

INTERNAL BRIEFING PAPER

SPORT ACROSS STAFFORDSHIRE AND STOKE-ON-TRENT COUNTY SPORTS PARTNERSHIP



For: Strategic (Overview and Scrutiny) Committee and People and Partnerships (Overview and Scrutiny) Committee

Date: November 2010

BACKGROUND

As part of its work reviewing the effectiveness of partnerships, the Strategic (Overview and Scrutiny) Committee decided that it wished to ask its Partnership Task Group to study the work of Sport Across Staffordshire and Stoke-on-Trent County Sports Partnership, or SASSOT for short.

Given that the nature of SASSOT's work is focused on sport and physical activity, it was felt appropriate to invite a number of Members from the People and Partnerships (Overview and Scrutiny) Committee to join the Task Group in this work.

On the 27 October 2010, the Group met with Mark Thornewill, the Director of SASSOT.

A copy of Mr Thornewill's slides is attached.

The County Sports Partnerships (CSP), of which there are 49 in England, form the bedrock of the way that sports development at grassroots is promoted by Sport England. Established in the mid 2000s, they bring together local authorities, sports clubs and national governing bodies, schools, colleges and universities and primary care trusts in a co-ordinated approach to the development of sport in schools, clubs and communities with the primary aim of helping to increase participation in sport and physical activity.

The CSPs are also charged with helping to deliver Sport England's agenda of growing and sustaining participation and encouraging excellence and with contributing to the Department of Health's Be Active, Be Healthy objectives.

Where once the sports development policy and delivery was fragmented across a number of disparate organisations, often with conflicting ambitions, the county sports partnerships have enabled greater co-operation between organisations, the delivery of more effective and focused sports programmes, enhanced promotion of sporting opportunities for more vulnerable groups, greater transparency of funding streams, and a more effective use of resources throughout their areas of operation.



SPORT ACROSS STAFFORDSHIRE AND STOKE-ON-TRENT COUNTY SPORTS PARTNERSHIP

Lichfield District Council has been a member of SASSOT since its establishment in 2006 and we pay £10,000 as an annual membership subscription. As can be seen from the slides, Sport England provides the greatest annual investment at £200,000. The Department of Health provides £60,000pa and then 13 local partners, including all 10 councils, each subscribe £10,000. We learned at the meeting that the Sport England funding is confirmed until 2015.

The Group seemed persuaded of the benefits that SASSOT brings to us as a Service, to local clubs, to our communities and to our residents. Without the support and action of SASSOT, it was apparent there would be fewer opportunities for residents to be involved in sport and physical activity, particularly for those least likely to participate. Furthermore, our clubs would be less strong and our leisure officers would spend more time in unravelling the complexities of government and sport policy and less time in delivering good quality and attractive sporting opportunities.

In particular, it was highlighted that SASSOT had directly affected Lichfield District in the following ways:

1. helping to build effective linkages between sports' governing bodies, Sport England, Lichfield District Council and other agencies;
2. Attracting investment from Sport England's Community Investment Fund. Such cash has been used by Burntwood Leisure Centre to provide its Saturday Init offer;
3. County-wide coordination and administration of LAA performance monitoring;
4. overseeing the development of a Sub-Regional Sports Facilities Framework, which will help influence the provision of major sports facilities over the next decade and beyond;
5. Supporting the implementation of sub-regional 2012 plans and delivering on the Community Games programme, which will include games within the district;
6. Awarding £1,750 in Scholarship Awards to sports coaches from the district;
7. Channeling money from Sport England to the district's Community Sports Coach based at Burntwood Leisure Centre;
8. Managing the sub-regional Sport Unlimited programme which has provided £63,000 of revenue support into sports activities for local young people described as semi-sporty;
9. Organising the annual Staffordshire and Stoke-on-Trent Special Schools Sports Festival at which at least two of our local schools attend;
10. Providing advice and guidance to our local clubs in matters relating to child protection, facility development, governance and club accreditation;
11. Promoting and widening opportunities for girls, women and those with disabilities to participate in sport and physical activity;
12. And always supporting officers of the council in providing good quality advice, data and inspiration in all manner of sports and leisure related matters.

For more information contact:

Neil Turner 01543 308761

Paul Watson 01543 308824

Sarah Sleigh 01543 308835.



Mark Thornewill, Partnership Director

Sport Across Staffordshire & Stoke-on-Trent

**Lichfield District Council
Partnerships Task Group**

**Increasingly Active,
Healthy and Successful
Communities**



Content

- Development of County Sports Partnerships
- Partners & Governance
- The context – Active People
- Core functions
- Examples of work



Development

- 2000 Active Sports Partnership
Focussed on sport specific delivery in sports
- 2005 Stakeholders consulted on formation of new
County Sports Partnership and Business Plan
- 2006 County Sports Partnership formed.
Implementation of the Delivery System
Remit - Strategic Coordination
 - Marketing & Communication
 - Performance Measurement



Development

2008 on

Sport England's new strategy

- Grow, Sustain, Excel

Department of Health

- Be Active, Be Healthy

Local Partners – Core Services Offer



Our Mission as agreed by Partners in 2005

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



Partners

Core (Funding)	£	Initiative Funding	Other Key Partners
• Sport England	200k	• Youth Sport Trust	• National Governing Bodies of Sport
• Department of Health	60k	• Private Sector Sponsorship	• Voluntary Sector
• Cannock Chase District Council	10k		• Further Education
• East Staffordshire Borough Council	10k		• School Sport Partnerships
• Lichfield District Council	10k		• Skills Active
• Newcastle-under-Lyme Borough Council	10k		• Sports Coach UK
• South Staffordshire Council	10k		• Youth Offending Service
• Stafford Borough Council	10k		• Business Link
• Staffordshire Moorlands District	10k		• Private Sector
• Stoke-on-Trent City Council	10k		
• Tamworth Borough Council	10k		
• Staffordshire County Council	10k		
• Staffordshire University	10k		
• Keele University	10k		
• South Staffs PCT	10k		

Governance

Executive Board

Representatives from:

- LA Member
- LA CEO
- LA Heads of Leisure / Culture
- Staffordshire University
- PE Advisor
- Primary Care Trust
- National Governing Body of Sport
- Voluntary Sector
- Private Sector
- Host

**Confirmed as
Fit for Purpose
by a recent
Governance
Audit
commissioned
by Sport
England**

Hosted by Stafford Borough Council



Satisfaction Survey Results

Carried out in Mar / Apr 2009 – 29 organisation responses

- 96% rated SASSOT's contribution to Partnership working as Excellent / Good
- 96% rated the level of support received from SASSOT as Excellent / Good
- 91% rated their understanding of the CSP's role as Excellent / Good
- 87% of Partners stated that the current Delivery Plan supported their work area
- 96% rated our communication with Partners as Excellent / Good



Context

Percentage of adults 16+ participating in at least 30 minutes moderate intensity sport and active recreation including recreational walking and cycling on 3 or more days a week

Comparison with West Midlands area

	Active People Survey 1	Active People Survey 2	Active People Survey 3
Herefordshire & Worcestershire	21.6%	21.7%	22.6%
Shropshire & Telford & Wrekin	21.6%	20.9%	21.6%
Greater Warwickshire	21.1%	21.7%	21.2%
Staffordshire & Stoke-on-Trent	20.3%	19.6%	21%
Birmingham	17.1%	16.9%	17.9%
Black Country	16.0%	15.4%	17.7%

Context

Percentage of adults 16+ participating in at least 30 minutes moderate intensity sport and active recreation including recreational walking and cycling on 3 or more days a week

Local Authority	Active People Survey Results 1	Active People Survey Results 2	Active People Survey Results 3
Stafford	25.6%	22.8%	23.4%
East Staffordshire	22.8%	23%	19.3%
Lichfield	22.4%	20.9%	22.8%
Cannock Chase	21.2%	20.1%	19.2%
South Staffordshire	20.7%	22.3%	25.3%
Staffordshire Moorlands	20.4%	18.1%	20%
Newcastle under Lyme	19.7%	23.5%	23.3%
Tamworth	19.0%	15.5%	19.1%
Stoke on Trent	15.8%	14.4%	18.3%

CSP's Core Functions

- Contracted by Sport England to: support the creation of a world leading community sport system

Grow – Sustain – Excel

- 1 million people doing more sport by 2012
- Reduction in post-16 drop off
- Increase in satisfaction with people's experience of sports participation
- Major contribution to the delivery of the 5-hour PE & sport offer for 5-19 year olds



Sport England Focus

- Sport for sport's sake
- Seamless pathway from school to community to elite
- National Governing Bodies at the heart of delivery – focus of CSP contract to support Whole Sport Plans
- More frontline coaching – deployed expertly
- Volunteering in community sport settings maximised
- Development of a modern network of sports clubs the centrepiece for people's sporting experience



Department of Health

- 1 million more people taking part in physical activity by 2012
- CSP role
 - Strategic development of physical activity across the county
 - Single point of contact for health and other non sport agencies to interface with the sport sector including NGBs
- 5 key outcomes
 - Strengthening the infra-structure for the local delivery of physical activity alongside sport
 - Support strategic planning and delivery of regional and national physical activity plans. Contributing to 2012 delivery plans and supporting the delivery of Local Area Agreements
 - Support the adoption of social marketing tools
 - Targeting the least active and contribute to the reduction of health inequalities
 - Support the local delivery of regional and national initiatives eg. Physical Activity Care Pathway, Change for Life

Local Partners

Supporting local Partners to deliver their sport and physical activity plans

– our core offer to:

- Local Authorities
- PCTs
- School Sport Partnerships
- Higher & Further Education
- Clubs



CSP's 3 Core Functions

County Sports Partnerships

3 Core Functions

1. Strategic co-ordination & planning. Implementing the Sport & Physical Activity Delivery System sub-regionally through partnership working
2. Marketing and Communication
3. Knowledge Management



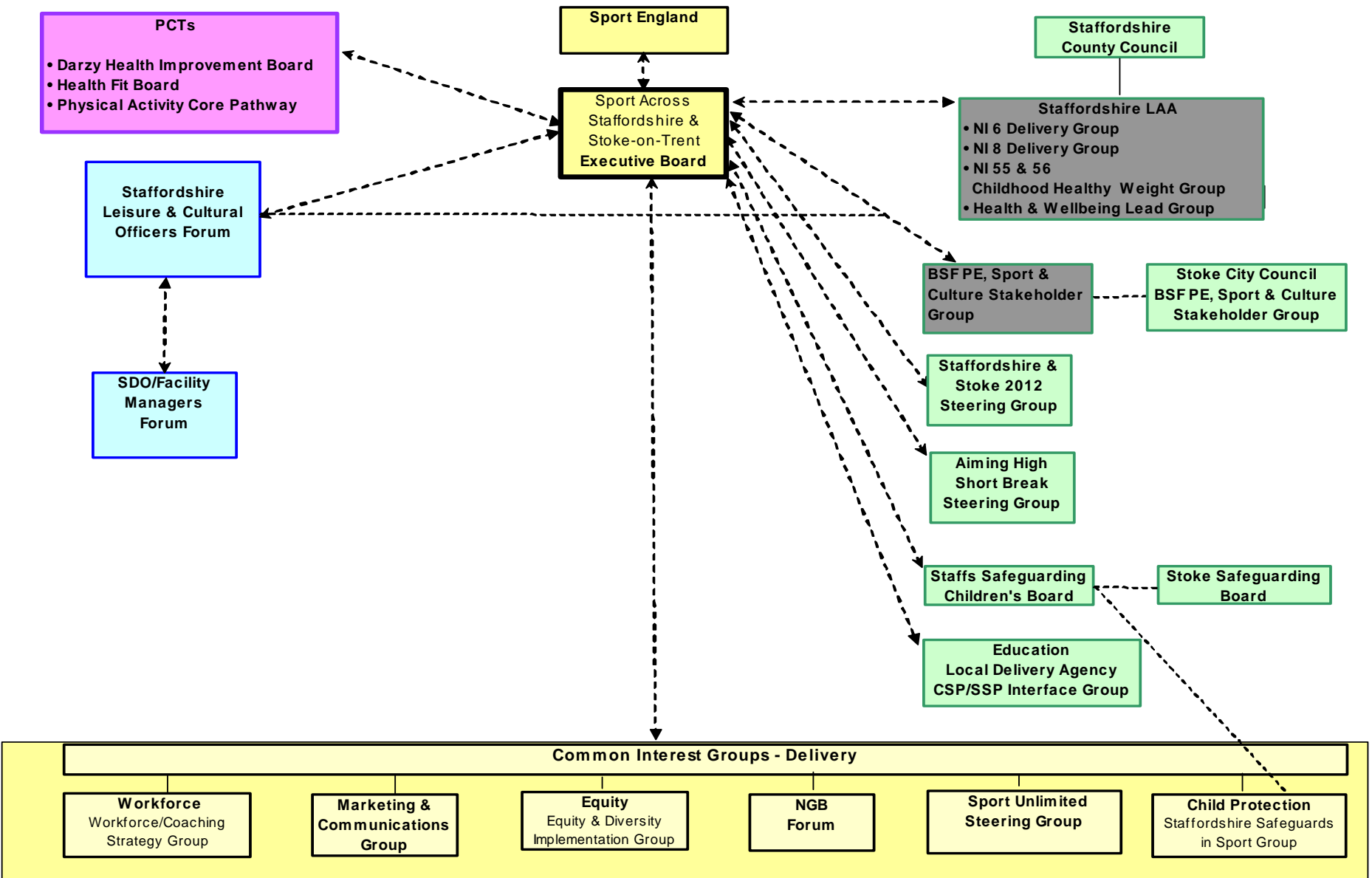
Work Areas

Strategic Coordination

1. Simplifying the sub-regional sport and physical activity landscape – who does what guide.



Partnership Network Chart



Work Areas

Strategic Coordination

2. Relationship building – linkages with NGBs, Sport England, Youth Sport Trust, sports coach UK, non traditional sport and physical activity providers
3. Making the case for increased investment into the sub-region eg. Sport England Community Investment portfolio – 21 projects £1.82m CIF. Total project costs £7.42m plus £1.2m via the open pot



Work Areas

Strategic Coordination

4. Staffordshire LAA. Development of NI8 Delivery Plan – establish & Chair the NI 8 Delivery Group. Collation and analysis of performance data
5. Development of a sub-regional Facilities Framework – LA & NGB priorities – supported strategic planning & funding



Work Areas

Strategic Coordination

6. Formation and chairing of the Staffordshire Building Schools for the Future PE and Sport Stakeholder Group.Facility Dev Plans
7. Supported the development of a coordinated sub-regional approach to 2012 – Community Games Lead



Strategic Coordination & Planning

Workforce Development

- Workforce Development Plan – Development and support of volunteers, coaches and Young Apprenticeship Scheme - £1,750 Coach Scholarship Awards in Lichfield
- Education & Training Programme – 91 workshops, 1400 participants
- Coach Database
- Co-ordination of Community Sports Coach Scheme – 29 employed across the sub-region – Lichfield DC £64,000 over 5 years + other CSCS posts in the District
- Safeguarding Young People – Achievement of Advanced level of the National Standard for Safeguarding Young People in Sport. Model policies – establishment of Staffordshire Safeguards in Sport Group
- Employers' event to access Train to Gain funding
- Delivery of Recruit into Coaching programme



Strategic Coordination & Planning

PE and Sport Strategy For Young People (PESSYP)

- CSP/School Sport Partnership Interface Group
- Lead on the Sport Unlimited Programme - £750,000 over 3 years – Lichfield £63,000
- School to Club links - £5,000 to 10 SSPs
- Step-into-Sport - Stage 5 Community Volunteering
- Playground to Podium
- Organisation of the Staffordshire Special Schools Sports Festival
- Change 4 Life Club programme



Strategic Coordination & Planning

NGB Engagement / Club Development

- Audit to prioritise future work between LAs, SSPs & NGBs – connecting NGBs to the CSP area
- NGB Forum co-ordinating activity in the sub-region
- Club & Coach funding into Staffordshire projects eg. Cannock Hockey Club, Robert Sutton Sports College Table Tennis Centre
- Hosting NGB staff
- Marketing, publicity and business support
- Advocacy of NGB work with partners
- Development of a club support strategy and grant aid funding pot – £30k
- Support of club accreditation programmes e.g. Clubmark. Implementation of SASSOT QualityMark

Lichfield 25 accredited clubs and 8 working towards £1000
Grant Aid



Strategic Coordination & Planning

Funding Advice & Support

- Advice and guidance on funding streams – [Lichfield Hockey Club](#)
- CSP's role within Sport England's Community Investment Fund process

Equity & Diversity

- Organisation of the Staffordshire Special Schools Sports Festival & Playground to Podium County Athlete Assessment Days
- Development of Equity Plans to widen access
- ACCESS Across Staffordshire grant aid – [Girls' dance project & horse riding project in Lichfield](#)
- Disability Research
- Achievement of Foundation & Preliminary Levels of the Equality Standard for Sport
- Aiming High – lead partner for co-ordinating Short Breaks sport & physical activity opportunities



Research

- Literature Review
- Year 6 Participation Survey
- Young people with disabilities and special needs participation in sport and physical activity
- Knowledge Transfer partnership



Marketing & Communications

- One-stop shop for information
- Web provision and centralised information hub
 - e-newsletter
 - events
 - publicity and PR
 - research
 - contact library
 - sports
 - coaches
 - clubs
 - events



Knowledge Management

- Active People Survey, Market Segmentation Data – provision of detailed support to Partners
- Mapping of Services
- Collation of performance indicators for Local Area Agreements, Children & Young People's Plan and 5-Hour Offer data



Thank You

Happy to answer any questions

Contact:

Mark Thornewill

Director

Sport Across Staffordshire
& Stoke-on-Trent

Tel: 01785 619896

Email: mthornewill@staffordbc.gov.uk

Web: www.sportacrossstaffordshire.co.uk

