

SPORT
*Across Staffordshire
and Stoke-On-Trent*
GET ACTIVE

Annual Report

Sport Across Staffordshire and Stoke-on-Trent

Working in Partnership
& Celebrating Local Success
2014 - 2015



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	
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.”

SASSOT was rated green across the board at our recent annual performance review by Sport England 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.

I am delighted to have been appointed as the new Chair of the Partnership and it gives me great pleasure to be able to write the foreword for Sport Across Staffordshire and Stoke-on-Trent’s 2014-15 Annual Report.

On behalf of the Board I would like to extend a vote of thanks to my predecessor Laurence O’Neill who has stepped down from the Board after 8 successful years due to work commitments. Laurence put a tremendous amount of work into SASSOT and throughout his tenure as Chair helped put the Partnership on the map and be recognised as a successful “can do” County Sports Partnership

Sport Across Staffordshire and Stoke-on-Trent is proud of our work with partners in the successful delivery of a large number of programmes including Sportivate, 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.

Our work with Staffordshire County Council on the Sportshire project has led to some notable successes in a very short space of time. It was fantastic to be able to host the Team England Commonwealth Games Kitting Out Camp at the iconic St George’s Park National Football Centre in Burton upon Trent prior to the Commonwealth Games in Glasgow and we are excited that Staffordshire will be hosting our first ever Ironman 70.3 event and the UK Corporate Games in 2015 as part of the Sportshire programme. The economic impact of these events will ensure that sport plays its part in growing Staffordshire and Stoke-on-Trent’s economic prosperity.

I am proud to Chair an excellent and active Board which has representation from across the sport, physical education and health sectors. The Partnership’s new Vice Chair is Dr Peter Jones and we are pleased to welcome new Board Members Tony McGovern, Managing Director at Cannock Chase District Council and Jonathan Pace, Head of Sports Development and Active Lifestyles at Staffordshire University. We are sorry to say goodbye to two long standing Board Members Stephen Brown, former Chief Executive at Cannock Chase District Council and Carl Bennett Senior Health Improvement Specialist at Stoke City Council Public Health.

Peter and I are looking forward to working with Board Members to support Sport England in the delivery of the “Creating a Sporting Habit for Life” strategy and were delighted that

Sport Across Staffordshire and 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 working with Sport England and Stoke-on-Trent City Council in the development of the Sport In Renaissance programme across the City which will ensure that sport plays its part in developing the economic prosperity of the City and making Stoke-on-Trent an attractive place to live and work.

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 over £1.5 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”.

SUE FINNIGAN
Chair, Sport Across Staffordshire and Stoke-on-Trent



Sport England

Adam Rigarlsford | Strategic Lead – Central Hub

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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 which will see the provision of new and refurbished sports facility developments in East Staffordshire, Newcastle-under-Lyme and South Staffordshire.

Sport England is pleased to be working with and providing investment to Sport Across Staffordshire and Stoke-on-Trent (SASSOT) to support Stoke City Council develop the City's Sport In Renaissance programme which is aimed at ensuring that sport plays its part in the Renaissance regeneration agenda in the City, is a significant contributor to the delivery of Mandate for Change and making Stoke an attractive place to live and work.

SASSOT's approach to supporting National Governing Bodies of Sport to deliver their Whole Sport Plans across the area is continuing to make a difference ensuring sport is accessible and part of everybody's everyday life. There are excellent examples of programmes including British Cycling's Sky Ride Local, Badminton England's Community Badminton Network, Volleyball England's Investment Zone, plus the Staffordshire County Golf Partnership and the Staffordshire Athletics Network piloting work with the NHS Waistlines weight management service, all making a real impact on increasing participation.

Sport Across Staffordshire and Stoke-on-Trent has excellent delivery plans in place to ensure that a range of Sport England programmes are successfully implemented. It was fantastic news that one of SASSOT's Satellite Clubs, Engage Communities Round House Boxing Club, went on to be placed second in the country at the National Awards Ceremony at the

Houses of Parliament and Lauren Bostock from Gartmore Riding School won the West Midlands region Sportivate participant of the year. A presentation, attended by Sport England, took place at Gartmore Riding School to recognise Lauren's achievement

The Staffordshire and Stoke-on-Trent Level 3 School Games Winter and Summer Festivals have been a tremendous success and enjoyed by thousands of young people from across the area.

Beyond the core contractual requirements with Sport England, SASSOT has led 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 continued development of community sport across the area.





Introduction and Celebrating Local Success

Mark Thornewill | Director

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2014/15 has been another successful year for the Partnership and I am pleased to be able to introduce this Annual Report.

In October we were delighted to hear that one of SASSOT's Satellite Clubs, Round House Boxing Club, which is organised by Engage Communities, was announced as Sport England's Satellite Club of the Year runner up. The club received their award at a ceremony in the Houses of Parliament.

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 it is excellent news that the 'Sportshire' concept has really gained momentum over the past 12 months with a number of major events being attracted to the area including an Ironman 70.3 triathlon, the UK Corporate Games and hosting the Commonwealth England squad final preparation camp at the iconic St George's Park prior to Glasgow 2014.

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 our vision of "Increasingly, active, healthy and successful communities". The report highlights some fantastic work but much more still needs to be done and we will continue to work with partners to ensure that our Active People Survey results begin to show year on year growth across the sub region.

We are proud of our partnership working and Sport Across Staffordshire and Stoke-on-Trent continues to receive fantastic

support from our partners. The results of the 2014/15 Partner Satisfaction Survey made pleasing reading with 100% of our local partners being satisfied or very satisfied with our contribution to supporting them with the delivery of their service and the quality of the support and advice that we provide.

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 2014/2015 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

24
NGBs
supported

OVERVIEW

24 NGBs supported in 2014-15 with specific actions and a further 9 accessing our generic services. Green RAG rating from Sport England for NGB engagement and support work

FACILITIES

SASSOT has worked closely with various NGBs on facility projects and has been instrumental in helping to secure more than **£880,000** for new 3G pitches at two High Schools and the final **£80,000** needed to finance the redevelopment of Clayton Sports Centre

£880,000
2 3G pitches

£80,000
sports centre



440

ATHLETICS NETWORK

With SASSOT's support the Staffordshire Athletics Network continues to grow adult participation with **440** new runners, **15** new group leaders and **26** new running groups this year

SKY RIDE LOCAL

554
attendees

SASSOT helped to secure local funding for the 2014-15 Sky Ride Programme, which delivered **60** rides with **554** attendees across three Local Authorities

ENGAGEMENT WITH FE/HE

77
students qualified

SASSOT has helped various NGBs to land their products in local Colleges and Universities. For example, **23** Volleyball Activators, **12** Badminton Young Officials, **33** Basketball Activators and **9** Level Two Lacrosse Coaches have been trained and are now delivering sessions to their peers



SCHOOL GAMES

19
competitions

19 Level Three satellite competitions took place in **6** different sports involving **1,607** participants

11
competitions

11 competitions took place in the School Games Level Three summer festival in **7** different sports involving **845** participants

9
competitions

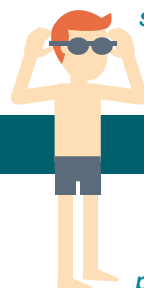
9 competitions took place in the School Games Level Three winter festival in **7** different sports involving **453** participants

232
young volunteers

A total of **232** young volunteers have been trained and deployed at Level Three School Games events

131
schools

A total of **131** different schools; primary, middle, secondary, independent and special schools took part in the Level Three School Games competitions



SPORTIVATE

152
projects

152 Sportivate projects funded, which equates to more than **401** separate activity blocks

46

46 different sports involved in Sportivate

4,169
young people

4,169 young people were engaged in Sportivate activities, with **3,718** being retained (attending all, or all but 1 session)

£180,000
allocated

Over **£180,000** allocated to local Sportivate projects, with an additional **£88,400** of partner funding contributing to the projects





CLUB DEVELOPMENT

201
Clubmark Clubs

There are a total of **201** Clubmark accredited clubs in Staffordshire and Stoke-on-Trent

9 Clubs were awarded Clubmark Accreditation funding

£2,500

£2,500 in total funding has been awarded to clubs to assist them with accreditation or reaccreditation

community games

13 Community Games were registered and took place

COMMUNITY GAMES

SATELLITE CLUBS

80
colleges Engaged with **80** schools and colleges within Staffordshire and Stoke-on-Trent

151
satellite clubs **151** Satellite Clubs received funding **24** Satellite Clubs received sustainability funding

79
sports clubs **79** Community/Sports Clubs delivered the Satellite Clubs intervention within Staffordshire and Stoke-on-Trent

£195,000 awarded to provide support for coaching, training and equipment fees

£12,000 Out of the £195,000 - **£12,000** was awarded for coaching qualifications **2,683** participants have joined Satellite Clubs with **764** participants transitioning to Hub Clubs

PRIMARY SCHOOL SPORT PREMIUM



Commissioned Entrust, oPEN and Youth Sport Trust to provide support to all schools in Staffordshire and Stoke-on-Trent with the planning and delivery of their primary school sport premium funding

130
schools **130** schools received briefing from lead Ofsted inspector for primary school sport funding

200
schools **20** identified schools in Staffordshire are receiving bespoke ongoing support from Entrust



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

DISABILITY SPORT

£40,000 investment **£40,000** investment from Staffordshire County Council to deliver the Disability Sport Inspire programme

408 **408** children accessing Inspire multi-sport clubs, exceeding the target of **210**

98 **98** new disabled children accessing **7** clubs throughout 2014/2015, exceeding the target of **60**

48 **48** children accessing universal services/clubs, exceeding the target of **25**

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



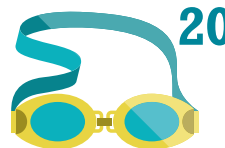
200 Over **200** people attended the EFDS Active Kids For All training

35 **35** clubs completed Inclusion Club Hub toolkit

GET ACTIVE - PHYSICAL ACTIVITY DEVELOPMENT



2 Yoga and Pilates sessions delivered in Stafford in response to survey - **2** blocks of **4** sessions; **21** people attending



20 Public swimming offer developed for people signed-up to the workplace to access early morning and lunchtime swimming sessions at Stafford Leisure Centre at a 50% reduced rate; **20** people took-up the offer

Futsal pilot trialled at Stafford College

Comprehensive support given to Staffordshire County Council for Commit to Get Fit month (July 2015); signposting to activity; weekly golf tasters linked to Get into Golf; Challenge portal on Workplace Challenge website

Workplace Challenge engagement with Keele University, Staffordshire Chambers, Norbert Dentressangle, Keele Science Park, Staffordshire University, Haywood Academy

170 **170** people signed-up and active as part of the Workplace Challenge Staffordshire from **52** Staffordshire and Stoke-on-Trent businesses



Support provided to Staffordshire Chambers (Stoke-on-Trent) for awarding of Healthy Workplace Grants

2 **2** business promotion events attended in Uttoxeter and Stoke-on-Trent

WORKFORCE DEVELOPMENT

1,665 1,665 coaches, volunteers and leaders supported and rewarded over the last 12 months



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

255 Comprehensive education and training package for disability sport workforce implemented with **255** attendees attending various training opportunities



185 SASSOT recognised nationally by EFDS as an example of good practice for implementing the Active Kids for All training (**185** workshop attendees)

SAFEGUARDING CHILDREN

SASSOT safeguarding policies and procedures have been reviewed and updated

227 Safeguarding training provided to **227** 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



20 clubs 20 clubs given advice and support to improve their safeguarding policies and procedures

Disclosure and Barring System training provided for NGBs, SLCOF and Core Team



15 clubs Briefing session delivered to **15** sports clubs as part of Disability Inclusion Club Night regarding effective safeguarding policies

JOIN IN

194 194 volunteers recruited to Join In Staffordshire and Stoke-on-Trent

£900 £900 funding accessed to support volunteer development in local sports clubs



VOLUNTEER DEVELOPMENT

5 5 Sports Leaders qualified to Level 1



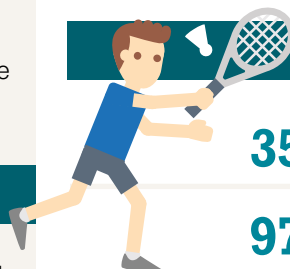
36 36 Community Sports Leaders qualified to Level 2

18 18 Dance Leaders qualified to Level 1

55 55 young people achieving the PlayMaker Award

232 volunteers 232 volunteers recruited, trained and deployed at the Level Three School Games events

NGB ACTIVATION



35 35 activators trained to support Badminton and Volleyball

97 97 pupils taking part in U Canoe projects in Staffordshire

£3,688 £3,688 funding accessed to support Canoeing, Badminton, Volleyball and Trampolining

9 9 Level 2 Lacrosse coaches trained to support Satellite Club delivery

COACH DEVELOPMENT



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

1,138 coaches 1,138 coaches registered on data management system www.sassotcoaching.org.uk

£28,285 £28,285 funding accessed to support coach delivery

7,000 coached 7,000 additional participants coached as a direct result of interventions

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

33 college students Focused support to **33** Newcastle-under-Lyme College students to be trained and deployed as Basketball Activator Volunteers

10 new coaches Developed partnership with Sir Stanley Matthews Foundation to qualify **10** new volunteer coaches

EDUCATION & TRAINING

40 workshops with **800** attendees
Option for clubs to request targeted workshops for own group

Review of programme has taken place with new provision to be launched 2015-16

SPORTS EQUALITY & DIVERSITY

Maintenance of the Preliminary Level of the Equality Standard for Sport through embedding equality outcomes across all programmes, employment of a Disability Sport Officer and team training



404
girls

1,074
attendances

68
sessions

404 girls have participated in the Girls Active programme. Activities include boxing, netball, skiing, dance and gym/fitness. There were **1,074** attendances by girls aged 11-18 across **68** different activity sessions. **33** girls have achieved formal sporting qualifications through the delivery of CSLA Dance course, CSLA Sports course and ABA Boxing Leaders Course

£ **7,500**
investment

£**7,500** investment into **5** ACCESS Across Staffordshire funded projects, targeting women and girls **1,364** attendees with **129** women and girls retained

£ **4,500**
investment

A further **£4,500** investment into **3** ACCESS Across Staffordshire funded projects including multi-sport activity for disabled adults, cricket sessions for local BME communities and football for girls aged 5-11

THIS GIRL CAN

Engagement with #ThisGirlCan campaign

MARKETING & COMMUNICATIONS

3,100
recipients

12 monthly e-newsletter issued with a total of **597** articles from over **100** partner organisations distributed to over **3,100** recipients

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

Social media upskilling session for NGBs

1,416
Twitter Followers

450
Facebook Likes

40,328
unique visitors to
www.sportacrossstaffordshire.co.uk
154,745
page views
most popular pages:
jobs & careers, clubs,
funding, contacts
and workshops

INSIGHT



ACTIVE PEOPLE

Active People Survey 8 reported a slight dip in participation levels for SASSOT however women's rates of participation remained above the regional average and increases in participation were reported amongst the 55-64 age group (NI8) and 14-25 age group (Sport).

LOCAL IMPACT DOCUMENTS

Local impact documents produced for all local authorities detailing local investment as well as external investment secured. The collective impact across the county is:
£494,586 Direct Investment Secured
£1,543,314 External Investment Secured
38,993 Participants, Coaches & Volunteers Engaged

£ **494,586**
direct investment

£ **1,543,314**
external investment

38,993
engaged

STAKEHOLDER SURVEY 2014



100%

of local partners are satisfied or very satisfied with the quality of support they receive from SASSOT



100%

of local partners are satisfied or very satisfied with the value that SASSOT added to their work



74%

SASSOT achieved a local NET Promoter score of **74%** compared to a national average of **36%**

SPORT & PHYSICAL ACTIVITY RESEARCH

Sport & Physical Activity reports produced for Stafford Borough and Cannock Chase.

1,572

Data captured from over **185** providers **1,572** individual activities recorded to date

Research has been used to strengthen working relationships with health partners as well as inform the development of funding applications for multi-agency projects



Work initiated in both Lichfield and Staffordshire Moorlands to inform the development of 'Sport & Physical Activity Strategies'

INVESTMENT



Delivery of Funding and Effective Bid Writing workshop with 29 attendees Coordination and submission of cross-county bid to Sport England (Inclusive Sport Fund) for the provision of sport for disabled adults

£ 500,000

Coordination and support provided to Haywood Academy to help them through to stage 2 of the Improvement Fund for a **£500,000** funding award

£ 880,000

Assisted Wolgarston High School and Codsall High School to secure a total of **£880,000** from the Football Foundation and Sport England

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

£ 119,000

Supported Rolleston Cricket Club and Norton Cricket Club to submit **£119,000** of applications to Inspired Facilities Fund

£ 1,251,265

£1,251,265 secured funding in 2014-15

£ 40,000

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



Advice and support to Burton Rugby Football Club on the development of a proposed new multi-sport hub in partnership with East Staffordshire Borough Council, Sport England, RFU, FA and ECB

£ 80,000

Coordination and bid development support for submission to England Badminton for capital funding for improvements to Clayton Sports Centre - **£80,000** awarded

QUOTES FROM PARTNERS

"Good service from friendly & knowledgeable people"

"Provides cohesion between Local Authorities and valuable support where and when necessary"

"Made an amazing difference to our school"

"Always do what they say they will"

"Having run a successful project we have always had helpful advice and assistance at all stages of the project from the CSP and would recommend them to others"

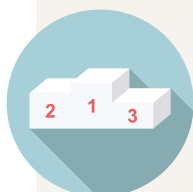


National Governing Body Sport

SASSOT has worked with a wide range of National Governing Bodies of sport during 2014-15 to help them deliver their Whole Sport Plans and to grow sports participation in Staffordshire and Stoke-on-Trent.

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

ATHLETICS



SASSOT has been working closely with England Athletics and the Staffordshire Athletics Network to continue to grow adult participation. SASSOT has continued to host and employ the Athletics Network Coordinator, and has part-funded the post during this financial year. SASSOT has worked with the Network to secure nearly £16,000 of Public Health funding for 2015-16. During the past 12 months, 26 new beginner running groups have been established, engaging 440 new runners. Additionally, 15 new group leaders have been trained across the sub-region

BADMINTON



As well as hosting three NGB Officers, SASSOT has worked in partnership with Badminton England and the North Staffordshire Community Badminton Network (CBN) to establish a recreational badminton league for the local Colleges and Universities. 12 students have been trained as Young Officials, and 3 festivals have been held so far with an average of 25 competitors at each one. Additionally, SASSOT worked with Staffordshire Cricket and the CBN to secure £80,000 from Badminton England to refurbish Clayton Sports Centre as a fit-for-purpose badminton venue (in addition to funding previously secured to develop the facility for cricket). SASSOT incorporated Smash Up into the Year 4 Sportivate plan to make it easier for schools to access this exciting new programme. As a result 13 schools are engaged, delivering to 182 new participants

BASKETBALL



SASSOT awarded funding to Newcastle-under-Lyme College to train 33 students as Activators, who are now running a regular recreational basketball session with 60 participants. The Activators also helped to plan and run the School Games Level Three Basketball competition, and ran a charity event for 60 foundation students / primary school pupils

BOCCIA



SASSOT set up an Aiming High-funded boccia session in Newcastle, then helped them transition into a recognised club which now receives support from Boccia England. Newcastle Boccia Club currently has 23 members thanks in part to SASSOT signposting local day centres to the activity.

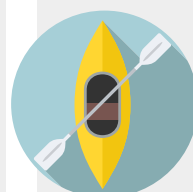
BOXING



SASSOT provided funding through the Girls Active programme (in partnership with Staffordshire County Council) for Tamworth ABC to run sessions specifically for girls. 119 girls were engaged in the project, with 12 obtaining their Boxing Leaders Award and the new sessions becoming sustainable.

Round House Boxing Club has been supported with funding and officer time to set up five Satellite clubs. The Discovery Academy Satellite Club has 50 participants (40% female) with 30 joining the 'main' club. This was runner up in the National Satellite Club of the Year awards

CANOEING



SASSOT joint-funded the purchase of two ergos, which will be rotated round the local colleges and universities to kick-start indoor canoeing activity, leading to beginners sessions on the water. So far the ergos have been used by Stoke College (7 participants, 1 activator trained) and by Blessed Robert Sutton Sports College, a YST Watersport Hub School, where c90 students (c30 female) have taken part in sessions and 5 student activators have been trained. The ergos have recently moved on to Burton and South Derbyshire College, where we have funded the outdoor sessions with Burton Canoe Club via Sportivate

CRICKET



SASSOT is pleased to have been able to continue to host Staffordshire Cricket during 2014-15. We have provided funding and helped to co-ordinate a CPD programme to attract and retain girls (3 courses run with 72 attendees) and provided Sportivate funding to establish two new women's sections at local clubs. Additionally, we awarded £1000 funding to the Sir Stanley Matthews Foundation to qualify and deploy football and cricket coaches. Two Level Two and two Level One cricket coaches have been qualified and are delivering regularly to 80 participants.

We worked with Staffordshire Cricket to close the funding gap for the redevelopment of Clayton Sports Centre, the priority cricket facility in North Staffordshire. £80,000 has now been secured from Badminton England which, along with funding previously awarded by the ECB and Sport England, means the redevelopment can now go ahead. We are also working with Staffordshire Cricket and other NGBs on two multi-sports facility developments in East Staffordshire.

CYCLING



SASSOT helped to secure local funding for the 2014/15 Sky Ride programme which has now delivered 60 rides with 554 attendees across three Local Authorities.

In partnership with the Forestry Commission, British Cycling and a local event management company, SASSOT helped to secure a round of the national XC Mountain Bike series for Cannock Chase, which took place in July. SASSOT also helped to secure further funding to develop the trails on Cannock Chase in preparation for this event, and contributed some funding directly.



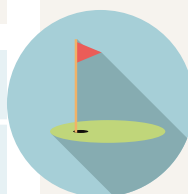
FOOTBALL



SASSOT worked with Staffordshire FA to help Staffordshire County Council secure more than £88,000 from Sport England and the Football Foundation to develop new 3G pitches at two High Schools. We are also working with Staffordshire FA and other NGBs on two multi-sports facility developments in East Staffordshire.

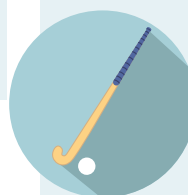
SASSOT awarded £1000 funding to the Sir Stanley Matthews Foundation to qualify and deploy football and cricket coaches. Two Futsal, two Level Two and two Level One football coaches have been qualified and are delivering regularly to 120 participants. Following previous work with Staffordshire FA, Stoke City FC and DS Active to launch a new Downs Syndrome football session, a new team has been created with 12 players attending weekly sessions.

GOLF



SASSOT provided Sportivate funding to deliver 13 blocks of Get into Golf sessions to female students. So far, 83 females have been retained and student golf clubs have been established in the relevant colleges / universities as a result. SASSOT is currently supporting England Golf and the Staffordshire County Golf Partnership with planning for the IMP (Increasing Membership and Participation) pilot project – Staffordshire is one of three counties nationally to received funding for this.

HOCKEY



SASSOT is part of the East Staffordshire Outdoor Sports Investment Group, who submitted a successful Modernisation Fund application to create a new hockey ATP and refurbish the changing facilities at Shobnall Leisure Complex. SASSOT supported the application with intelligence and evidence of strategic need.

LACROSSE



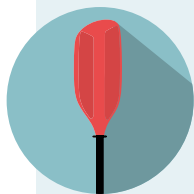
SASSOT organised a Level One and Two coaching course at Staffordshire University, attended by 9 students who are now coaching in the university and community clubs in preparation for delivering Satellite Clubs in local schools in the new financial year.

ROUNDERS



Following a successful year of delivery in East Staffordshire in 2013-14, SASSOT brokered a meeting between the LA, Burton Albion Community Trust and the local college to submit a further application for funding. This was successful and Rounders England provided further investment into the district for 2014-15, which has led to 65 regular participants.

ROWING



Following a request from the NGB, SASSOT brokered support from School Games Organisers to include Rowing in the 2014 School Games Level Three event as a come-and-try activity, which engaged c100 young people. It has now been included as a Demonstration event for 2015.

RUGBY UNION



SASSOT is working with Burton Rugby Club, the RFU, East Staffordshire Borough Council, Sport England, FA and ECB to support the club's move to a new site. Section 106 funding has been secured, and SASSOT has engaged other NGBs (Cricket and Football) to look at the new site being a multi-sports hub. SASSOT prepared a brief and appointed consultants to carry out a feasibility study for the new multi-sports hub facility development.

SAILING



SASSOT developed a coach mentoring project for instructors from South Staffs and Chase Sailing Clubs, to address a need identified by the Royal Yachting Association. In conjunction with the NGB Officer, two CPD sessions were organised and funded by SASSOT, with 14 instructors from the two clubs attending an update day and 6 volunteers completing a Dinghy Instructors course. The six new instructors are now delivering the Start Sailing product to 36 new regular participants across the two clubs, and the NGB are considering replicating the project with other clubs due to the positive feedback and success experienced. At the request of the RYA, SASSOT also delivered a funding workshop at South Staffs Sailing Club for 10 clubs from around the region. Seven Staffordshire clubs / centres are now in the process of submitting Small Grants / Inspired Facilities applications.

SNOWSPORT



SASSOT has helped Snowsport England roll out their Go Ski Go Board programme by providing Girls Active funding to work with the county's indoor facility and a local Youth Centre, engaging 10 young women.

SWIMMING



SASSOT worked with the ASA and Trentham High School to ensure the successful opening of their pool for public use. Marketing and recruitment support was provided, as well as funding for a Swim Fit programme through Sportivate.

VOLLEYBALL



Staffordshire and the Black Country are one of only five Volleyball Investment Zones across England. SASSOT supported the Investment Zone Steering Group to successfully apply for £10,000 from Small Grants to set up a new league. We coordinated a meeting with Local Authorities to enable the NGB to promote sitting volleyball, which led to five Sportivate-funded sessions being established around the sub-region. We worked with the Volleyball Relationship Manager to train student Activators to deliver regular recreational competition. Part-funded by SASSOT, 23 activators have been trained and 5 colleges / schools (35 participants) attended the first festival.



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.



CELEBRATING LOCAL SUCCESS

- Successfully tendered to host an Ironman 70.3 triathlon for three years between 2015 & 2017. The event will attract over 10,000 athletes and spectators annually – not only generating an economic impact of around 2.7 million pounds, but also growing the sport of Triathlon locally.
- Hosted the Commonwealth England squad at St George's Park for their final preparation camp ahead of Glasgow 2014, facilitating community access events hosted by elite athletes.
- In partnership with Stoke-on-Trent City Council, Keele & Staffordshire Universities - secured the 2015 Staffordshire & Stoke-on-Trent UK Corporate Games. Over 3,700 competitors will participate in 23 sports, held at venues across the county. The event uses Public Health monies to promote the importance of physical activity in the work place. Other partners include Newcastle-under-Lyme College and Newcastle-under-Lyme Borough Council
- Supported the County's emerging sporting talent via the delivery of the Staffordshire Talented Athlete Fund. The fund provided 32 gifted young sports men and women with grants to assist with the cost of training and competition.

WORKING IN PARTNERSHIP WITH SASSOT

Following the successful bid to host the Ironman 70.3 event, SASSOT have played a central role in the delivery of the event. Commissioned by Ironman, SASSOT have begun the recruitment of the 550 volunteers needed to deliver the event. This provides a fantastic platform to engage Staffordshire residents in sports volunteering and direct them to further opportunities within the sector.

IMPACT

- SASSOT are currently leading the recruitment of 550 Ironman volunteers – stimulating our volunteer network locally
- SASSOT, in partnership with Triathlon England, are facilitating district partners in the delivery of a series of Go-Tri events: beginner triathlons designed to develop the sport across the County
- Promoting the Ironkids event, encouraging families to participate in physical activity

LOOKING AHEAD TO 2015-16

- Host a calendar of significant sporting events, delivering economic growth, promoting Staffordshire and inspiring further participation
- Support the implementation of the Active Staffordshire strategy, promoting the role sport can play in improving health outcomes
- Support the development of significant sporting facilities that will establish Staffordshire as a sporting destination

"SASSOT continues to strongly advocate the role that sport can play in economic development. The partnership between SASSOT and Staffordshire County Council around the Sportshire agenda has enabled us to create, in a short period of time, a measureable impact on our visitor economy – growing the prosperity of the County".





Cannock Chase & Wigan Leisure & Culture Trust

Paul Smith | Sports Development Manager

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CELEBRATING LOCAL SUCCESS

- Working with a variety of local partners, we secured over £100,000 worth of external funding. This included a successful Community Sport Activation Fund bid, which saw us set up an adults' disability activity day at the Chase Leisure Centre
- We staged a Festival of Sport and Culture for the district's Primary Schools at Rugeley Leisure Centre, with over six hundred young people taking part - WLCT's commitment to create a lasting legacy from London 2012
- As part of the re-structure of the Community Wellbeing-Sport team, we were able to set up two new Sports Apprentice posts and a Sports Activator
- Worked with local clubs and leisure facilities to deliver a range of sports coaching courses for adults and young people, through our Sportivate and Back to Sport programme
- Delivered an all year round Inclusive 'Chase It' young person's activity scheme, targeting families with a range of access issues

WORKING IN PARTNERSHIP WITH SASSOT

The WLCT Community Wellbeing-Sport team worked closely with a number of key partners, securing £60,000 of National Lottery funding from Sport England's Community Sport Activation Fund. The successful project 'Chase Active' provides disabled adults with a multi-sports offer, delivering both a community outreach and leisure centre based programme. SASSOT were involved with the project from the initial stages providing practical help and advice, around the application and successful bid process.

IMPACT

- To raise the profile of the project, we held an official 'Chase Active' launch day, with key partners and over 300 individuals attending
- We set up a weekly adult's disability physical activity day at the Chase Leisure Centre, attracting regular attendances of 40-50 per session
- We were able to appoint a part-time Sports Activator, providing community outreach support to the district's most

deprived wards

- Stronger links have been developed with NGBs, allowing us to deliver a wider range of sports. This includes, trampolining, dance, swimming, sitting volleyball, boxing, table top cricket, boccia, new age curling and golf
- Additional workforce development has been provided around disability awareness, allowing us to offer a more customer focused approach to service delivery

LOOKING AHEAD TO 2015-16

The WLCT Community Wellbeing Team - Sport has identified the following key areas of service delivery for 2015/16:

- To deliver a more integrated service, with greater emphasis on partnership working with the district's leisure centres. Our disability sessions, Chase It Young Person's Scheme and Back to Sport programmes will provide a key focus for service delivery
- To proactively bid for commissioning contracts and appropriate funding streams. Work will be undertaken with SASSOT to submit a stage one Reaching Communities bid to the Big Lottery, looking at tackling issues around the district's health inequalities
- To work in partnership with SASSOT to be the lead organisation for the Sportivate programme in Cannock Chase, co-ordinating a range of sporting activities for young people 11 - 25 years old

Pictured | The Chase Sportability Group and some of their key partners (Staffordshire County Council, WLCT, Cannock Chase Council and the Chase Sports Council), receive their funding cheque from Sport England at the official launch of the Chase Active project.





East Staffordshire

Neil Brown | Sports Development Team Leader

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CELEBRATING LOCAL SUCCESS

- £4million investment into Uttoxeter Leisure Centre refurbishment
- £320K investment from Sport England to support the development of Hockey at Shobnall Leisure Complex
- Contributed to our 'Healthy Borough' status through organising 12 Health Campaigns
- East Staffordshire Sports Scholarship Awards - awarded 59 elite performers in 2014
- Implemented the Outdoor Sport Delivery and Investment Plan by taking forward plans to develop the sporting 'hubs' Shobnall Leisure Complex, the proposed Tatenhill Burton Rugby Club site and the Uttoxeter quarry site
- Hosted National Playday which attracted over 4,500 people

WORKING IN PARTNERSHIP WITH SASSOT

The Inclusive Cycling Centre at Shobnall Leisure Complex was officially opened in August 2013. The Centre provides a wide range of adapted bikes to allow people with a disability of all ages the opportunity to cycle. During 2014, East Staffordshire Borough Council in partnership with 6 special schools provided cycling opportunities through Sport England's Sportivate project. East Staffordshire Borough Council's Sports Development Team put the project forward for inclusion in SASSOT's Sportivate plan.

IMPACT

- 75 disabled people participated through the Sportivate Inclusive Cycling project, with 62 attending 5 or more sessions out of 6
- All 6 special schools now utilise the facility for other participants
- Around 60% of those introduced to the Inclusive Cycling Centre through Sportivate are now cycling with their families

- 5 children have enquired about 'learning to ride' on two wheels
- An additional 2 tricycles have been purchased due to demand

LOOKING AHEAD TO 2015-16

- Continue to promote the Inclusive Cycling Centre across the county
- Utilise the disability sports networks, such as SASSOT's County Forum and local forums to highlight the benefits of this facility
- Improve the Inclusive Cycling Offer to families, for example: Family Cycle Days and Learn to Ride schemes
- Investigate further funding opportunities to improve the cycle network at Shobnall Leisure Complex
- Comprehensive staff training programme to ensure excellent customer service and experience

"There's never a day goes by without a group or individual using the Inclusive Cycling Centre, it's great to see!"

Neil Brown, Sports Development Team Leader

"It's nice to see the whole family cycling, when some believed they would never be able to".

Jeff Slinn, local ride leader

Pictured | A group from Fountains High School enjoy the Inclusive Cycling Centre.





Lichfield

Sarah Sleight | Sports Development Officer

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CELEBRATING LOCAL SUCCESS

- £43,000 investment - refurbishment of the Evolve Fitness Suite at Friary Grange Leisure Centre
- £500,000 investment funded by Sport England, Staffordshire County Council, Lichfield District Council, Section 106 and Aiming High - refurbishment of the wet changing rooms and the provision of a new reception area and new viewing area at Friary Grange Leisure Centre
- The service has worked with the Public Health teams at Friary Grange and Burntwood leisure centres to deliver a Structured Exercise programme. The scheme has been made possible by a contribution of £10,000 from Public Health
- The grant for Positive Futures has been secured until March 2016, thanks to a successful application to the Locality Commissioning Board
- The Sports Development Team has introduced a new adult disability session at Burntwood Leisure Centre on a Monday afternoon; this has been made possible by funding received from SASSOT's ACCESS Across Staffordshire fund

WORKING IN PARTNERSHIP WITH SASSOT

We were approached by Staffordshire County Council's Adult Learning Disability Team and local group Friends2Friends based in Lichfield, regarding the growing need for accessible services for adults with learning disabilities within our local community. Our project introduced a brand new sports and physical activity session which took place on a Monday afternoon at Burntwood Leisure Centre. The sessions were made possible by funding from Sport Across Staffordshire and Stoke on Trent's ACCESS Across Staffordshire Fund.

IMPACT

- We had 41 individuals attend the sessions which totalled 191 attendances over the 12 weeks

- We attracted participants with a range of disabilities including moderate – severe learning difficulties, physical disabilities, hearing impediments, autism, behavioural, emotional and social difficulties, speech, language and communication needs
- Participants had the opportunity to take part in a number of different sporting activities including trampolining, cricket, boccia, wheelchair basketball and zumba
- The session supported opportunities for participants to develop independence, to engage and meet new people and to improve confidence and social skills
- By levying a small fee to participants we are able to sustain sessions. We are actively seeking further funding to provide training for staff and to purchase more equipment

LOOKING AHEAD TO 2015-16

- Investment to replace the 3G surface at Burntwood Leisure Centre and the synthetic pitch at King Edward Leisure Centre
- Continue to work in partnership with SASSOT to deliver the Sportivate programme
- Continue to work in partnership with SASSOT to deliver the Lichfield Inspire disability club
- Continue to deliver the Positive Futures programme and look to expand to include north Lichfield
- We will be running a Dance Leaders Level 1 course, in partnership with SASSOT during the summer holiday for girls aged 14-16 years



CELEBRATING LOCAL SUCCESS

- Over £400,000 capital investment secured for sports facilities within the borough
- Playing Pitch Strategy completed
- Over 550,000 attendances in borough council sports activities
- Partnership bid to host Corporate Games within the district in 2015 accepted
- £50,000 revenue funding secured for sport and health programmes

WORKING IN PARTNERSHIP WITH SASSOT

Newcastle-under-Lyme Borough Council entered into a third year of its partnership with British Cycling to deliver the 'Sky Ride' led ride cycling project. The project's main aim was to increase social cycling opportunities within the area, led by locally qualified cycle leaders.

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.

IMPACT

- 20 Sky Ride local rides organised
- 222 participants attended at least 1 Sky Ride event
- 1 Breeze Ride organised with 8 women participating
- 8 Ride Social events taking place within the borough organised through local volunteers

LOOKING AHEAD TO 2015-16

- Launch of Newcastle-under-Lyme Sports Advisory Group
- Development of Sports & Active Lifestyles Strategy
- Development of Kidsgrove Sports Centre
- Management of the Sportivate district portfolio of projects
- Implementation of Playing Pitch Strategy
- Newcastle-under-Lyme College Borough Council look forward to hosting a programme of sports for the UK Corporate Games



"The Sky Ride programme provided new opportunities for people to start cycling within the borough and help them to adopt healthier lifestyles."





South Staffordshire

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Nick Harris | Teacher of PE, Codsall Middle School

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CELEBRATING LOCAL SUCCESS

- £880,000 secured from the Football Foundation and Sport England for two 3G pitches at Wolgarston High School and Codsall Community High School
- £6,375 investment that delivered Sportivate programmes to 233 young people
- 3 satellite clubs established following an investment of £4,074
- £2,784 investment to deliver a disability multi-sport club – 28 disabled children engaged and a Family Fun Day held
- South Staffordshire's summer SUSSED holiday programme attracted 4156 visits from young people during the summer of 2014, with sessions showing an occupancy of over 80%. Attendance was supported by schemes run in conjunction with some parish councils offering discount on activities or to children within participating parishes
- 17 pupils trained as PlayMakers. Over 120 pupils taking part in new lunchtime activities led by the PlayMakers

WORKING IN PARTNERSHIP WITH SASSOT

In September 2014 Codsall Middle School enlisted the help of Sport Across Staffordshire and Stoke-on-Trent (SASSOT) to deliver the PlayMaker Award for us. The school were looking to give pupils the opportunity to develop their leadership skills. SASSOT had been identified by Sports Leaders UK as one of their Leadership Academies which meant they were a beacon of good practice for delivery of their qualifications.

Pupils aged 12 and 13 were offered the opportunity to take part in the award. The PlayMaker Award is designed for use in variety of education settings and focuses on developing learners' leadership skills. By the end of the course, the learners will have skills to set up simple games and/or activities that they are familiar with and they will feel confident when assisting in leading a small group of peers or younger children under direct supervision.

The pupils who took part in the course really enjoyed it and said that it had helped with their confidence. The PlayMakers then went on to deliver lunchtime activity sessions to Year 5 pupils and have lead activity sessions to over 120 children since September 2014.

IMPACT

- 17 new PlayMakers trained
- PlayMakers who were trained led new lunchtime activities in Year 5 with over 120 pupils taking part
- Street Cheer, Tennis and Football satellite clubs up and running with 86 participants

LOOKING AHEAD TO 2015-16

- We are looking to use the PlayMakers to inspire the next generation.
- £7,086 invested to deliver 10 Sportivate projects

"The 3G playing surface at Codsall Community High School is an excellent example of public and private organisations coming together for the good of people in South Staffordshire. In particular, we're grateful that Jaguar Land Rover and Interserve, our partners at the i54 South Staffordshire development, have joined with us to invest in the health and wellbeing of young people."

Councillor Mary Bond, cabinet member for environmental services, South Staffordshire Council



South
Staffordshire
Council





Stafford

Adam Hill | Head of Leisure & Culture

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CELEBRATING LOCAL SUCCESS

Leisure and Culture across Stafford borough has seen great investment and improved opportunities including:

- Refurbished athletics track at Rowley Park
- New destination play park at Wildwood
- Secured funding for football league for young people not in employment
- Green flag awarded at Victoria Park
- Proposed and funding agreed for the development of a new leisure centre at Westbridge Park in Stone
- Over 100 bookable sessions across 24 different sports during the summer holiday activity programme
- Extending the Shakespeare production and taking it on tour to Ludlow
- Over 340 performances scheduled at the Gatehouse Theatre
- Maintained National Museum Accreditation for all three museums
- Increased the numbers in the Stafford Half Marathon to 3,000

WORKING IN PARTNERSHIP WITH SASSOT

2014/15 has been an exciting year working with SASSOT to improve the health and wellbeing of the residents. Working with over 17 National Governing Bodies of Sport to deliver projects from Archery and Badminton to Running and Netball. This has also helped increase the number of volunteers, qualified coaches and people taking part.

IMPACT

- 3 satellite clubs have been established
- 15 new volunteers have been recruited
- 8 volunteers achieved a Dance Leaders Award Level 1
- 9 new qualified coaches
- 130 coaches on the coach database
- 250 non-runners have taken up running in partnership with other agencies
- Localised sport and physical activity insight report produced detailing local demographics, sport participation rates, health trends, dominant segments, current provision, gaps in provision and key recommendations

LOOKING AHEAD TO 2015-16

2015-16 will be an exciting year with:

- The commencement of the building of the new Leisure Centre in Stone
- Refurbishment of the gym at Stafford Leisure Centre 100+ pieces of new equipment
- Developing the Health and Wellbeing offering through partnership working
- Being the local lead for 'Sportivate' encouraging and supporting local sports clubs and organisations to deliver health and sport related programmes for 14 - 25 year olds
- Development of a basketball club





Staffordshire Moorlands

Tony Wheat | Leisure Services Manager for Staffordshire Moorlands DC & High Peak BC

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CELEBRATING LOCAL SUCCESS

- Completion of multi use games area and tennis courts as part of overall scheme at Halls Road Playing Fields that also includes permanent gym equipment and trim trail
- New artificial bowling green and pavilion under construction at St Lawrence Recreation Ground, Biddulph
- Over £15,000 in sports grants awarded to local residents and clubs
- Staffordshire Moorlands District Council Sports Council re-established
- 'Sportive' cycle ride organised in partnership with Parkwood Leisure, in addition to a successful Sportivate programme

WORKING IN PARTNERSHIP WITH SASSOT

Staffordshire Moorlands District Council is in the process of developing a new Sport and Physical Activity Strategy for the district. A priority in the development of the strategy is to engage and consult with a wide range of stakeholders to ensure that it reflects our local needs and aspirations.

SASSOT played a key role in supporting our stakeholder consultation and facilitating a series of workshops with local clubs, organisations, national governing bodies of sport and schools. SASSOT led the workshops and collated the feedback on a variety of themes that were identified as being important to the development of the strategy and the future delivery of sport and physical activity across the district.

IMPACT

The workshop sessions attracted a large number and wide range of stakeholders. Utilising SASSOT's resources and expertise the district council was able to quickly and effectively

organise a high quality consultation event.

The feedback received from stakeholders about the event was very positive. SASSOT's collation and analysis of the feedback received from stakeholders has provided us with valuable intelligence and insight which will be invaluable in the development of the new strategy.

LOOKING AHEAD TO 2015-16

- Consult stakeholders on the draft strategy
- Finalise the development of the Sport and Physical Activity Strategy
- Develop action plans to implement the strategy's priorities
- Continue to deliver our successful Sportivate programme

"We needed to organise a high quality stakeholder consultation event in order that we could begin the development of our new Sport and Physical Activity Strategy. SASSOT provided us with the resources and expertise to organise and facilitate the workshops. The collation and analysis of the feedback received from stakeholders via SASSOT has provided us with valuable intelligence and insight which will be invaluable in the development of the new strategy".

Pictured | Lee Carnwell, Biddulph Valley Leisure Centre Manager and Cllr Brian Johnson (SMDC)





Stoke-on-Trent

Michelle Adams | Acting Head of Economic Development

Culture and Sport | Place Directorate

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CELEBRATING LOCAL SUCCESS

- The Pearl Izumi Tour Series last came to Stoke-on-Trent in 2014, attracting 12,500 spectators and generating an economic impact of £275,313
- The city council's sport and leisure facilities saw 1,382,821 visits in 2014/15 compared to 1,324,536 in 2013/14, a growth of circa 4.4%
- After the successful launch of our first three Doorstep Sports Clubs in 2013/14, 2014/15 saw the launch of seven new doorstep sports clubs including one focused on promoting health, two for girls and one targeting young people with a disability. Together attendances at our Doorstep Clubs reached 6,000 in 2013/4
- The number of cardiac clients referred onto the Lifestyle Programme increased by 54% in 2014/15 this represented a 120% increase from the previous year and indicated the growing demand for community based provision. The referrals accessed facilities across the Wallace Sport and Education Centre, Dimensions Leisure Centre and Fenton Manor Sports Complex.
- The number of clients referred on to the physical activity element of the wider Lifestyle Service increased by 6% in 2014/15 from the previous year. Client numbers for the period was 1455 with the total clients completing their 20 weeks activity programme increasing from 51% in 2012/2013 to 60% in 2014/15
- In 2013/14 the service taught over 1,800 people each week to swim across three sites including people from six months to 60 years.

WORKING IN PARTNERSHIP WITH SASSOT

In 2013/14 working with Sport England and the County Sports Partnership funding has been secured in Stoke-on-Trent to deliver an exciting suite of strategic sports projects under the umbrella of the council's wider Renaissance Programme. This is led by the new Renaissance Sports Board the goals of which are to:

- Effectively position and define sport as an integral and critical part of the Renaissance regeneration agenda in the City and a significant contributor to the delivery of Mandate for Change
- Contribute to the development and progression of sports contribution to the regeneration of the City of Stoke-on-Trent through shaping place - making Stoke an attractive place to live and work through retail, and business leisure mix.

IMPACT

The Sports Renaissance Programme is being delivered through six key work strands as follows with considerable input from all of the three partners plus additional support from an external consultant who has been appointed to help co-ordinate the overall programme. A £50,000 grant, secured by SASSOT from Sport England, provides resources essential for the programme's coordination plus funds to support additional activity as necessary. A series of other small grants from Sport England plus direct investment from the City Council provides resources essential to progress the main work strands.

The six key work strands are:

- Completion of a physical activity and sport strategy for the city



- A complementary robust built facility strategy that sets out a clear vision for future facility needs and provision in the city with clear identified viable and deliverable priorities for delivery
- An up to date and robust playing pitch strategy that determines strategic priorities and resource release/rationalisation opportunities that will assist the development of grass roots community sport
- An efficient delivery model for the sport and leisure services
- A clear strategic commissioning framework for sport and physical activity within the city council
- Development of an effective city sports network which underpins the Renaissance Sports Board which acts as a mechanism for engagement and consultation

Whilst this work is still underway on the projects where the Renaissance Sports Board's funding has added additional support, good progress has been made and the Physical Activity and Sports Strategy is due for completion in autumn 2015, closely followed by the Built Facilities Strategy and Playing Pitch Strategy in late 2015 / early 2016. Work is also underway to explore the development of an Alternative Delivery Model to help secure the long term future of the council's Sport and Leisure Services the outcome of which should be known in summer 2015. Work on the commissioning thread is due to recommence soon after a brief pause. All of the above will support the development of a strong local sports network which in part will be formed from those who contributed to the development of the above work strands.

LOOKING AHEAD TO 2015-16

- Completion of the Physical Activity and Sports Strategy
- Completion of the Built Facilities and Playing Pitch strategies
- Successful delivery of the UK Corporate Games in 2015 in partnership with Staffordshire County Council

- Refurbishment of the pool plant at Fenton Manor Sports Complex and complete the second stage at Dimensions Leisure Centre (Christmas 2015).

"The support of SASSOT towards progressing the Renaissance Sports Project has been invaluable and will help the council in ensuring sport is firmly located at the heart of the city's plans for a prosperous future at the heart of the area between Birmingham and Manchester."

Pictured top page 20 | *The Pearl Izumi Tour Series in Stoke-on-Trent's City Centre, Tuesday 13 May 2014*

Pictured top page 21 | *Doorstep Sports Club participants taking part in a Club1 boxing session at the Wallace Sport and Education Centre*

Pictured bottom page 21 | *Doorstep Sports Club participants taking part in a Club1 swimming session at New Horizons Sport and Leisure*





Tamworth

Mike Stevenson | Community Leisure Centre Manager

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CELEBRATING LOCAL SUCCESS

Wilnecote Community leisure centre opens the doors to Wilnecote high school during non-school hours. We aim to be “community based, community inspired” providing our locality with the activities it needs and wants at a price it can afford.

Over recent years we have developed our programme of activities and created more opportunities for those with a disability. Our achievements over the past 12 months include:

- Inspire Multi Sports Club has continued to be a success with 35 participants taking part per session, resulting in a total of 840 visits during the past 12 months
- Unicorns swimming club have developed; they now run a 3.5 hour session every other week with 70 regular attendees
- G-Force trampoline club has an additional disability coach and now have 10 regular bouncers with a disability
- Wilnecote Unicorns Disability Football Club has completed their first season in the Staffordshire Ability Counts League. Participation in training is up to 30 regular players. A recent bid for support from the Football Foundation was successful and the M6 toll has also sponsored the team for next season

WORKING IN PARTNERSHIP WITH SASSOT

Inspire Disability Multi Sports Clubs provide disabled children the opportunity to participate in a number of activities alongside their family. This allows families to get together and develop links with those in similar situations. The sessions are free to participants thanks to the work of SASSOT who provide the funding and support the programme’s monitoring and evaluation. SASSOT have helped to demonstrate the impact of the programme which has led to the continuation of funding via Staffordshire County Council’s Aiming High programme. SASSOT’s Disability Sport Officer has also helped to provide advice, instruction on activities and leadership on how we can develop all of our activities as we move forward. The SASSOT County Disability Sport Forum has also helped to provide an excellent networking opportunity to meet with disability

organisations who want to develop further opportunities.

IMPACT

- 96 disabled children accessing the Inspire Disability Multi Sports Club in 2014/15 exceeding the target of 30
- 45 siblings accessing the fortnightly sessions along with 81 parents and carers
- On average 35 participants take part per session, resulting in 840 visits during 2014/15
- Due the success of the Tamworth Inspire Multi Sports Club additional funding has been secured for 2015/16

LOOKING AHEAD TO 2015-16

- We aim to continue to provide Inspire sessions and possibly develop an over 16 equivalent
- We aim to develop our Wilnecote Unicorns Disability Football Team to include a second adult team and also provide regular friendly fixtures for our under 16s
- As a facility we hope to increase occupancy and develop more activities

“We would not be able to provide the programme of activities we do today without the ongoing support from SASSOT. We hope our partnership continues to grow over the next 12 months”.

Pictured | Wilnecote Unicorns Disability Football Club

Wilnecote Community Leisure Centre 
Community Based, Community Inspired

Links with Education

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



Supporting School Sport

Chris Milward | Youth Sport Manager

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INTRODUCTION

The key areas of Youth Sport delivery have advanced considerably throughout 2014-15. Satellite Clubs have been offered to 75 Secondary Schools and 5 Further Education Colleges with 2,638 participants attending one of the 151 established clubs; the ongoing opportunity for young people to attend these clubs will be crucial to providing a suitable introduction to organised club sport. We have expanded our offer to Primary Schools in order to ensure key national messages are continually reinforced and at the same time provide some bespoke specialist support to those schools most in need and Entrust, oPEn and the Youth Sport Trust are working with us to make this happen. Enhancing the 'Athlete Experience' has been the School Games' primary focus and we have worked hard to create a more proactive and robust organisational structure to support our ambitious plans for the Summer 2015 Games and beyond.





School Games

Nadine Barnard | School Games Co-ordinator & Club Development Officer

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SASSOT continue to work very closely with the School Games Organisers from across the sub region to develop inspirational opportunities for young people to participate in competitive school sport. 2014-2015 has been the third year of the Sainsbury's School Games in Staffordshire & Stoke-on-Trent and has once again included a Winter Games, allowing a more seamless transition from level 2 to level 3 for the sports that take place earlier in the calendar.

CELEBRATING LOCAL SUCCESS

- Summer, winter and satellite events exist in the School Games competition calendar, enabling more seamless links between level 2 and level 3 for the sports that take place across the academic calendar
- Summer event delivered successfully with over 1000 young people coming together to compete in a variety of sports
- 50% of the workforce were young volunteers, including a designated media team
- The winter event was delivered across two venues with over 550 young people competing
- Summer and winter events both had sporting champions in attendance which raised the aspirations of the competitors; the summer event hosted Chantelle Cameron (GB boxing) and Roxy Keshavarz (England Squash) and the Winter Games hosted local athlete Emma Jackson
- Both events contained a wider cultural element, including performances at both opening ceremonies by young people from Staffordshire schools
- Work continues to develop in terms of support and provision offered to Special Schools throughout the sub region

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. After fact finding visits to other School Games and the national games in Manchester, this academic year has seen

significant development in the School Games programme across the sub region. New working practices and lines of communication have been introduced for the County Sports Partnership, School Games Organisers and Youth Sport Trust. This year's summer games at Keele University will feature 1,500 participants in 7 sports; a Change4Life festival involving 400 primary aged children, a county-wide talent inspiration programme and a prominent athlete experience."

LOOKING AHEAD TO 2015-16

- Ongoing work with the Local Organising Committee and its new chair to raise the profile of Schools Games events further in order to cement these on competition calendars and attract local support from businesses
- PR and Social Media presence is a priority for the School Games and will increase in impact over the coming year
- New operational groups have been set up utilising the skill set that exists within the network to ensure a high quality experience for all young people
- Wider opportunities will be made available through an athlete village which will be available to competitors and spectators
- Develop a Talent Inspiration Programme at a local level to feed into the National Level four event
- To continue to work closely with School Games Organisers to review attendance at level 2 competitions and set competition calendars according to the findings

"As chair of the Local Organising Committee I am delighted to welcome everyone – competitors, coaches, officials, volunteers and supporters to the Level 3 Sainsbury's School Games in Staffordshire and Stoke-on-Trent. I know that many of the young people involved in the School Games will have dreams and ambitions of competing in their chosen sport at the highest level and I wish everyone involved best wishes and good luck".

John Patino, Local Organising Committee Chair





Supporting Entrust (Primary School Sport Offer in Staffordshire)

Caroline Holder | Teacher Consultant - PE

7866 924958 | caroline.holder@entrust-ed.co.uk

CELEBRATING LOCAL SUCCESS

- Worked with 20 schools on in depth bespoke support packages which have included guiding all the schools to accurately audit, action plan and review the impact of their PE and sports funding spend. Depending on their specific areas of need support them in various ways for example; through whole school PE training for staff, one-on-one demonstration lessons or subject co-ordinator development work
- Run free drop in sessions for both headteachers and governors giving them advice, support and offering them guidance and resources to support and enhance their work back in school
- Shared existing good practice examples between schools through mediums such as e-newsletters, forums, briefings and training events
- Shared all key national audit materials and further developed additional local resources based on successful examples and made these available for all schools to access

WORKING IN PARTNERSHIP WITH SASSOT

The effective working partnership between Entrust and SASSOT has meant that through our joint efforts we have been able to offer a wide variety of services and expertise to schools. This year we have focussed our project work on supporting schools around the effective use of the Primary Sports Funding they receive.

IMPACT

- The 20 schools taking part in the in depth support packages are now all meeting the requirements of the PE and sports funding, they all have effective action plans in place and are accurately judging the impact the money has made in their school. They are also planning how improvements will be sustained and building upon these improvements in their next year plans
- Over 90 headteachers and governors attended the briefing session we ran on the effective use of the Primary Sports Funding and all schools were then emailed the information and materials. Feedback from these sessions was extremely positive with headteachers commenting on the quality of the materials given out to them

- E-newsletters go out at least every term providing information and materials directly to teachers in schools. The PE newsletter now has over 900 subscribers
- Materials and good practice ideas have been collated from the different project work around key themes of; Effective teaching and learning in PE, Improving health of pupils, Enhancing extra-curricular opportunities in school and developing strong subject leadership. These materials will be used to further support other interested schools in the future
- We have been working with SASSOT and the Youth Sport Trust to communicate key national messages to headteachers, Chairs of Governors and other key delivery partners to help ensure that the vision and objectives for the use of the funding are met

LOOKING AHEAD TO 2015-16

- We are looking forward to the PE conference this summer term where Baroness Sue Campbell will be coming to speak to headteachers and school representatives sharing her views on the power of PE and providing the most current information following the May general election
- SASSOT will also be supporting schools offering workshops on the effective use of the sports funding, satellite clubs and linking with other schools
- We are looking to ensure that all Primary Schools in Staffordshire are able to benefit from the in depth support packages given to the 20 schools by sharing the processes, findings and interventions that have been used across the county

"The support and resources we have received as part of the project has been great. It has really helped to ensure we have a strategic plan in place for the PE and sports funding that is having a real impact and will be something that can be sustained for future years".

Anne Lockey, Headteacher, Waterhouses Primary School





CELEBRATING LOCAL SUCCESS

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 usually 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.

- Round House Boxing Club - National finalist for Sport England's Satellite Club of the Year - placed runner up
- 75 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 £129,000 of local delivery funding to be distributed to community clubs to support the running of satellite clubs
- Successfully secured an additional £6,000 to support 2 disability satellite clubs within Staffordshire & Stoke-on-Trent
- 151 satellite clubs are now up and running across Staffordshire & Stoke-on-Trent with 2638 participants and rapidly increasing
- Satellite Clubs continue to link very closely with Sportivate and have engaged with a wide range of partners such as community groups and youth organisations

WORKING IN PARTNERSHIP WITH SASSOT

Round House Boxing Satellite Club hosted by 6 secondary schools and funded by SASSOT were announced Sport England's Satellite Club of the Year runner up. Round House Boxing Club was 1 of 3 national finalists selected from 45 counties nationwide who attended an awards ceremony in London at the Houses of Parliament. Round House Boxing Club was established in 2012 with a focus on engaging young people from local disadvantaged communities into boxing. The satellite clubs, which take place all year round, have been running since March 2014 and have successfully attracted 385 young people between the ages of 11 and 18. Sport Across Staffordshire & Stoke-on-Trent, Director Mark Thornewill commented: "Our Sport England funded satellite clubs programme is providing hundreds of young people with the opportunity to participate in exciting sports activities in a club setting. I am delighted that the Round House Boxing Club was nominated as a finalist for the Sport England Satellite Club of the Year award. The club and its coaches have been doing some fantastic work at the

Discovery Academy and they are a key partner in supporting the successful integration of young people from different ethnic backgrounds into a new school. With a focus on encouraging young people from different social and ethnic backgrounds to take responsibility and develop their leadership skills the Round House Boxing Club is an excellent example of how sport can help change young people's lives for the better."

LOOKING AHEAD TO 2015-16

- Working towards submission of year 3 Satellite Club Delivery Plan, to secure £84,000 to support new Satellite Clubs
- Engagement with the final 12 secondary schools and colleges 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 best possible variety of Satellite Clubs to engage new young people
- To build on the provision of year 1 and year 2 Satellite Clubs by providing a support package through a sustainability fund to ensure satellite clubs continue

"Being a National Finalist for Satellite Club of the Year is a great achievement for Round House Boxing Club. The club has had a positive impact on the local community helping to bring young people together that are from different ethnic groups using boxing to build social cohesion. Boxing has been used to raise aspirations and inspire the young people and coaches involved. The club has helped young people with goal-setting and discipline leading to a wider impact within the school through increasing concentration, performance and confidence building".

Yaser Mir, Founder Round House Boxing Club

Pictured | Taken at the Houses of Parliament where Round House Boxing Club were placed runners up for Sport England's Satellite Club of the Year. Photo (Engage Communities with GB Weightlifter Zoe Smith, MP Tracey Crouch and SASSOT's Chloe Groves).





CELEBRATING LOCAL SUCCESS

Sport within further education has seen a significant change within the last 12 months through the creation of a new governing body responsible for sport. AoC Sport now represents one voice for the sector covering all areas ranging from academic provision to competition pathways. AoC Sport are currently undertaking a competition review that will shape the future of college sport, working closely with NGBs to align it more to the talent and participation pathways of these organisations. Continued investment and growth has taken place over the last 12 months, supported by Sport England re-enforcing the place sports participation, competition and excellence within the 16-19 sector has at the heart of local, regional and national developments.

The challenge now for all further education colleges and their partners is to try and maintain the level of sports provision against a backdrop of reducing budgets and financial instability across the sector.

- A new governing body, AoC Sport has been created to represent the further education sector
- Third year that a College and University football league has ran successfully in Staffordshire, co-ordinated by Staffordshire FA
- The largest ever contingent of students from Staffordshire represented the West Midlands region at the AoC Sport national championships in March. Students from Newcastle-under-Lyme College, Stafford College and Stoke-on-Trent Sixth Form all competed
- Through the Volleyball England Investment Zone development of Volleyball has continued to improve within Staffordshire and a number of participation festivals have taken place at local colleges
- Continuation of a national Volleyball Academy for 16-19 year olds at Newcastle-under-Lyme College in partnership with Volleyball England

- Increased participation of students from colleges within the planning and delivery of the School Games programme

WORKING IN PARTNERSHIP WITH SASSOT

Newcastle-under-Lyme College and Newcastle-under-Lyme College Knights Basketball club have working very closely with SASSOT over the last 12 months to develop basketball provision within both Stoke-on-Trent and the Newcastle-under-Lyme area. The satellite club programme has been crucial to this development as 5 new satellite sessions have been delivered within secondary schools by club coaches. SASSOT were vital in providing the initial link between the club and school through highlighting who was interested in having high level basketball provision.

IMPACT

- Five new basketball satellite sessions within Blythe Bridge high school, St Joseph's College, Thistley Hough high school, Co-op Academy and Westwood high school. These have been granted sustainability funding to continue into the next academic year
- Over 100 new male and female participants taking part in structured coaching sessions on a weekly basis over the last year
- A further 4 new satellite clubs planned for the next academic year working with James Bateman junior high school, Moorside high school, Woodhouse middle school and St Margaret Ward high school

Pictured | NuL College National Championship Squad in West Midlands kit.

continued overleaf...



- A new central venue league has been created at Newcastle-under-Lyme College working in partnership with the club, Stoke City FC, SASSOT and Basketball England providing progression routes for all new participants to take part in a structured competition format. This takes place on Tuesday and Friday nights, and a Saturday morning
- The support from SASSOT has allowed a number of Newcastle-under-Lyme College Knights division 3 team players to begin their coaching career through providing opportunities to gain their coaching badges, and supporting the delivery of sessions
- To build on the provision of year 1 and year 2 Satellite Clubs by providing a support package through a sustainability fund to ensure satellite clubs continue
- Newcastle-under-Lyme College look forward to hosting a programme of sports for the UK Corporate Games

LOOKING AHEAD TO 2015-16

- Continuation of the College Sport Maker programme into its 4th year
- Increased engagement within local leagues from further education colleges due to the AoC Sport competition review
- A new national strategy for further education sport is due to be published by AoC Sport by the start of the 2015-16 academic year
- Work towards developing a further education strategic plan for Staffordshire and Stoke-on-Trent that incorporates the AoC Sport national strategy
- Continued development of competitive local leagues within a variety of sports for 16-19 learners
- Work to maintain the development of further education sport within a difficult financial climate clubs within Staffordshire & Stoke-on-Trent
- Engagement with the final 11 secondary schools and colleges 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



"The next 12 months will be a very exciting time for sport within further education due to the creation and development of a new organising body, AoC Sport. It is very important though that colleges continue to work with partners in order to continue the momentum of developing sport within what will be a difficult financial climate."





Keele University

Michael Huss | Sport Development Manager

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CELEBRATING LOCAL SUCCESS

- £109,000 funding secured from Sport England's University Sport Activation Fund
- Over 700 students participating in the Sport England funded Play4Fun activities
- Over 500 students competing in BUCS leagues
- Hosting the Sainsbury's School Games Summer Festival 2014 for Staffordshire and Stoke-on-Trent
- 31 students accepted onto the elite athlete programme
- Varsity champions for the 5th consecutive year

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 to the success of the Level Three festival.

IMPACT

- 11 competitions took place in the School Games Level Three Summer Festival in 7 different sports involving 845 participants

- A total of 107 young volunteers have been trained and deployed at Level Three School Games events
- A total of 86 teams from 58 different schools; primary, middle, secondary, independent and special schools took part in the School Games Level Three Summer Festival

LOOKING AHEAD TO 2015-16

- Host the Sainsbury's School Games Summer Festival 2015 for Staffordshire and Stoke-on-Trent
- Develop a new university sport strategy
- Develop external sports facilities
- Further increase levels of participation in the Play4Fun programme
- Increase the support for elite athletes at the University.
- Keele University look forward to hosting a programme of sports for the UK Corporate Games

"The Sainsbury's School Games is such a fantastic event and it is wonderful to see so many local young people making use of Keele university's facilities".





Staffordshire University

Dr Peter Jones | Head of School of Psychology, Sport and Exercise

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CELEBRATING LOCAL SUCCESS

- With the help of SASSOT we successfully bid and won a second tranche of Active University funding. This continues to increase participation in a wide range of sports.
- We launched our Team Staffs Elite Scholarship programme designed to support our University students who are competing at County level and above with a scheme worth £6K a year to each student
- We continue to invest in our academic Sport and Exercise facilities at Staffordshire University with over half a million pounds spent on refurbishing our Sport Science facilities including a new purpose built strength and conditioning facility
- We have invested in sports facilities at our Stoke Campus by laying a new full size rubber crumb AstroTurf and smaller five-a-side pitches
- Staffordshire University working with SASSOT continues to deliver the highly successful Multi Skills Coaching Project

WORKING IN PARTNERSHIP WITH SASSOT

We have worked with SASSOT in developing our Team Staffs Elite Sports Scholarship Programme which is designed for our students who are at County Level to meet their sporting potential. The programme is worth £6,000 to each scholar and supports training, competing, educating and developing them in their sport.

IMPACT

- 7 Team Staffs Elite Scholars selected in the first year from a range of sports
- The scholarship has supported Alex Carter to compete at St Andrews in the BUCS Student Golf Tour Finals
- Scholar Brogan Griffith has been selected to compete for England U23s in the World Indoor Netball Championships in Australia this autumn
- We are carrying out for SASSOT the Sport & Physical Activity Insight Project to understand local sport and activity need and areas for improvement
- Providing a comprehensive range of training support and workshops to support elite athletes' lifestyle

- In addition to training support, SASSOT is providing workshops to better train the athletes and this will hold them in good stead as their careers develop
- Staffordshire University working with SASSOT continues to deliver the highly successful Multi Skills Coaching Project and have undertaken a successful joint project to train a number of students to become level 2 qualified lacrosse coaches for deployment on the Satellite Clubs programme in the Stoke-on-Trent schools network to help coach the next generation of players in this exciting sport.

LOOKING AHEAD TO 2015-16

- Over the next year the University is further investing in its Sport facilities in its Stoke-on-Trent campus and further supporting the region's sports stars by expanding the Team Staff Elite programme.
- Working with SASSOT, the City Council and Sport England it is developing the sport and leisure strategy for Stoke-on-Trent. This and the development of improved sports facilities at Stoke will go some way to increasing activity and improving the health of the region.
- Having been appointed Vice Chair of SASSOT's Board, Dr Peter Jones, will be working with the Director, Chair and Board in supporting improvements in physical activity in the region.
- Staffordshire University look forward to hosting a programme of sports for the UK Corporate Games

"Staffordshire University and SASSOT continue to work together to support all levels of sport and increase participation in physical activity to improve health and wellbeing in the County"

Pictured | Student Lacrosse Coaches in training



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

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CELEBRATING LOCAL SUCCESS

Public Health is now embedded within Staffordshire County Council and is working to drive the physical activity agenda through Active Staffordshire. We have continued to develop our approach to working in localities and Public Health invested £1.4million into the 8 districts and boroughs through the Locality Commissioning process for projects that were aimed at getting more people, more active, eating healthier and alcohol prevention.

We have also been identifying through the Strategic Business Plan how Staffordshire County Council can support the physical activity agenda through its everyday business such as Planning, Highways, Active Travel and Social Care.

WORKING IN PARTNERSHIP WITH SASSOT

We have worked with SASSOT this year in a number of forums to help us understand the patterns of participation in physical activity across the county. Using this insight and intelligence along with health data we are building a better understanding of the role of physical activity in improving the health of Staffordshire.

SASSOT are also working with a number of stakeholders to support bids to the Locality Commissioning Partnerships and Lifestyle Service Tenders.

LOOKING AHEAD TO 2015-16

This year will see the launch of the new Staffordshire Healthy Lifestyle Service and a shift in focus to a more preventative model in the way we support people to improve their health.

Getting more people, more active will be crucial to the success of the new service and we aim to engage people in physical activity in all its forms from gardening, play and walking through to recreational and competitive sport.

We believe SASSOT are a key partner in helping us achieve our aim of achieving a more active Staffordshire.





Stoke-on-Trent City Council

Public Health

Alistair Fisher | Strategic Manager - Primary Prevention

alistair.fisher@stoke.gov.uk

INTRODUCTION

The evidence showing the health benefits of physical activity to individuals of all ages continues to strengthen, such as reducing the risk of developing heart disease, dementia and other conditions. Although there are positive signs around participation the majority of Stoke-on-Trent adults do not achieve the UK Chief Medical Officer's recommendations of at least 150 minutes of physical activity per week. Being active also supports good mental wellbeing and is one of the themes to the New Economics Foundation's "5 Ways to Wellbeing"; Connect, Be Active, Take Notice, Keep Learning and Give. The Five Ways also highlight a number of other benefits which being active can encourage such as being part of a group or club, volunteering, testing yourself through new goals, and being out and about in the great outdoors.

CELEBRATING LOCAL SUCCESS

- 2014/15 saw the consolidation of a number of services commissioned by Public Health in Stoke-on-Trent to support individual and families to become more active
- The Lifestyle Service has supported nearly 3,000 adults to work towards goals such as weight loss, increased physical activity levels and improved diet and nutrition
- The Community Weight Management, Community Physical Activity and Cook and Eat programmes have continue to thrive, delivered by a number of skilled and knowledgeable local providers
- A Local Government Association peer review looking at childhood obesity in 2014 highlighted Stoke-on-Trent's Active Families programme as an area good practice

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT remains a pivotal partner to Public Health Stoke-on-Trent notwithstanding recent staff changes. During 2015/16 it is intended that the historically strong links between both organisations will be renewed and opportunities for continued

joint work will be explored.

LOOKING AHEAD TO 2015-16

Partnership working is key in increasing physical activity levels across the life course; from the early years, through the school and working years and into later life. In 2015/16 Public Health in Stoke-on-Trent will continue to work alongside its Culture and Leisure, Health and Social Care colleagues as well as with local communities, residents and groups to identify what matters to them to promote independence and healthy lives. Particular focus will be placed on the role walking plays in our daily lives, and the re-commissioning of the Lifestyle Service which will enter its final year of the current contract in 2015/16.



Financial Information

1st April 2014 to 31st March 2015

The increase in income relates to the receipt of additional grants relating to: Aiming High, Core Funding, DfE Volunteering, Sport in Renaissance and contributions from local Partners re the Sky Local Rides programme to be delivered in 2014-15. 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 2015-16.

	Annual Budget	Actual
Income	1,621,550	1,679,850
Expenditure	1,621,550	1,206,900
Net	0	472,950

SUPPORTING OTHER INVESTMENT....

SASSOT implemented a number of grant schemes to assist grassroots delivery of sport and physical activity:

Club Accreditation Fund (£1.2k), Coach Development Grants (£9k), ACCESS Across Staffordshire (£4.5k), Sportivate (£234k), Satellite Clubs (£145k) and NGB Activation (£9k).

Over the 12 months, SASSOT supported Partners to draw down £1.25m of funding to support the delivery of a variety of projects.

SPORT ACROSS STAFFORDSHIRE AND STOKE-ON-TRENT

Board Members 2014 - 15

ADAM HILL

Head of Leisure and Culture, *Stafford Borough Council*

ANDREW DONALD

Chief Officer, *Cannock Chase and Stafford & Surrounds CCG*

ANDY WESTON

Football Development Manager,
English Schools Football Association

ANGELA DALE

Head of Sport, *Keele University*

CARL BENNETT - in post until Jan 2015

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

CAROLINE HOLDER

Teacher Consultant - PE,
Entrust - Staffordshire County Council

DAVID PINNOCK

Voluntary Sector Representative

JANENE COX

Commissioner for Tourism and the Cultural County,
Staffordshire County Council

JONATHAN PACE - wef Oct 2014

Head of Sports Development & Active Lifestyles,
Staffordshire University

LAURENCE O'NEILL - in post until Oct 2014

Chair, Private Sector Representative

MALCOLM DUNCAN

Voluntary Sector Representative

COUNCILLOR MARK DEAVILLE

Staffordshire County Council

MICHELLE ADAMS

Acting Head of Economic Development, Culture and Sport,
Stoke-on-Trent City Council

DR PETER JONES – VICE CHAIR wef Jan 2015

Head of School of Psychology, Sport and Exercise
Staffordshire University

SAJID HASHMI MBE

Chief Executive, *Voluntary Action Stoke-on-Trent*

SIMON DICKIE

National Youth and Community Manager, *British Rowing*

SUE FINNIGAN – CHAIR - wef Jan 2015

Vice Chair, Private Sector Representative

STEPHEN BROWN - in post until Oct 2014

Chief Executive, *Cannock Chase District Council*

TILLY FLANAGAN

Strategic Commissioning Lead - Health Improvement,
Public Health Staffordshire

TONY MCGOVERN - wef Jan 2015

Managing Director, *Cannock Chase District Council*

TREVOR HUMPHREYS

Academy of Sport Manager, *Cannock Chase District Council*

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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Lichfield and Burntwood

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School Games Organiser

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CARL INSKIP

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North Stoke

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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.

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Abbreviations

AoC

Association of Colleges

BUCS

British Universities & Colleges Sport

CSP

County Sports Partnership

LOC

Local Organising Committee

NGB

National Governing Body

SASSOT

Sports Across Staffordshire & Stoke-on- Trent

SDOs

Sports Development Officers

SGO

School Games Organiser

SLCOF

Staffordshire Leisure & Culture Officers Forum

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:

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SPORT

*Across Staffordshire
and Stoke-On-Trent*

GET ACTIVE



Sport Across Staffordshire and Stoke-on-Trent

c/o Stafford Borough Council
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Telephone 01785 619 349
www.sportacrossstaffordshire.co.uk



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