

Bringing the Sports Partnership Strategy to life



Our vision:

"Inspiring more people to be more active more often"

Our objectives:

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



'Chances 4 Change' Well Being Fund

- Attracted £225, 000 to increase physical activity levels amongst disadvantaged groups
- Over 3 years, 209 projects have been delivered and 15,130 people have benefited

chances4change
Improving health and well-being
for people in South East England

chances4change is funded by the Big Lottery Fund and co-ordinated by NHS South East Coast in partnership with NHS South Central, The South East Regional Public Health Group, Care Services Improvement Partnership, South East England Development Agency, Arts Council South East and Sport England South East.



LOTTERY FUNDED

Families' Fishing in Havant



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Return to Sport / Have a Go

- £15, 000 investment annually
- 6 – 10 week programmes aimed at adults
- Funding offered to range of providers
- Well attended, particularly by women
- Variety of sports covered e.g. beginners running, return to netball, table tennis, volleyball.



Sport Unlimited

- £977k investment over 3 years
- Aimed at 5-19 year olds
- 31,600 young people took part in Street Dance, Street Surf, Tchoukball, Football and many more
- Target to motivate 28,710 young people to attend activities regularly (6 out of 10 sessions)
Achieved 28,328, 99% of the target



Peter Symonds Run (in) England



"We really enjoyed taking part in Run (in) England, taking part each week and gradually progressing with support and encouragement, then after training, taking part in the Portsmouth 5K run was an achievement. Overall really glad we took part and are thinking of doing more runs in the future."

Participants - Grace Gandy and Rebecca Russell

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Sportivate



- £1.18m investment over four years (Apr '11 to Mar '15) to fund 6-8 weekly coached sessions targeting 'semi-sporty' 14 to 25 year olds
- Recruitment target is 11,081
- Participants can only miss one session
- 2 out of every 5 participants should be taking part three months after finishing their last coached session

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Hampshire Games

- 13th Year of the traditional event, Parallel Games on Friday and the Games on Saturday
- 18 different sports offered across the 2 days
- New approach for 2011 - partnership with Hampshire School Sports Federations
- A blend of participation events and high level championships
- Over 2000 young people took part over the 2 days
- The future will involve a continued blending of our traditional model with the governments School Games model.

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Aiming High



- Investment in 2010-11 £450, 000 to increase access to sport and cultural services
- Last year delivered 303 projects, 58 across CCRA services and 245 across other organisations
- Conference attended by over 200 people from leisure and recreation providers across Hampshire, managers and front line staff

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Workforce development

- ***To Recruit, develop*** and ***deploy*** skilled, trained and active workforce that meets the needs of local people – supporting recreational, talented and elite participants, whilst encouraging mental and physical wellbeing.
- **Investment in 2010-11 £420, 000**

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Future Jobs Fund

- Trainee Coaching Project responding to local need for more trained coaches to support local sports delivery
- Awarded £225k to deliver Future jobs Fund Coaching Project for 6-months
- Recruited, developed and deployed 40 trainee coaches
- Sports delivered include Diving; Football; Multi-sports; Basketball; Gymnastics; Personal Training; Dance; Skateboarding; Kick-boxing; Boxing; Cricket; Rugby; Golf; Hockey
- Over 15,000 coaching hours delivered
- More than 85% of the coaches have gone on to long-term employment



"My personal experience from this 6-month work placement has done nothing but made me a better person overall. As well as getting my diving qualification I also managed to get my NPLQ (National Poolside Lifeguard Qualification) which has now given me further employment after the 6-months and a whole new qualification which I can use anywhere in the world.

The staff in the centre are friendly and helpful: the people I work with have been exceptional considering I was completely new to this sport (and centre) and I've done nothing but enjoy myself and take full advantage of this experience. If it wasn't for the Future Jobs Fund, right from the beginning, I never would have grown as a person and expanded my qualifications and knowledge."

Jess Frampton, 19, Future Jobs Fund

The Future

- **Sport Makers**
 - Olympic and Paralympic inspired programme
 - £72k investment over 2-years
 - Recruit, develop and deploy 1,456 adult volunteers (16+)
 - Increase provision of sport at all levels
- **Mission Possible**
 - Inspire Mark awarded by LOCOG
 - Recruit, develop and deploy 2,012 leaders and coaches
 - Meet local demand for high-quality coaching
 - Support schools and promote Olympic and Paralympic values



High quality environments

- Worked on strengthening the planning evidence base
- New role to assist with asset transfer





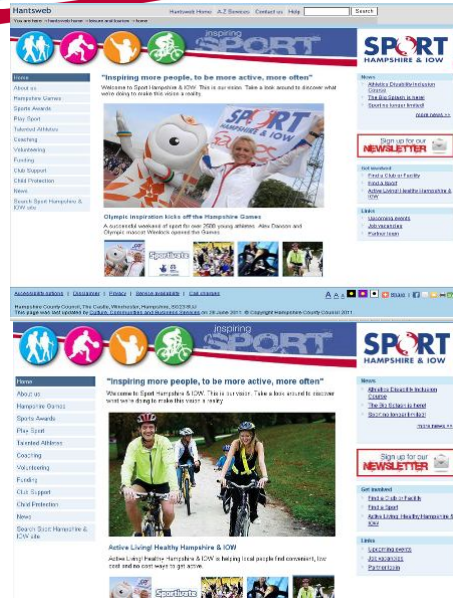


Marketing and Communications

- Clear communications with our audiences
- Sharing of good practice and information with partners

Website

- Website review 2010 looked at design, layout, functionality, efficiency and usability
- Launched March 2011
- Improved user journey, visually more creative, more interesting and dynamic
- Increase in unique page views to over 7, 000 per month



Newsletter

- Redesigned monthly newsletter
- Clearer, more interesting communication tool
- Launched in May 2011
- Database of over 2, 500
- Average open rate of over 20%



Active Living Healthy Hampshire & IOW

- Awareness raising campaign
- Focuses on 'no cost low cost' physical activities that can be built into everyday life
- Calendar of road shows May – August in targeted locations promoting the website, pedometer challenge, Virtual Gym, walking, cycling, running.

active living!
Healthy Hampshire & IOW




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Hantsnet - Citrix online plug-in



Hantsweb Hampshire County Council

You are here -> hantsweb home -> leisure and tourism -> active living!



active living!
Healthy Hampshire & IOW



<p>Active Living!</p> <ul style="list-style-type: none"> Walking Cycling Running Active Living! Events Pedometer Challenge 	<p>Active Living! Healthy Hampshire & IOW</p> <p>It's recommended that adults get at least 30 minutes of moderate intensity physical activity at least 5 times a week.</p> <p>Getting more active doesn't have to mean spending hours in a gym or playing competitive sport. It's about finding the time to build physical activity into your daily life, doing activities you enjoy at a time to suit you.</p> <p>Active Living! Healthy Hampshire & IOW is supporting the national Change 4 Life campaign and will help you become more active, on your terms, in your area. Have a look around for ideas and inspiration for ways to get more active. Plus – look out for our roadshow visiting local events this summer!</p> <div style="margin-top: 10px;">  <p>Walking The amount we walk each day is the easiest and cheapest way to increase activity levels. A walk can boost your energy levels – which is great news for playing with kids or staying alert and productive.</p> </div> <div style="margin-top: 10px;">  <p>Cycling Cycling is a low-impact and convenient way to reach your physical activity targets. Swapping the car for a bike is a cheaper and greener way to get about and most importantly to keep active.</p> </div>
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Check out...

- > [Assess your current fitness](#)
- > [Are you a healthy weight?](#)
- > [How much you save by swapping a car for a bike](#)
- > [Find a Club or Facility](#)

Contact us
email
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And if we've got time.....

[Video](#)

