

2011-2012

Sport Hampshire & IOW Annual Report

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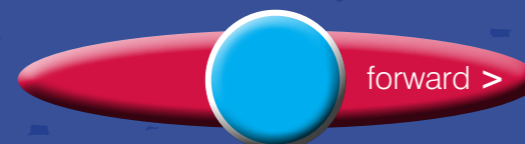
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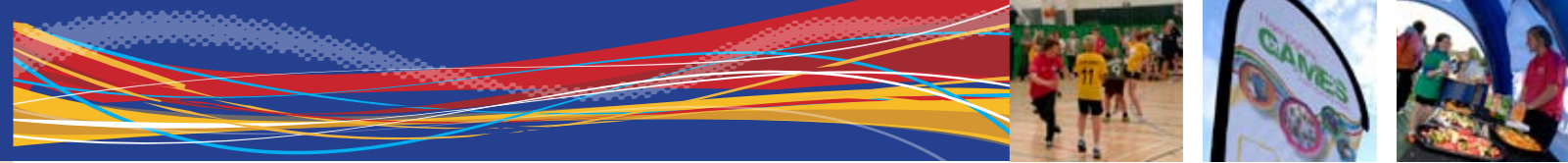
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1. Chair's Message

As we celebrate the excitement of the London 2012 Olympic and Paralympic Games, it has been another busy year for Sport Hampshire & IOW, building on previous projects and developing new ones.

Sport Hampshire & IOW and its partners have been working hard over the past 12 months to encourage new participants, put into place a well trained network of leaders, volunteers and coaches and support our talented young people.

On a very positive note Sport England, in conjunction with its new strategy (the 2012-17 Youth and Community Strategy, which was launched in January 2012) re-affirmed their continuing commitment to invest in County Sports Partnerships. Sport Hampshire & IOW will act as a key partner in supporting the delivery of the strategy with core funding stretching through until 2017, subject as always to lottery sales and our performance.

Arising out of London 2012, the partnership has been awarded £1.18m to deliver the Sportivate programme, a new National Lottery funded initiative that forms part of Sport England's mass participation legacy programme, 'Places, People, Play'. It plans to capture the excitement of the London 2012 Games to get teenagers and young adults more active; offering them the chance to find a sport they enjoy and one that they can continue to take part in locally and on a regular basis. Over the next 4 years (2011-2015) we are tasked with retaining 11,000 participants in Sportivate activities and it is hoped that two out of every five participants involved will continue to take part regularly in sport. I am sure we will all rise to the challenge, our first year figures looking very promising.

Sport Makers, another London 2012 legacy programme has attracted £72k to the partnership. Sport Makers supports local people to make sport happen in their communities, providing the skills and confidence to organise, coordinate, coach, lead and market sports activity. Over the next two years our target is to recruit and train 1,456 people, retaining at least 50% of these over a 10 hour period or more of volunteering.

As always, there have been challenges in the past year; not least the significant reduction of government funding for PE and school sport and the loss of the School Sports Partnership network. This was a very significant blow to the network but I am always impressed at our resilience. We forged new relationships to secure and deliver funding for the 2012 - 14 School Games programme. Through the formation of a Local Organising Committee for the games, £70k was awarded, with in principle funding of £90K for the following two years. Plans are in progress to deliver a showcase sporting extravaganza to over 3,000 young people this year.

Our local authorities and other partners have also had to address the impact of the Comprehensive Spending Assessment and the recession and I cannot remember a time when our profession has had to face so many daunting challenges. My many conversations with our partners though lead me to have confidence that we will emerge stronger than ever before, after all, the health of the nation and 'inspiring the next generation' depends upon it. So, as we capitalise on the euphoria of London 2012, I hope we are all able to use the Games to develop more opportunity, grow participation and deliver a long standing sporting legacy for Hampshire and the Isle of Wight.

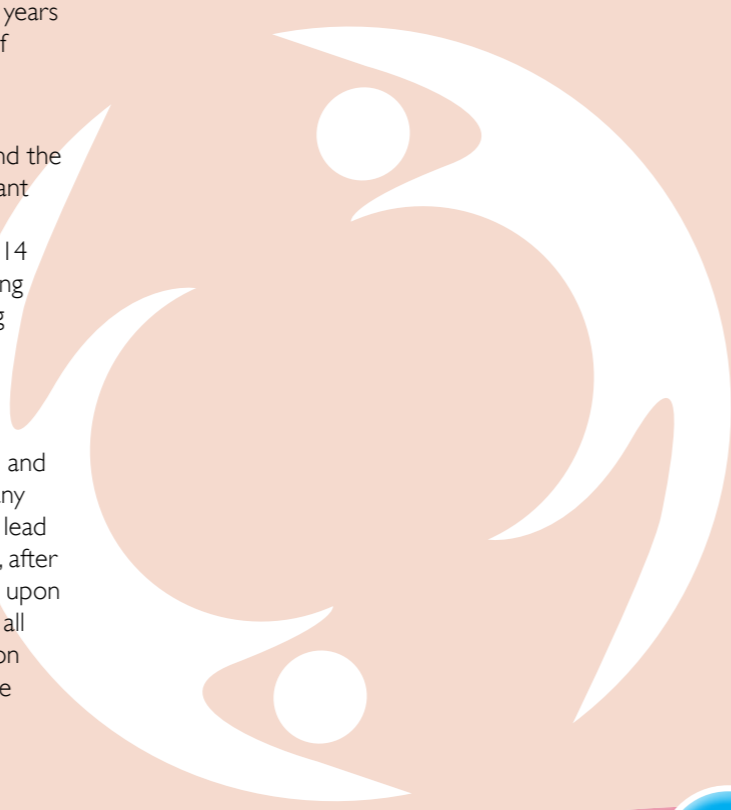
Richard Millard
Advisory Board Chair

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2. Purpose of the Annual Report

1. To provide an overview of the services and programmes delivered by Sport Hampshire & IOW.
2. To provide a summary of the key achievements.
3. To celebrate successes and good practice.
4. To highlight the main challenges for 2012 - 13.



inspiring more people to be more active, more often

PARTNERSHIPS

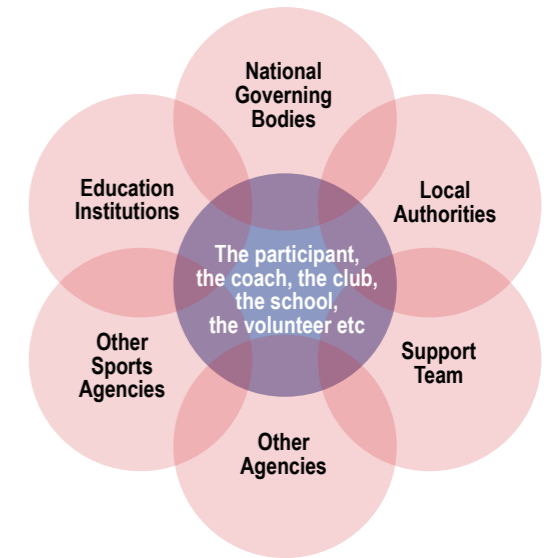
3. Sport Hampshire & IOW

Sport Hampshire & IOW is one of 49 County Sports Partnerships across England commissioned by Sport England to develop networks that increase participation in sport and physical activity.

One of the largest and most successful County Sports Partnerships in England, Sport Hampshire & IOW is dedicated to **inspiring more people to be more active, more often.**

The Partnership's aims are to:

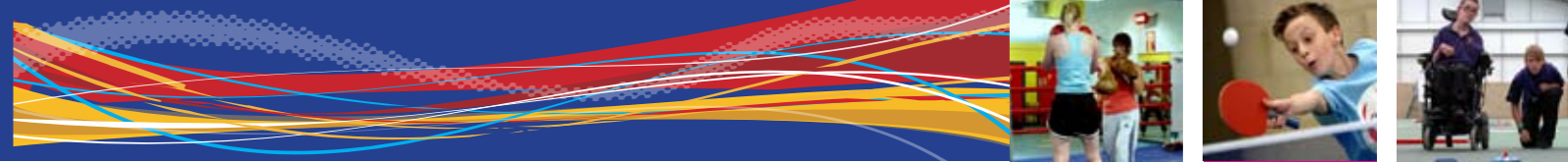
- inspire and sustain greater **participation** in physical activity and sport, enabling all to fulfil their potential.
- support activity at all levels through the development of a **quality workforce**; coaches, instructors, leaders, volunteers, officials and administrators.
- plan strategically and provide a range of high quality, active **environments** and appropriate **facilities**; supporting introductory activities, participation and performance sport.
- implement a strategic and co-ordinated approach to **marketing and communications**, enabling information to be communicated more effectively.



The Partnership consists of a core team working to deliver the core services as outlined in the agreement with Sport England and a number of other partners who provide a vast array of other services in support of the overall vision. Local authorities, National Governing Bodies of Sport (NGBs), National Health Services and other organisations and agencies all work towards inspiring our communities to be more active, more often.

Advisory Board – Membership

Julie	Amies	Partnership Director	Sport Hampshire & IOW
Peter	Amies (Vice Chair)	Head of Leisure	Rushmoor Borough Council
Roger	Burlinson	Creative Director	Maximus Productions Ltd
Jamie	Burton	Sports Development Officer	New Forest District Council
Michael	Coker	Athletics Network Coaching & Performance Officer	Sport Hampshire & IOW
Phil	Green	Director of Sport	Southampton Solent University
James	Hinves	Senior Development Officer	Canoe England
Cllr Lee	Hunt	Councillor	Portsmouth City Council
Dr Christine	Jackson	Deputy Director of Public Health	NHS Hampshire
Richard	Millard (Chair)	Client Relations and Sports Development Manager	DC Leisure
Sacha	Nicholas	County Development Manager	Hampshire FA
Patrick	Salmon	Director of Business Innovations	The Mountbatten School
Dawn	Saunders	Associate Director of Public Health	NHS Portsmouth
Clare	Syvret	Relationship Manager - Community Sport	Sport England
Andrew	Hanson	Strategic Lead	Sport England
Sarah	Taylor	Community Volunteer	
Kevin	Way	Assistant Head Teacher	The Toynebee School



4. Key Achievements

4.1 Inspire and Sustain Participation

- The Royal Yachting Association (RYA) set a national target of getting 500,000 young people sailing by 2013 and to retain 10% in clubs. In the last year, through the Onboard (OB) programme, 2,280 young people have been introduced to sailing as part of the OB initiative with a retention rate of 18.1% which is the highest in the country.
- OB beginners festival run for 48 new sailors, from 6 sailing clubs in the county. OB series run introducing 18 second year sailors from 2 OB sailing clubs to racing interclub.
- OB Champions event run at Southampton International Boat Show for Inter County/OB partnerships of Hampshire and the Isle of Wight. A total of 12 young people reached their 3rd year of the OB programme.
- Due to the success of the 5 Sport Hampshire & IOW Canoe trails produced, another 4 have been commissioned.
- 7 Go Canoeing days organised and successfully run with 2 canoe events in 2012.
- 197 nominations received for the 2012 Hampshire & IOW Sports Awards.
- Sportivate programme launched in Hampshire and the Isle of Wight. 70 projects funded to deliver sports activities to semi-sporty 14 to 25 year olds.
- Over 2,500 young people engaged in 6-8 week Sportivate activities with 85% of participants regularly attending sessions.
- 66 Return to Sport programmes supported with an average attendance of 14 adults per 8 – 10 week course. An independent evaluation of the Return to Sport programme stated that 'this intervention made a significant contribution to local participation figures and was highly valued by local authority and NGB partners.
- 1,872 adults engaged through our 'Active Living!' campaign promoting 'no cost low cost' sport and physical activity to the 'Kev' and 'Paula' market segments at 39 events through the summer of 2011. This included:
 - 13 supermarkets (10 ASDA, 2 Tesco, 1 Morrisons)
 - 26 local community events (at least one event in every district. In Kev/Paula 'target' areas we attended at least one supermarket roadshow plus a targeted community event)
- £70k secured from Sport England to support the Local Organising Committee plan for the delivery of the Hampshire Games incorporating the National School Games Programme for 2012.
- £26.5k secured from Department of Education (DfE) for the delivery of Talent Identification Camps for young sports people with disabilities.

- £20k secured from Sport England to support adult volunteers dedicating time on a voluntary basis to support Level 1, 2 and 3 of the School Games.
- The Hampshire Games saw over 1,800 participants enjoy fun sports activity over 2 days in June 2011.
- In regular contact with 22 sports to support the delivery of 09-13 Whole Sport Plans and discussions with 5 more underway.
- Sponsorship secured for printing the Hampshire and Isle of Wight Sports Awards collateral from Inprint.
- 305 applications received for the 2012 Hampshire Talented Athlete Scheme (HTAS).
- 254 athletes successfully accepted onto HTAS; a 16% increase from the previous year.



What were the issues?

In Basingstoke, one of the target groups for local partners was to increase participation of mums with young children. The main barriers to this group getting involved included a lack of confidence, no-one to go with and childcare provision. "The Breeze" initiative launched by British Cycling has proved elsewhere to be a fantastic way to engage with this target audience, many of whom do not actually own a bike or have the ability to maintain it, for example, fix a puncture.

What did we do?

The "Breeze" initiative started off with "Breeze Champions" receiving Ride Leader and First Aid training through British Cycling. Sports development officers at Sport Hampshire & IOW and Basingstoke & Deane Borough Council worked collaboratively with the "Breeze Champions" to co-fund an initial programme of led rides for mums at the local Children's Centre. The funding helped to provide:

- childcare provision, in partnership with the local Bunnies Children's Centre at Hatch Warren
- bike hire, in partnership with new social enterprise company, Basingstoke Cycle Works
- equipment such as spare tubes and tools for basic bike maintenance.

What were the results?

The led cycle rides proved extremely popular with mums and the programme received excellent media coverage in local and social media with a visit from the local MP Maria Miller, which helped to raise the profile of cycling in Basingstoke as a whole. The taster programme is being sustained and the model is also being replicated in another area of Basingstoke to capitalise on interest and the success of the scheme. Cycling is now a core sport in Basingstoke and Deane, and there is commitment to grow participation through a wider and integrated strategy. Through the increased profile and demand, there is now a second "Breeze Champion" trained in Basingstoke, providing more resource and reducing the risk to the long term sustainability of the programme.



Inspiring Inclusion and the introduction of the Gateway Card



What were the issues?

In delivering Hampshire's Short Breaks for Disabled Children programme, it became clear that activity providers offering inclusive activities were struggling to market activities to disabled children and young people and their families in a positive and welcoming way.

With the funding available to support individuals to take part in activities, activity providers and families were being required to complete the same forms for each separate activity in order to access funding. This duplication potentially created yet another barrier to inclusion.

It was also difficult for families to explain comfortably and quickly to an activity provider that their child had a disability and/or additional needs.

What did we do?

Working in partnership with Hampshire County Council's Children's Services team and Parent Voice we created and introduced the 'Gateway Card'. In creating the scheme we wanted to ensure it was a card that gave a fun, positive and inclusive portrayal of disability, something that a child would be happy to have and show.

We created both an easy to complete paper registration form which could be sent in using FREEPOST as well as an option to apply online. The form itself could be completed in about 5 minutes.

Those who register receive a card which simply includes the child's first and last names and a unique card number with a note on the back identifying that the card is 'for children and young people with disabilities and/or additional needs'.

What were the results?

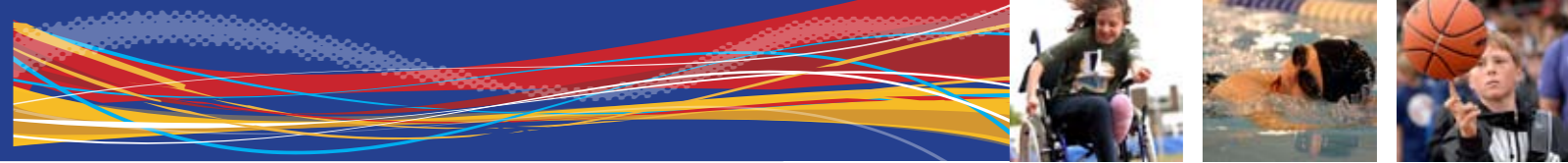
We now have over 2,500 children and young people registered as Gateway Card holders in Hampshire and new families registering every week. The ongoing benefits are:

- Activity providers are now becoming familiar with the scheme, recognising that children that show the Gateway Card may require support to participate fully in activities.
- Activity providers can apply for Short Breaks funding if it is required to support these individuals to participate in activities by simply providing the child's name and Gateway Card number, rather than submitting additional paperwork for each young person. www.hants.gov.uk/shortbreaks
- We have the contact details for these families and, for those who have provided permission, we can send them updates directly about forthcoming activities, events and offers.
- We will be developing a Hampshire Gateway activities website and paper directories which will be sent out to Gateway Card holders. This will be another way for sports and leisure providers to market activities directly to these families.



"Due to the support provided by Short Breaks my son has been able to access a variety of activities from bush-craft, to football and fishing clubs. The nature of his disabilities are that he requires close supervision and visual aids. The funding has been used to support him to access a variety of mainstream and specialist activities."

"Thank you and your team for sorting Jessica's swimming lessons. She had ten lessons and managed to achieve a great success - gaining eight badges up to 800m. She was quite rightly very very proud of herself and I was thrilled with the confidence it gave her. She had one-to-one lessons and would NEVER have been able to achieve anything like this in a large group lesson; she was not able to cope with waiting around that it involved."



Sportivate



What were the issues?

Sportivate is part of Sport England's Places, People, Play mass participation programme. A four-year Lottery grant of £1.18m was awarded to Sport Hampshire & IOW towards delivery of the county's Sportivate programme with the aim of encouraging 11,000 more 14 to 25 year olds to become regular participants in sport by March 2015.

What did we do?

Sport Hampshire & IOW launched the county programme after consultation with partners and stakeholders inviting local providers to apply for funding to deliver sports sessions for young people. Key criteria for *Sportivate* activities are:

- run over six to eight weeks to help participants get into the habit of taking part in sport on a regular basis
- planned and designed in response to an identified interest from local 'semi-sporty' people
- clear consideration given to how and where people will be supported to continue taking part after their introductory Sportivate sessions have finished.

As part of the process Sport Hampshire & IOW worked closely with National Governing Bodies of Sport to identify opportunities to link with their adult participation initiatives such as *Badminton England's No Strings*, *British Water Ski & Wakeboard's* Cutting Edge, *England Athletics' Run England*, *England Basketball's IM Basketball*, *England Hockey's RUSH*, *England Netball's Fast Net*, *Football Association's TEAM19* and *Rugby Football Union's* Turn Up and Play.

What were the results?

A highly successful **Summer Touch Rugby** programme was delivered by selected rugby clubs in conjunction with Hampshire RFU.

Midweek evening summer touch rugby sessions were run by eight Seal of Approval clubs based within Basingstoke & Deane, East Hampshire and the New Forest. The aim was to help clubs expand their memberships by attracting people who were new to rugby as well as lapsed players who had dropped out of the sport.

The format was designed to create a fun, social and informal activity, which people could come to on their own or with friends and family. Coaches were on hand to give advice to less experienced players to help them build their confidence and skills. Players were drawn into different teams each week so had the chance to meet different people but, as individuals, accrued points, to build in an element of friendly competition and encourage people to attend every week.

Funding for training formed part of the project to help the clubs increase the number of officials available to referee.

There was also a strong social element with spectators encouraged, food and refreshments provided and social memberships offered – all aimed at creating a welcoming environment in which people would quickly feel part of the club.

People from across a broad age range took part but there were almost 300 from Sportivate's target age group of 14 to 25 year olds of which 75% took part in 5 out of 6 sessions.

Sportivate

The feedback from the clubs was extremely positive and summed up the success of the programme:

"The summer touch was in my view one of the most positive initiatives the club has done in a long, long time and we need to build on this. It was great to see so many friends, partners and family members picking up the ball and having a go. There was a fantastic atmosphere at the club on the touch evenings with support for all of the new players coming from club members. We cannot wait to make it an annual event. We have gained both players and social members off the back of the activity and branched out into the local community, gaining greater awareness."

Kingsclere RFC

"Turn up and Touch has been a great success which has attracted new members to the club. With much larger numbers than expected managing the registration process was initially challenging. Encouraging the younger participants particularly to referee games during their resting periods has generated great interest in attending a referee's course. As a result of this, we are planning to offer an ELRA course at the club later in the season, specifically for teenagers."

Alton RFC

Whilst some Sportivate activities have been team sports it is important to take this opportunity to highlight that a wide range of activities have formed part of the county's Year 1 programme and to celebrate some of the other successes. Projects funded have included Aqua-Zumba, Canoeing, Climbing, Cycling, Badminton, Bowls, Football, Freestyle Gymnastics, Golf, Gym/Fitness, Handball, Ice Skating, Ice Hockey, IM Basketball, Judo, Non-Contact Boxing, Running, Sailing, Skiing/Snowboarding, Surfing, Taekwondo, Ultimate Frisbee, Weightlifting and Zumba.

Zumba - Southampton

"Many of the girls that attended the Zumba sessions have experienced dance and asked for Zumba as a fun way to keep fit. I saw fantastic team work and encouragement between the girls. They always supported each other to continue. The feedback from students were very positive. They said the sessions were thoroughly enjoyed and felt they didn't have to be a good dancer to keep up and that it was fun and a great way to keep in shape. Two of the attendees started writing healthy living journals to help achieve their goals (fitness and trimming) and four of the girls continued to attend my Zumba classes after the 6 week block was over."

Bustagroove and Contrast Dance

Non-Contact Boxing - Portsmouth

"It has been great to see how the Boxing Awards sessions have given these youngsters not only better fitness levels and shown a way of healthy living but also greater confidence and increased self-esteem. It has given focus to these young people. Of the 74 achieving awards, 25 have gone on to progress through the boxing academy and 8 are now competing."

HOP Boxing Academy

DEVELOP

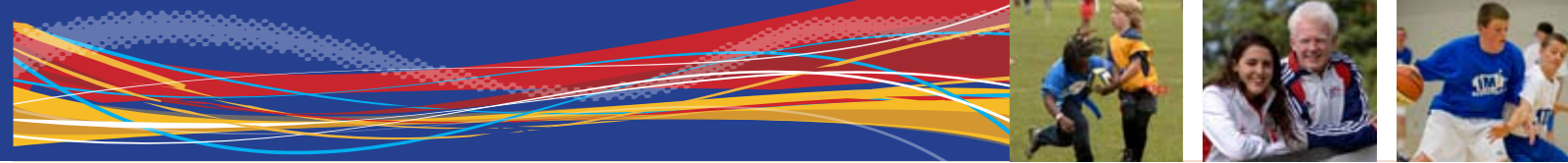
4.2 Develop a Quality Workforce

Key Achievements

- Three day Royal Society for the Prevention of Accidents Play Site Equipment Inspection training course attended in November 2011 enabling the Play Strategy Co-ordinator to carry out operational and maintenance inspections and contribute to the reduction of accidents on fixed play equipment in public spaces.
- *Sport Makers* programme launched in September 2011 with the aim of recruiting, training and deploying 40,000 volunteers across the country by September 2013.
- 800 people registered as *Sport Makers*.
- 18 *Sport Makers* training workshops/conventions delivered in conjunction with a variety of partners.
- 600 people attended a *Sport Maker* workshop or convention.
- Sportivate Coach Mentoring Scheme designed with the aim of offering mentoring support to coaches delivering Sportivate activities as well as providing Sport Hampshire & IOW with an opportunity to consult with active coaches. A small team of mentors recruited with a view to rolling out the scheme in 2012-13.
- Over 200 activity providers attended the Inspiring Inclusion Conference in January 2012. The conference included keynote presentations on Autism and making information Learning Disability friendly.
- 9 Inspiring Inclusion workshops delivered in venues across the county. Positive feedback received – "I found this workshop very inspiring and thought provoking".
- 250 delegates attended our first *Hampshire Coaching Conference*.
- Coach Education Month provided Continuous Professional Development (CPD) for over 170 coaches.
- 69 coaches up skilled to lead new coaching sessions.
- Regular coaching communications sent to over 1,000 coaches using a range of tools including Facebook, Twitter, email and offline activity. The use of social media enabled us to maintain two way communication within the local workforce.
- Over 1,800 people attended coach education through the county. *Coaching Hampshire & IOW* supported sport-specific events in Swimming, Rugby, Gymnastics, Canoeing, Bowls and Netball.

SUMMER TOUCH RUGBY





Sport Relief Mile Sport Makers Workshops



What were the issues?

Southampton's Sports Development Unit (SDU) required more volunteers to support the Southampton Sport Relief Mile 2012. The SDU wanted to offer a training opportunity to all volunteers supporting the event; a Sport Makers workshop. Previously, the SDU had put on 'Valuing Your Sports Volunteers' workshops; Sport Makers offered an exciting Olympic-themed training opportunity to new and existing volunteers.

What did we do?

In previous years, volunteers were asked to attend one of two 30-minute briefing sessions in the days leading up to the event. The briefing sessions covered their roles and responsibilities for the day. This year, volunteers were offered the opportunity to stay on and attend a Sport Makers workshop following the briefing sessions.

The briefings/*Sport Makers* workshops were promoted to all registered Sport Makers and beyond, which led to the successful recruitment of several more new and existing volunteers for the event.

What were the results?

As a result of effective partnership working with the SDU and Southampton City Council (SCC) events team, 45 volunteers came forward to support the event. 40 of the 45 volunteers who supported the event came through a Sport Makers workshop (or had been through a workshop previously), meaning the volunteer workforce had received engaging and relevant training. All Sport Makers who attended a briefing/ Sport Makers workshop in the days before the event, volunteered on the day.

Sport Makers were able to log their hours of activity for the event. This meant that most of the 40 Sport Makers had logged hours of activity within two days of attending a Sport Makers workshop. The majority of these Sport Makers have gone on to support other local events promoted by Sport Hampshire & IOW.

We learnt that working in partnership with a major event provides a fantastic recruitment opportunity, which allows us to engage with a captive audience, with significant benefits for all. It provides a tangible event for new and existing Sport Makers to support.



Queen Mary's College Sport Makers Convention



What were the issues?

Queen Mary's College (QMC) wanted to promote local volunteering opportunities in sport to students currently on sport courses. QMC identified that students could enhance their prospects post-college, and become part of the Olympic legacy, through engaging with the Sport Makers programme.

What did we do?

In order to make the event as inspiring as possible we recruited Tom Davis, a Sport Makers Olympic Ambassador who was in contention to represent Great Britain at the Olympics in Judo. Tom was part of the fantastic delivery team who delivered to 70+ students and staff from QMC. He brought to life the importance of volunteers in local sport and discussed the role played by volunteers supporting his journey from grassroots to elite level. Sport Hampshire & IOW provided an extensive and diverse list of local volunteering opportunities to the students and discussed ways in which they could make sport happen!

What were the results?

The students engaged with the programme extremely well, both during and after the convention. In the weeks following the event many students updated their online journals, detailing the various ways in which they were contributing to the programme.

Many students are now out in the community delivering sport and physical activity to their friends, family and classmates as well as supporting local events, activities and clubs.

We learnt that the presence of an Olympic Ambassador has a significant positive impact on the experience had by those attending an event. As a result more young people were inspired to be a Sport Maker and make a difference locally.

70% of the students who logged their minimum 10 hours of Sport Maker activity, and entered into the Ticketshare draw, won tickets to the Olympic or Paralympic Games!

Coach Education Month



What were the issues?

Due to changes in partnership networks and budget constraints, the delivery of coach education workshops has suffered. Local Authorities have unfortunately encountered budget cuts and therefore do not have the same level of funding to spend on this area as they have had in the past. Having adequate access to courses to supplement their qualifications and coaching delivery is an essential part of a coach's development. It is important to continue to provide courses to ensure that our local coaches have opportunities to attend Continuous Professional Development on their doorstep.

What did we do?

We approached various partners, as well as coaches, to gauge the demand for coach education and the types of courses that are most needed. We asked Local Authorities what courses they would like in their area to meet local needs and sent a survey to over 1,000 coaches to ask what courses they would like to attend. We used this information to design and deliver a widespread programme of courses both in terms of content and geographical location.

What were the results?

Coach Education Month was run during March 2012. The programme consisted of 13 different courses in six different local authority areas. Over 180 people attended courses, which meant we provided a significant number of coaches with access to high quality training in line with their identified development needs.

Going forward we will build on this success to provide another Coach Education Month in March 2013 and will continue to carry out further research into the needs of our local coaches to ensure we offer a varied programme that caters for their requirements.

Coach, Official and Volunteer Scholarships



What were the issues?

There are many coaches that look to enhance their qualifications by taking the next level, but are inhibited by various costs including the course itself, travel and accommodation. Once coaches have completed their Level 1 qualifications, the cost often doubles each time they reach the next level.

The priority for many National Governing Bodies of Sport (NGBs) is to increase the number of qualified coaches and we wanted to be able to support this.

What did we do?

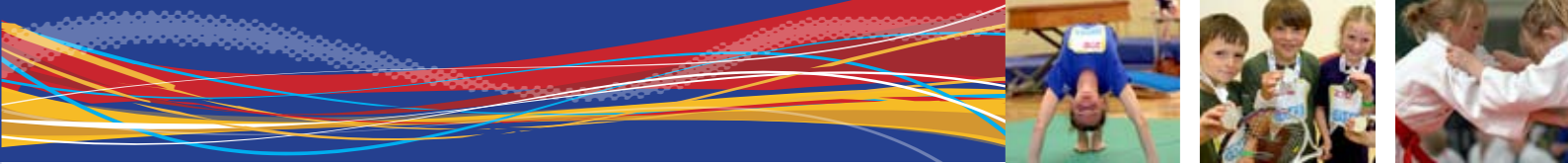
Sport Hampshire & IOW, with support from Hampshire County Council, provide a Coach, Official and Scholarship Scheme. Rather than supporting the broad number of coaches taking Level 1 qualifications, it was decided that the funding from the scholarship would go towards those looking to take their Level 2 and above, or equivalent.

Application rounds were provided on a quarterly basis from June 2011 to March 2012. Lead Officers were required to endorse the applications, either local Sports Development Officers or NGB Officers, so that those involved were aware of the funding provided to coaches in their area or sport and could prioritise according to local need.

What were the results?

With a total of £16k funding available, this amount was spread over the four funding rounds. 58 coaches, officials and volunteers were supported during the 2011/2012 period totalling £15,671.57. These 58 coaches, officials and volunteers were from 19 different sports and 10 local authority areas. Support from Hampshire County Council has meant that Sport Hampshire & IOW can continue to provide this successful scholarship fund for at least another year.





Wheelchair Basketball CASE STUDY

What were the issues?

In the past 12 months Sport Hampshire & IOW became aware of the large amount of *Wheelchair Basketball* clubs and opportunities there were in the county. However, there are only 4 Level 2 coaches to service all this activity. With the sessions scattered all over the county it was becoming increasingly difficult for the coaches to get to every club. There was a limited amount of Level 1 coaches and it was also clear that more Level 2 coaches were needed.

What did we do?

Although a Level 1 course had been run in the past, people had moved away resulting in the need to run another one. A Level 2 course had been planned but had to be cancelled due to small numbers. Following consultation with clubs it was realised this was owing to the course being staged during the

season when potential delegates would be involved in club activity. A Level 1 course was organised where all places were filled. A Level 2 course was then planned with dates in the off-season being proposed.

What were the results?

There was a diverse group of delegates of varying ages and experience at the Level 1 course. It was particularly encouraging to see both players and coaches from the mainstream game keen to get involved in wheelchair basketball. A large majority came from Change4Life clubs, and other newly formed sessions, who came on the course to support their activity. Following the success of the Level 1, the CSP now has an excellent pool of coaches to go on to do their Level 2 and potentially support the increasing amount of wheelchair basketball opportunities. Potential dates for a Level 2 course held in the summer were promoted and a positive response was received for attending it.

4.3 Active Environments

Key Achievements

- Successful South East Outdoor Play Week held in March 2012.
- Approximately 400 children and families participated in outdoor play across the county.
- 25 partners took advantage of a commissioned outdoor play training course. All participants have reported that they have been able to increase the amount of physical activity through play in their settings since attending this course.
- Course participants are now aware of the current Chief Medical Officer Physical Activity guidelines for 0-5 year olds and 5-19 years.

South East Outdoor Play Week project

What were the issues?

Nationally there has been a decline in the number of children accessing outdoor play during their day to day lives. Current evidence suggests that this could be contributing to the rise in the number of children with excess weight and other health related issues due to sedentary lifestyle behaviours.

What did we do?

Active Start Active Families Group is a collection of public health practitioners across the South East Region who work with the National Institute for Health and Clinical Excellence (NICE) Public Health Guideline 17 (2009) to promote and campaign for an increase of physical activity amongst children and young people up to 18 years of age.

Together we have successfully project managed "South East Outdoor Play Week" on an annual basis since 2009. The aim of the project is to support and coordinate a series of events and opportunities for organised and informal outdoor play in schools, communities and sports facilities. Change4Life materials have also been distributed to families at these events, supporting healthy food choices, physical activity and play opportunities.

There is a "toolkit" available online for a wide range of practitioners to access detailing the health benefits of outdoor play. The use of Facebook and Twitter has also helped communicate the health messages of outdoor play by posting current evidence and published articles from credible sources.

What were the results?

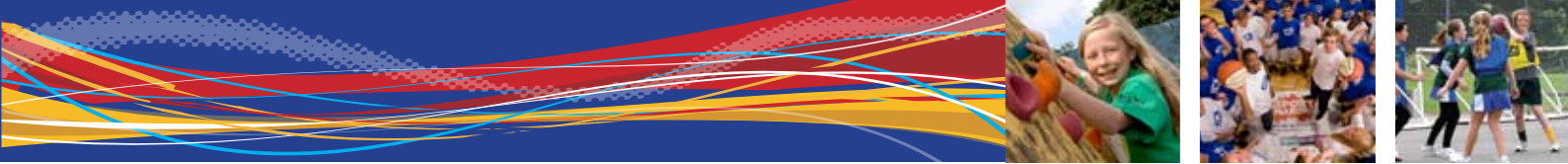
As a result of our campaign, we have been able to support schools and childcare settings to demonstrate their contribution to improving healthy weights through frameworks such as the Early Years Foundation Stage, OFSTED subsidiary Guidance, Hampshire Healthy Schools, Hampshire Healthy Early Years, Landscape Strategies, Hampshire Sustainable Modes of Transport Strategy and School Travel Plans.

Over 400 children and their families took part in den building, messy play, bug hunts, nature art and simple games with frisbees and balls which encourage participation and physical activity. Parents, carers and practitioners have accessed training and publications to help them understand the physical activity guidelines and benefits of outdoor play and physical activity.

The campaign will continue in line with NICE Public Health Guidelines and it is hoped that the partnership and collaboration with key agencies will continue to grow. The number of settings embedding active play strategies will further support an increase of physical activity through play.

PLAY





4.4 Marketing and Communications

Key Achievements

- Over 2,500 children and young people have now registered for a Gateway Card. This will help us market inclusive activities directly to families.
- Increased social media presence across the county with the introduction of a Sport Hampshire & IOW Twitter account.
- Project specific social media channels created (Facebook, Twitter and blogs) to reach wider audiences.
- 52 respondents to our Partner Satisfaction Survey. Developed in line with the national survey and sent out to over 180 partners.

Partnership Satisfaction Survey



What were the issues?

The national County Sports Partnership Network (CSPN) identified that there was a lack of consistency in the way that the 49 County Sports Partnerships (CSPs) across England gained feedback from partners and stakeholders. The differences in methods used, questions asked and frequency meant that comparisons and effective benchmarking could not take place.

What did we do?

A national CSP survey template was developed on behalf of the CSPN, which Sport Hampshire & IOW adopted and distributed via email to 180 local stakeholders and partners to establish attitudes, awareness and priorities.

The functionality of the online survey ensured that the process was user friendly and that it was relatively quick and straightforward to complete. Follow up communications and an extension to the original deadline were put in place to boost the number of responses received.

What were the results?

52 respondents completed the survey, which was a response rate of 29%. The CSP benchmark showed an average of 20%, which confirmed that this was considered a good response rate. The highest number of responses were received from National Governing Bodies of Sport, Local Authorities and Facility/Leisure Operators.

Key findings were as follows:

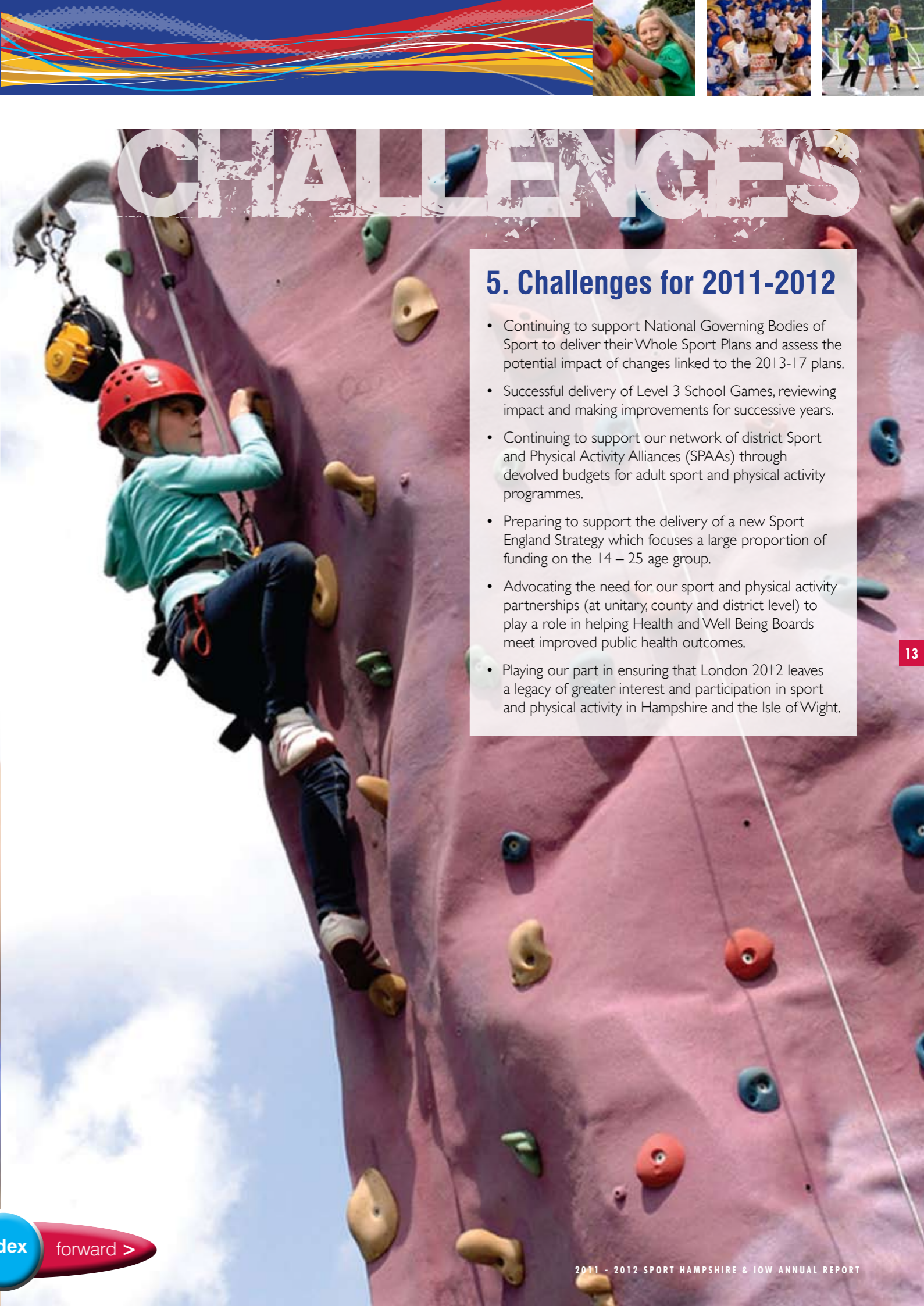
- 55% of respondents were Satisfied that Sport Hampshire & IOW is "providing a lead role for sport and physical activity and developing partnerships".
- 57% stated that they were Very Satisfied with the "professionalism and helpfulness" of the team.
- Over 50% were Very Satisfied with the "efficiency in dealing with requests and quality of service given".
- 50% of respondents were Very Satisfied or Satisfied with the "clarity and usefulness of communications".

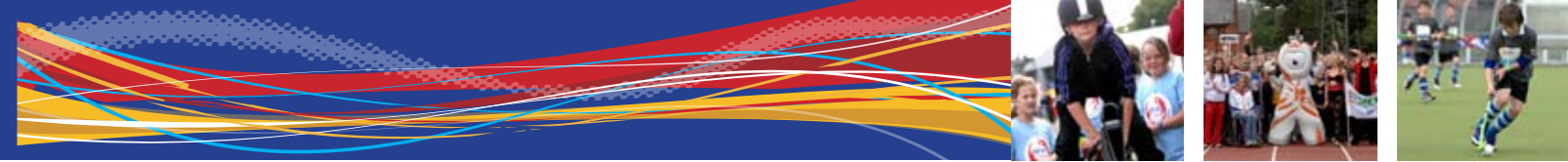
Two main areas for improvements were identified as engaging better with universities and leisure operators and continuing our engagement with primary and secondary schools in light of the School Sport Partnerships being disbanded.

CHALLENGES

5. Challenges for 2011-2012

- Continuing to support National Governing Bodies of Sport to deliver their Whole Sport Plans and assess the potential impact of changes linked to the 2013-17 plans.
- Successful delivery of Level 3 School Games, reviewing impact and making improvements for successive years.
- Continuing to support our network of district Sport and Physical Activity Alliances (SPAAs) through devolved budgets for adult sport and physical activity programmes.
- Preparing to support the delivery of a new Sport England Strategy which focuses a large proportion of funding on the 14 – 25 age group.
- Advocating the need for our sport and physical activity partnerships (at unitary, county and district level) to play a role in helping Health and Well Being Boards meet improved public health outcomes.
- Playing our part in ensuring that London 2012 leaves a legacy of greater interest and participation in sport and physical activity in Hampshire and the Isle of Wight.



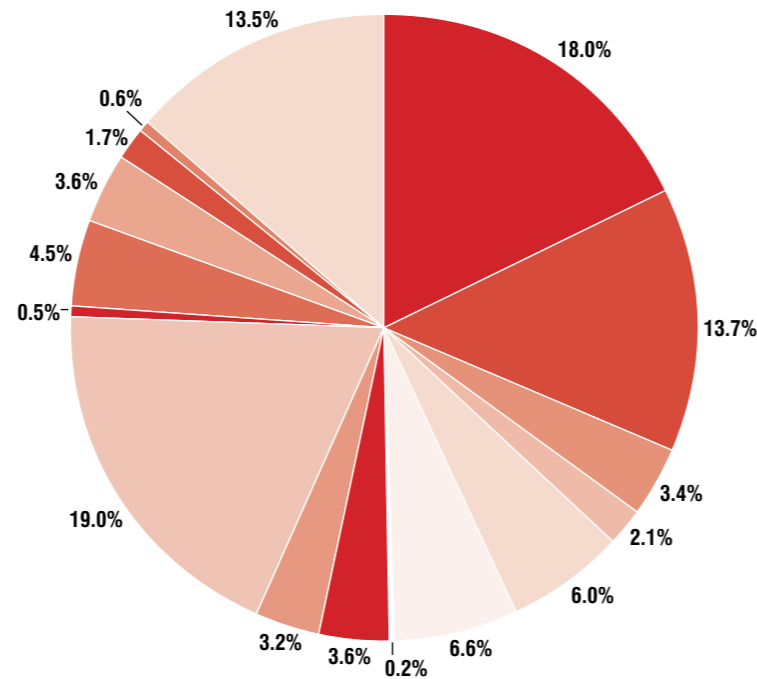


6. Summary of financial funding in 2011/12

This is a summary of income that the core team have raised and the project areas it has been spent on in 2011/2012.

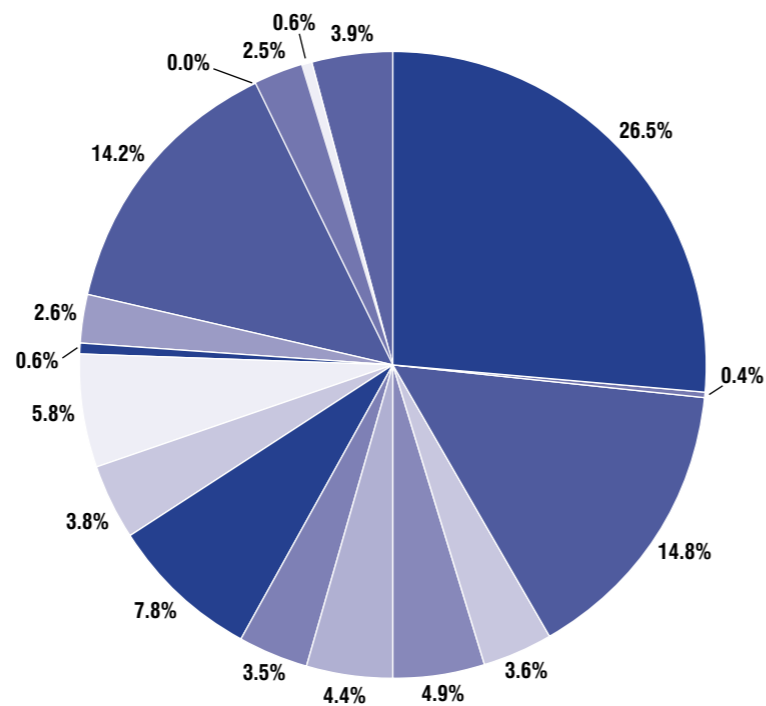


Source of funding



Source of funding	What the funding is for	Value £'s	Percentage
Sport England Lottery	Support to National Governing Bodies of Sport	200,000	18.0%
National Governing Bodies of Sport	Sports specific development	152,383	13.7%
Play Strategy Co-ordination	Play Strategy Co-ordination	37,325	3.4%
Recreational activity - inclusion	To develop the recreational activity offer for disabled children, young people and their families	22,860	2.1%
Local Authorities	Provision of core services and partnership activity e.g. The Games	66,625	6.0%
Local Authorities	Coaching, talented athlete and other sports development projects	73,375	6.6%
Sport England	Community Sports Coach Scheme	2,000	0.2%
Sport England	Coaching Development	40,000	3.6%
Sport England	Leadership & Volunteering (including Sport Makers)	35,927	3.2%
Sport England	Sportivate	211,800	19.0%
Sport England	Running Activator	5,180	0.5%
Sport England	Adult Physical Activity Grant	50,000	4.5%
National Skills Academy	Future Jobs Fund	39,923	3.6%
LPSA2	Healthy weights	19,430	1.7%
English Federation of Disability Sport	Playground to Podium	6,500	0.6%
Partnership contribution from restricted and unrestricted funds	Sport and physical activity delivery	150,620	13.5%
Totals		1,113,948	100.0%

How the funding was spent



How the funding was spent	Value £'s	Percentage
Management, administration and networks	272,930	26.5%
Marketing and communications	4,487	0.4%
NGB Sport specific development	152,383	14.8%
Play Strategy Co-ordination	37,325	3.6%
Recreational activity - inclusion	50,833	4.9%
Hampshire Talented Athletes Scheme	45,300	4.4%
Healthy Weights (children)	36,398	3.5%
Adult Physical Activity	80,498	7.8%
Hampshire Games	38,795	3.8%
Coaching development	60,295	5.8%
Community Sport Coach scheme	6,000	0.6%
Leadership & Volunteering (including Sport Makers)	26,950	2.6%
Sportivate	146,040	14.2%
Running Activator	180	0.0%
Return to Sport	26,200	2.5%
Playground to Podium	6,500	0.6%
Future Jobs Fund	39,923	3.9%
Totals		1,031,037
		100.0%