Welcome to the Active Sussex Annual Report for 2014-15, which provides an overview of everything we and our partners have achieved, to enable and support participation in sport in Sussex during the year.

We have reasons to be proud in Sussex: participation in 2014-15 remained above the national average, with 36.5% of us taking part in sport or physical activity at least once a week; we delivered 172 Sportivate projects, with nearly 4,750 participants aged between 11 and 25; and 876 coaches were recruited and developed across the year. However, we are not satisfied and are ambitious for sport in Sussex to achieve more.

For this to happen, there needs to be strong local partnerships across the entire sector: National Governing Bodies, local authorities, schools, local clubs and the private sector. We want Active Sussex to play a key role in bringing these bodies to the table locally, providing high quality area specific insight and support, to meet the needs and demand of Sussex residents. We also had a strong programme of events during the year: there were 30 Community Games events held, the Sussex School Games, with over 1,000 competing and volunteering, and we celebrated Sussex sporting success with over 400 guests, including five Commonwealth athletes, at the Grand Hotel, Brighton.

Sport can achieve so much. It can help older people to stay active and healthier for longer; it can bring us all together in our communities as nothing else can; and it can help to combat the increasing problem of inactive and sedentary lifestyles for young people.

None of what we have achieved would have been possible without our partners and funders – your support helps to make Sussex a healthier and happier place – and we are very grateful for it.

I would also like to thank the Chief Executive of Active Sussex, Sadie Mason MBE, and her team for the hard work and effort that they have put in during the year.

Finally, I would like to thank the Active Sussex Board for giving their free time to help make Sussex more active – they reflect the hundreds of volunteers who turn out come rain or shine, volunteering to help the rest of us take part, who deserve all our thanks!

Jonathan Hughes: Active Sussex Chair of Trustees

2014-15 has seen the strengthening of the Trust’s governance structure. We were delighted to secure Jonathan Hughes, former DCMS Head of Sport and current CEO of the London Youth Games, as our permanent chair.

Additionally, there was the recruitment of several new Trustees with expertise in business development, HR and accountancy. This was deemed essential to the future sustainability of the charity, and alongside a programme of staff training, this has prepared the ground for potential business expansion and diversification plans from April 2016-21.

We are pleased to report that all local authority partners were able to continue their strategic membership of the Trust, accessing community sport services, professional networking opportunities, strategic policy support, workplace health programmes and the prestigious Sussex Sports Awards 2014.

This continued engagement is welcomed by the Trust and helps our local authority to secure additional services to local people in their areas, which they themselves cannot provide.

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

Sport England’s funding to the Trust increased in 2014-15 enabling the re-establishment of a post to work with NGBs to support Disability Sport and the inclusion of under-represented groups in sport.

Sadie Mason MBE: Active Sussex Chief Executive
Increasing participation

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 2014-15, 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 key measure is the ‘1 x 30’ indicator. This is defined as the percentage of the adult population participating in sport (people aged 16 years+) at moderate intensity, for at least 30 minutes for one or more days per week.

The information available 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 (in order to increase participation levels).

While Active Sussex has no direct delivery role in contributing to the government target for increased adult sports participation, it does receive programme funding for distribution to its sports delivery partners (for example Sportivate funding).

Active Sussex is required to facilitate increased participation via NGBs and their club infrastructure by helping to ensure that minimum operating standards are in place.

We also ensure that club, coach and volunteer development training/education programmes are offered to clubs that will improve the participant’s experience of the activity (and increase the likelihood of them continuing to participate).

From APS 8 (October 2013 to October 2014), we are able to report the last three years’ trend in sports participation in Sussex, compared to regional and national participation rates. Sport participation in Sussex remains higher than the national figure.

| PERCENTAGE OF POPULATION PARTICIPATING IN SPORT (1 X 30 MINUTES) |
|-----------------------------------|----------|----------|----------|
|                                   | SUSSEX   | SOUTH EAST| ENGLAND  |
| 2014 (APS 8)                      | 36.5%    | 37.6%    | 36.1%    |
| 2013 (APS 7)                      | 38.6%    | 38.1%    | 36.6%    |
| 2012 (APS 6)                      | 37.3%    | 38.4%    | 36.9%    |
Supporting National Governing Bodies of Sport is Active Sussex’s number one priority. 2014-15 was the second year of a four year service of support for NGB Whole Sport Plans.

**Key achievements**
- Given a green performance rating by Sport England for support to NGBs
- Agreed actions with 30 NGBs and generic services provided to 46
- Sussex NGB Forums attended by 18 different sports
- New relations developed with wider inclusion partners
- Enhanced dialogue with physical activity & health specialists
- Case studies produced to bring to life successful projects & understand learning points
- Enhanced support to certain sports prioritising Sussex.

**Case Study: Bowls development**
Following collaborative work with the Bowls Development Alliance, March 2015 saw the culmination of a successful two-year funded project to develop bowls.

Highlights:
- 1,755 people introduced to bowls & 369 more people playing regularly
- 5 bowls clubs successful in securing additional funds from Sport England
- Courses, training, guidance and events helped to upskill volunteers
- One club achieved Clubmark accreditation - the first bowls club in Sussex
- Delivery of bowls out of the club setting in partnership with disability, older people’s groups & community organisations
- £7,698 given in the form of small grants to many clubs and organisations to pump prime bowls activity.

‘I would like to thank the Active Sussex team for their work over the last two years, to drive up participation in the sport of bowls...we hope that this continues to be built on.’

Susan Cooper - Development Director, Bowls Development Alliance

**Plans for 2015-16**
- Target support to those sports that can evidence a high potential impact on growth and retention in participation, particularly for the inactive
- Develop agreements with sports that lack capacity but prioritise Sussex for their programmes
- Ensure that NGB development officers have access to and are aware of the support that the Active Sussex team and its partners can provide to support their local development plans
- Work more closely with partners who wish to develop sport & physical activity for social good, health benefits, or to address inclusion issues.
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 11,930 participants over the original four year funding period - 26% more than the original target.

The Year 4 target to retain 3,137 was exceeded by 27%, with 3,978 11-25 year olds retained. 4,744 participants were engaged overall and a total of 172 Sportivate projects took place - 32 were female-only projects & 15 were disability projects. 38 different sports & activities were delivered.

The Year 5 target is to retain 2,614 participants aged 11-25, who are irregularly active or completely inactive.

Case Study: Sportivate She Shredders
Sportivate She Shredders was awarded Bronze at Sport England’s National Sportivate Project of the Year 2014.

The female skateboarding project, run in partnership with Brighton Youth Centre and Brighton & Hove City Council, consisted of three successful projects, which took place on Thursday evenings.

The project toured four skateparks across Brighton & Hove and the sessions were delivered by UK No 1 female skateboarder, Lucy Adams.

A wet weather venue and good quality equipment ensured that sessions could run every week - to keep motivation levels and retention rates high.

In total, 26 participants took part in the Sportivate She Shredders project, with 15 participants retained.

Since the project has finished, participants have been continuing to skateboard together - arranging meet-ups through a dedicated Facebook page.

‘We are now widely recognised as having one of the largest female skate scenes in the UK. Skateparks across the country have been getting in touch to ask about our development model so that they can recreate something similar in their area’.

Lucy Adams - Sportivate She Shredders Coach

KEY ACHIEVEMENTS
2014/15

- Sportivate projects funded in Year 4: 172
- 11-25 year old Sportivate participants engaged: 4,744
- Sportivate She Shredders project 3rd in Sportivate National Awards
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 NGB Whole Sport Plans 2013-17, Sport England programmes & locally identified coaching needs.

A Workshop Programme was designed to upskill coaches across Sussex. A flexible, needs-led training calendar is scheduled every six months with a variety of formal, informal & NGB-focused workshops.

Established in 2013, the Coach Support Scheme is the first of its kind. Six dedicated mentors develop coaches to run Sportivate & Satellite Clubs in Sussex. The Scheme was highlighted for best practice at the CSP Coaching Conference 2014.

The Coach Reward & Recognition Scheme takes place four times a year - each time awarding a ‘Coach of the Quarter’ and three runners up. Prizes include funding towards CPD, coaching qualifications & equipment.

The Coaching Bursary provides funding support for coaches wanting to develop through a Level 1 or 2 qualification. 57 coaches qualified in 2014-15 and delivered a combined total of 342 coaching hours to 595 participants aged 11-25.

Our dedicated Coaching website communicates coaching opportunities, industry news & courses to 1,716 registered coaches registered in Sussex. The website connects Sussex coaches to the England Coaching Network and over 90,000 coaches nationally.

Case Study – Project 500

Project 500 was run by the seven South East CSPs, with the aim of recruiting, developing & deploying 500 female coaches between April 2013 - March 2015.

It was the winner of the CSPN Impact Awards 2014 and was nominated for ‘Coaching Intervention of the Year’ at the UK Coaching Awards and Women’s Sports Trust’s ‘Be A Game Changer’ Awards.

The project has developed a women’s coaching network - a further 1,400 women have registered with Project 500 in addition to the 500 coaches directly supported.

Active Sussex supported 124 coaches - the highest number compared to the other South East CSPs.

Following the success of Project 500, a national campaign is being launched in 2014-15 called ‘Project 3000’.

Plans for 2015-16

1. Impact on the health agenda by getting more inactive adults playing sport through localised coaching initiatives based on identified NGB needs

2. For coach developers to quality assure and improve the quality of coaches in Sussex through Sport England-funded initiatives. Sportivate, Satellite Clubs & Primary Premium

3. Decrease the gender divide in sports participation by increasing the female coaching workforce through the ‘Project 3000’ coaching initiative.

9

KEY ACHIEVEMENTS

2014/15

Coaches recruited, developed or deployed by Active Sussex

11-25 year old participants received coaching from coaches qualified through the Coaching Bursary

Project 500 won the CSPN Impact Awards 2014
Volunteering

Sport couldn’t happen without volunteers and we are passionate about volunteering at Active Sussex.

The London 2012 Olympic & Paralympic Games generated an influx of new volunteers.

We have seen an increase in the number of people signing up to the newly developed Active Sussex Volunteering database, with 1,369 signing up in the past year.

We strengthened our partnership with Join In, the national sport volunteering charity - through work with Sussex Coordinator, Joy Edwards.

Community Games

Community Games brings together local communities to celebrate sport, physical & cultural activity.

30 Community Games events took place in Sussex from 2014-15.

We ran a volunteer reward and recognition scheme to recognise the hard work and dedication of five volunteers involved in local Community Games events.

The first place prize went to Dorothy Sparks who ran ‘The Big Lunch’ Community Games in Uckfield - an inter-generational event to draw people of all ages together.

‘Dorothy is well known for her work for a number of community causes, to which she devotes an enormous amount of time and energy. On top of the other considerable demands on her time, she didn’t hesitate to step forward and help with the organisation of our Residents’ Association Big Lunch’.

Peter Griggs, who nominated Dorothy

Key achievements

- Amalgamating clubs, coaching and volunteering to streamline our work programme
- Creating a new website – www.activesussexvolunteering.org

Plans for 2015-16

- Implement a new volunteer pathway and model for Sussex
- Look at a new data management system to accommodate the needs of the volunteer model
- Roll out volunteer management masterclasses aimed at sports clubs across Sussex to help them recruit, retain & motivate volunteers.
Club Development

Active Sussex made significant developments in its club offer in 2014-15. We achieved Clubmark Licensed Partner status and produced a club development plan in collaboration with key partners, created a new monthly e-news & an emerging club database.

We ran workshops through our club, coach and volunteer training & education programme - these were tailored to meet the needs of NGBs and Local Authorities.

Club Matters, the new essential one-stop-shop for sports clubs developed by Sport England, has been actively promoted by Active Sussex - with workshops and seminars scheduled in 2015-16.

Clubmark

In January 2014, Active Sussex achieved the status of Clubmark Licensed Partner and as a result, is now able to work with clubs who wish to achieve Clubmark Accreditation.

Clubmark is the universally acknowledged cross sport accreditation scheme for community sports clubs. It is based on four key areas of club development, which must be supported by specific evidence.

Gildredge Park Bowls Club, Hollingbury Park Bowls Club and Sussex Showjumping Academy have all achieved Clubmark Accreditation through Active Sussex - with a further 10 clubs now working towards it.

Plans for 2015-16
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. Produce a comprehensive, cross-sport club database.

Case Study: Gildredge Park Bowls Club

Gildredge Park was the first bowls club to be awarded Clubmark accreditation in Sussex.

Active Sussex accredited the club in January 2015 due to their achievements in providing the right environment to ensure the welfare of their members and encouraging new members to enjoy the sport and stay involved throughout their lives.

‘Gildredge Park is to be congratulated on achieving their Clubmark Accreditation status. This achievement recognises the fantastic work by our coaches and volunteers who make this a club to be proud of.’

Brett Crowhurst, Development Manager - Bowls Development Alliance

KEY ACHIEVEMENTS
2014/15

- Coaches & volunteers attended training workshops: 597
- Workshops delivered across Sussex with external partners: 32
- Clubs working towards or achieved Clubmark Accreditation via Active Sussex: 13
Primary School Sport

For the academic year 2014-15, £4m of the Government’s £150m of Primary PE Funding was allocated to 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 had £549,000.

With partnership working at the heart of our approach, much of the work focuses on communicating the strategic messages surrounding the aims of the funding - largely to develop the PE teaching skills of primary school staff and raise participation among pupils.

Active Sussex connects with schools in a number of ways - talking at cluster meetings for PE coordinators, Primary PE conferences, individual site visits to primary schools & through our monthly e-newsletter.

The next 12 months will see support becoming more targeted in accordance with our survey results and local intelligence.

Key achievements:
- 370 subscribers to Active Sussex Education e-news
- A dedicated schools section on the Active Sussex website promoting resources for teachers, the latest funding news, analysis & local case studies
- 100 schools directly engaged with and advised about effective use of the primary school sports premium.

Plans for 2015-16
- Replicate the success of the South Downs Conference in the Central Sussex area to help to boost the profile of School Games and give vital PE training to schools
- Make the Active Sussex website the ‘go to’ site in Sussex for primary PE support and increase the readership of Active Sussex Education e-news
- Work with local and national partners to meet the PE training needs of teachers.

Case Study - South Downs Primary PE Conference

The South Downs Primary PE Conference gave PE Coordinators in the area an opportunity to work with Active Sussex, their School Games Organiser, Youth Sport Trust, Create Development, East Sussex County Council & the University of Brighton, to receive strategic updates on PE funding and practical training related to the delivery of PE lessons.

There was also the opportunity to network with other schools to discuss the ways in which other schools had successfully invested their funding.

‘Thank you very much for a great course! I left feeling very excited.’

Jess Bown - Motcombe Community School

‘It was a fantastic course and incredibly useful. Thank you so much!’

Clare Liddicoat - Western Road Primary School
Workplace Health

The Active Sussex Workplace Health programme has been running for seven years and has become a key part of the Active Sussex programme.

Over 200 companies have engaged with Workplace Health in that time, and their employees have enjoyed our varied programme of activities, including: corporate tournaments, adult participation programmes, Sussex Sports Awards & the providing of general help and support for employers administering a healthy workplace.

2014-15 was a transitional year for the Workplace Health programme. We closely monitored the CSPN national Workplace Challenge programme and felt that the time was right (in late 2014) to merge our popular existing programme, with the national challenge.


We transferred all of our existing members across to the new system ahead of the start of the challenge, and promoted the new website and challenge to all existing members and potential new members.

The Active Sussex Workplace Challenge website is now fully updated with events, competitions & news and we transferred the popular members area and resources section from the old site to the new one.

The site has been well received by our members and has also received very positive feedback from the CSPN.

‘We really enjoy the workplace health programme. It’s great to have events that get us all outside. It gives us a chance to meet other businesses in a friendly and social environment’.

Employee from Stelfox

‘Great for doing more events with colleagues’.

Employee from Neilson Holidays

KEY ACHIEVEMENTS

2014/15

215

Sussex workplaces signed up to new Workplace Challenge website

1280

Sussex employees registered for the Workplaces Challenge

14

Companies nominated in the Sussex Sports Awards 2014 ‘Workplace Health Award’ category
Active Sussex has delivered the second year of Satellite Clubs throughout the county. The clubs provide a vital link between school and community sport, offering young people aged 11-25 the opportunity to take part in regular sporting activity on a school or college site, linked with a local club.

Active Sussex has offered 49 secondary schools & Further Education colleges the opportunity to run a Satellite Club.

This year 27 new clubs have started up, involving 713 new participants.

Next year’s delivery will focus on those schools and colleges who are yet to host a Satellite Club - working in partnership with local clubs and National Governing Bodies of Sport, to ensure there is a countywide offer.

Case Study: Warden Park Girls Basketball

Through £2,600 of Satellite Club funding, Warden Park School has been able to bring in Haywards Heath Eagles to deliver basketball lessons to students.

The club has seen a massive uptake from girls - with over 40 coming to training each week. Five girls also passed trials for the county basketball squad, and the U13 team won the county competition.

Next year the club will be extended to girls in years 7, 8, 9 & 10.

‘In Year 7 we only had the odd basketball session. Now we train on Mondays, Tuesdays, Wednesdays & Fridays. We have new kits and now we play matches and are Sussex champions!’

Amelia, Becky, Isabel & Georgia – Year 8

‘The funding has made a significant difference to girls basketball - something we could never have done on our own. It has given us the opportunity to reignite basketball, as it was the sport often overshadowed by football, rugby & netball.’

James Gentry – PE Teacher, Warden Park

Key achievements

- 27 Satellite Clubs funded directly by Active Sussex funding to schools, clubs & colleges
- 2 Satellite Clubs funded jointly in partnership with National Governing Bodies of Sport attracting match funding, kit & equipment
- 713 participants have gone through the Active Sussex Satellite Club programme in a range of sports.
Disability Sport

Active Sussex works with NGBs and other partners to support the delivery of disability & inclusion work, to increase participation levels in under-represented and hard-to-reach groups.

Key achievements

- Sussex Disability Sport Network re-established - with 100+ members
- 135 disability sports clubs & sessions identified
- Enhanced support to National Disability Sports organisations who prioritise Sussex
- New relations developed with many wider inclusion partners
- Creation of Disability & Inclusion e-news and section on Active Sussex website
- 45 individuals upskilled by Sainsbury’s Inclusive Community Training workshops
- Supporting Sport England’s ‘This Girl Can’ campaign to increase women & girls sport participation
- Enhanced dialogue with physical activity & health specialists.

Case study – Inclusive Training

Stephen, a Support Worker and an assistant coach at a Horsham-based athletics project for young disabled people, attended a Sainsbury’s Inclusive Community Training workshop arranged by Active Sussex. He wanted to improve his skills in delivering inclusive activity sessions for young people.

‘We tried lots of different activities - one was an inclusive team game which involved throwing tennis balls at a larger ball...I have since delivered this activity in a multi-skills session and the participants loved it! Everyone got involved and it helped their throwing and catching skills.’

Stephen - Support Worker, Horsham

This Girl Can

- Dedicated page on Active Sussex website
- Posters produced to tie in with This Girl Can - for Project 500 (female coaching programme) & Race for Life events in Sussex
- ‘This Girl Can’ video clip with ex-GB Badminton player Hayley Connor at the Sportivate Smash Up session at Warden Park School (in partnership with Badminton England)
- ‘This Worthing Girl Can’ - 40-year-old Vanessa Lavendar who got fit after joining ‘Your Next Move Fitness’
- Sportivate funded StreetGames Us Girls project, run by Hastings BC

Plans for 2015-16

- Create a county-wide disability action plan via network steering group & sub groups
- Develop specific projects with NGBs, NDSOs and local partners to increase provision, upskill workforce
- Development of This Girl Can Women’s Basketball Project
- Work more closely with partners that wish to develop sport & physical activity for social good, health benefits & to address inclusion issues.

KEY ACHIEVEMENTS

2014/15

People upskilled through Active Kids 4 All training workshops

45

Enhanced dialogue with physical activity & health specialists

‘

TH I S G I R L C A N

Supporting Sport England’s ground-breaking ‘This Girl Can’ campaign
Safeguarding & Equality

Safeguarding

Overall Active Sussex has made good progress in the area of safeguarding children in sport - we received a ‘Green’ performance rating by the Child Protection in Sport Unit (CPSU).

Key achievements

- Created a new policy & procedures for safeguarding children and young people in sport in Sussex
- Embedded ‘Safeguarding Framework’ in the organisation’s strategic development
- Created a ‘Stay Safe in Sport’ page for young people on the Active Sussex website
- Good progress made with improving relationships with key local safeguarding agencies
- Partners kept updated with national policy changes
- 13 Safeguarding & Protecting Children workshops took place, with 238 attendees
- Safeguarding enquiries dealt with, including sharing best practice to NGB & local authority partners.

‘Active Sussex continues to demonstrate its commitment to maintaining and embedding safeguarding standards across their functions.’

Nick Slinn – Child Protection in Sport Unit

Plans for 2015-16

- Continue to ensure the delivery of a safe Sussex School Games & Parallel Youth Games
- Engage effectively with young people
- Reflect stakeholders’ views and feedback from training customers
- Have a broader safeguarding training offer
- Assess impact of safeguarding activities
- Roll out coach support scheme to Satellite Club programme
- Continue to engage and influence local safeguarding agencies to get sport on the agenda.

Equality

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

Key achievements

- Been top rated ‘Green’ by Sport England for equality delivery in 2014-15
- Communicated information about the Equality Standard on the Active Sussex website
- Completed an Equality Annual Audit, with results collated in a summary report
- Completed an Equality Action Plan to embed equality development across our core business and programmes.
Sainsbury’s School Games in Sussex

The Sainsbury’s School Games in Sussex encourages more young people to take part in competitive school sport.

The countywide event gives school children the opportunity to take part in Olympic-style events. For some, it will be a ‘once in a lifetime’ opportunity, for others, it may be the start of an exciting journey to greater sporting achievements.

The 2014 event took place on Thursday 10 July at Freedom Leisure’s K2 Leisure Centre in Crawley.

Athletes, ranging in age from 7 to 14, represented their school and area in one of 12 sports, having won their local qualifying events.

The overall winners of the School Games 2014 event was the Southern Area, followed by Mid Sussex in 2nd place and Hastings & Rother in 3rd place.

Former GB 400m runner Lesley Owusu attended the event as a ‘Sporting Champion’ to inspire the children to ‘be the best that you can be’.

Through speeches, video, and a very positive mindset, Lesley asked the children to push themselves to overcome barriers in their sport, but also in their wider lives.

‘Today is all about passion & loving sports,’ said Lesley. ‘As an athlete of over 25 years, I know what it means to set goals, push yourself and push barriers. I wish everyone here success, competition, fair play & most importantly, to celebrate sport.’

Lesley Owusu, Former GB athlete

As well as speaking at the opening ceremony, Lesley spoke to VIP guests, posed for pictures, signed autographs and presented the winners’ medals.

In addition to the Summer Festival, standalone School Games ‘badged’ events run throughout the year in athletics, cross country, boccia, new age kurling & table tennis.

Backed by National Lottery Funding from Sport England, the Sainsbury’s School Games in Sussex were sponsored by Active Sussex Gold Tier Partners: Freedom Leisure and 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 & Active Sussex.
The Active Sussex Network brings together organisations from across Sussex who co-ordinate and deliver sports development and physical activity initiatives.

The network meets twice a year: at a network update in February, and the Partners Conference in September.

At these events, partners receive strategic updates and policy briefings, share information, attend workshops and learning sessions, and have the opportunity to network with their peers.

Delegates representing NGBs, local authorities, leisure trusts, health agencies, community organisations & education bodies attend these events, enabling a diverse range of partners to network and share ideas and best practice.

**Case Study - Active Sussex Partners Conference 2014**

The Active Sussex Partners Conference & AGM 2014 - titled ‘The Future Health of Sport’ took place at the Hub, University of Brighton.

A keynote speech was delivered by Andy Reed OBE, Chair of the Sport & Recreation Alliance and former-MP for Loughborough, to around 70 delegates.

Delegates also had the opportunity to discuss their work with schools, learn about engagement via social media, demonstrate their impact on Sussex sport and gain an understanding of the role that sport plays in improving health.

The conference was closed by Commonwealth gold medal winning shooter Steve Scott and Head Coach of British Triathlon, Glenn Cook.

The pair, who had both recently returned from the Commonwealth Games in Glasgow, gave the audience an insight into their unique experience of the event, and explained the role that partners could play in elite athlete development.

‘Great event, food was lovely and well presented. Active Sussex are a fantastic group of people - so committed to supporting and delivering to their partners and the wider community.’

**Paul Douglas-Smith, Wave Leisure**
Sussex Sports Awards

The 2014 Sussex Sports Awards was a sell-out event, with 400 guests filling the Grand Hotel.

Individual and team successes were celebrated in this county-wide celebration of sport.

Guests enjoyed an early evening drinks reception, before a gala dinner, and the presentation of the 15 Sports Awards. The winners were:

- **Bartercard Workplace Health Award**: Wiley
- **Active Sussex Sportivate Project of the Year**: Sportivate Crawley Parkour: Freedom Leisure & Crawley BC
- **Albion in the Community Primary School of the Year**: Shoreham Beach Primary School
- **Inspire Leisure Coach of the Year**: Christopher Marsden
- **Active Sussex Young Coach of the Year**: Heather Wallace
- **Sussex County FA Volunteer of the Year**: John Brown
- **Latest Sport Young Volunteer of the Year**: Ashley Edwards
- **BBC Sussex Unsung Hero**: Reg Hook
- **The Grand Hotel Club of the Year**: Shiverers Swimming Club
- **Active Sussex Team of the Year**: Bexhill Swimming Club Disability Team
- **Juice 107.2 Young Team of the Year**: Sussex Tennis U12 Girls
- **University of Brighton Disabled Sports Personality of the Year**: Jordan Okonta
- **University of Chichester Young Sports Personality of the Year**: Lydia Powell
- **Freedom Leisure Sports Personality of the Year**: Steve Scott
- **Sport England Outstanding Contribution to Sport**: Alison Larkin
- **Special Recognition Award**: John & Kay Price

Five Commonwealth athletes also took part in a ‘Commonwealth Parade’ - collecting special awards for their achievements.

Swimming sensation and 8x World Record Holder, Mark Foster, joined BBC Sussex DJ Danny Pike to present the awards, and to share stories of sporting success.

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.

KEY ACHIEVEMENTS

2014/15

Hosted by swimming celebrity Mark Foster

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

Special awards & parade for five athletes who had competed at the Commonwealth Games 2014
Marketing & Communications

Active Sussex marketing & communications support the organisation’s key objectives – to ultimately increase sport and physical activity participation via more activities, more coaches, more volunteers and more clubs.

Website

We launched our new corporate website (designed by design agency Door 22) on 1 August 2014, following stakeholder consultation, thorough planning & research and working with the agency on the build. User testing showed that the website is being received positively, attracting over 33,000 visits and 18,000 users since its launch.

Press & PR

We strengthened our charitable status through setting up a fundraising platform to raise funds for the Parallel Youth Games. This really came into effect when 14-year-old Jamie Lambert approached us to raise funds to help disabled children take part in sport and physical activity through an expedition to the Arctic.

The Sussex Sports Awards 2014 raised our profile locally by generating 94 pieces of print, online and broadcast coverage, including a cover feature in South East Magazine showcasing Mark Foster’s role as Sports Awards host, Latest Sport TV interviews & BBC Sussex radio interviews.

e-news

Monthly Active Sussex e-newsletters were sent out to over 2,900 recipients across the world. The highest user engagement rate was the April 2014 edition with an opening rate of 27% and a click-through rate of 30%. New templates were also designed for: Club, Coach & Volunteering and Disability & Inclusion e-news in order to send more targeted audience communications.

Social Media

- 4,808 followers on Twitter – an increase of over 1,000 from 2013-14
- 2,030 likes on Facebook – an increase of 54 from the previous year
- Launch of new ‘Sportivate Sussex’ Twitter feed
- Six Active Sussex videos produced: Sussex School Games, Parallel Youth Games, Sportivate promo, Sportivate Skateboarding, Sportivate SmashUp! & This Girl Can with Hayley Connor

- Sports Awards video stream of 19 videos was produced to highlight the achievements of the winners of each Sports Awards category.

Print Production

Printed documents were produced to communicate the opportunities available to prospective sponsors of Active Sussex events and other programmes in the form of a ‘Sponsorship Opportunities’ one-pager and a booklet produced for a ‘Sponsors Thank You’ event.

Plans for 2015-16

- New CRM (Customer Relationship Management) system to improve communications with existing stakeholders
- Communicate about our good work in the community to attract new sponsors, through a comprehensive sponsorship package
- Spread the word about Active Sussex fundraising.

KEY ACHIEVEMENTS

2014/15

- Brand new Active Sussex corporate website launched
- Followers across Active Sussex social networks: 6,500+
- Stream of 19 Sports Awards videos

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- Communicate about our good work in the community to attract new sponsors, through a comprehensive sponsorship package
- Spread the word about Active Sussex fundraising.
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.

### Sport Participation in Sussex

- **36.5%** of adults participate in sport per week.

### Sport Coaching in Sussex

- **£3,860** bursary funding into community coaching.
- **2,695** 11-25 year olds got more active doing Sportivate courses.

### Sports Volunteering in Sussex

- **1,369** volunteers registered with Active Sussex.

### Sussex School Games

- **964** children aged 7-16 took part in the Summer Festival.

### Sport-related Workshops & Training

- **597** attendees at Active Sussex organised workshops.

### Satellite Clubs

- **£58,853** funding for 11-25 year olds into community sport administered by Active Sussex.

### Primary Physical Education

- **100** Sussex primary schools have been advised by Active Sussex.

### Encouraging Young People to Keep Playing Sport

- Encouraging young people to keep playing sport by bridging the gap between school and community clubs.

### Total Funding

- **£193,322** total funding into community sport administered by Active Sussex.
Active Sussex are pleased 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.

The total income for the period was £931,187. The total expenditure for the period was £942,835 giving an overall deficit of £11,648.

The principal financial management policies and procedures deployed during the year can be found in the Trustees Annual Report & Accounts 2014-15.

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.

To obtain a copy of the full annual accounts, contact the Active Sussex registered office on 01273 643869 or info@activesussex.org.
GOLD TIER PARTNERS

Active Sussex Gold Tier Partners 2014-15 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. We welcome approaches from new partners who would like to get involved with our work.

freedomleisure ‘Active Sussex Gold Tier partners’
The leading provider of community leisure in Sussex, operating 24 centres to provide a range of community sport opportunities.

freedomleisure
where you matter

www.freedom-leisure.co.uk

STRATEGIC PLAN 2013–17

OUR GOAL
increase participation in sport and physical activity by 3% by 2017

ACHIEVED THROUGH

National Sports Governing Body (NGB) core services

SPORTS THERAPIST, PERFORMANCE ANALYST, PSYCHOLOGISTS, SPORTS DEVELOPMENT OFFICERS AND PE TEACHERS.

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.

Jedidiah Amoako-Akoto, Commonwealth track cyclist and one of our Sports Therapy alumni.

www.chi.ac.uk/sport

18% OF OUR SPORT RESEARCH DECLARED AS WORLD LEADING RESEARCH Excellence Framework REF 2014.
Find out more about Active Sussex:

www.activesussex.org

www.facebook.com/activesussexcsp

www.twitter.com/activesussex

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