Welcome to the Active Sussex Annual Report for 2013-14, which provides an overview of all that’s been achieved with our partners throughout the year. I am pleased to report that overall in Sussex, participation in sport has increased to 37.7%, and is 2% above the national rate. However, I believe that there is much more that we can do in Sussex to encourage more people to become more active, as participants, coaches, officials, organisers, and facilitators. The key is strong community-driven partnerships, including those facilitated or supported by Active Sussex.

Some examples of the benefits of the funded partnership working in 2013-14 include the Community Games (47 events with over 43,000 participants), the Sussex School Games (approx. 1,400 participants), Sportivate (approx. 4,500 participants and approx. 1,600 retained), approx. 1,300 staff involved in Workplace Health Programmes; more coaches supported through qualifications, and more volunteers recruited and trained.

The Sussex Sports Awards 2013 (run by Active Sussex on a self-financing basis) provided a wonderful evening to showcase and celebrate the achievements of Sussex sportspeople, volunteers, coaches & officials.

We are proud of what we have achieved and I’d like to thank our sponsors and partners for their support and contribution to the charity’s work – it’s been another tough fiscal year and their support has been much appreciated. I also want to recognise the excellent work of the Active Sussex team led by Chief Executive Sadie Mason, who during the year was awarded an MBE by the Queen for her services to Sport: a richly deserved honour.

I would also like to thank the Board of Trustees who, despite their busy lives, make time to volunteer their invaluable services enabling Active Sussex to make a difference to the sporting lives of people in Sussex.

A number, who have collectively contributed over 35 years, are standing down, and I would like to thank them for the expertise and insight they have brought to the Board: Mark Beecher, Greg Burgess, Martin Edshells, Rob Hardy, Hilary Julian & Jack Wilkinson.

During the year, three new Trustees were appointed and we’ve been delighted to draw upon the talents of: Melanie Kinnear, Jonathan Hughes and Paul Millman, who bring with them a wealth of international, national and regional experience.

Finally, as this will be the final report under my leadership of the Board (and as a Trustee), I would like to wish the new Board (and Chair) the staff team and Active Sussex partners all the best for the future.

Dr Sarah Gilroy
Chair, Active Sussex
In 2013-14, Active Sussex and its partners continued to work to ensure the momentum and impact of the London 2012 Olympic and Paralympic Games is sustained in Sussex. A series of 2012-related events supported by our ‘Gold tier’ partners: Freedom Leisure and the University of Chichester, enabled hundreds of children & young people to take part in Olympic-style events and to meet local sporting champions.

2013-14 remained a financially constrained year for the Trust’s local partners, with some National Governing Bodies suffering National lottery funding cuts due to reduced participation numbers. This impacted directly on Active Sussex, with the cessation of NGB funding for its Basketball Participation Coordinator at the end of March 2014. However, we were pleased to secure funding for a Basketball Innovation project for Sussex, so our officer’s good development work continues in some of the most economically and socially challenged areas of the county.

Local Authority partners were able to continue their strategic membership of Active Sussex, accessing community club, coach and volunteer development services, professional networking opportunities, strategic policy support and information, workplace health programmes and the prestigious Sussex Sports Awards 2013. We welcome this continued engagement as it helps our local authorities to secure additional services for their respective communities.

On another positive note, towards the end of the year, Sport England was able to confirm continued core funding for County Sports Partnerships to March 2017. This confirmation, which included the distribution of CSP funding by percentage population (as opposed to a flat rate to each CSP), enabled us to make provision to reinstate a disability sport and physical activity support function at strategic level in 2014-15.

As you will have read in the opening message, our Chair, Dr Sarah Gilroy, will be standing down in September 2014 after six years of service to Active Sussex as a Trustee and Chair. I would like to thank her for her support over this period, which, under her wise guidance, has seen the organisation grow and position itself as one of the leading County Sports Partnerships in England. We wish her well going forward and will bring members news of her successor in due course.

So, it gives me great pleasure to introduce our Annual Report, which I hope you will find to be an informative and inspiring snapshot of our work. I look forward to working with partners in 2014-15.

Sadie Mason, MBE
Chief Executive, Active Sussex

Sport England were able to confirm continued core funding for County Sports Partnerships, to March 2017

www.activesussex.org
Encouraging as many people as possible to take part in sport is at the heart of the work that we do at Active Sussex.

During 2013-14, Active Sussex provided community sports organisations with support in relation to the interpretation of county sports and participation data, which is made available via Sport England’s Active People Survey (APS).

The APS key measure is the “1x30” indicator: the percentage of the adult population (aged 16+) participating in sport at moderate intensity for a minimum of 30 minutes, one or more days per week.

The information helped sports governing bodies and other sports delivery organisations to better understand their target market and demand for a particular activity. This in turn helped to focus investment into specific activities in the right places, at the right times and at an appropriate cost.

While Active Sussex had no direct delivery role in contributing to the government target for increased adults sport participation, it does receive programme funding for distribution to its sports delivery partners (e.g. Sportivate funding).

From Active People Survey 7 (October 2012 - October 2013), we are able to report the last three years’ trend in sport participation in Sussex, compared to regional and national participation rates. Statistically, adult sport participation levels in Sussex, and nationally, have increased over the past three years.
Sportivate is a four-year nationwide Olympic Legacy campaign that captures the excitement of the London 2012 Games.

It provides opportunities for teenagers and young adults aged 11-25 years to receive six to eight weeks of discounted or free coaching in sports that are affordable and accessible to them. The ultimate aim is to support participants in life-long participation.

Disability sports, specialised female-only and 19+ courses are also available.

Our mission in Sussex is for Sportivate to retain over 7,900 participants during the four-year funding period.

Active Sussex successfully applied for nearly £850,000 of Lottery Funding to help us achieve this target.

The target for Year 3 was to retain 2,665 11-25 year olds. This increase on the previous annual target is due to the engagement age dropping from 14 to 11 years.

KEY ACHIEVEMENTS
2013–14

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects funded in Year 3</td>
<td>141</td>
</tr>
<tr>
<td>11-25 year old Sportivate participants engaged</td>
<td>4,413</td>
</tr>
<tr>
<td>Creation of Sportivate/Sussex Facebook page - over 100 likes in six months</td>
<td></td>
</tr>
</tbody>
</table>

CASE-STUDY: SPORTIVATE CRAWLEY PARKOUR

Based at both indoor and outdoor Parkour centres in Crawley, the hugely popular project engaged 44 young participants, including two Sportivate priority groups: females (50% of the group) and 20-25 year olds.

A joint venture between Freedom Leisure, Crawley Borough Council and the Urban Playground Team, the project also had an impact on the local community by providing new volunteering and coaching opportunities.

To ensure sustainable provision after the project finished, leaders will, in time, become formally accredited Parkour UK coaches.

A Parkour committee is also being established to allow young people to make decisions about funding and the future of Parkour in Crawley.

Coach, Drew Ratcliff, who became a Sportivate Parkour Leader aged 19, said: ‘I’ve been able to reach out to so many people safe Parkour – it wouldn’t have been possible without Sportivate . . .’

Drew Ratcliff – Coach, Sportivate Crawley Parkour
In 2013-14, the Active Sussex volunteering Strategy (developed in 2010-11) was further strengthened due to increased volunteering opportunities created by the London 2012 Olympic Legacy. The strategy aims to bring together sports volunteering organisations from across Sussex, ensuring that structures are in place to support the development of volunteers, including pathways and exit routes. Active Sussex also provided guidance to Community Voluntary Service forums and NGB sports clubs about volunteer support & training across the network.

**VOLUNTEERING LEGACY**

**Community Games**
Inspired by the London 2012 Olympic and Paralympic Games, Community Games brings together local communities to celebrate sport, physical activity and cultural activities. 2013 saw Community Games go from strength to strength, establishing itself as a permanent feature in the Sussex sporting calendar.

47 Sussex events took place, smashing the target of 37, and 43,624 participants were involved, with 607 volunteer opportunities created.

**Sport Makers**
Sport Makers is a national initiative to get 40,000 more people volunteering in sport at grass roots level.

Its expectations are inspired by the sporting legacy created in the aftermath of the London 2012 Olympic & Paralympic Games.

Sport Makers in Sussex has contributed to the national success of the Olympic Games Legacy - we have seen an increase in the number of people getting involved and making sport happen.

**CASE STUDY: SHINE A LIGHT 2013**
Shine a Light celebrated the achievements of volunteers up and down the country by re-enacting the journey of the Olympic Flame through a 70-day Community Games relay.

Active Sussex teamed up with Kent Sport to present Sussex Shining Light, Amanda Wilkins, with her award on Bewl Water, on Day 57 of the relay.

Amanda was chosen as the Sussex Shining Light due to her active role in organising Community Games events in her hometown of Newhaven, and launching the ‘Making Sport Happen’ initiative, backed by Newhaven Town Council.

All torch bearers were invited to meet Sir Seb Coe at the Day 70 ceremony in London, exactly one year on from London 2012.

Amanda said: "I was gob-smacked when I found out I'd won. I've always been enthusiastic and I don't let my age get in the way - the Olympics changed my life."

**KEY ACHIEVEMENTS 2013–14**

- Sport Makers: clocked up 9,500 hours volunteering
- Volunteer opportunities created: 607
- Community Games events organised: 47
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 & identify local coaching need.

This network aims to meet the needs of coaches and sports development professionals through education, system support and investment, including access to funding, a local coach database, coach tracking studies, employment guidance, coach recognition schemes and formal & informal coach development opportunities.

Active Sussex, in partnership with the University of Chichester, has a team of Coach Support Officers to develop coaches & quality assure programmes through mentoring support.

The Coach Support Scheme aimed to retain Sportivate participants by delivering:
1. Better quality of coaching
2. Identifying & sharing best practice
3. Identifying coaches’ development needs
4. Quality assuring programme delivery

17 coaches received mentoring support from Coach Support Officers in 2013-14 with 91% of these projects successfully achieving their retain participation target.

The scheme was highlighted as best practice by the Child Protection in Sport Unit (CPSU), Sport England’s ‘Sportivate - Beyond Delivery’ video and at the UK Coaching Forum.

CASE STUDY: COACHING SUPPORT SCHEME

‘The input & help with mentoring the younger coaches has been a useful & interesting experience’

Tim Holtam; Brighton City Table Tennis Club

KEY ACHIEVEMENTS

2013–14

coaches qualified through the Active Sussex Coaching Bursary 2013-14

107

increase in number of coaches involved in CPD through Active Sussex Training

57%

20% increase in number of coaches registered on coach data management system
Active Sussex facilitate the planning and delivery of a training and education programme relating to minimum operating standards for National Governing Body, Club, Coach & Volunteer development.

Workshops were tailored to meet the needs identified through National Governing Bodies and Local Authorities, providing opportunities for the continued professional development of local coaches and volunteers in clubs.

Subsidised places were offered to partners providing the facility, and discounts were offered to Clubmark clubs for workshops with a candidate cost.

22 workshops were delivered in conjunction with sports coach UK and seven independent Active Sussex workshops were held.

Sport England’s Club Leaders on-line training was also promoted, along with other externally organised workshops & courses, including: First Aid, Marketing Essentials, Sports Leaders training & Volunteer Centre Services.

**Clubmark**

Clubmark is the universally acknowledged cross-sport accreditation scheme for community sports clubs. It is based on criteria which must be supported by specific evidence in four key areas of club development: activity programmes, duty of care & welfare, knowing your club & its community and club management.

57 Sussex clubs achieved Clubmark accreditation or re-accreditation in 2013-14. Four newly accredited clubs attended the Sussex Sports Awards 2013.

Active Sussex have been working with several NGBs to become a licensed Clubmark partner to accredit clubs, and to continue to promote good practice across the county.

Clubs without a specific junior section can now apply for Clubmark accreditation.

**KEY ACHIEVEMENTS 2013–14**

- Workshops delivered in conjunction with external partners: 29
- Volunteers & coaches attended at least one Active Sussex Training Workshop: 436
- Sussex clubs have achieved Clubmark accreditation or re-accreditation in 2013-14: 57

57 Sussex sports clubs achieved Clubmark status in 2013-14.
Supporting the delivery of National Governing Bodies of Sport plans is Active Sussex’s number one priority. 2013-14 was the first year of a four year service of support for NGB Whole Sport Plans.

We have secured enhanced funding or provided more support for certain sports which have chosen Sussex as a focus area: rounders, exercise, movement & dance, bowls, athletics, basketball and squash & racketball.

Our NGB services are illustrated throughout this report, but also include:
- Promoting NGB events, campaigns & programmes via social media
- Latest participation and demographic data to enable NGBs to be more targeted
- Funding advice, which increases the number of successful & substantial funding awards made to partners.

Looking ahead to 2014-15, we plan to:
- Expand our reach to partners and stakeholders to link NGBs to new audiences
- Use county insight to advise NGBs where and how best to reach their target areas
- Strengthen our work in the areas of physical activity and inclusion.

Active Sussex was top rated ‘Green’ by Sport England for NGB support 2013-14 were ‘satisfied’ or ‘very satisfied’ with the quality of NGB support provided (annual stakeholder survey)

CASE STUDY: BADMINTON ENGLAND

“We have had a positive relationship with Active Sussex over the past six months and they have been very supportive in helping us deliver our Whole Sport Plan. This has included access to legacy funding, support for local development groups in the area and ongoing promotion of our programmes and products.

“We will be working with them to continue this positive relationship moving forward as well as work further with them around coach development to make sure we make the most of this excellent resource that is available to us.”

Lee Ward, Badminton England (Dec 2013)
In the academic year 2013-14, approximately £4m of the Government’s £150m School Sports Premium Funding was allocated to the 452 primary schools in Sussex. £2m went to schools in West Sussex, £1.5m to East Sussex Schools and £549,000 to schools in Brighton & Hove.

With partnership working at the heart of our approach, Active Sussex engaged with School Games Organisers, NGBs, universities, school sports partnerships, public health, sport development officers, leisure providers, Youth Sport Trust & the Association for PE, to support existing networks and develop new ones.

There is a commitment to support schools who are struggling to spend their PE money sustainably. Solutions are suggested, based on examples of best practice, to help secure a legacy of high quality PE for their pupils.

Much of the work so far has focused on communicating the strategic aims of the funding, such as developing the PE skills of primary staff and raising participation amongst all pupils.

**CASE STUDY: DAVIGDOR INFANT SCHOOL**

Davigdor Infant School in Hove has taken a proactive approach to using the Primary School Sport Premium.

PE Coordinator, Paula Barnes, has been upskilling staff, particularly in gymnastics - a specialist was employed to support staff and provide a breakfast club.

Active Sussex has supported Davigdor Infants with examples of documents they could use to record the impact of their spending, ideas for linking with other schools, and reassurance about their excellent approach to spending the money.

**Key Achievements 2013–14**

- 20 schools directly engaged with the Primary School Sport Premium
- 100+ subscribers to the new Active Sussex Education e-newsletter in the first three months
- Dedicated primary school sport section on the Active Sussex website

We identify examples of outstanding PE and communicate these across the Primary School network.
Active Sussex is a key player in Sport England’s Satellite Club Programme, outlined in the Youth and Community Strategy 2012-17.

Satellite clubs are extensions, or outposts of community sports clubs established in a new venue, usually a secondary school or college, which specifically target the 14-25 age group, although can provide opportunities for 11+. Satellite clubs make it easier for young people to stay in sport, or to start playing sport for the first time.

By 2017, every secondary school in England will have been offered a satellite community sports club on its site. Each club will have a direct link to one or more NGB, depending on the clubs in its area. Coaches and volunteers linked to community sports clubs work in partnership with the satellite club host venue to create new community satellite clubs. They provide a stepping stone to a community club or regular participation through the creation of appealing and convenient sporting opportunities for young people.

**Case Study: Rye Town Boxing Club**

A successful Satellite Club was Rye Town Boxing Club, which linked with Rye College. The joint-funded project benefitted from The Amateur Boxing Association of England Satellite Club funding.

Mr Farlow, PE teacher at Rye College, said: "It has been a huge success with pupils [years 7-11] making the most of the after school club. It has allowed other students who are not too keen on the usual ‘invasion games’ to access another sport, and more importantly, at no cost to them. We have received loads of great feedback from parents, staff & pupils about the club, facility & coaches, which is great advertisement for our school, Rye Town Boxing Club, Active Sussex & the town of Rye.”

**Key Achievements 2013-14**

- Different Satellite Club venues at schools & colleges in Sussex
- Satellite Clubs funded directly by Active Sussex funding to schools, clubs & colleges
- Satellite Clubs funded jointly in partnership with NGBs

Image: courtesy of England Boxing

Satellite Clubs make it easier for young people to stay in sport or start playing sport
The Active Sussex Workplace Health programme promotes health and wellbeing at work and provides advice and support to all Sussex-based companies.

We provide specialist advice, resources, ready-made challenges and corporate tournaments throughout the year. From online keep-fit leaderboards, to Summer Beach Volleyball Tournaments.

In 2013-14 the Active Sussex Workplace Health website proved popular - we had new companies signing up, taking part in our corporate tournaments and receiving grant funding.

We partnered up with some new sports organisations to offer businesses in Sussex 15 corporate tournaments in 2013-14.

We worked in partnership with West Sussex Wellbeing to pilot Reaching Rio, an online workplace physical activity challenge.

In the summer of 2013, Active Sussex partnered with West Sussex Public Health to run the Reaching Rio Challenge.

The challenge was launched on 1 April and ran until 30 June 2013.

The main aim was for teams of up to five people from Sussex workplaces to complete the virtual race from London to Rio.

Teams logged physical activity to move themselves round the route on the online map.

Reaching Rio participants:

‘I loved it and I did everything I set out to do. It helped having a challenge and I have improved my fitness, lost some weight and increased my participation in exercise.’

Reaching Rio Stats:

- 110 teams registered
- 532 individuals registered
- 16,350 activities logged

‘I thought this was a great challenge to motivate people to become more active.’

Case Study: Reaching Rio 2013

Key Achievements 2013–14

- 1,069 people signed up to the Active Sussex Workplace Health website
- 190 different organisations signed up to the website
- 110 teams took part in the Reaching Rio Workplace Challenge

Photo: Raipuld Thomsen
SAFEGUARDING AND EQUALITY

Safeguarding

Overall Active Sussex has made good progress in the area of safeguarding children in sport and has again been given a ‘Green’ RAG rating by the NSPCC’s Child Protection in Sport Unit.

In 2013-14 we have:
- Shared relevant national policy changes with our partners
- Continued to run monthly safeguarding & protecting children workshops at capacity
- Embedded safeguarding across the whole team, including routinely sharing updates
- Worked more efficiently with our commissioning partners to ensure they are fit for purpose & monitored their compliance
- Developed more child and young person friendly communications

Looking ahead to 2014-15, we plan to:
- Communicate & share a ‘broad’ safeguarding offer externally
- Engage more young people to consult and feedback
- Revise safeguarding policy and appendices
- Strengthen relations with key safeguarding agencies

- Continue to ensure a safe Sussex School Games and Parallel Youth Games

Nick Slinn from the Child Protection in Sport Unit, said: ‘There is clear evidence of Active Sussex’s continued commitment to embed safeguarding across its functions and roles.’

Equality

Active Sussex achieved the Equality Standard (Foundation Level) in March 2013 as required by Sport England.

In 2013-14, Active Sussex has:
- Communicated information about the Equality Standard on the Active Sussex website
- Completed an Annual Equality Audit by Trustees and Staff
- Completed an Equality Action Plan to embed equality development across Active Sussex’s core business and programmes

Active Sussex given a ‘Green’ RAG rating by the CPSU

Active Sussex rated ‘Green’ by Child Protection in Sport Unit

Safeguarding & protecting Children workshops run by Active Sussex

Equality Standard (Foundation Level) achieved in March 2013

The Equality Standard: A Framework for Sport

FOUNDrATION

KEY ACHIEVEMENTS 2012–13

Active Sussex rated ‘Green’ by Child Protection in Sport Unit

Equality Standard (Foundation Level) achieved in March 2013

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The Sainsbury’s School Games in Sussex reflects the spirit of the Olympics, and the Summer Festival 2013 took place at K2, Crawley on Wednesday 10 July.

Athletes ranging in age from 7 to 14 represented their school and their area in one of eleven sports having won their qualifying events which were staged locally.

As well as the Summer Festival, School Games competitions have taken place at the Parallel Youth Games and as stand-alone events throughout the year. This has meant that almost 1,400 children have been able to represent their areas at Level 3 competitions.

Backed by National Lottery Funding from Sport England, the School Games were sponsored by Active Sussex Gold tier partners: Freedom Leisure and the University of Chichester, and local sponsors Southern Water.

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.

It was selected as one of three School Games events to be profiled nationally by the Youth Sport Trust. Ambassador Darren Campbell was in attendance to inspire the participating children, as well as VIPs and assorted press.

The Olympic gold-medallist reiterated some of the School Games values, with determination and self-belief high on his agenda.

‘Have belief – you will go through adversity, disappointment and upset, but never, ever give up on your dreams. I dreamt the Olympic dream at 12 and it took 20 years to achieve it. If you don’t believe in yourself, how can you expect anyone else to believe in you?’

Paralympic swimmer Sascha Kindred OBE and Olympic sprinter Abi Oyepitan were also there to share their stories of London 2012.

The Sussex Games were one of three events to be profiled nationally by the Youth Sport Trust.

Photo: Stephen Lawrence
The Active Sussex Network is about bringing member organisations together who co-ordinate and deliver sports development and physical activity initiatives across Sussex.

The network meets throughout the year to receive strategic and policy briefings, share information, attend themed workshops and have an opportunity to network with their peers.

Once a year, the network is combined with the Active Sussex partners Conference to provide an annual overview of community sport provision.

Delegates representing NGBs, Local Authorities, leisure trusts, health agencies, community organisations and education attend these events, giving members the opportunity to network with a range of different local partners.

These events are free for Active Sussex members to attend and are held at central locations.

CASE-STUDY: PARTNERS CONFERENCE 2013

The annual Active Sussex Partners Conference, titled ‘The Legacy of Physical Activity’, was held in September 2013. 85 delegates enjoyed strategic updates, varied workshops, and a keynote speech from Dr William Bird MBE, one of the country’s leading doctors and founder of Intelligent Health.

Nominations for the Sussex Sports Awards 2013 were launched prior to a networking lunch, and delegates also had the opportunity to explore their role within the rugby World Cup, which comes to Brighton in 2015.

Jackie Wood, Inclusive Project Officer at EMOP said: ‘I really enjoyed it, thank you – but then I always do!’

KEY ACHIEVEMENTS 2013–14

- 85 delegates attended the Active Sussex Network and Partners Conference
- One of the country’s leading doctors, Dr William Bird MBE, delivered a keynote speech at the Partners Conference

85
Great Britain enjoyed a golden summer of sport in 2013, and achievements in Sussex were celebrated at The Grand Hotel, Brighton in November at the Sussex Sports Awards.

Around 400 guests joined us to hear the stories and recognise the accomplishments of the county’s sporting men and women: from elite athletes, through to the volunteer workforce that make sport happen.

Guests enjoyed an early evening drinks reception before a gala dinner and the presentation of 13 awards. Entertainment was provided by The Urban Playground Team, who put on a fantastic Parkour display, and badminton legend Gail Emms MBE shared tales of her journey to sporting stardom, with some comical anecdotes along the way.

Local media showed great interest in the awards and winners - local newspapers, radio stations and television were all in attendance and ran features in the weeks following the event.

The Sussex Sports Awards 2014 will be held on Friday 21 November at The Grand Hotel, Brighton.

Key Achievements 2013–14

- Held at The Grand Hotel, Brighton, for the first time

- Funded by sponsors, including Gold Tier Partners Freedom Leisure & the University of Chichester

- Hosted by BBC Sussex’s Danny Pike and badminton legend Gail Emms MBE

- Photo: Stephen Lawrence

Held at the Grand Hotel, Brighton, for the first time
The Basketball Participation Coordinator, Miguel Tello, was managed by Active Sussex between April 2013 and March 2014, to implement England Basketball’s main development products:

1. ‘IM basketball’ - aimed at developing basketball competitions in Schools, Colleges and Universities
2. ‘Ball Again’ - aimed at creating opportunities for the ‘lapsed’ player to return to the sport

To add value to this work, the following bespoke areas of development were also undertaken:

1. Sussex Schools Basketball competition and trophy events
2. Delivery of Activator courses through educational & community establishments
3. Basketball Madness events - including 3x3 University tournament

The Brighton MADNESS summer explosion outdoor basketball tournament was held on 17 August 2013 on Brighton Beach.

In partnership with the Urban Elite Team, it attracted masses of interest from basketball players and enthusiasts across the UK and abroad.

For the first time, a ladies basketball tournament was incorporated in the event alongside the under 18s and Men’s categories.

Brighton MADNESS was also about engaging with the community to attract more people into playing basketball.

Alongside the competitive tournament there were break dancing performances, belly dancing, magicians & stand up performers.

**CASE STUDY: BRIGHTON MADNESS SUMMER EXPLOSION**

**KEY ACHIEVEMENTS 2013–14**

- IM Basketball centres created in Schools, Colleges & Universities in Sussex
- ‘Ball Again’ centres created in the Sussex community
- New Activator Awards delivered with training
- 50
- 18
- 7
MARKETING AND COMMUNICATIONS

Active Sussex marketing & communications supported the key objectives to increase sport and physical activity participation via more activities, more coaches, more volunteers and more clubs – through the following channels:

**Website**
From 2013-14, the corporate Active Sussex website attracted over 60,000 visits and had over 30,000 unique users. Work commenced on seeking stakeholder feedback on requirements for a new website. The new corporate website project was sent out to tender and a Brighton-based agency won the contract, with an estimated launch date of summer 2014.

**Social Media**
- 3,700 followers on Twitter – an increase of over 1,000 from 2012-13
- 1,980 likes on Facebook – an increase of over 500 from 2012-13
- Launch of new ‘Sportivate Sussex’ Facebook page
- Creation of Active Sussex Instagram page with subsequent launch of Sportivate Photo Competition – over 40 entries submitted
- Five Active Sussex videos produced: Workplace Health Beach Volleyball, Brighton MADNESS, Sportivate Street Dance, Sportivate Wheelchair Basketball & Sportivate Rollerskiing
- 1,300 views across YouTube & Vimeo channels.

**Press & PR**
Promoting the work of NGBs, was particularly strong, with highlights including Run Sussex’s Run Leaders campaign (coverage in five newspapers & feature in ‘F&C Magazine’) and the BDA’s developing of bowls in Sussex. The Sussex Sports Awards 2013 raised our profile locally by generating 70 pieces of print, online, and broadcast coverage, driving more traffic to the website and linking up with commercial sponsors including B&Q Sussex and Juice 107.2.

**e-news**
Monthly general Active Sussex e-newsletters were sent out to over 3,000 recipients from across the world, including the US, Italy and Canada. The highest user engagement rate was the November 2013 (Sports Awards) edition with an opening rate of 27% and a click-through rate of 59%. New templates were also designed for: Sportivate, Volunteering, Education & Coaching e-news to improve targeted audience communications.

**Key Achievements 2013-14**

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<thead>
<tr>
<th>Activities</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Total website visits</td>
<td>60,000+</td>
</tr>
<tr>
<td>Social media followers</td>
<td>5,000+</td>
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<tr>
<td>Creation of Active Sussex Instagram page</td>
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<tr>
<td>Sportivate photo competition</td>
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<td>Press &amp; PR</td>
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<td>Monthly general Active Sussex e-newsletters</td>
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<tr>
<td>Volunteers</td>
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<tr>
<td>Education &amp; Coaching e-news</td>
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From 2013-14, the Active Sussex website had over 60,000 visits and 30,000 unique users.
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.

For the year ended 31 March 2014:

Total Income: £1,027,383
- Sport England: £859,935
- Other grants: £72,390
- Sponsorship: £39,599
- Operating Income: £37,459
- Local Government: £18,000
- Total Income: £1,027,383

Total Expenditure: £876,254
- Staff Costs: £421,743
- Grants Awarded: £259,911
- Development Activity: £165,895
- Other Support: £22,210
- Governance: £7,495
- Total Expenditure: £876,254

Overall Surplus: £151,129

The principal financial management policies and procedures deployed during the year can be found in the Trustees Annual Report and Accounts 2013-14.

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 at the AGM on 16 September 2014.

To obtain a copy of the full annual accounts, contact the Sussex County Sports Partnership Trust registered office on 01273 643869 or info@activesussex.org.
Gold Tier Partners

Active Sussex Gold Tier Partners 2013/14 were Freedom Leisure and University of Chichester. Our Gold Tier Partners invest time and money into Active Sussex to enable us to deliver various programmes and events, in particular the School Games and Sussex Sports Awards. We would like to say a huge thank you to both partners for their support over the past year, and recognise their importance to the organisation.