



Sport Hampshire and Isle of Wight Strategy

2013–17





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INTRODUCTION



The last few years have seen unprecedented sporting interest because of the London 2012 Olympic and Paralympic Games. The success of the Games provides a window of opportunity for partners across Hampshire and the Isle of Wight to work together to increase participation in sport and physical activity.

Sport Hampshire & IOW is one of 49 county sports partnerships across England, committed to increasing participation in high quality activities, which are sustainable over the long term. This strategy provides a framework for the strategic development and coordination of sport and physical activity across Hampshire and the unitary authorities of the Isle of Wight, Portsmouth and Southampton (hereafter referred to as Hampshire and the Isle of Wight) for the period 2013-17.

The strategy builds on the progress made against the previous strategy (2010-13) and has been created through extensive consultation with partners working across Hampshire and the Isle of Wight.

1. Who is the Partnership?

The Sport Hampshire & IOW Partnership includes partners working to deliver sport and physical activity across Hampshire and the Isle of Wight such as:

- National governing bodies of sport (NGBs) and the clubs they represent
- Local authorities
- The four specialist public health departments
- Education – schools, further education colleges and higher education institutes
- Community and leisure providers of sport and physical activity
- The staff of Sport Hampshire & IOW (hereafter referred to as the 'core team').

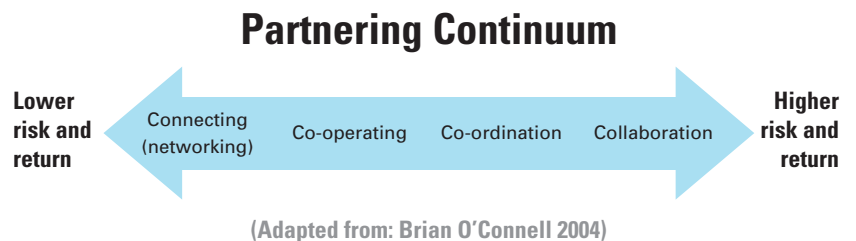
Each partner is committed to working together to promote the benefits that sport and physical activity can bring as an essential part of health and wellbeing, a tool for social change or simply for enjoyment. Some of our partners are experts in sport, some are not, and each partner has their own priorities, policies and investment for the communities that they represent and support.

The implementation of this strategy is the collective responsibility of all partners within Sport Hampshire & IOW and will be achieved through effective collaboration and coordination of resources, expertise and investment.

2. Why is a strategy needed?

There are a diverse range of partners planning and delivering sport and physical activity across Hampshire and the Isle of Wight. This strategy recognises and highlights areas of commonalities across partners and aims to outline opportunities for partnership working to achieve better efficiencies, effectiveness and impact.

The partnering continuum below reflects different approaches to working in partnership. Sport Hampshire & IOW encourages collaborative working between partners to deliver the greatest possible return, although we do appreciate that the needs of partners on occasions may require a different approach.



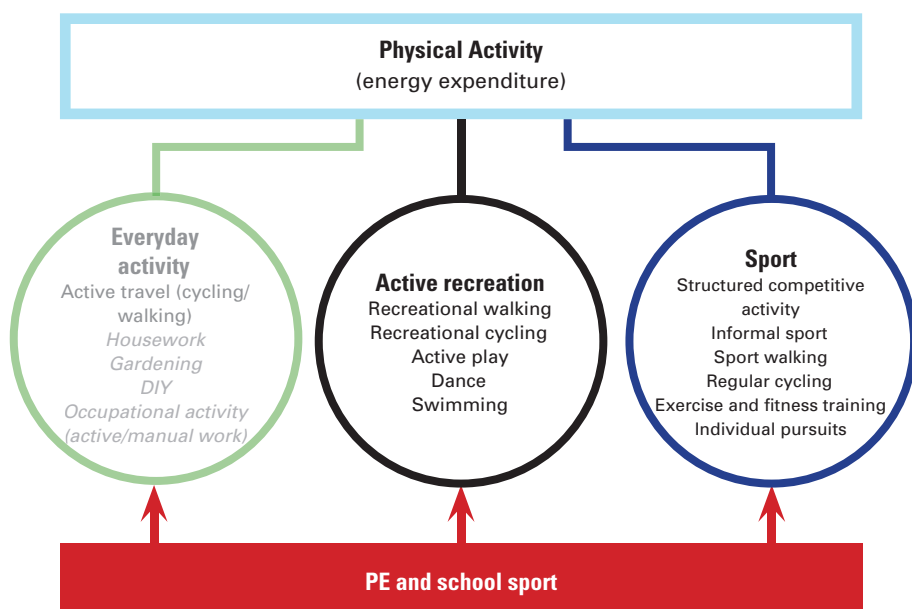
Equality statement

Sport Hampshire & IOW have an ongoing commitment to equality and is working to achieve the levels of the nationally recognised Equality Standard. Hampshire County Council is also committed to providing excellent services for all their diverse customers. With this in mind, equality is embedded into the work that we do without the need to continually refer to targeted groups throughout this strategy. We reference our work in connection to disability sport given the existence of a full time officer.

3. What is the scope of this strategy?

The spectrum of physical activity¹ is broad (see diagram below). Within Sport Hampshire & IOW there are partners focused solely on sport and other partners whose remit is to increase levels of physical activity within the population using a range of approaches. Sport Hampshire & IOW will focus its efforts on the sport, active recreation and PE and school sport elements of this spectrum. However the Partnership does recognise the important role it can play in the broader physical activity agenda. Through collaboration with public health and other colleagues, the Partnership can help to join-up work programmes and connect partners in efforts to reduce sedentary behaviours (in line with Chief Medical Officer recommendations, Start Active, Stay Active, 2011).

The public health departments in the four upper tier local authorities will have a responsibility to lead on the wider aspects of physical activity. Priorities will be aligned to the Joint Strategic Needs Assessments and a range of indicators identified in the Public Health Outcomes Framework.



The area we cover

Helping the 11 district councils of Hampshire, the three unitary authorities of Isle of Wight, Portsmouth and Southampton and Hampshire County Council provide sport and physical activity opportunities to their 2 million residents.

How we are funded

We receive our core funding from Sport England and we translate national goals into local action and results. We also receive contributions from our key partners as well as secure funding for the delivery of specific projects.

Sport Hampshire & IOW core team

Sport Hampshire & IOW has a core team of people that work on behalf of the Partnership. Hampshire County Council hosts and invests in the core team to support them to fulfil their activities on behalf of the Partnership.

¹The terms physical activity, sport and active recreation sometimes get interchanged. In the context of this strategy we will refer to sport and physical activity throughout and this will include both active recreation and school sport.

4. Our purpose

The purpose that unites all partners within the Sport Hampshire & IOW Partnership is:

Inspiring more people to be more active, more often

5. Our values

Alongside this purpose we have the following collective values that underpin Sport Hampshire & IOW and all of its activity:

We act with integrity
We work collaboratively
We respect differences
We are passionate

6. Our vision for 2017

All of the partners within Sport Hampshire & IOW want to see people of all ages in their communities enjoying playing sport and being active as a normal part of their everyday life. They want the experience of being active to be positive and some partners want to help those that are interested to be the best they can be at their chosen sport. Sport Hampshire & IOW's partners will **collaborate to maximise their impact to achieve this.**

We will be asking our partners on an annual basis to rate how well the Partnership is doing this and we will seek to improve this score year on year.



7. How we know we have been successful

All partners within Sport Hampshire & IOW have an aspiration to engage or sustain people's participation in physical activity, including active recreation and sport.

Partners therefore have an aspiration to work collectively to encourage more people to be more active and more often, both in sport and physical activity as well as in finding ways to reduce the prevalence of childhood obesity as outlined below:

Physical activity aspirations (Chief Medical Officers' physical activity recommendations)

Early years (Under 5's)

Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (three hours), spread throughout the day.

Children and young people (5-18)

All children and young people should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day. Vigorous intensity activities, including those that strengthen muscle and bone, should be incorporated at least three days a week.

Adults (19-64)

Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (two and a half hours) of moderate intensity activity in bouts of ten minutes or more – one way to approach this is to do 30 minutes on at least five days a week. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or combinations of moderate and vigorous intensity activity.

Older adults (65+)

Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (two and a half hours) of moderate intensity activity in bouts of ten minutes or more – one way to approach this is to do 30 minutes on at least five days a week. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.

Sport aspirations (national governing bodies of sport)

National governing bodies of sport are funded by Sport England to sustain and grow the number of people aged 14 to 25 doing sessions of 1 x 30 minutes of sport per week. This will be measured through the revamped Active People Survey.

Whilst the Sport Hampshire & IOW core team is not directly responsible for these aspirations, it recognises that its contribution needs to build upon the efforts of the partners working towards their individual goals. The core team also seeks to help partners collaborate to achieve mutual goals. In order to assess progress across all areas, the core team will keep track of the following indicators with and on behalf of partners:

- **1x30:** The percentage of the adult population participating in sport, at moderate intensity, for at least 30 minutes on at least four days out of the last four weeks (equivalent to 30 minutes on one or more days a week). The Active People Survey measures this indicator.
- **3x30:** The percentage of the adult population participating in sport, at moderate intensity, for at least 30 minutes on at least 12 days out of the last four weeks (equivalent to 30 minutes on three or more days a week). The Active People Survey measures this indicator.
- **150 minutes:** Adults should continue to achieve the Chief Medical Officers recommendations for physical activity. The Active People Survey measures this indicator.

- In addition, public health departments in local authorities and partners will be interested in measuring the percentage of the adult population doing no moderate level activity (sedentary behaviour). The Active People Survey measures this indicator.

This strategy sets out the intentions of Sport Hampshire & IOW over the next four years and outlines how the success of its direct interventions and activity will be measured.

Overall performance against this strategy will be measured through quarterly reporting to Sport England, the Sport Hampshire & IOW Advisory Board and the annual partner satisfaction survey. Each partner will be responsible for recognising their role in the delivery of each of the strategic aims and objectives and the core team will monitor the overall progress towards achieving the strategy.



8. Strategic Aims

To achieve this vision, Sport Hampshire & IOW have identified four key strategic aims:

- 1** To inspire and sustain greater participation in sport and physical activity.
- 2** To make the case for sport and physical activity, building the evidence base, advocating its benefits and providing the right information to inspire people to be active.
- 3** To support activity at all levels through the development of a quality workforce: coaches, instructors, leaders, volunteers, teachers, officials and administrators.
- 4** To plan strategically and provide a range of high quality, active environments and appropriate facilities supporting introductory activities, participation and performance sport.

STRATEGIC AIM 1

PARTICIPATION

To inspire and sustain greater participation in sport and physical activity.

Where are we now?

There has been significant change in the landscape, networks and provision of sport and physical activity across Hampshire and the Isle of Wight over the last three years:

Investment and Infrastructure

- Responsibility for public health, and within it increasing physical activity levels, has now transferred to the four upper tier local authorities from April 2013.
- Department of Health funding for Sport Hampshire & IOW to cover physical activity alongside sport expired in 2010.
- A network of Sport and Physical Activity Alliances (SPAA) and Get Active Partnerships (GAP) now exist in a majority of districts and unitaries.
- A network of School Games Organisers and ringfenced primary school sports premium funding to purchase support for PE and coaching has replaced central government funding for school sport partnerships and the national PE and School Sport Strategy is no longer in effect.
- Sport England has introduced a national network of College Sport Makers to replace the Further Education Sport Coordinators programme.
- There has been an increased focus and investment in provision for 14-25 year olds with the introduction of the Sport England initiatives, Sportivate and the satellite clubs programme.
- There is an increased range of National Governing Bodies of Sports offering recreational products within the area covered by Sport Hampshire & IOW.
- A 46% increase in the number of Clubmark accredited clubs since 2010 with 404 clubs now accredited.
- There has been an increase of leisure and recreation activities for young people with a disability through the launch of the 'Inspiring You: activities for all' fund.

Participation

- There have been some improvements in the levels of adult participation in sport and physical activity in some local authority areas of the county as demonstrated by the Active People Survey data summary on page 11. However, there has been no overall significant change in adults' participation in sport (1x30) since the survey was launched in 2005.

- There is no national measurement of sport and physical activity levels of children and young people at present. However, reducing childhood obesity is currently a key public health priority across Hampshire, Southampton, Portsmouth and the Isle of Wight. Physical activity is one of a range of factors that influence prevention of obesity and achievement of healthy weights. Although it cannot provide a proxy measure for physical activity levels, we will use National Child Measurement Programme (NCMP) data to monitor prevalence of overweight and obesity of children. The summary table on page 11 identifies the current childhood obesity prevalence across Hampshire & IOW and although rates are still significant, they are lower than the national average.
- The national child measurement programme results for the Hampshire, Southampton, Portsmouth and the Isle of Wight PCT Clusters indicate that although childhood obesity prevalence is still significant across the area, it is lower than the national average (refer to the table of results on page 11).
- There has been a slight decrease in the Sport Hampshire & IOW levels of satisfaction with sporting provision and the number of adults taking part in organised competition across the county.
- Further information on physical activity levels for Hampshire, Southampton, Portsmouth and the Isle of Wight can be found in the relevant Joint Strategic Needs Assessment.

Talent

- The Hampshire Talented Athlete Scheme (HTAS) supported 254 young people in 2012, a 23% increase from 2010.
- In 2012, Sport Hampshire & IOW signed an agreement with Southampton Solent University to provide sports science support for HTAS athletes.
- The Department of Education invested £26,000 for the delivery of Talent Identification Camps for young sportspeople with disabilities across the county in 2011/12.
- At the 2012 Olympic and Paralympic Games, 44 athletes were from Hampshire and the Isle of Wight and they collectively achieved 10% of the GB medal haul.

Active People Survey (APS)								
Adult (16+) participation (1 x 30)			Overall satisfaction with levels of sporting provision in the local community		Volunteering		Organised competition with levels of sporting provision in the local community	
Sport Hampshire & IOW	APS 4 2009/10	APS 6 2011/12	APS 4 2009/10	APS 6 2011/12	APS 4 2009/10	APS 6 2011/12	APS 1 2005/06	APS 4 2009/10
		36.8%	37.6%	15.9%	15.2%	4.4%	7.6%	73.5%

Child obesity and overweight prevalence – National child measurement programme Prevalence of overweight and obese children by Local Authority (derived from the postcode of the child), England, 2011/12				
PCT cluster	Childhood overweight prevalence		Childhood obesity prevalence	
	Reception	Year 6	Reception	Year 6
Hampshire	12.8%	14.3%	8.4%	14.5%
IOW	12.7%	15.9%	10.4%	18.0%
Southampton	13.2%	15.1%	9%	19%
Portsmouth	13.3%	15%	9.7%	21.1%

Our objectives

To inspire and sustain greater participation in sport and physical activity across Hampshire and the Isle of Wight, four objectives were identified and agreed by the Partnership:

1. To increase the accessibility, variety and choice of sport and physical activity opportunities, making it easier for people of all ages to take part.
2. To capitalise on the use of events, challenges and competitions.
3. To focus our efforts in different settings, particularly in the workplace, schools and in further and higher education.
4. To facilitate the development and appropriate progression of talented athletes.

The following section sets out the headline actions to achieve these objectives along with how we'll know we've been successful for each of them.



Strategic aim 1: To inspire and sustain greater participation in sport and physical activity

Objectives	What will success look like?	How we'll know we've been successful
<p>To increase the accessibility, variety and choice of sport and physical activity opportunities, making it easier for people of all ages to take part</p>	<p>NGB participation priorities identified and communicated effectively across the Partnership</p> <p>Partner resources and provision aligned to relevant NGB priorities</p> <p>Sport-specific active recreation strategies developed and adopted</p> <p>Improved provision, profile and accessibility of informal and formal sports provision</p> <p>SPAAs and GAPs have representation from wider partners and where relevant, connections to other strategic partnerships e.g. health and wellbeing boards and children's trusts</p>	<p>Sport England quarterly tracker completed with impact demonstrated</p> <p>Strategic framework for participation in place for each SPAA and GAP</p> <p>500 accredited Clubmark clubs by 2017</p>
<p>To capitalise on the use of events, challenges and competitions</p>	<p>Greater knowledge of the range and types of local mass participation events, challenges and competitions</p> <p>Collaboration of resources and expertise to bid for and host a wider range of events, challenges and competitions in the county</p> <p>Effective communication of mass participation event opportunities to partners and the general public</p>	<p>New competitions, challenges and events held around the county</p>
<p>To focus our efforts in different settings, particularly in the workplace, schools and in further and higher education</p>	<p>Increased number of workplaces supported to implement effective sport and physical activity policies and/ or programmes</p> <p>Increased sport and physical activity provision for 14-25 year olds across the school, college and university network through effective use of:</p> <ul style="list-style-type: none"> • Sportivate investment • Satellite clubs investment • College Sport Makers network • Hampshire School Games • PE and coaching investment. <p>Implementation of the local PE and School Sport Strategy</p> <p>Improved resource and provision of disability sport in schools</p>	<p>Increased number of workplaces implementing sport and physical activity policies and programmes</p> <p>11,820 young people retained through Sportivate by 2017</p> <p>All secondary schools provided with a Satellite Clubs offer by 2017</p> <p>An increased number of young people accessing Level 3 School Games annually until 2017</p>
<p>To facilitate the development and appropriate progression of talented athletes</p>	<p>NGB talent priorities identified and effectively communicated across the Partnership</p> <p>Partner resources and provision aligned to relevant NGB talent priorities</p> <p>Talent support schemes streamlined, developed and clearly communicated to athletes</p> <p>Improved provision and integration of disability sport at the Hampshire School Games</p> <p>Improved talent pathways across the club network</p>	<p>All eligible athletes who apply, are supported by HTAS</p> <p>Hampshire and the Isle of Wight to be the no.1 Olympic and Paralympic county in 2016</p> <p>Integration of disability sports into the Hampshire School Games</p> <p>Increase in the HTAS partner satisfaction survey score</p>

STRATEGIC AIM 2

EVIDENCE AND ADVOCACY

To make the case for sport and physical activity; building the evidence base, advocating its benefits and providing the right information to inspire people to be active

Where are we now?

The research and evidence base for sport and physical activity is constantly evolving. Since the last strategy, a number of key national policies, strategies and research documents have been published that has helped to inform the direction and priorities for the 2013-17 strategy for Sport Hampshire & IOW:

- Active People Survey 5 and 6 provides an update on adult sports participation across Hampshire and the Isle of Wight for 2010-12.
- Health Survey for England provides annual data on trends in the nation's health for both adults and children and is used to monitor progress towards health targets.
- Taking Part Survey provides continuous data on participation in culture and sport for both adults and children. The survey also collects data on satisfaction and enjoyment with sport, volunteering and barriers to participation.
- New Whole Sport Plans for 2013-17, focuses national governing bodies of sport investment on sustaining and growing participation.
- Updated UK Physical Activity Guidelines for young people, adults and older adults aligned with medical evidence to give clearer guidance on the amount of physical activity people should do.
- New 2012-17 Youth and Community Strategy for Sport England outlining investment of over £1billion of National Lottery and Exchequer funding into national governing bodies of sport, facilities, local investment and school sport.

In Hampshire and the Isle of Wight, progress has been made across the Partnership in the sharing of knowledge and information as well as the levels of collaborative working as demonstrated by:

- The formation of a local organising committee to secure funding for the 2012-14 School Games Programme.
- An independent evaluation of the Return to Sport programme to demonstrate the value and impact of the programme to local authority and NGB partners.
- Regular engagement with 27 NGBs to support the delivery of their 2009-13 Whole Sport Plans locally.
- A successful partnership of public health practitioners resulting in the delivery of an annual South East Outdoor Play Week.
- Sport Hampshire & IOW agreed a strategic framework for physical activity with NHS Hampshire, Portsmouth, Southampton and the Isle of Wight, which has led to closer ties between SPAAAs and the Health and Wellbeing Boards.

Furthermore, partners have worked together to improve the promotion of sport and physical activity opportunities across Hampshire and the Isle of Wight to engage and retain participants such as:

- Development of social media tools and the use of project-specific social media channels (Facebook, Twitter) to reach a wider audience.
- Launch of the 'Do more, be more' legacy campaign inspiring people to make sport and physical activity part of their everyday life.
- A series of 'Active Living! Healthy Hampshire & IOW' roadshows delivered across the county engaging over 1800 adults.
- Updated and new branding and marketing for Sport Hampshire & IOW in 2010/11.

Our objectives

All partners require access to the latest evidence and research to collectively make the case for investment in sport and physical activity across Hampshire and the Isle of Wight. The public health departments will be used as key partners to lead and advise on research and guidance on physical activity. Furthermore, a collective approach to the marketing and promotion of sport across Sport Hampshire & IOW will help to increase the public's awareness of participation opportunities. Partners have therefore identified and agreed three objectives to achieving this strategic aim:

1. To establish a robust evidence base for sport and physical activity, identifying and sharing relevant information and intelligence and enabling translation of research into practice.
2. To advocate for sport and physical activity.
3. To establish clear, consistent and targeted campaigns to inspire more people to be active.

The following section sets out the headline actions to achieve these objectives along with how we'll know we've been successful for each of them.



Strategic aim 2: To make the case for sport and physical activity; building the evidence base, advocating its benefits and providing the right information to inspire people to be active

Objectives	What will success look like?	How we'll know we've been successful
<p>To establish a robust evidence base for sport and physical activity, identifying and sharing relevant information and intelligence and enabling translation of research into practice</p>	<p>Partners aware of the latest research, evidence base, policies and local trends on sport</p> <p>Partners aware of the latest research, evidence base, policies and local trends on physical activity</p> <p>Partners utilise the research into consumer insight to help inform the development and delivery of local products, programmes and communications</p> <p>Relevant information, evidence and intelligence is centrally collated, stored and disseminated across partners</p> <p>NGB and partner priorities are aligned and opportunities for collaboration are identified and actioned</p> <p>NGBs share information and intelligence to support participants to play whatever sport they choose</p>	<p>Local intelligence, analysis and data is stored centrally on the Sport Hampshire & IOW website and accessed by professionals working across the Partnership</p> <p>Partner products, programmes and initiatives are needs-led and engage the intended target audience</p>
<p>To advocate for sport and physical activity</p>	<p>Improved strategic profile of sport and physical activity</p> <p>The Partnerships' contribution and impact to the sport and physical activity agenda in Hampshire and the Isle of Wight is identified, recorded and communicated</p>	<p>SPAAs and GAPs play an integral role in the sharing of information and intelligence across the Partnership</p> <p>Representation of sport and physical activity professionals on key strategic boards and groups e.g. health and wellbeing boards</p> <p>A portfolio of evidence created by partners measuring the impact of their work and programmes</p>
<p>To establish clear, consistent and targeted campaigns to inspire more people to be active</p>	<p>Simplified language used by partners to ensure consistent communication of key physical activity messages to new and existing participants</p> <p>Coordinated and targeted campaigns to inspire people to be active</p> <p>Increased use of social media to promote sport and physical activity opportunities to the public</p>	<p>Sport and physical activity campaigns and marketing materials across the Partnership promote the 'inspiring more people, to be more active, more often' message</p> <p>Increased number of targeted sport and physical activity campaigns for specific populations</p> <p>Increased number of people signing up and using the Change4Life national campaign</p> <p>Increased use of Facebook, Twitter and the website to promote activities and campaigns to the public</p>

STRATEGIC AIM 3

WORKFORCE

To support activity at all levels through the development of a quality workforce: coaches, instructors, leaders, volunteers, teachers, officials and administrators

Where are we now?

Over the last three years, there has been significant investment and alignment of sports volunteering and coaching across Hampshire and the Isle of Wight. The number of adults volunteering in sport at least once a week has increased by 1.9% since 2005 with 7.6% of adults now volunteering to support sport for at least one hour a week across the county (Active People Survey 6, 2012). Some of the key developments include:

Investment and infrastructure

- The growth of the Coaching Hampshire and Isle of Wight network, part of the England Coaching Network, supporting the UK Coaching Framework's vision of "excellent coaching every time for everyone".
- Production of a Coaching Strategy for 2009-15 with an annual action plan.
- The introduction of a coach database to improve data collection and access to information about the workforce. This already has over 1,400 coaches, teachers and instructors using it.
- An investment of £40,000 from the Department for Education to support adult volunteers dedicating time on a voluntary basis to support level 1, 2 and 3 of the School Games.
- An investment of £21,000 awarded towards sport leadership for 16-19 year olds to support College Leadership Academies around the county.
- Through Sport England's Sportivate initiative, an additional £104,500 has been levied to pay coaches to deliver sporting activities to semi-sporty 14-25 year olds, whilst an additional £22,000 has been invested in qualifications and training to both increase the size and skills of this workforce.

- An investment of £48,000 to implement a successful Coach, Official and Scholarship Scheme which aims to support those looking to progress to a level 2 qualification.
- Improved entry into sports volunteering through the introduction of the Sport Makers programme that aims to recruit, develop and deploy over 1400 new adult volunteers.
- Targeted recruitment for coaches, officials and volunteers to improve the diversity of our local workforce e.g. Women in Coaching initiative.

Continual Professional Development (CPD)

- Introduction of an annual Coach Education Month that engaged over 540 coaches between 2010-2013.
- Engagement of over 1,800 people in the 2011-12 coach education programme.
- The first Hampshire Coaching Conference was held in 2011 and over 250 delegates attended, with a Young Coaches Conference following in 2012.

Our objectives

Coaches, leaders, officials, activators and volunteers are the backbone of community sport and physical activity and therefore supporting our workforce remains a key priority for all partners across Sport Hampshire & IOW. Although this strategy focuses on the key roles required by the majority of partners, it is recognised that a much wider workforce is needed to have an impact on physical activity in general. Through consultation, partners have therefore identified three objectives to develop the quality of the sport and physical activity workforce:

1. To ensure the recruitment, development and retention of the right workforce at the right place at the right time.
2. To establish sustainable volunteer pathways.
3. To support clubs with developing their capacity and the skills of their workforce.

The following section sets out the headline actions to achieve these objectives along with how we'll know we've been successful for each of them.



Strategic aim 3: To support activity at all levels through the development of a quality workforce; coaches, instructors, leaders, volunteers, teachers, officials and administrators

Objectives	What will success look like?	How we'll know we've been successful
<p>To ensure the recruitment, development and retention of the right workforce at the right place at the right time</p>	<p>Increased number of coaches, teachers and instructors registered on the coach database</p> <p>A commitment by all partners to embed workforce planning into their wider strategies and work programmes</p> <p>Increased number of high quality deployment opportunities for the workforce (voluntary and paid) created and filled</p> <p>Embedding excellent coaching practice at every level</p> <p>Coaches operating at a level that complies with the national minimum standards of deployment for their sport, underpinned by professional standards and ethical values</p> <p>A more diverse workforce e.g. an increase in the number of appropriately qualified and skilled female and disability sport coaches</p>	<p>500 new coaches registered onto the coach database by 2017</p> <p>Annual workforce action plan developed, delivered and reviewed by the Partnership's workforce steering group, informed by NGBs, SPAA and GAP priorities</p> <p>Increased number of registered coaches meeting the minimum standards of deployment</p> <p>Increased and sustained participation by a more diverse population</p> <p>Improved insight and intelligence on the impact of the workforce</p>
<p>To establish sustainable volunteer pathways</p>	<p>Partner resources and provision aligned to NGB workforce priorities</p> <p>A coordinated network of agencies supporting an effective and transparent volunteer pathway</p> <p>Clear and sustainable legacy plan for adult volunteering programme e.g. sustainability of the Sport Makers and Games Makers initiatives</p> <p>Improved provision, quality and diversity of community volunteering opportunities</p> <p>Sports leadership provision evident across the school, college and university network</p> <p>Delivery of sector-specific training and qualifications to young people across the schools network</p>	<p>Sport England quarterly tracking completed with impact demonstrated</p> <p>Evidence of collaborative projects aimed at cementing links between agencies and creating a robust volunteer pathway</p> <p>Adult volunteers continuing to seek and fulfil community sport deployment opportunities</p> <p>Leadership Academy provision for young people in Hampshire, Portsmouth, Southampton and the Isle of Wight</p>
<p>To support clubs with developing their capacity and the skills of their workforce</p>	<p>NGB workforce priorities identified and effectively communicated across partners</p> <p>A better supported workforce e.g. the majority of local volunteers rating their experience with CPD and deployment as 'satisfactory' to 'excellent'</p> <p>Delivery of a coordinated coach education programme across partners which reflects the workforce needs of participants, NGBs and partners</p> <p>Expertise of the commercial sector shared with the club and community sport providers network</p>	<p>Delivery of a coach education programme to 400 coaches, volunteers and instructors across Hampshire and the Isle of Wight each year</p> <p>Coordinated promotion of the coach education programme across partners</p> <p>Clear evidence highlighting the positive impact of local workforce development programmes and initiatives</p> <p>Club and community sport providers have workforce development plans in place</p>

STRATEGIC AIM 4

FACILITIES

To plan strategically and provide a range of high quality, active environments and appropriate facilities supporting introductory activities, participation and performance sport

Where are we now?

As part of the 2012 Olympic and Paralympic Games legacy, there has been a significant investment in the upgrading and development of sports facilities nationally. Investment includes:

- £50 million investment into Inspired Facilities to improve and refurbish sports clubs and transform non-sporting venues into modern grassroots facilities as part of Places People Play, 2011-14.
- £10 million investment into Protecting Playing Fields to protect and improve playing fields to develop community sport as part of Places People Play, 2011-14.
- £45 million investment into the Improvement Fund to award grants worth £150,000 - £500,000 into community projects that deliver capital improvements through new build, modernisation or refurbishment between 2012-17.

Across Hampshire and the Isle of Wight there has been continued investment in the building and upgrading of facilities in recent years including:

- £425,000 of capital funding invested into the improvement of leisure centres and equipment across the county in 2010/11.
- Five inspiring canoe trails created in partnership with local Clubmark clubs with another four commissioned.
- £175,000 investment for Trojans Sports Club to improve their infrastructure and extend their facilities.
- Havant Federation of Schools has completed an audit of existing provision to explore the feasibility of opening up access of school sites to local clubs as part of the Access to Schools project.
- The Hampshire Playing Fields Association receives an annual grant from Hampshire County Council to help the protection of threatened facilities, including playing fields.
- A joint approach by the University of Winchester and the City Council to support local clubs to improve the quality of their facilities.
- £280,410 Playbuilder investment into exciting and adventurous play for 8 to 12 year olds.
- £35.1 million investment from the government to encourage sustainable travel including cycling and walking.
- £300,000 investment into making sport and facilities more accessible as part of the Aiming High for Disabled Children programme in 2010/11.

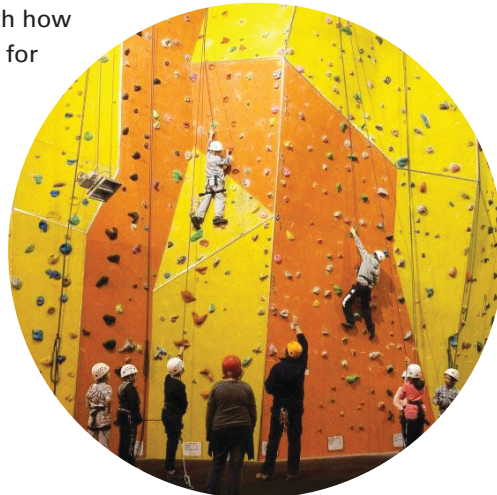


Our objectives

Partners recognised that progress in this area has been slow (mainly because of the current economic situation). However, the consultation process has shown that the strategic planning and provision of high quality active environments remains a priority for partners. Three objectives have therefore been identified by partners to ensure that a more joined up approach is taken across Hampshire and the Isle of Wight:

1. To influence the strategic use and coordination of settings, facility programming and opportunities.
2. To establish greater links between the community and other facility providers, including education.
3. To improve and enhance facility stock through coordinated planning and developments.

The following section sets out the headline actions to achieve these objectives along with how we'll know we've been successful for each of them.



Strategic aim 4: To plan strategically and provide a range of high quality, active environments and appropriate facilities supporting introductory activities, participation and performance sport

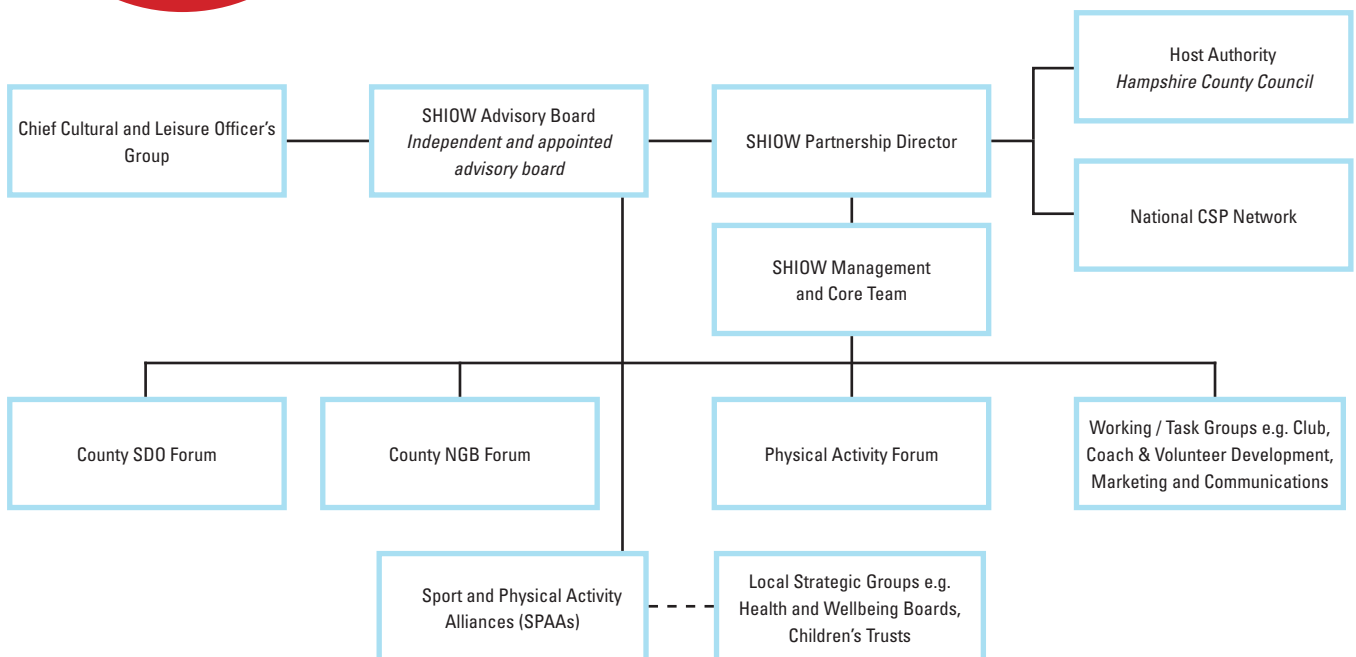
Objectives	What will success look like?	How we'll know we've been successful
<p>To influence the strategic use and coordination of settings, facility programming and opportunities</p>	<p>NGB facility needs identified and effectively communicated to partners</p> <p>Each local authority to have their strategic framework for sport facilities and open spaces in place</p> <p>Improved programming of indoor and outdoor space and facilities by facility providers (e.g. commercial, local authorities, clubs)</p> <p>Sport and physical activity being delivered in a wider range of settings e.g. the built environment, outdoor space and waterways</p> <p>Development of active environment strategies e.g. 'cycle friendly' strategy with Right of Ways and Transport Departments</p> <p>Opportunities for sport and active recreation provision identified and considered in the planning and design of wider facilities and space e.g. by other local authority departments such as regeneration, housing and transport</p>	<p>Local facility plans in place for relevant NGBs</p> <p>Local facility strategic frameworks for each local authority in place</p> <p>More sport and physical activity being delivered in natural, outdoor and non-traditional environments e.g. parks and open spaces</p> <p>Increased number of accessible cycle, walk and running routes across the county</p>
<p>To enhance links between community and other facility providers, including education</p>	<p>Effective communication between NGBs, local authorities and facility providers, especially schools</p> <p>Partners aware of the breadth and access of facilities across the county</p> <p>Successful implementation of the Access to Schools Project and the Satellite Clubs Programme providing greater partner access to school sites and facilities</p>	<p>All secondary schools provided with a Satellite Clubs offer by 2017</p> <p>Increased use of school sites for community sport and activity and sustainable links formed with local clubs</p>
<p>To improve and enhance facility stock through coordinated planning and developments</p>	<p>NGB facility needs are considered as part of the planning process and a collaborative approach to the securing of investment for new and refurbished facilities is adopted</p> <p>Increased community access to high-quality facilities e.g. military camps, professional sport clubs</p> <p>Investment secured to upgrade and develop the facilities of the club and community sport network</p> <p>Opportunities for high performance facilities are explored through partnership working to meet the needs of talented athletes and competition</p> <p>The concept of a Hampshire Institute of Sport is developed with partners and if appropriate, integrated into a High Performance Centre that is hosted by a proactive and committed partner</p>	<p>Increased community access to military facilities secured</p> <p>Investment into the development of new or existing facilities providing high quality spaces for people to participate, train and compete</p> <p>The Swimming Pool Strategy is completed and relevant recommendations are implemented</p>

9. Making it happen

Governance

Delivery of this strategy is the collective responsibility of all partners within the Partnership. The Sport and Physical Activity Alliances and their respective working groups along with the other Sport Hampshire & IOW forums and networks will be instrumental in coordinating and delivering this strategy alongside emerging Health and Wellbeing Boards and other relevant strategic partnerships. The core team will work with partners to identify and foster opportunities where collaboration can provide a greater return. The diagram in section 10 shows the structure of Sport Hampshire & IOW.

10. Partnership Structure



11. Roles and responsibilities

Partners within all sectors of Sport Hampshire & IOW play a key role in the delivery of this strategy. The roles and responsibilities of these key sectors are outlined below:

Sport Hampshire & IOW core team

- Provides strategic direction for the development and provision of sport and active recreation across Hampshire and the Isle of Wight.
- Encourages collaboration by connecting partners, organisations and programmes that share common goals to maximise resources, expertise, investment and impact.
- Promotes the sharing of knowledge, data, intelligence and best practice across the Partnership.
- Direct or supportive role in the delivery of programmes and initiatives.

Hampshire County Council

- Have adopted this strategy as the county's sport and physical activity strategy.
- Host Sport Hampshire & IOW core team.
- Invest in the core team to fulfil their activities on behalf of the Sport Hampshire & IOW Partnership.

National governing bodies of sport

- Lead the development and delivery of their sport and club network nationally and locally. This includes overseeing club development, talent identification and progression, workforce and participation programmes.
- Support the delivery of the competitive pathway within their sport.
- Lead on communication of priorities within sports specific plans to other partners.

Local authorities including sport and leisure, parks and children and young people services

- Lead on the delivery of sport, active recreation, physical activity and public health in the community.
- Oversee club development, facilities, marketing and promotion of activities, workforce development and hosting of events.
- Pivotal role in the communication and co-ordination of opportunities and networks locally.
- Support and nurture the development of the local Sport and Physical Activity Alliances.

Public health departments in local authorities

- Hampshire County Council, Portsmouth City Council, Isle of Wight Council and Southampton City Council have specialist public health departments.
- Provide public health advice to key partners including clinical commissioning groups.
- Develop and support strategic approaches to public health.
- Commission and manage specific public health services and interventions.

Education – schools, further education colleges and higher education institutes

- Provision of curricular and extra-curricular sport and physical activities in schools, colleges and universities.
- Coordinate and deliver programmes including: leadership and volunteering, after-school clubs, Hampshire School Games, school-club links, College Sport Makers and Access to Schools.

Healthcare providers

- Delivery of primary care, cardiac rehabilitation, physiotherapy services and other services in the community.
- Focus on sedentary individuals and provision of brief interventions support, advice and signposting to physical activity opportunities or further support.

Private sector

- Provision of facilities and services to support physical activity and sport provision e.g. leisure centres, fitness centres.

Voluntary sector

- Provision of facilities and services to support sport and physical activity provision.
- The provision of sporting opportunities through the 1000 voluntary sports clubs across Hampshire and the Isle of Wight.

National agencies

- Provide the national policy context for sport, active recreation and physical activity e.g. Sport England, Youth Sport Trust, Skills Active.

12. Glossary

Term	Definition
Partnership	Partnership is a collaborative relationship between two or more parties based on trust, equality and mutual understanding for the achievement of a specified goal. Partnerships involve risks as well as benefits, making shared accountability critical.
Physical activity	Physical activity is a broad term to describe the force extended by muscles in the body that results in energy expenditure above resting level. It can include everyday activity (such as active travel, heavy housework, and gardening), active recreation (recreational walking, active play, and dance), and sport (such as regular cycling, swimming, structured competitive activity, individual pursuits and informal sports).
Active recreation	Physical or “active” recreation is a physical activity that a person voluntarily undertakes in their leisure time for the purpose of mental and / or physical satisfaction.
Sport	Sport means all forms of physical activity which, through casual or organised participation, aims at expressing or improving physical fitness and mental wellbeing, forming social relationships or obtaining results in competitions at all levels.
Sportivate	£56 million Lottery programme that gives 11-25 year olds access to six-week courses in a range of sports between 2011–2017.
Satellite clubs	Satellites clubs are extensions of community sports clubs which can offer varied sporting experiences for young people in different settings.
Sport and Physical Activity Alliances and Get Active Partnerships	Sport and Physical Activity Alliances (SPAAs) and Get Active Partnerships (GAPs) are essentially a group of local deliverers of sport and physical activity whose objective is to increase participation and widen access to opportunities at a local level.
Clubmark	Clubmark is a cross-sport quality accreditation for clubs.
Sport Makers	Funded by the National Lottery to recruit 50,000 new sport volunteers aged 16 years and over to organise and lead community sporting activity.
National governing bodies of sport	National governing bodies of sport are independent organisations that lead the development and delivery of their sport nationally and locally. They tend to be membership organisations with a number of affiliated clubs at community level.
Sport England	Sport England is the government agency responsible for creating a world class community sport environment.
Primary school premium funding	£150 million ringfenced per annum for 2013/14 and 2014/15 for primary school head teachers to spend on the delivery of PE and sport provision. Funded by the Department for Education, Department of Health and the Department for Culture, Media and Sport.
Access to schools	A project team, comprising Sport England, local schools, the local authority (education), local college, borough council and the county sports Ppartnership is working to increase community participation in sport by enabling national governing bodies of sport, local clubs and other providers to make use of the school's sporting facilities.
Sport and physical activity	The terms physical activity, sport and active recreation sometimes get interchanged. In the context of this strategy we will refer to sport and physical activity throughout and this will include both active recreation and school sport.