2016-17 HAS BEEN ANOTHER SIGNIFICANT YEAR in the development of both Active Sussex and the sport and physical activity sector generally, as we continue to respond to the challenges set out in the new Government and Sport England strategies.

Across all forms of media, we are constantly reminded of the problems facing the country in terms of rates of inactivity which are too high, especially among the young, and the implications this has on people’s quality of life, our health service and our economy. As a charity, we want to play our role in addressing this issue, helping to encourage and enable the people of Sussex to be as active and healthy as possible. We want to see more people having fun and gaining the benefits of regularly playing sport and being physically active, both for themselves and their communities.

This report sets out the Active Sussex team’s many successes this year, both in terms of delivering on projects which have got people across the whole of Sussex more active and engaged in sport in their local communities, and in relation to our continued development as an organisation to ensure we are fit and healthy to meet the scale of the challenge before us. On behalf of the board of trustees of the charity, and as a Sussex resident, I would like to take this opportunity to thank Sadie and the staff team for all of the effort they continue to put in and for all that they have achieved this year.

I hope that, as you read the pages of this report, some of the stories of how people in Sussex are getting out and doing more on a regular basis will inspire you to do more too, and that you will see the range of different sports and activities available across Sussex for us all to enjoy.
OUR OBJECTIVES ARE TO PROMOTE INCREASED COMMUNITY PARTICIPATION IN SPORT AND PHYSICAL ACTIVITY FOR THE BENEFIT OF THE SUSSEX POPULATION. During 2016-17, on behalf of the local community, we managed a number of government funded community sports programmes, and these are incorporated into the framework below.

1. CLUB/COACH/VOLUNTEER DEVELOPMENT
   - CLUB: Clubmark, primary link, satellite clubs, HE/FE engagement, club development roadshows
   - COACH: Coach education, coaching bursary, coach support scheme, enhanced web based resource
   - VOLUNTEERS: Training & skills development, deployment opportunities, enhanced web based resources

2. NATIONAL SPORTS GOVERNING BODY CORE SERVICES
   - National to Local Delivery
   - Connections to Partners & the Community
   - Inclusive Sport & Activity
   - Promotion of NGB Initiatives & Campaigns
   - Professional Networking & Learning

3. CSP BUSINESS PERFORMANCE
   - Strategic Networking
   - Local Insight
   - Funding
   - Communications
   - Safeguarding & Equality
   - Business Efficiencies

4. PROGRAMME DELIVERY
   - Sportivate
   - School Games
   - Active Sussex Workplace Challenge
   - Sports Awards
   - Community Games
   - Disability Sports

INCREASING SPORT & PHYSICAL ACTIVITY IN SUSSEX
**OUR 12 MONTH FOOTPRINT**

**Helping young people thrive**

Spirit of Brighton Project Lead – focus on raising awareness of disability sport, specifically mixed ability rugby. Management of a group of young volunteers aged 16-24 to deliver against Spirit of Rugby objectives and specific local outcomes. The project has seen the delivery of a Mixed Ability Exhibition Match, the production of a promotional video, volunteers attending local sports events and training delivered by International Mixed Ability Sports (IMAS), for local coaches and project volunteers.

**Even more satellite clubs**

Free breakfast club provided, in Partnership with Brighton Table Tennis Club, for young people attending Brighton Aldridge Community Academy, who didn’t traditionally access sport or physical activity outside of core curriculum activity. 5 players have transitioned into the Table Tennis Club.

**CSP’s plans for 2017-18**

- Strategic networking
- Insight driven understanding and responding to inactive populations
- National Governing Body (NGB) delivery
- Organisational excellence
- Business efficiencies

**CSP’S plans for 2017-2018**

55,000 more people engaged in sport and physical activity in Sussex by 2021 via increased investment and growth.

Launch of the Trust’s own Business Strategy 2017-21 to align with the Government’s new sports strategy, Sporting Future, and Sport England’s investment strategy, Towards an Active Nation.

**Supporting clubs revolutionise**

Gildredge Park Bowls was awarded Clubmark accreditation and has flourished since – awarded a £75,000 grant from Sport England and were Runners-Up in the Bowls England Club of the Year Competition. The Club has attracted 111 new playing members of whom over 70 are new to the sport.

**Helping clubs revolutionise**

Launch of the Talent Foundation Programme in partnership with UK Coaching. 14 coaches successfully applied to complete the programme, allowing them the opportunity to learn and reflect on their coaching practice, shape a personal development plan and apply new practices into their own setting.

**Sparking a coaching revolution**

Free from the USA, Montell Douglas, GB sprinter and GB Boxer, Chantelle Cameron.

**UNDOUBTEDLY 2017-18 WILL MARK A TRANSITIONAL YEAR FOR THE TRUST**, in that Sport England – our main funder, is revising the County Sports Partnership core service contract. In the interim the Trust is tasked with focusing on local insights into the inactive population in Sussex, and taking a lead on developing a more collaborative way of working and investing in sport and physical activity programmes. So, although a transitional year, an exciting one!

**Supporting up and coming sports stars**

The Sussex School Games 2016 took place on Wednesday 29 June at K2, Crawley. The summer festival has an Olympic Games feel to it, with an opening ceremony where the children were joined by some very special guests – Montell Douglas, Team GB sprinter and GB Boxer, Chantelle Cameron.

**Supporting young people achieve**

This Girl Can Basketball Hastings and Rother 3 x 3 Tournament saw newly qualified Basketball Activators, from 8 secondary schools, successfully run a 32 team event, under the supervision of Year 10/11 fellow pupils. This proved to a be fitting culmination to the projects second year.

**Celebrating many a memorable moment at the Sussex Sports Awards**

Interview with the Sussex athletes returning from the 2016 Games in Rio. The story of record-breaking Heartbeat United for the World’s longest football match in memory of friends who lost their lives in the Shoreham Air Disaster. Bill Lucas, who at 100 year’s old is Britain’s oldest surviving Olympian. War ruined Bill’s chances to compete in 1940 and 1944, but undeterred he competed in the London 1948 Olympics. With a short speech he inspired the entire room!

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School Games
Children from schools across Sussex coming together to compete in 12 competitions in a range of sports, having qualified to represent their area at a locally arranged qualifying event.

281 Volunteers helped run the Sussex Schools Games
223 of the volunteers were Young Leaders recruited from schools
1,601 children competed in level 3 Games

Satellite Clubs
Entering into its fourth year the satellite club programme brings together schools, colleges, clubs and National Governing Bodies. The programme has provided sporting opportunities for up to 2,000 young people throughout its lifetime.

734 Sustained participants from 2015 to 2016
33 New Participants
550 New Satellite clubs

Coaching
Coaching is changing with Active Sussex at the forefront. In 2016-17 Sport England released 'Coaching in an Active Nation - The Coaching Plan for England 2017-21' with County Sports organisations and volunteers, showcasing their talents and achievements.

12 Olympic and Paralympic athletes returning from Rio 2016 added to celebrate
14 coaches recruited and developed through the Talent Foundation Programme in Sussex

Volunteering
Volunteering can be seen in every facet of community sport. This year Active Sussex has made huge moves towards a more insight led approach by connecting with new volunteer and community focused networks.

Approximately £6m was raised for local charities
75 female coaches attended the first ever regional Female Coaching Conference delivered in partnership with the Female Coaching Network

Social Media & Web
Active Sussex's communications objectives are to support and maintain the main aims of the organisation: to increase participation in sport and physical activity through more activities, more coaches, more volunteers & more clubs, achieved through different communication channels.

Our website attracted 73,360 visitors and 97,619 sessions - an increase of over 10,000 for both metrics, from the previous year
2,215 likes on Facebook
236 followers on Instagram
361 followers on LinkedIn
6,600 followers on Twitter

Sussex Sports Awards
The most prestigious event in the county's sporting calendar recognising the successes and dedication of sportspeople, organisations and volunteers, showcasing their talents and achievements.

12 Olympic and Paralympic athletes returning from Rio 2016 joined to celebrate

Sportivate
A seven-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 has engaged with over 18,000 participants over the past 6 years
64% of all participants completing Sportivate courses were female

Primary School Sport
In 2016-2017 the Government continued its £160m per year investment in the Primary PE & Sport Premium. Schools must use the funding to make additional and sustainable improvements to the quality of PE and sport they offer.

£7,700 was raised for local charities
734 Sustained participants from 2015 to 2016
33 New Participants
550 New Satellite clubs

National Governing Bodies
One of the ways Active Sussex has encouraged more people to get active is by working with National Governing Bodies of Sport (NGB’s). 2016-2017 was the final year of NGB’s national Whole Sport Plans funded by Sport England. Our focus has been on supporting their local plans.

Highest performance rating by Sport England achieved

Have generated £64,357 in free advertising across 12-months
£207 in donations received from September 2016 to April 2017
Rolled out Google Drive, Docs and Sheets and email

Inclusion
Over the last year Active Sussex has continued its work with local and national partners, including National Governing Bodies, to tackle inactivity levels of those from underrepresented and hard to reach groups.

More than 210 Sussex Disability Sport Network members
62 people upskilled via the Sainsbury's Inclusive Community Workshops

Business Support
Focus placed on progression through the Business Efficiencies section of our 5-year Oaks Development Plan.

Workshops (Clubs)
Active Sussex has continued to deliver a comprehensive club offer in 2016-17, facilitating the planning and delivery of a needs-led training and education programme in Sussex.

394 clubs either working towards or achieved Clubmark Accreditation via Active Sussex
28 workshops delivered across Sussex in conjunction with external partners

OUR YEAR IN PICTURES

IT’S BEEN A BUSY YEAR FOR ACTIVE SUSSEX and it’s impossible to share everything we’ve done, so we’ve selected a collection of photos to highlight what we feel has been a great past 12 months. Thank you to all those that made it brilliant!

“Try It” Spirit of Rugby Celebration Event

Active Sussex CEO with Bill Lucas, Oldest Living Olympian at the Sussex Sports Awards

Athletics Competition at the Sussex School Games

Mid Sussex Crowned Winners of the 2016 Sussex School Games

“Girls Spin Class” Celebrating Women’s Sport Week

Young Leaders & Sporting Champions at the Sussex School Games

The National This Girl Can Campaign Returned to our Screens with a Renewed Focus

The Active Sussex Team at the 14th Annual Sussex Sports Awards

Cricket Participants at the Parallel Youth Games

Boccia Participants at The Parallel Youth Games

The Conga in Full Swing at the Sussex Sports Awards
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.

This financial summary 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 by AGM. To obtain a copy of the full annual accounts please visit the Active Sussex website (www.activesussex.org) or contact the Sussex County Sports Partnership Trust registered office on 01273 643869 or info@activesussex.org.

### CSP Income 2016-17

**£1,099,724**

- Sport England Core/Coaching: £408,400
- Sport England Sportivate: £273,942
- Sport England Satellite Clubs: £145,000
- Sport England School Sport: £128,638
- Other Grants: £66,053
- Operating Income: £41,264
- Sponsorship: £36,427

### CSP Expenditure 2016-17

**£1,029,983**

- Staff Costs: £480,004
- Grants awarded: £282,339
- Development Activity: £233,053
- Support Costs: £27,152
- Governance Costs: £7,435
- Total Expenditure: £1,029,983
I am delighted to provide my brief reflections on 2016-17, a year that has seen many successes for the Trust and its partners in developing, including new ways of working together, securing business investment, driving up efficiencies, celebrating sporting success and contributing to increasing levels of physical activity in Sussex.

We have completed the first year of a 5-year business plan, the vision for which is “by 2021 there will be an additional 55,000 people engaged in sport and physical activity in Sussex”. In pursuance of this, the Trust managed a number of government funded community sports programmes, and as you read the report you will see some of the milestones we have achieved, in the areas of workforce development, disability sport, creating additional places/spaces for children and young people to be active, as well as providing networking opportunities for those involved in providing sport at a strategic and delivery level.

The report offers a showcase of the Trust’s achievements, and hopefully reflects the dedication and combined effort that has enabled such progress over the past 12 months. I would like to offer my thanks to the Trust’s professional staff, trustees and partners in this regard.

Looking forward, the Trust is challenged to respond in bringing to life the national policy directions in reducing physical inactivity levels locally. Using a whole system approach, we will seek to better understand the environment in which key target groups live and work, what impacts upon them and to understand their behaviours and motivations in relation to physical activity.

For 2017-18, we look forward to working with new stakeholders who can reach inactive populations, to better understand their needs and to use our understanding of participation trends in Sussex to influence our programme design to match these needs. There is an increasing body of public health and economic evidence that underpins the case for reducing inactivity.

So going forward, the Trust aims to work with a range of stakeholders across East & West Sussex and the City of Brighton & Hove to advocate for sport and physical activity - providing strong thought leadership, encouraging collaboration and evidencing the impact of investment. It will undoubtedly be a transitional year for the Trust, but nevertheless an exciting one, as we continue to look for innovative ways of getting people to enjoy the physical, mental and social benefits of being physically active.
LOOKING AHEAD WITH ACTIVE SUSSEX

THE TRUST ARE EXCITED TO EMBARK ON THE NEXT YEAR whereby we will strive towards further achieving our main aim – to increase participation in sport and physical activity at a local level. Working with partners in the public, private and voluntary sectors, including National Governing Bodies, local authorities, leisure trusts, education and businesses, we will push for sustained investment in sport at a local level.

As guided by Sport England, the Trust will focus on the following six areas throughout the 2017-18 reporting period.

1. STRATEGIC NETWORKING
   Engaging with a wide variety of stakeholders from the public, private and community voluntary sectors, in order to position sport strategically in local plans, and to support the case for investment in physical activity programmes.

2. LOCAL INTELLIGENCE
   Developing a high level of understanding of the local area, and what will work best for the delivery of sport and physical activity in Sussex.

3. STAKEHOLDER COMMUNICATIONS
   Celebrating success and good practice, whilst keeping our stakeholders updated on national investment opportunities.

4. WORKFORCE DEVELOPMENT
   Supporting the development of a workforce that can truly engage with the targeted groups, insight led and in line with the principles within the Coaching in an Active Nation - The Coaching Plan for England 2017-21.

5. SUPPORT FOR YOUNG PEOPLE
   Coordination of nationally funded sport and physical activity programmes and events for children and young people locally.

6. STRONG LEADERSHIP
   Appropriately skilled Board and professional staff in place to provide strategic vision and policy direction, robust and efficient resource management and continuing development of the organisation and its people.

7. NATIONAL GOVERNING BODY SUPPORT
   Connecting with NGBs to support their plans and provide insight, particularly for those sports that have the greatest impact on identified target groups.

8. EFFECTIVE MANAGEMENT
   Ensuring compliance with the UK Code for Sports Governance (published October 2016), and leading the way in standards of equality and safeguarding in sport.
FOR ACCOUNTING PERIODS COMMENCING ON OR AFTER 1 APRIL 2008, there is also a requirement for the Trust to report on how it satisfies the 'public benefit' test introduced by the Charities Act 2006. Activities undertaken by the Trust to further its charitable purposes for the public benefit are clearly illustrated by the strategic framework and impact infographics.

These are a summary of the Trust’s objectives and activities, as well as its achievements and performance during the reporting period. Accordingly, the trustees hereby declare that they have complied with the duty in Section 4 of the Charities Act 2006 to have due regard to public benefit guidance published by the Charity Commission.
Find out more about Active Sussex:

- www.activesussex.org
- www.facebook.com/activesussexcsp
- www.twitter.com/activesussex

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