
It’s difficult to summarise a whole year’s great work in a few lines, so I do hope that you will enjoy reading each page as our work is brought to life by the whole of the Active Sussex team in words and images.

As ever, my grateful thanks go to all members of staff ably captained by our CEO Sadie Mason MBE. I am also indebted to the Board of Trustees providing their time, skills and expertise both behind the scenes and advocating for Active Sussex with those who help us to deliver our objectives.

We set ourselves some tough targets last year and we are proud to have reached them and achieved even more. We have significantly broadened our reach across Sussex, working with many more local partners, all doing great things for sport and physical activity, to ensure that our work keeps the needs of those who live in Sussex at its heart.

Through this targeted, locally driven work with great partners, we are able to use the power of sport and physical activity to increase the health of people across Sussex, young and old, as well as helping to build community engagement and provide individuals with skills and experience, which will help them in their careers. Most importantly, we have helped people to have fun just by getting involved!

During the year, we also wanted to recognise those who had made a special contribution to sport in Sussex, whether through individual elite achievement or through their contribution to their communities. We honoured all that is great about sport in our county at our annual Sussex Sports Awards last November. Congratulations again to all who were nominated, shortlisted and who won awards.

As we approach the end of our current four year funding cycle with our major funder Sport England, we look forward to evolving our organisation to ensure that we are on the front foot to continue to be at the centre of a partnership of active and engaged stakeholders, working together to make a happier, more active and healthier county.

Jonathan Hughes: Active Sussex Chair of Trustees

2015-16 has been a year that has seen new impetus in our organisation’s business development activities.

A programme of whole team training saw the creation of a new 5-year business development plan, which as a charity, is essential for the future sustainability of Active Sussex. Driven by stakeholder feedback and the need to demonstrate operational efficiency, we developed a suite of services, which prepared the ground for modest business expansion and income diversification from April 2016.

In the meantime, Active Sussex continued to provide support services and expert advice to Governing Bodies of Sport across the county. Local government partners, as key stakeholders in Active Sussex, accessed community club, coach and volunteer development services; professional networking opportunities, strategic policy support and information, workplace health programmes and also the prestigious Sussex Sports Awards 2015. This continued engagement is welcomed by Active Sussex and helps provide additional services to local people in their areas, to enhance those provided by local government.

By the end of the financial year, Active Sussex was well placed in terms of developing its insight around sports participation levels across Sussex to better inform its current and future investment, and to share that knowledge. This ensured that any investment has been efficiently and effectively deployed through and/or by its partners.

Sport England’s funding of Active Sussex enabled it to consolidate its disability sport work with the establishment of the Sussex Disability Sport Network; and also to engage further with public health stakeholders. We successfully completed a directional review to retain our Quest leisure industry accreditation, obtaining a ‘Good’ rating.

Thanks go to our staff and trustees for their commitment to the organisation. Rest assured we look forward to working with our stakeholders to implement the suggested service improvements going forward, in order to contribute further to increased physical activity levels in Sussex.

Sadie Mason MBE: Active Sussex Chief Executive
OUR YEAR

We have many reasons to be proud in Sussex: participation in 2015-16 remained above the national average, with 35.8% of us taking part in sport or physical activity at least once a week; we delivered 250 blocks of activity through the Sportivate project; and 991 coaches were recruited and developed across the year.

With the support of our partners, we have continued to make the changes needed to make sport and physical activity in Sussex more accessible and inclusive for all.

We are proud of our achievements in the last year, however, we are not satisfied and are ambitious for sport and physical activity in Sussex to achieve more.

APRIL-JUNE 2015
Helping young people thrive - 3,722 11-25 year old Sportivate participants engaged.
Helping clubs revolutionise - 885 attendees on Active Sussex Club Matters training workshops.
Supporting disabled children - over £3,000 raised by Sussex athlete Jamie Lambert, aged 15, to ensure disabled children remain a crucial part of our vision.

JULY-SEPT 2015
Supporting young sports stars - 1,710 Sussex school children competed in Level 3 Sainsbury’s School Games events.
Sparking a workplace revolution - 241 Sussex workplaces signed up to the Workplace Challenge site, making good progress in line with the Government’s latest Sport strategy.

OCT-DEC 2015
Opening up support avenues for primary schools - 170 schools directly engaged with and advised about effective use of the funding available to them.
Sparking a digital revolution celebrating grassroots - Sussex Sports Awards celebrated the achievements of local sporting stars with public voting staying open until just moments before the winner was announced.

JAN-MAR 2016
Even more satellite clubs - 18 different sports offered across 38 satellite clubs, with 881 more participants reached.
Taking a lead - highest performance rating by Sport England maintained.

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2016-2021
55,000 more people active by 2021 via increased investment and growth.
More insight driven, understanding and responding to two key markets: Disability and 55+.
Launch of Active Consulting.
National Governing Bodies of Sport

Sport England, Active Sussex’s main funder, pays the highest regard to the work that we do to support the delivery plans of 46 National Governing Bodies of Sport.

Key Achievements:
• Highest performance rating by Sport England maintained.
• NGBs had the opportunity to connect to 261 delegates across our events.
• 9 of the 46 Sport England sports received bespoke support above our core services.

Plans for 2016-17:
1. Using insight, help NGBs to work with inactive people.
2. Nurture relations with organisations that can use sport and physical activity to achieve their social or health outcomes.
3. Support NGBs in their final year of their current whole sport plans.

Case Study:
Sport England tasks us to provide an opportunity to link NGBs to local operational and strategic networks and opportunities.

Besides representing NGBs on strategic groups organised by others, Active Sussex co-ordinates the Sussex NGB Forum, Active Sussex Network, Sussex Disability Sport Network, College Sport Makers group, primary school conferences and also hosts an annual conference for partners and some sports specific workplace health initiatives.

“The Sussex NGB Forum was a really great session and it was good to meet all the colleges and other NGBs. Lots of positive feedback and everyone hoping to set up stoolball for their students and international summer school students. I look forward to meeting up again.”

Anita Board – Stoolball England

Club Development

Active Sussex has made significant developments with its club offer in 2015-16.

A key area of development was the co-ordination of the Active Sussex Club Roadshows.

Clubmark:
As a Clubmark Licensed Partner, Active Sussex has accredited seven clubs with a further three clubs currently working towards Clubmark Accreditation.

We facilitate the planning and delivery of a needs led training and education programme relating for club, coach and volunteer development in Sussex. Workshops were tailored to meet the needs identified through National Governing Bodies and Local Authorities.

To enable the sharing of best practice from high quality community sports clubs, a number of club profiles have been written.

Plan for 2016-17:
1. Coordinate a county wide, needs led training programme for clubs, coaches and volunteers that expands to include Club Matters workshops and seminars.
2. Develop high quality and sustainable community sports clubs through Clubmark.
3. Continue to update and produce a comprehensive, cross sport club database.

Case Study:
The Active Sussex Club Roadshow was a series of events sponsored by Rix & Kay Solicitors LLP. These events aimed at bringing together local sports clubs who want a little extra help. Whether that be around general advice, funding information, training opportunities, volunteering or networking.

The roadshows were supported with a series of Club Matters workshops. In total four Club Roadshows (Brighton & Hove, Hastings, Uckfield and Horsham) along with four Club Matters workshops (Arun, Eastbourne, Mid Sussex and Crawley) were delivered. There was a total of 116 attendees and 77 clubs represented at the roadshow events.

“The roadshow was an eye opener for myself and was a great help giving us the contacts we needed. Just at the right time too.”

Hastings Club Roadshow Attendee
Coaching

Active Sussex supports the development of high quality coaching across the county as part of the England Coaching Network.

The network’s primary focus is to develop a coaching system to support National Governing Bodies of Sport Whole Sport Plans 2013-17, Sport England Programmes and locally identified coaching need.

The Workshop Programme is designed to upskill coaches across Sussex. A flexible needs led training calendar is scheduled every six months. 849 attended needs led CPD opportunities delivered by Active Sussex in 2015-16, an increase of 206% compared to March 2013.

The Coach Support Scheme is the first of its kind in the County Sports Partnership Network. Six dedicated mentors develop coaches within Sport England funded initiatives Sportivate and Satellite Club across Sussex.

The Reward and Recognition Scheme for coaches, to date Active Sussex has awarded funding to 34 committed and deserving coaches.

The Coaching Bursary provides funding support 59 coaches successfully qualified through the bursary in 2015-16.

Key Achievements:
• 991 coaches were directly recruited, developed or deployed by Active Sussex in 2015-16.
• Project 500 was a finalist for the ‘Coaching Intervention of the Year’ at the UK Coaching Awards.
• 59 coaches successfully qualified through the bursary in 2015-16 and delivered a combined total of 708 coaching hours (to 675 participants aged 11-25).

Case Study:
Out There Disability Club aimed sessions at students in sixth form from Fordwater School (a local special needs school). Sessions focused on a number of sports.

“This was a challenging project to work with each individual coach (due to numbers) so I focused on developing them as a group.”

Paul Brackley – Coach Support

Volunteering

Volunteering can be seen in every facet of community sport, it bleeds into club development and coaching.

This year Active Sussex made huge moves towards a cleaner more insight led approach towards volunteering. We decided to move against the numbers game and to see volunteering in the bigger picture.

Community Games:
For the second year running we rewarded and recognised Community Games volunteers who help to organise one off sporting events to get their local community active.
First prize went to Tricia Gostock, organiser of the Denton Challenge (for the past four years - now a staple annual event in the Denton community calendar).

Key Achievements:
• Delivering a successful Club Roadshow in 9 local authority areas, engaging 116 volunteers and 77 clubs.
• Volunteer stories feature sharing best practice across Sussex.
• Deployed 23 volunteers into sporting events across Sussex.

Case Study:
We integrated our data management system for clubs, coaches and volunteers into the Active Sussex website to create a simpler user journey. Within this process we cleansed our database to create a smaller committed team of volunteers. This was an important step to better understand our audience and ensure communications are relevant to our users.

We decided to kick off 2016 with a bang and run 8 club development workshops across the county between February and May 2016. We engaged with 116 volunteers during the roadshow and we delivered a cumulative total of 243 hours of CPD to those individuals.

“With the help of our volunteer coaches we’ve created something special here. We treat our volunteers with respect and excite them about the projects going on at the club. It’s a family, but it goes further than just sport, we help with social issues, career choices and general life advice.”

Tim Holtam - Co-Founder, Brighton Table Tennis Club
Sportivate

Sportivate is a six-year, nationwide campaign that provides opportunities for 11-25 year olds to receive 6-8 weeks of discounted (or free) coaching in a sport of their choice.

In Sussex, the Sportivate campaign retained over 15,000 participants over the past 5 years.

The Year 5 campaign shifted focus to inactive and irregularly active 11-25 year olds and saw Sport England Youth Insight at the heart of projects with 3 new targets introduced.

The Completed participant’s target of 2614 was exceeded by 13% with 2957 11-25 year olds retained and 3722 participants engaged. The Inactive target of 1046 was exceeded by 55% with 1619 participants. The final target of participants being sustained post Sportivate activity is a measure across the South East region, with a 5% increase set. This target was exceeded with a 6% increase. Sussex contributed a 16% increase.

Overall 119 projects and 250 separate blocks of activity were delivered across 37 sports within Sussex. 42 blocks were disability focused whilst 99 blocks were female focused.

**Case Study:**
Mid Sussex Active with the support of local leisure Centre provider Places for People, delivered weekly fitness classes across a range of activities including circuits, boxercise, HIIT, Fitball, and body pump.

The targeted audience were 14-16 year old females across five secondary schools in the Mid Sussex area, who were irregularly active and did not engage in traditional team sports during curriculum time.

Sessions were kept fun for participants, with an emphasis on new activities as well as empowering participants through choosing the music and activities.

Sessions were scheduled during lunchtimes and when 90% of participants had PE, to break down the extra barrier of having to get changed.

In total there were 163 participants across eight blocks, with Places for People & Freedom Leisure supplying sustainable exit routes through discounted memberships.

Participants reported a rise in motivation for PE lessons, and enhanced awareness with the local leisure providers post project completion.

“This was a fantastic project that reached a previous cohort of inactive girls who didn’t regularly take part in the usual team sports the schools traditionally offered. Throughout the project their confidence has grown and they now realise physical activity can be fun and rewarding.”

Holly Prescott – Mid Sussex Active

**Plans for 2016-17:**
The Year 6 target is to retain;
1. 2632 Completed participants.
2. 1053 Inactive participants.
3. 5% Sustained increase across the South East.

**Key Achievements 2015-16**

- **3722** Completed Sportivate participants engaged.
- **1619** Inactive 11-25 year olds engaged.
- **54%** Completed Sportivate participants were female.
Satellite Clubs

Satellite clubs in Sussex continue to thrive.

The clubs provide a vital link between school and community sport, offering young people aged 14-25, the opportunity to take part in regular sporting activity on a school or college site, linked with a local club. The clubs provide a stepping stone for young people.

This year Active Sussex has helped to start up a further 38 clubs, giving 881 young people the opportunity to participate in a satellite club during 2015-2016.

Year 4 delivery will focus on schools and colleges who are yet to host a satellite club, working in partnership with community groups, local clubs and National Governing Bodies of Sport, to ensure there is a diverse offer.

Key achievements:
- 18 different sports offered across 38 satellite clubs.
- Satellite clubs funded jointly in partnership with National Governing Bodies of Sport attracting matched funding, kit and / or equipment.
- 881 participants reached in third year totalling 1,853.

Case Study:
Beacon Academy in Crowborough approached Active Sussex about an opportunity to start a satellite club linked with Fenton’s Rink Junior Curling Club.

The club offered a small number of students the opportunity to try a new and different sport, linked in with the junior club programme at the only dedicated curling rink in England.

The club has grown from 8 curlers to 40. Next season, the club will be operating at its maximum capacity with 40 students attending regularly.

The satellite club funding helped to pay for coaching, kit, ice fees, equipment and transport costs.

“There is high demand to pursue something that is unique, exciting, and easily accessible for all kinds of students. We are so proud to have grown the club into the success that it has become, and truly feel that it is an example of how satellite club funding can really help to grow a sport from almost non-existent to an incredibly important part of these young people’s lives.”

Owen Rees - Teacher, Beacon Academy

Plans for 2016-17:
1. Engage with schools and colleges yet to take up the satellite club programme.
2. 30 new satellite clubs to be set up.
3. Sustain existing satellite clubs from year 1–3 of the programme so far.

Key Achievements 2015-16

- 18 sports offered across 38 satellite clubs.
- 38 further satellite clubs started up.
- 881 participants reached in third year.
Primary School Sport

In 2015-16 the Government continued its £150m investment in Primary PE & School Sport. Approximately £4m was distributed between the 452 primary schools in Sussex.

Just over £2m went to schools in West Sussex with around £1.5m allocated to schools in East Sussex. Primary schools in Brighton & Hove shared £549,000.

Partnership working forms the basis of our approach when communicating strategic aims of the funding to schools; largely to develop the PE teaching skills of primary school staff to raise attainment levels and increase participation amongst pupils.

Active Sussex connects with schools in a number of ways: through cluster meetings of PE Coordinators, conferences, individual site visits to primary schools, training days and our monthly e-newsletter.

Key achievements:
• 541 subscribers to the Active Sussex newsletter.
• A dedicated schools section on the Active Sussex website promoting resources for teachers; latest funding news; analysis and local case studies.
• 170 schools directly engaged with and advised about effective use of the Primary PE & School Sport Premium.

Case Study:
Active Sussex’s insight work has been essential in building an accurate picture of how Sussex schools are spending their Primary PE & School Sport Premium.

During 2015-16, Active Sussex examined every primary school website and analysed their planning and evaluation of PE, studied all Sussex Ofsted reports to identify struggling schools and conducted individual school visits.

Struggling to show the impact of their spending was a common issue amongst schools, so interventions in the form of an impact workshop and visits to individual schools were carried out.

“This has helped us to focus on our sport provision by breaking it down into a number of areas that we can focus on and plan objectives for. We’ve been provided with advice and resources on how to use our PE funding and then record its impact.”

Teacher - Jolesfield CE Primary School

Plans for 2016-17:
1. Support schools in response to any proposed changes to funding in 2016-17 and beyond.
2. Populate the Active Sussex website with high quality resources for planning and evaluation, local case studies highlighting best practice and the latest national updates.
3. Work with local and national partners to meet the PE and physical activity training needs of teachers.
Sainsbury’s School Games in Sussex

The county wide event saw Sussex schools’ young sports stars come together for a competitive day of sport.

The showcase gives school children the opportunity to take part in an Olympic-style event. The 2015 event took place on Wednesday 8 July at Olympic training venue K2, Crawley.

839 athletes, aged 7-14 years, competed in 12 sports, representing their school and area having qualified from locally arranged ‘level 2’ qualifying events.

Team GB athlete, Nigel Levine spoke during the opening ceremony and met with many of the children during the day to sign autographs and answer questions.

In addition to the Summer festival, a further 871 children competed in stand-alone ‘badged’ level 3 events throughout the year, in sports including Boccia and New Age Kurling.

“I’m here today to inspire you to be the best you can. I am really looking forward to working with young leaders, primary and secondary school athletes as one of Sport England’s Sporting Champions. I want to pass on the experiences I have had representing Britain in my sport of athletics, which I hope you can draw inspiration from.”

Nigel Levine - Team GB Olympian

Backed by National Lottery Funding from Sport England, the Sainsbury’s School Games in Sussex were sponsored by Freedom Leisure and the University of Chichester.

The School Games are delivered by the Local Organising Committee, which is formed of: School Games Organisers, Sports Development Professionals, Head Teachers, National Governing Bodies of Sport and Active Sussex.

Case Study:

As well as the competitive events at the Sainsbury’s School Games, children can have a go at different sports and challenges in the activity zone. Thanks to Freedom Leisure, they were able to try Parkour for the first time in 2015.

Pupils at Desmond Anderson Primary School (Crawley) particularly enjoyed their Parkour experience, so much so they requested after-school clubs back in school.

A year on, the successful partnership with Desmond Anderson is being used as case study by Freedom Leisure to engage other Crawley schools, in what is now a growing sport in the area.

Key Achievements 2015-16

- Sussex-school children competed in level 3 Sainsbury’s School Games events during the year.
- 1,710 Level 3 competitions held throughout the year.
- 22 Young Leaders aged 13-18 years helped deliver the events.
- 270
Sussex Sports Awards

Guests from all corners of the county came together to celebrate the achievements of local sporting stars, from elite athletes through to the volunteer workforce that make sport happen.

Olympic heptathlete Louise Hazel, was on hand to regale the crowd with tales of her competitive days, and inspire with stories of what sport has helped her achieve in life.

There were performances from eventual Juice 107.2 Young Team of the Year winners Killerbeez, and Olympic-inspired dance troop Ignite.

For the first time in 2015, the public vote for The Grand Hotel Club of the Year stayed open until just moments before the winner was announced. Brighton Table Tennis Club, Westerleigh Judo, Hastings & Rother Special Olympics GB and Wickers Gymnastics Club had all been shortlisted.

Wickers Gymnastics Club, a hugely successful club based in Worthing with over 900 members, eventually won the award once the votes had been counted.

The extended public vote was welcomed by guests, with over 400 votes placed in the final couple of hours; enough votes to push the winning club over the line.

The winners of the 15 award categories were as follows:

Latest TV Young Volunteer of the Year – Mia Bailey
Juice 107.2 Young Team of the Year – Killerbeez (Streetfunk)
University of Chichester Young Sports Personality of the Year – Amber Anning
Special Recognition Award – Jamie Lambert
Rix & Kay Coach of the Year – Kim Stenning
Sussex County FA Volunteer of the Year – Gary Vidgeon
Active Sussex Workplace Challenge Award – Chichester District Council
Primary School of the Year – Summerlea Community Primary School
Team of the Year – SCLGA Sussex Ladies Golf 1st Team
Active Sussex Sportivate Project of the Year – Brighton & Hove Hockey Hot Stars

The Grand Hotel Club of the Year – Wickers Gymnastics Club
University of Brighton Disabled Sports Personality of the Year – Holly Tadman
Freedom Leisure Sports Personality of the Year – Zara Williams
BBC Sussex Unsung Hero Award – David Fickweiler
Sport England Outstanding Contribution to Sport – Alison Groves

The Sussex Sports Awards 2016 will take place on Friday 25 November at The Grand Hotel, Brighton.

Key Achievements
2015-16

Voted for The Grand Hotel Club of the Year award.

Funded by a number of sponsors and partners, including Freedom Leisure, The University of Chichester and Rix & Kay Solicitors LLP.

Hosted by sports personality, Louise Hazel and BBC Sussex’s Danny Pike.
Encouraging as many people as possible to take part in sport is at the heart of the work we do at Active Sussex.

Workplace Health
2015-16 was the first full year of the Workplace Challenge in Sussex and it’s been a successful one.

Over 500 new users have joined the website and been involved in online campaigns such as Shake Up September.

During an online campaign users log their completed activities on the Workplace Challenge site in exchange for points and compete against each other using the leader boards. Mentioned in the Government’s latest Sport Strategy, the Workplace Challenge is a catalyst for getting workplaces active.

The flagship event in the Active Sussex workplace events calendar, beach volleyball, went from strength to strength with approximately 80 people turning up at Yellowave each month to play, rain or shine!

“...A few of us were already quite sporty, others not so much – and we had one or two unexpected participants which was great! Our group was a variety of ages, and participants were from different sections of the department ... we had one or two people who hadn’t worked here for very long, so it was a good way of integrating everyone.”

Employee - University of Brighton

Community Games
Community Games, a programme giving organisations the chance to organise a sporting event to bring local communities together, is still going strong in Sussex.

Between 2015-16, 22 events took place with 5,160 participants involved in a Community Games event and 390 volunteers engaged. £15,183 was raised for local charities and 89 providers have continued to create opportunities for long-term participation.

“The aim of the event was to promote activities and sports clubs around the area, as well as showcasing different ways people can be active within the Rother District. The event raised the profile of Active Rother in the community as well as helping sports clubs and partners promote their services to get more people in Rother Active.”

Lauren Hunnisett - Rother District Council

Inclusion
Active Sussex work with selected NGBs and other national and local partners, to support the delivery of targeted inclusion & disability work, to increase participation in underrepresented and hard-to-reach groups.

To achieve this, new relationships have been developed across a variety of sectors, for example through Active Sussex’s coordination of the Sussex Disability Sports Network, its associated meetings and events, as well as offering training opportunities for those supporting people with a disability.

Over the last year we have also enhanced dialogue with the Public Health sector to promote physical activity interventions, which support local health and wellbeing priorities.

“Active Sussex continues to make supporting more disabled people to be active, a priority through their work. By developing strong relationships and establishing the Sussex Disability Sport Network, they are able to make more people aware of local opportunities. The continued delivery of the Sainsbury’s Inclusive Community Training has upskilled 98 people, to make activity more accessible and inclusive for all.”

Steve Snelling-Day - English Federation of Disability Sport
Quality Standards
Active Sussex has made good progress in the area of quality standards - safeguarding children in sport and equality delivery.

Safeguarding
Overall Active Sussex continues to demonstrate a commitment to maintaining and embedding effective safeguarding standards, receiving a green RAG rating by the Child Protection in Sport Unit (CPSU) and Sport England.

Key Achievements:
• Maintaining CPSU Green RAG rating.
• Safeguarding and Protecting Children courses - 11 courses across 2015-16 year, upskilling 195 candidates.
• Increased positive feedback and acknowledgement of the CSP’s safeguarding offer from stakeholders satisfaction survey.

(Satisfactory Safeguarding guidance, support and training opportunities - 64% 2015: 47% 2014)

Plans for 2016-17:
1. Continue to embed safeguarding across all Active Sussex corporate functions and plans.
2. Organise needs led safeguarding for our stakeholders including the new ‘Time to Listen’ multi-sport course.
3. Strengthen our external communications to promote key safeguarding campaigns, new guidance and good practice.

Equality
Active Sussex is an accredited Equality Standard (Foundation Level) organisation.

Key Achievements:
• Ben top rated ‘Green’ by Sport England for equality delivery in 2015-16.
• Communicated information about the Equality Standard on the Active Sussex website.
• An Equality Annual Audit was completed by Trustee’s and Staff and results collated in a summary report.
• All Staff attended equality training.
• An Equality Action Plan has now been completed to embed equality development across all the Trusts core business and programmes.

Plans for 2016-17:
1. Provide interview training for Staff and Trustees involved with recruitment.
2. Refer to Active Sussex as being an accredited ‘Equality Standard: A Framework for Sport’ organisation in relevant news stories or publications.
3. Attend equality ‘think tank’ groups where possible to help identify best practice.

“On behalf of the NSPCC Child Protection in Sport Unit (CPSU), I am delighted that Active Sussex continue to demonstrate their commitment to promote the welfare of children in and through sport, having achieved and maintained the requirements of the CPSU sports safeguarding standards”
Nick Slinn - Senior Consultant CPSU
Marketing & Communications

During 2014-15, Active Sussex marketing & communications worked to support the delivery of the organisation’s main aims – to increase sport and physical activity participation via more activities, more coaches, more volunteers and more clubs.

Website:
Following stakeholder consultation, since we launched our new corporate website (designed by Door 22), traffic to our site has significantly increased suggesting positive receipt from users.

In the financial year 2015-16, our website attracted 63,137 visitors, (an increase of over 45,000 and 87,142 sessions, an increase of over 54,000). This is in part due to the work undertaken on Google AdWords.

Work was coordinated to set up SportSuite functionality on coaching, volunteer & club sections of the website. Key functionality included a club finder and coaching & volunteering opportunities.

Press & PR:
Our online reach is complemented by strong connections with local media, with regular coverage in local and regional newspapers and broadcast.

The Sussex Sports Awards 2015 raised our profile locally through the generation of 64 media clips with a total AVE (advertising value equivalency) of £50,019 and a total circulation of 1,065,654, driving more traffic to our website.

Our charitable status was strengthened through improved awareness of our fundraising platform, used to raise funds for the Parallel Youth Games.

15-year-old Sussex athlete, Jamie Lambert, raised over £3,000, which was enough to completely fund the 10th anniversary event, through an expedition to Southern Greenland. Jamie Lambert was recognised for his efforts at the 2015 Sussex Sports Awards.

e-news:
Monthly general Active Sussex e-newsletters were sent out to 2,882 recipients from across the globe.

The Active Sussex March 2016 campaign received the highest user engagement rate, with an opening rate of 28% and a click-through rate of 20%.

A new template was designed for a Disability & Inclusion e-news, in order to provide more accessible audience communications for visually impaired readers.

In addition, the adoption of SportSuite for club, coach & volunteering e-news led to minor template revisions.

Social Media:
- 5,824 followers on Twitter – an increase of over 1,000 from 2014-15.
- 2,135 likes on Facebook – an increase of 105 from the previous year.
- 478 followers on Twitter via the ‘Sportivate Sussex’ handle – an increase of over 120 since its launch in 2014.

Print Production:
Printed documents were produced for our annual Sussex Sports Awards event including a programme booklet, VIP passes and invitations.

Plans for 2016-17:
1. Strengthening our business status through the introduction of ‘Active Consulting’ – a new suite of services designed to help local clubs and community sport and physical activity providers get more physically active in Sussex.

2. Responding accordingly to the new Sport England investment strategy and being an integral part of helping to deliver ‘Towards an Active Nation’.

3. Increased insight driven, understanding and responding to additional markets.

4. Strengthening the awareness of the fundraising arm of Active Sussex through improved communications, such as a descriptive promotional video.
Active Sussex is delighted to report on another year of sound governance and financial management, and continues to provide its stakeholders with the assurance that their funds have been utilised efficiently and effectively.

Income

**£1,061,657**

- Sport England: £912,194
- Sponsorship: £38,804
- Income: £29,272
- Grants: £60,887
- Local Government: £20,500

Expenditure

**£1,028,553**

- Grants awarded: £288,840
- Development activity: £236,912
- Other support: £20,181
- Staff costs: £475,300
- Governance: £7,320

This financial information is for the purposes of illustration and is not intended to be exhaustive. It is a summary of the full annual report, which has been audited and subject to approval at the AGM.

To obtain a copy of the full annual accounts, contact the Active Sussex registered office on 01273 643869 or info@activesussex.org.
A set of infographics was produced to illustrate Sussex sports participation based on Active People Survey data and insight research carried out internally for each local authority area in Sussex.

These have been very useful in providing evidence for the impact that our work is having to our key partners.
Gold Tier Partners

Active Sussex Gold Tier Partners 2015-16 were Freedom Leisure and the University of Chichester.

We receive enormous support from our Gold Tier Partners, who invest both time and money into Active Sussex, enabling us to deliver various programmes and events across Sussex.

Through the collaboration and support of our partners, events like The School Games and Sussex Sports Awards are examples of how we make a difference to the lives of those in and around the surrounding areas of Sussex, through the provision of physical activity and sport.

Our sincere and heartfelt gratitude goes out to both partners for their input, expertise, valued support and personal encouragement over the past year – your in-kind support does not go unrecognised.

There are a variety of ways for partners to support Active Sussex and we welcome new partners who would like to get involved with our work.

freedomleisure ‘Active Sussex Corporate partner’
The leading provider of community leisure in Sussex, operating 27 centres to provide a range of community sport opportunities.

www.freedom-leisure.co.uk

18% OF OUR SPORT RESEARCH IS CLASSED AS WORLD LEADING, ACCORDING TO THE RESEARCH EXCELLENCE FRAMEWORK (REF) 2014

CHICHESTER HAS ESTABLISHED A STRONG REPUTATION FOR SPORTS-RELATED RESEARCH AS WELL AS EXTENSIVE EXPERIENCE OF WORKING ALONGSIDE ELITE OLYMPIC ATHLETES IN OUR DEDICATED RESEARCH AND SPORT PERFORMANCE FACILITIES. WE HAVE A STRONG TRADITION OF APPLIED SPORTS SCIENCE DELIVERY AND THIS TRANSFERS TO OUR HANDS-ON LABORATORY-BASED COURSES.

www.chi.ac.uk/sport
Support Us:

**Active Sussex is a local charity dedicated to increasing opportunities for all to get involved in sport and physical activity.**

“Against the backdrop of Sport England’s new sport strategy ‘Towards an Active Nation’, we know we will have to work harder to support our partners in developing new opportunities and tackling barriers to participation, particularly amongst inactive members of the community.

With our professional expertise, we aim to make this aspiration a reality in Sussex, helping to get half a million people more active by 2021.”

Sadie Mason MBE: Active Sussex Chief Executive

Do you want to be part of the movement to make Sussex more active?

Visit [www.activesussex.org](http://www.activesussex.org)

Email info@activesussex.org

Call 01273 643869

Find out more about Active Sussex:

- [www.activesussex.org](http://www.activesussex.org)
- [www.facebook.com/activesussexcsp](http://www.facebook.com/activesussexcsp)
- [www.twitter.com/activesussex](http://www.twitter.com/activesussex)

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