme

Robert Foster | Head of Leisure and Cultural Services | 07946 339282 | robert.foster@newcastle-staffs.gov.uk

Andy Arnott | Sport and Active Lifestyles Manager | 01782 742624 | andrew.arnott@newcastle-staffs.gov.uk

CASE STUDY CLAYTON SPORTS CENTRE

WHAT WE DID AND WHY

Clayton Sports Centre is managed by Stone and District Sports Association and is a well-used facility particularly for the development of cricket in the County and also badminton. After forty-two years of successful operation the board of trustees requested the support of Newcastle Borough Council to help secure the long term future of the sports centre as elements of the building were reaching the end of their lifespan and it was possible that without investment the sports centre would face closure within the next 18 months due to building failure.

Newcastle Borough Council worked in conjunction with the board of trustees from Stone and District Sports Association, Staffordshire County Cricket Board, and Badminton England to scope the redevelopment works and with advice from SASSOT identify potential sources of funding for the project.

Applications were made to Sport England (Inspired Facilities) and the England and Wales Cricket Board, with funding also coming from the Stone and District Sports Association, Staffordshire Cricket and Newcastle Borough Council. The procurement was managed by the Council.

WHO WAS IT FOR?

Clayton Sports Centre is strategically important as it provides the only sports hall available for public use during the day and is a valued indoor cricket venue for the County.

WHAT ROLE DID SASSOT PLAY?

SASSOT advised on the funding applications and supported the production of sport development plans for the sports centre.

PROJECT OUTCOMES

Not only has the sports centre been protected as a valuable resource for sport and the local community, as a result of the investment and sports development plans, throughput is set to rise significantly over the next 5 years.





South Staffordshire

Lynn Boleyn | Charity Trustee | Kewford Eagles Football Club | 01384 830862 | lynn.boleyn@sky.com

Kewford Eagles, established in 1978, has around 550 children playing for it including boys, girls and those with additional needs. Based in Wall Heath the club aims to provide football for all regardless of their background, age or their ability. The club is proud of its growing disability section and was awarded the Queens Award for Voluntary Service the equivalent of an MBE for volunteer groups.

HIGHLIGHTS

- In 2010 Kewford obtained planning permission on 30 acres of land it is leasing for 11 football pitches, changing rooms, showers, toilets and car parking
- Following extensive fundraising, phase one of their Grassroots Project started in September 2012 with completion due around Spring 2014
- Their plans, now 12 years in the making, will create a facility for the whole community to enjoy
- There is a general lack of facilities in the area and this will provide the players and the wider local community with a football outlet to be proud of. A legacy for generations to come
- The project also addresses a significant gap in the provision of good sporting facilities locally and this development will grow and strengthen good practice in line with the Football Association's development strategy

LOOKING AHEAD TO 2014-15

- The Grand Opening of the new ground, Eagle Park, will be on 26 April 2014 where Sir Trevor Brooking will formally open the new facility. League matches will commence on the site from September 2014
- It is hoped that the Club will attract many new players, especially girls, due to the fantastic facilities now available
- Over the next few years phase two will include a clubhouse and phase three will include a floodlit all weather pitch

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT has been involved with the project from the initial development phase. Advice was provided on sources of funding and support offered in the preparation and development of funding applications including the provision of information to evidence the strategic need for the facilities through the sub-regional facilities framework and local authority playing pitch strategies.



Main Picture | Kewford Eagles committee on the new site.
Small Picture | Aerial view of the development.

"This new facility, 12 years in the planning, will provide a fantastic sporting facility for generations of children to come and we are extremely grateful to all funders for making our dreams a reality. Kewford is a Community Club providing football for all regardless of age or ability and all volunteers in the club give up many hours every week to help manage and coach the teams and provide good healthy exercise for the children where they make friends to last a lifetime".

Lynn Boleyn, Charity Trustee





Stafford

Adam Hill | Head of Leisure & Culture | 01785 619299 | amhill@staffordbc.gov.uk

Stafford Borough Council along with other partners have developed a Health and Wellbeing Strategy that encourages and leads the way to Building Stafford and Surround's Healthy Future by working together to support residents and communities to take control of their health and wellbeing. Working with SASSOT the Leisure and Culture Department are leading the Live Well and Develop Well themes focussing on improving opportunities to work towards adults, children and young people having a BMI within a healthy range and engage in regular physical activity.

HIGHLIGHTS

The working group has brought together groups and organisations from across the borough to work together, making the most efficient use of resources through common goals and share a common approach to start addressing the health issues relating to BMI and ensuring it's within a healthy range and encourage people to engage in regular physical activity.

The key objectives are:

- Improving healthy eating and diet for adults and children
- Increasing physical activity in adults and children
- Providing cultural and leisure opportunities to improve emotional wellbeing

LOOKING AHEAD TO 2014-15

1 Physical Activity

- To reduce the cost of activities and encourage more free activities
- Encourage activities where families can participate together
- Development of a directory of physical activity opportunities via the web
- Increase the number of pathways from schools to sports clubs
- Increase the number of opportunities available for alternative forms of physical activities e.g. dance

2 Diet and Healthy Eating

- To encourage every school to develop an allotment
- Every identified child to be offered free support, physical activity and diet advice
- To promote a salt awareness campaign and reduce the amount of salt eaten
- To develop, promote and deliver cooking courses at different venues in the community

3 Environmental / Cultural

- Encourage more walking
- Increased participation in Sky Ride and the Stafford Fun Run
- Increase the available knowledge and information on healthy eating, diet and physical activity
- Increased number of opportunities to participate in physical activities available in the workplace

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT is supporting the promotion of activities as well as the collation of statistical and usage data on the various projects as well as utilising their networks to encourage organisations to engage in the projects or develop new partnerships and opportunities.

"This is an exciting opportunity for leisure, health, education and the community to work together to improve the health and wellbeing of the whole community. The success of this strategy and action plan will see positive changes that not only affects today's generations but also underpins the health and wellbeing of future generations".





Staffordshire Moorlands

Tony Wheat | Leisure Services Manager for Staffordshire Moorlands District Council and High Peak Borough Council
01538 395730 | anthony.wheat@staffsmoorlands.gov.uk

In October 2013, Sport Across Staffordshire and Stoke-on-Trent's Investment Manager was invited by Leek Sports Council to give a short sports investment presentation, including an up-to-date picture of the funding landscape for sport in England. This helped the Sports Council members to understand the funding opportunities and support available to them.

HIGHLIGHTS

- 1 hour presentation and discussion detailing:
 - Current community sport funding landscape
 - Current funding programmes available
 - Good practice in writing funding applications
 - Question and answer session
- 25 attendees from a variety of clubs

LOOKING AHEAD TO 2014-15

As a result of the workshop more clubs are looking into potential funding avenues to support the development of their clubs.

- The clubs are able to utilise the support of Sport Across Staffordshire and Stoke-on-Trent in preparing and developing funding and project applications
- Clubs are looking to utilise the more in-depth workshops and 1-2-1 clinics that SASSOT provide to help develop projects

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT play a vital role in understanding the sports funding landscape in Staffordshire. Their support and knowledge is vital for the continued development of sport across the county.



"SASSOT's investment and funding support is greatly valued by clubs across our district. SASSOT's investment experience and links to other organisations keeps them well placed to support our clubs".

Tony Wheat, Leisure Services Manager for Staffordshire Moorlands DC & High Peak BC, Staffordshire Moorlands District Council.





Stoke-on-Trent

Leslie Eyre | Sports Participation Officer | Sport and Leisure Services | 01782 236930 | leslie.eyre@stoke.gov.uk

Neil McPherson | Head Coach | Florence Tennis & Bowling Club | 01782 319440 | mcperson.d1@sky.com

Florence Tennis Club has been delivering Sportivate projects since 2011. Working as a hub club for several after school site clubs has enabled the club to work with a variety of teenage participants from across the city.

The Sportivate courses have proved to be so successful that the junior membership generated has contributed to the club gaining a substantial grant for capital works.

HIGHLIGHTS

The club has engaged with over 200 teenagers on its Sportivate courses and has seen membership of the club increase significantly. As a result the club have sought and gained £98,000 in grants to install four brand new artificial grass courts with new floodlighting too. £50,000 funding came from Sport England Inspired Facilities fund and £46,000 from Biffa.

The projects have also generated a number of young leaders, who started on Sportivate courses and also found and gained an interest in assisting and coaching at the club. One young leader who started out on a Sportivate course in 2011 has obtained funding to take his Level 2 coaching course and is still coaching at the club. There are also a number of young Sportivate participants that have since risen through the club and are now playing in senior teams at the club.

LOOKING AHEAD TO 2014-15

Sportivate has been a catalyst for other partnership working and development at the club. The club work with Stoke City Community Trust and have gained funding from the Satellite Clubs fund to continue the schools development work. This has allowed a new round of Sportivate projects to diversify and concentrate on outreach courses for those with a disability and work with new partners to attract participants from BME groups.

WORKING IN PARTNERSHIP WITH SASSOT

The club has attracted over £8000 in Sportivate funding from SASSOT. More recently, working as part of a group with other Stoke-on-Trent Sportivate providers that SASSOT has chaired, has given us the confidence to embrace partnership working and work with priority groups within the city.



Sportivate has been the catalyst for so many developments at the club. The capital grant for new courts has been the icing on the cake, but the numbers of young people using the club and the confidence we now have to provide more outreach tennis development has been fantastic. Watching a session last week with our coaches working with a group of 16 special needs students was truly inspiring.





Tamworth

Mike Stevenson | Community Leisure Manager | 01827 831 333 | mikestevenson@wilnecote-high.staffs.sch.uk

We open the doors of the Wilnecote High School Academy to the public during evenings, weekends and school holidays. Our motto is "Community Based Community Inspired" and our main objective is: "work with partners to facilitate opportunities that enable people to reach their full potential, whilst offering a high quality service at good value within a safe and secure environment".

We want to make our facilities accessible for everyone and this has led to a refurbishment of our swimming pool. Over a number of years, with the help of SASSOT, we have developed a programme which includes something for everyone including a number of activities for people with disabilities.

HIGHLIGHTS

- 'Inspire' disability multi sports club continues to be a success with every session filling up and allowing families to spend time together and develop relationships with other families
- Wilnecote Unicorns Disability Football Club has been formed this year and has 12 regular attendees
- Unicorns Disabled Swimming Club continues to grow and provides swimming lessons for all ages
- G-Force trampoline club has been recognised as a British Gymnastics "I'm In" hub club which will result in a number of activities specifically for those with a disability
- Staffs FA continue to provide football and cricket sessions for children aged under 14 years old during all school holidays

LOOKING AHEAD TO 2014-15

- Developing Wilnecote Unicorns Disability Football Club so that we can compete in the Ability Counts League across Staffordshire
- Continuing to deliver and improve the 'Inspire' multi sports club including introducing dance sessions, martial arts and much much more!

- Hosting a number of the "I'm In" hub club events including coach development sessions and disability competitions
- Working with SASSOT to provide new and varied activities for everyone
- Developing a regular Boccia session and hopefully forming a competitive team

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT's Disability Sports Officer has helped us develop and improve the "Inspire" sessions. We have been introduced to important contacts at Staffs FA and Boccia England and the whole SASSOT team offered support when needed. We have been involved in the development of future projects and now feel that we are very much a part of Staffordshire county thanks to the help and support offered by SASSOT.

Pictured above | *Participants at Tamworth Inspire Club*



Links with Education

Links with education have been and will continue to develop as a key area of work for Sport Across Staffordshire & Stoke-on-Trent.



Supporting School Sport

Chris Milward | Youth Sport Manager | Sport Across Staffordshire & Stoke-on-Trent | 01785 619681 | cmilward@staffordbc.gov.uk

INTRODUCTION

The Partnership's Youth Sport function has grown considerably over the last year. Our collaborative work with the School Games Organisers continues to be positive and very valuable in providing inspirational opportunities for young people to take part in competitive school sport. The Satellite Clubs intervention has provided a practical way to build solid links between clubs and schools to give young people a taste of club sport in an environment in which they are comfortable and the Primary School PE and Sport Premium has seen major investment into supporting the delivery of physical education and school sport within primary schools.





School Games

Nadine Barnard | School Games Coordinator & Club Development Manager | 01785 619726 | nbarnard@staffordbc.gov.uk

SASSOT continue to work very closely with the School Games Organisers from across the county to develop inspirational opportunities for young people to participate in competitive school sport. 2013-2014 was the second year of the Sainsbury's School Games in Staffordshire & Stoke-on-Trent and included a Winter Games for the first time, allowing a more seamless transition from level 2 to level 3 for the sports that take place earlier in the calendar.

HIGHLIGHTS

- Summer and winter events are both now in the School Games competition calendar, enabling more seamless links between level 2 and level 3 for the sports that take place earlier in the calendar
- Summer event delivered successfully with over 700 young people coming together to compete in a variety of sports
- 50% of the workforce were young volunteers, including a designated media team
- The inaugural winter event was delivered with over 800 young people competing
- Summer and winter events both had sporting champions in attendance which raised the aspirations of the competitors; the summer event hosted Olympic Gymnast Beth Tweddle and the winter games hosted Great Britain Hockey Player Charlotte Hartley
- Both events contained a wider cultural element, including performances at both opening ceremonies by young people from Staffordshire schools
- Work continues to develop at level 2 with the introduction of new sports and further opportunities for young people to take part in competitive school sport
- Developed a clear picture through consultation as to what support and provision Special Schools require in order for them to take part in competitive school sport

LOOKING AHEAD TO 2014-15

- Ongoing work with the Local Organising Committee to raise the profile of School Games events further in order to cement these on competition calendars
- To improve the support available to organisers of level 3 competitions in order to ensure a high quality experience for all competitors
- To develop further the provision of competitive opportunities for young people with disabilities
- To continue to work closely with School Games Organisers to review attendance at level 2 competitions and set competition calendars according to the findings

WORKING IN PARTNERSHIP WITH SASSOT

Nigel Edwards, Chair of the SASSOT SGO Forum, said that "The School Games Organisers continue to work closely with Sport Across Staffordshire & Stoke-on-Trent through the School Games Organisers Forum. This forum provides an opportunity for us to work in a collaborative way, by enabling us to engage in open debate about what competitive opportunities are to be contained in our competition calendars and to help to ensure the best possible experience in competitive school sport for all young people in schools across Staffordshire and Stoke-on-Trent".

"I have been invited to come and support the schools taking part from Lichfield and I have to say that the event is fantastic!"

Chairman of Lichfield District Council
on the Level 3 Winter Games





Supporting oPEn Network (Primary School Sport Offer in Stoke)

Helen Moors | Network Lead for oPEn (Outstanding PE Network) | 07974 111964 | helenmoors@aol.com

oPEn is a new city wide network of Primary Schools in Stoke-on-Trent that has been established in response to the Primary School Sport Premium. The network will augment and develop the work of the existing infrastructure within the city with the overall aim to add value to the PE and Sport experience of all primary aged children.

HIGHLIGHTS

Forty-five primary schools from across the City of Stoke-on-Trent are now part of the network and during the Easter term alone more than 180 primary staff received training. Courses have been run regarding outstanding teaching, assessment in PE, use of ICT, leadership across the curriculum and a number of sport specific courses. oPEn has also developed links with local coaching companies making access to courses available where applicable. The gymnastics training has proved to be extremely popular as the courses (e.g. Back to Basics, Next Steps and Progressing on to Apparatus) comprise of six 1.5 hour sessions where the delegates work with the course tutor and a class of children. Feedback provided by staff shows that on completion of the course that they feel confident enough to teach gymnastics in their schools and have valued the practical, hands on approach of the course. oPEn has established a Health forum linking with members of staff from the Public Health Department, Sport and Leisure Services, Keele and Staffordshire Universities, the North Stoke SSP and PremierLeague4Sport; several initiatives are planned to help improve the health of children in the city.

LOOKING AHEAD TO 2014-15

A full calendar of training opportunities will be available next year and all courses will be at the request of the network schools. The ability to provide bespoke training to match the needs identified by the schools means that time and money is strategically spent and has a positive impact on PE and school sport delivery. The network will fully support the Change4life initiative which is being run by the North SSP which will

establish over 40 clubs across the city. In addition the network will augment this work with a number of initiatives designed to increase the health and fitness of children and their families. oPEn hopes to continue to work with local partners and stakeholders in PE and school sport and looks forward to being involved with more collaborative projects in the future.

WORKING IN PARTNERSHIP WITH SASSOT

The main focus of the group is workforce development; however there is a wider remit and oPEn has been keen to work with all stakeholders of PE and school sport. SASSOT has been able to broker relationships with National Governing Bodies of Sport who have been able to add sport specific teacher training into the existing oPEn CPD calendar. This in some cases has been bespoke training and has provided primary teachers from across Stoke with in depth information about sports that have been identified through an initial audit at the start of the year.

"I think what you are doing for PE in your area is absolutely brilliant and I think the teachers from the participating schools are very lucky to have such an excellent initiative to tap into."

Mr T Donohoe B.Ed Hons Ma (Ed)
Head Teacher and Ofsted Inspector,
Anton County Junior School,
Andover, Hampshire





Satellite Clubs

Chloe Groves | Satellite Club Links Officer | SASSOT | 01785 619177 | cgroves@staffordbc.gov.uk

Satellite clubs are extensions of community sports clubs which are established in a new venue, usually a secondary school or college and specifically target the 11-25 age group. Satellite clubs are run by sports clubs who bring their expertise and enthusiasm to places where young people already meet. Coaches and volunteers from or linked to the community hub club work in partnership with the satellite host venue to create a new community satellite club.

HIGHLIGHTS

- Designated Satellite Club Link Maker appointed to lead this area of work and provide links between schools and clubs
- 35 secondary schools and 5 colleges have been engaged with to discuss the hosting of a satellite club on their site
- Successful submission of Satellite Clubs Delivery Plan that secured £60,000 of local delivery funding to be distributed to community clubs to support the running of satellite clubs
- 50 satellite clubs are now up and running across Staffordshire & Stoke-on-Trent with 611 participants
- Satellite Clubs have linked very closely with Sportivate and has engaged with a wide range of partners such as community groups and youth centres

LOOKING AHEAD TO 2014-15

- Working towards submission of year 2 Satellite Club Delivery Plan, allowing the securing of £129,000 to support new Satellite Clubs
- Engagement with 23 more secondary schools that will be given the option to host a Satellite Club on their site
- Working with a wider range of community clubs and providers to ensure the best possible variety of Satellite Clubs to engage new young people
- To build on the provision of year 1 Satellite Clubs with proactive schools to expand what Satellite Clubs have on offer

WORKING IN PARTNERSHIP WITH SASSOT

Penkhull Table Tennis Club (PTTC) received funding from Sport Across Staffordshire and Stoke-on-Trent to get more students from local schools involved in table tennis.

SASSOT are providing £2,320 to PTTC as part of their goal to help promote table tennis and increase the levels of participation in the sport across Staffordshire.

The funding will be used by Penkhull Table Tennis Club to deliver satellite clubs at Chesterton Sports College and Newcastle Community High School in the near future.

Chesterton will receive a range of new equipment including additional tables, barriers, and nets as well as coaching from Penkhull TTC's coach Ash Turner.



Picture | Lucky winner of competition at PTTC open day congratulated by Desmond Douglas





Further Education

Trevor Humphreys | Academy of Sport Manager Newcastle-under-Lyme College and British Colleges Sport West Midlands Operational Chair | 01782 254269 | trevor.humphreys@nulc.ac.uk

Sport within Further Education has seen significant investment and growth over the last 12 months which has firmly placed sports participation, competition and excellence within the 16-19 sector at the heart of local, regional and national developments. Sport England has continued its investment into the sector through the College Sport Maker posts and Activation funding rounds. The 2 main bodies responsible for sport within FE, British Colleges Sport and the Association of Colleges, are due to merge this year creating a more prominent voice for FE sport nationally.

HIGHLIGHTS

- Further Education colleges now have a representative on the SASSOT Board
- Second year that a College and University football league has ran successfully in Staffordshire
- Staffordshire FA has worked with all FE Colleges on TEAM 19 programmes which have increased the participation of 16-19 years olds in regular football activity
- Continuation of a National Volleyball Academy for 16-19 year olds at Newcastle-under-Lyme College in partnership with Volleyball England
- St George's Park hosted the Association of Colleges and British Colleges Sport National Colleges Sport Week which involved delegates from over 250 colleges attend workshops and share good practice
- Students from 5 Staffordshire colleges formed part of the TEAM: West Midlands British Colleges Sport squad that won the National Championships for the first time ever at Bath University
- Stoke City have hosted the National men's and women's cup finals for British Colleges Sport

LOOKING AHEAD TO 2014-15

- Continuation of the College Sport Maker programme into its 3rd year
- Continuation of the FE Activation fund into the next year
- Work towards developing a Further Education strategic plan for Staffordshire and Stoke-on-Trent that incorporates the national 'Growing colleges, growing sport' document
- Development of competitive local leagues within a variety of sports for 16-19 learners
- Monitor the development of a new organisation that will be formed through the merger of British Colleges Sport and Association of Colleges, making sure that local colleges are at the forefront of any new programmes

WORKING IN PARTNERSHIP WITH SASSOT

The College Sport Maker post funding is now moving into its third year and SASSOT have worked closely with all of the further education colleges that have a post in place. They have facilitated NGB forum meetings every three months that the Staffordshire College Sport Makers have been invited to. The feedback is that this has been extremely useful in allow College Sport Makers to make contact with the relevant SDOs. SASSOT have also kept colleges up to date with any new information, funding opportunities etc and let them know of any developments in sport that could benefit their college.

Further Education's position within the Staffordshire sports community has grown and developed over the last 12 months thanks to partnership working with SASSOT. 2014/15 promises to be a very exciting year for everyone involved.





Michael Huss | Sport Development Manager | 01782 733343 | m.d.huss@keele.ac.uk

Keele University Sport operates to service students, staff and the local community providing access to sports facilities and programmes for all abilities. The key priority is to enhance the student experience through the sports provision at the university.

Over the past two years Sport England funding has enabled the development of a new social sports programme and with the Active Universities funding coming to an end the project has successfully launched the 'Play Sport' programme delivering opportunities to students and staff.

HIGHLIGHTS

- Sporting participation continues to increase across the university with levels above the national average
- Over 600 participants in our Sport England funded 'Play Sport' programme
- Over 500 students competing in BUCS leagues
- Hosting the Staffordshire and Stoke-on-Trent School Games
- Successful Varsity win for the 4th consecutive year
- 24 students accepted to the elite athlete programme
- Successfully delivered 7 Sportivate projects

LOOKING AHEAD TO 2014-15

- Sustain current levels of participation in the 'Play Sport' programme
- Currently seeking funding to further develop 'Play Sport' to widen the offer to students
- Strengthen NGB partnerships
- Conduct a review of the university sports strategy
- Further develop elite athlete programme

WORKING IN PARTNERSHIP WITH SASSOT

Keele University worked in partnership with SASSOT to ensure a successful delivery of the Sainsbury's School Games Level Three festival for Staffordshire and Stoke-on-Trent. Keele University provided the venue and media suite for the festival to take place.

Through the Festival Operations group, which was created to ensure the effective coordination of the festival, Keele University and SASSOT adopted a collaborative approach to realise the end goal. Keele University students were also utilised at the event, creating a mutual benefit and adding the success of the Level Three festival.





Staffordshire University

Dr Peter Jones | Head of School of Psychology, Sport and Exercise | 07775 703648 | peter.jones@staffs.ac.uk

Staffordshire University continues to strengthen its links and work with the CSP through mutual representation on SASSOT and University Sports Management Boards. We have built on strong foundations and continue to work together, growing links with the academic and recreation provision. SASSOT is also a valuable partner in delivering a successful recreation sports programme as part of the Active Universities programme. Together we are supporting sport, exercise and leisure in the region.

HIGHLIGHTS

- Now in its seventh year, the Multi-sport Coaching Project with SASSOT provides fourteen Staffordshire University undergraduate students with opportunities to undertake a free training programme in delivering multi-skills coaching sessions. This improves student's employability, develops coaching skills and supports the region's sport.
- SASSOT's Director, expertly delivered the annual Basil Ashford Memorial Lecture at Staffordshire University in March. The engaging lecture outlined the history of operating and funding the region's sports provision.
- The Active Universities project between Staffordshire University and Keele University continues to be successful and has seen over 3000 students take part in sport, playing, coaching and volunteering. SASSOT played a large part in our securing of £107k to employ a Sports Engagement Co-ordinator.
- We have completed submission for Phase 2 University Sports Activation Fund, consulting and gaining support from SASSOT. This will hopefully see the continuation of the project for a further 3 years.

LOOKING AHEAD TO 2014-15

- Links strengthening between the University, SASSOT and other stakeholders as we continue to support sport, exercise and activity regionally

- We are entering exciting times and over the next twelve months are looking forward to supporting the Sportshire initiative
- Success of Phase 2 University Sports Activation Fund would increase and develop the current recreational sport and healthy lifestyle offer at Staffordshire University.
- We are looking of ways of working with SASSOT in establishing further support for the region's talented elite young athletes using the facilities, breadth of skills and applied academic knowledge at the University.

WORKING IN PARTNERSHIP WITH SASSOT

Staffordshire University, with SASSOT, ASM Sports and Stoke-on-Trent schools network continues to provide the Multi-sport Coaching Project. Now in its seventh year, the project provides fourteen undergraduates with the opportunity to undertake formal structured training programmes.

This initiative provides an introductory experience to help develop novice student coaches' capabilities and confidence for working with children.

SASSOT provide £1000 funding and help students gain further employment or coaching opportunities by registering them on the SASSOT coach database.

Further Education's position within the Staffordshire sports community has grown and developed over the last 12 months thanks to partnership working with SASSOT. 2014/15 promises to be a very exciting year for everyone involved.

Picture | Active Universities programme has seen over 3000 students take part in sport, playing, coaching and volunteering.



**STAFFORDSHIRE
UNIVERSITY**

Links with Health

Increasing participation in physical activity promotes healthier lifestyles contributes to narrowing of health inequalities and can provide economic gains by reducing costs associated with physical inactivity. The Public Health Services working across Staffordshire have increasing levels of physical activity high on their agenda. Working with key partners involved in promoting participation in physical activity, SASSOT are uniquely positioned to boost delivery of this agenda alongside sport.



Public Health Staffordshire

Tilly Flanagan | Strategic Commissioning Lead for Health Improvement | 01785 277111 | tilly.flanagan@staffordshire.gov.uk

As part of the Social Care Act 2012 responsibility for Public Health transferred to Staffordshire County Council in April 2013. For Staffordshire this meant the integration of three Public Health teams into a single new team. The team has been structured to provide local action across all 8 county districts and boroughs in a Central Support / Local Delivery model. It is hoped this structure will allow for local solutions to be developed to tackle the unique public health issues in each district.

HIGHLIGHTS

£500,000 was awarded to third sector organisations across the county to contribute to; increasing physical activity, improving mental health & wellbeing, encouraging healthy eating and preventing accidents. The range of projects that supported physical activity included;

- Forest of Mercia - an active volunteering scheme for people who may be experiencing poor mental health & wellbeing. As a result of the programme several volunteers have returned to employment
- Time for Sport - a successful 12 week weight management programme for children and their families
- Tamworth Amateur Boxing Club - held taster sessions and after school clubs in several Primary schools and developed sessions for ladies only, older adults and adults with special educational needs at their new facility in Tamworth
- Soccer Lions - delivered soccer themed clubs which are mapped onto the Children's Early Years Foundation Stage Framework to help develop young children's motor skills as well as getting them active

LOOKING AHEAD TO 2014-15

Two new initiatives will begin to form over the next 12 months.

- Active Staffordshire aims to bring a new way of working across Staffordshire that will bring together the resources of organisations across the County to encourage more Staffordshire residents to be more physically active in their everyday lives and in their leisure time.
- Staffordshire Public Health are developing a new integrated approach to support people achieve a healthier lifestyle. There will be a greater focus on supporting Staffordshire residents to make positive health behaviour choices. This will include access to information, advice and guidance which will be supported by a range of local programmes.

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT will be a key partner for Staffordshire Public Health and Active Staffordshire as we aim to get residents of Staffordshire more active. Their overview of what is going on across Staffordshire and of what is needed; and their experience of attracting investment into Staffordshire will be key to getting people more active and we are looking forward to working more closely with the SASSOT team over the coming 12 months.



Stoke-on-Trent City Council Public Health

Carl Bennett | Senior Health Improvement Specialist (Commissioner) | 01782 234538 | carl.bennett@stoke.gov.uk

Changes to the Public Health landscape, introduced as part of the Health & Social Care Act, offer Local Authorities the opportunity to embed Public Health across its many strands of influence and delivery. Local Authorities must become, once again, Public Health organisations.

With this in mind the Lifestyle Service in Stoke-on-Trent was recently placed out to procurement and we secured a 3-year contract delivery period with Voluntary Action Stoke-on-Trent as the service provider.

HIGHLIGHTS

The Lifestyle Service aims to engage and support 3000 people a year who are at high risk of, or who have existing, Cardio Vascular Disease. People referred into the service can access 6 to 12 months of support from a Lifestyle Coach and take part in the following activities:

- The development of a Personal Health Improvement Plan
- 20 weeks of physical activity provided by a mixed market of providers
- 6 sessions of Cook & Eat.
- Weight Management advice and support.
- Think Well sessions that aim to help people build an understanding of the barriers of the behaviour change process

LOOKING AHEAD TO 2014-15

Most recently Stoke-on-Trent City Council Public Health Directorate opened the Community Physical Activity offer open to Any Qualified Provider. This process secured a number of providers to help us deliver a 20 week physical activity offer and through this process we secured a number of providers that offer specialist skills in engaging and supporting different population groups ie. learning disabilities and older males.

WORKING IN PARTNERSHIP WITH SASSOT

Working with SASSOT is a crucial activity that the Public Health team in Stoke-on-Trent intend to continue. Building understanding, knowledge and competence about the wider determinants of health and the inequality agenda is a role our SASSOT Board representative will continue to offer and we can see this becoming an ever more important role as we head into a challenging austerity time period.



Financial Information

1ST APRIL 2013 TO 31ST MARCH 2014

The increase in income relates to the receipt of additional grants relating to: Aiming High, Core Funding, DfE Volunteering and contributions from local Partners re the Sky Local Rides programme to be delivered in 2013-14. The net underspend includes commitments carried forward re: the partnership reserve fund and the receipt of grants during the financial year which will be used to deliver projects in 2014-15.

	Annual Budget	Actual
Income	1,608,550	1,651,924
Expenditure	1,608,550	1,095,627
Net	0	556,297

SUPPORTING OTHER INVESTMENT....

SASSOT also implemented a number of grant schemes to assist grassroots delivery of sport and physical activity: Club Accreditation Fund (£2k), Coach Development Grants (£8.4k), ACCESS Across Staffordshire (£10k), Sportivate (£174k), Satellite Clubs (£59.5k) and Community Games (£2.5k).

Over the 12 months, SASSOT supported Partners to draw down just under £2m of funding to support the delivery of a variety of projects.

SPORT ACROSS STAFFORDSHIRE AND STOKE-ON-TRENT

Board Members 2013 - 2014

ADAM HILL

Head of Leisure and Culture
Stafford Borough Council

ANDY WESTON

Football Development Manager
English Schools Football Association

ANGELA DALE

Head of Sport
Keele University

CARL BENNETT

Senior Health Improvement Specialist
Stoke-on-Trent City Council Public Health

DAVID PINNOCK

Voluntary Sector Representative

JANENE COX

Commissioner for Tourism and the Cultural County
Staffordshire County Council

LAURENCE O'NEILL

Chairman, Private Sector Representative

MALCOLM DUNCAN

Voluntary Sector Representative

COUNCILLOR MARK DEAVILLE

Staffordshire County Council

MICHELLE ADAMS

Acting Assistant Director
Stoke-on-Trent City Council

DR PETER JONES

Head of School of Psychology, Sport and Exercise
Staffordshire University

SAJID HASHMI

Chief Executive
Voluntary Action Stoke-on-Trent

SHEILA FULFORD

Senior Teacher Consultant for PE and Active Lifestyles
entrust - Staffordshire County Council

SIMON DICKIE

National Youth and Community Manager
British Rowing

STEPHEN BROWN

Chief Executive
Cannock Chase District Council

SUE FINNIGAN

Vice Chair, Private Sector Representative

TILLY FLANAGAN

Strategic Commissioning Lead - Health Improvement
Public Health Staffordshire

TREVOR HUMPHREYS

Academy of Sport Manager
Newcastle under Lyme College

Ex-Officio Member

RUSSELL TURNER

Relationship Manager - Local Government
Sport England

The Team

Sport Across Staffordshire and Stoke-on-Trent County Sports Partnership would like to thank Partners for their contributions to this Annual Report.

SPORT ACROSS STAFFORDSHIRE AND STOKE-ON-TRENT

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email sportacrossstaffordshire@staffordbc.gov.uk | [Twitter.com @SASSOTCSP](https://twitter.com/SASSOTCSP)

www.facebook.com/SportAcrossStaffordshireandSoT | www.facebook.com/SASSOTDisabilitySport



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Sport Specific Development Officers

Visit www.sportacrossstaffordshire.co.uk/Contacts/NationalGoverningBodies for a list of all National Governing Body Officers and their contact details.

Local Authorities

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WLCT (Working in partnership with Cannock Chase Council)

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Sport England

RUSSELL TURNER

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Abbreviations

BMC

British Mountaineering Council

BUCS

British Universities & Colleges Sport

CBN

Community Badminton Network

CPD

Continuing Professional Development

CSP

County Sports Partnership

LIRF

Leadership in Running Fitness

LOC

Local Organising Committee

NGB

National Governing Body

RAG

Red, Amber, Green

RFU

Rugby Football Union

SASSOT

Sports Across Staffordshire & Stoke-on-Trent

SDOs

Sports Development Officers

SGO

School Games Organiser

WLCT

Wigan Leisure and Culture Trust

This report was compiled based on information received to-date, and at the time of writing, it was assumed that all details were factually correct.

If you need this information in large print, Braille, another language or in audio format please contact:

Email: lmorton@staffordbc.gov.uk

Telephone: 01785 619 349

Quotes from Partners

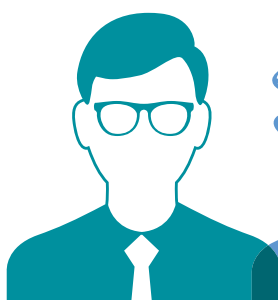
"Proactive relationship, healthy regard for assisting in local delivery of national objectives based around agreed outcomes"

"SASSOT are a 'can-do' organisation, really politically aware and very supportive"

"A professional hard working team, accountable through transparent governance arrangements and always prepared to go the extra mile"

"Very supportive which is helping us to deliver our main NGB objectives"

"They always deliver on any question asked and promote all services and access to these services well. They work really well as a team and are always eager to help."



SPORT

*Across Staffordshire
and Stoke-On-Trent*

GET ACTIVE



Sport Across Staffordshire and Stoke-on-Trent

c/o Stafford Borough Council
Civic Centre, Riverside, Stafford ST16 3AQ
Telephone 01785 619 349
www.sportacrossstaffordshire.co.uk



Scan this code to find out more.

If you need this information in large print, Braille,
another language or in audio format please contact:
Email sportacrossstaffordshire@staffordbc.gov.uk Telephone 01785 619 349