Active Sussex – changing lives for the better through physical activity and sport
Our Purpose
We help people who are most at risk of inactivity across Sussex by working collaboratively to change lives for the better through physical activity and sport.

Our Vision
Driving physical activity transformation in Sussex, with more people active and healthier and happier communities created.

How We Work
Active Sussex, one of the 43 Active Partnerships (Engaging Communities, Transforming Lives) across England, works with local partners including local government, schools and the community voluntary sector to transform people’s lives for the better through the power of sport and physical activity.

We are not about elite sport - we are about activity for all. We help those with mental health problems, long-term physical disabilities, young and older people, the isolated and those living in deprived areas, to take part in fun activities that improve their health and happiness in a way that suits them. We are passionate about what we do and support the delivery of a whole range of events and programmes. We work with partners across Sussex so people can try something new with people just like themselves.

We bring people together to make Sussex a happier and healthier place. Join us.
Welcome to the Active Sussex Annual Report 2018–19

It is a pleasure to welcome you to the Active Sussex Annual Report for 2018–19, after recently being appointed as the Independent Chair (April 2019), and serving as an Active Sussex trustee since 2014. On behalf of the Board of Trustees I am delighted to say it has been another excellent year for both Active Sussex and for our partners during a major period of change for the organisation. Over the past 12 months, our role, as an organisation, has changed significantly to focus on strategy and insight, rather than the direct delivery of activity programmes.

This year our work has included gathering local intelligence, supporting the workforce, strategic networking, strong leadership and working in collaboration. This whole-system approach is needed to help people who are most at risk of inactivity across Sussex.

We look to encourage and help everyone to be active and stay active but we know that Sussex has significant variations in activity levels across different geographical areas and demographics. Therefore to make the most impact, driven by applied insight and an evidence based approach, we will focus on the following groups to tackle inactivity across the county:
- Young people 14-19
- Older people
- People with a long-term condition or disability
- People living in deprived areas with high rates of inactivity

Going forward we will be continuing to work with existing partners (notably Sport England and local authorities) but we will also look to forge new and innovative partnerships (including Public Health and community safety organisations) to develop opportunities for those who are most at risk of inactivity in Sussex.

Here at Active Sussex we believe in the power of physical activity and sport to change lives for the better and we will continue to bring people together to make Sussex a happier and healthier place.

As well as the launch of our new strategy, and securing funds to deliver against it, Active Sussex has also run a full programme of events during 2018/19. This included our two strategic Active Sussex Network and Conference events, the inspiring Sussex School Games and Parallel Youth Games, and of course, our unforgettable and glitzy Sussex Sports Awards – the premier event of the Sussex social calendar – if we do say so ourselves!

In the delivery of these fantastic events, the Active Sussex team has been exemplary and have maintained the high standards we have come to expect of them. As Chair of the Board of Trustees, I was delighted by our partner satisfaction rating and maintaining our excellent standards after achieving an overall ‘GOOD’ rating from independent external assessors of the Quest for Active Communities quality performance scheme.

On behalf of the Board of Trustees, and working in Sussex, I would like to take this opportunity to thank trustee Paul Millman for his invaluable support as Interim Chair where he led us through an external board and governance review. Also I would like to thank Sadie and the passionate staff team and local partners for their continued efforts to improve lives for the better and increase investment in physical activity and sport.

As you read the pages of this report I hope you are inspired by the stories of how local people of all ages and abilities are getting involved in physical activity from Crawley Old Girls (COGs) football group to motivated young people at the Sussex Parallel Youth Games.

95% of our partner organisations were satisfied or very satisfied with the support received from Active Sussex
88% of our partner organisations would recommend us to a friend or colleague
Overall Rated ‘GOOD’ by Quest external assessment team
Equality Standard (Foundation Level) organisation
Safeguarding: Green RAG rating - Child Protection in Sport Unit (CPSU)
“Active Sussex is a reliable, hardworking and trustworthy team of people, who provide consistent, high quality advice, services and shared information.”

– Partner organisation
Active Sussex
Strategy 2018-2023
(objectives)

1. Reduce inactivity
We will work with stakeholders to facilitate a significant decrease in local people classed as inactive in Sussex.

2. Better health and wellbeing
To improve the physical and mental wellbeing, and individual development of our communities as a result of our work with stakeholders.

3. Put activity centre stage
We will work with stakeholders to place physical activity at the forefront of new policies and infrastructure projects such as housing developments, transport policy and public health planning.

4. Build relationships
We will work more closely with voluntary stakeholders out in the community to deliver appropriate solutions for our target audiences using a ‘people like me’ approach. We recognise the importance of engaging with new and diverse partners to engage people to be more active, more often.

5. Grow investment
To seek increased investment in sport and physical activity in Sussex as a result of our advice or collaboration.

6. Corporate support
To partner with local businesses and encourage them to support physical activity and community sport in Sussex.
What will success look like?

AIM BY 2023
By 2023 our aim is to see 5% fewer inactive people in Sussex.

AIM BY 2028
By 2028 our aim is to see 10% fewer inactive people in Sussex, so that all our local authorities have activity levels better than the national average.

2017-18 ACTIVE LIVES SURVEY INACTIVITY BY LOCAL AUTHORITY
Sussex is made up of 13 local authority areas. We are supporting our partners with interventions to increase activity rates, with a specific focus on the most inactive areas. The maps below show relative physical inactivity in Sussex in 2017-18, and an indication of how we would like inactivity to reduce over the next five and 10 years, so that every area in Sussex is below the national average for inactivity.
It’s been a brilliant and busy year for Active Sussex!

Take a look at some of our favorite moments and thanks to all those who made the past year a success!
LONG JUMP
Competition in full swing, Sussex School Games 2018

CHAMPIONS
Southern Area winners, Sussex School Games 2018

OPENING CEREMONY
Sussex School Games 2018

WORKING HARD
Sussex Disability Sports Network 2018 delegates

ON THE TRACK
Athletics competitions, Sussex School Games 2018

CLUBMARK ACHIEVERS
Hellingly Hound Dogs Youth American Football Club, Clubmark Achiever winners, Sussex Sports Awards 2018

SPECIAL GUESTS
Seven time Paralympian Simon Munn MBE and Active Sussex’s Chief Executive Sadie Mason, MBE, Sussex School Games 2018

FLYING HIGH
Worthing Gymnastics Men’s Artistic Squad, Sussex Sports Awards 2018

UNSUNG HERO
Peter Wilcomb (right) presented with the BBC Sussex Unsung Hero Award by BBC radio presenter Tim Durrans, Sussex Sports Awards 2018

WINNERS
Team Santos (Brighton Table Tennis Club) celebrate success, Sussex Sports Awards 2018

TEAM
Active Sussex team photo, Sussex Sports Awards 2018

TAKING PART
Delegates get involved at the Active Sussex Network 2019

INSPIRING
The running group - Walk2Run - running to beat suicide - inspired at the Active Sussex Network 2019

NETWORKING
The Active Sussex Network 2019

THIS GIRL CAN
Active Sussex, This Girl Can Ambassador, Tess Agnew
How could the workforce in your area engage more inactive people in physical activity?

About
In-line with Sport England’s: ‘Towards An Active Nation Strategy 2016–2021’ and our visionary Active Sussex Strategy 2018-2023, our workforce project is about how to build the workforce needed to support inactive people across Sussex. The project envisions that everyone working in physical activity and sport feels confident, valued and supported. This strengthening of the workforce would enable the best possible experience for the people who are – or who want to be – active.

The tools used to build the workforce needed to engage inactive people can be adopted by all local authorities, community and voluntary organisations and activity providers. Active Sussex are keen to support partners across Sussex to implement these methods.

Workforce developments so far
Active Sussex has been working with Rother District Council to build the workforce needed to engage inactive people.

The first stage of this project was to understand physical activity levels and attitudes of residents and participants, and the coaches and volunteers needed to support them to become active. Our report on audiences is: Rother Workforce Project Stage 1 report – Understanding Audiences.

Active Sussex has been awarded a further £80,000 grant investment for 2019-21, from Sport England, to continue developing a workforce infrastructure to tackle physical inactivity in Sussex.

Plans are in place to use this funding to target wards in Hastings, Wealden, Eastbourne and Lewes, building on from our insightful and successful workforce pilot in Rother over the past year.

Why these areas for funding?
Based on our research into activity levels in the county, twenty four focus wards in East Sussex were identified where residents are most inactive. Wards such as Sidley, Hailsham East, and Hollington in Hastings have estimated inactivity levels of 30%. This translates to almost one in three adults doing less than 30 minutes of moderate intensity exercise per week.

In this area, we found we needed a new approach to get local people active and we know we’ll need clubs, coaches, volunteers and a professional workforce who can motivate people to lace up their trainers and get active.

Our research in Rother revealed that most people believe that being active is important, but they lack the confidence to take part. Many people were worried that activities wouldn’t be at their level or for people of their age.

We have aimed to support activity providers to ensure that people of all ages and abilities are supported to be active, and that this is communicated clearly to residents.

We have found that as people get older they tend to be less active, and people with disabilities and long-term health conditions need support to ensure the activity is appropriate for their condition. On average, people in deprived areas also tend to be less active, so we have supported activity providers to improve their offer in these areas.

Promoting a ‘people like me’ approach
We are undertaking this work in these localities in the hope that by working with local partners we will better understand our audience and also understand the needs of clubs, coaches, volunteers and professional workforce operating in the area. By using a ‘people like me’ approach we want to match workforce need with residents’ needs to change local attitudes and behaviours around physical activity.
We’re supporting people on their journey from inactivity to being active

- Elizabeth Wilson, who suffered from depression and anxiety, joined the Walk2Run – running to beat suicide group, after never being very physically active and is now a coach
About the Network
The aim of the Sussex Disability Sports Network is to support the development and provision of disability sport and inclusive physical activity across Sussex.

Champion roles
The network is made up of a range of partners all championing this area of work, with a number of Sussex Disability Champions helping to lead the direction and delivery of network events.

Sussex Disability Sports Network 2018
Special Olympics Eastbourne athlete Georgina Lee and Limitless FC founder and player Jess Barnes were star motivators at the fifth Sussex Disability Sports Network event on Tuesday 25 September at the Sussex County Cricket Club. Georgina and Jess featured in a special question time, hosted by Aroop Tanna, Sussex Cricket Foundation’s Disability Cricket Manager. The sport-loving duo advised and inspired the event’s delegates with their own personal stories about becoming involved in sport despite facing many challenges.

Engaging more disabled women in sport and physical activity was the main focus and the network also featured:
• Hot topic: ‘Open Data: Getting your opportunities out there!’
• Insight: Football Association and Women in Sport
• Facilitated table session

“It’s about making activity and sport fun, varied and all inclusive.”
- Georgina Lee (right), Special Olympics Eastbourne athlete

Supporting inclusive physical activity across Sussex
This Girl Can is a sassy celebration of active women everywhere

About
This Girl Can is a Sport England national campaign. It’s a sassy celebration of active women everywhere who are doing their thing no matter how they do it, how they look or even how sweaty they get.

Active Sussex Ambassador
Introducing Tess (aka FitBits)… Active Sussex’s This Girl Can Ambassador.
As a reformed binge-eating, beer-guzzling, ex-smoker, Tess now finds herself on a quest for ‘never-ending endorphins’ using Brighton and the South Downs as her adventure playground.

#FitGotReal
In October 2018 the third phase of the, award-winning, Sport England national campaign was launched with the strapline – Fit Got Real, with a renewed focus on reaching women that failed to be inspired to take up exercise in the first three years of the campaign.

It seeks to challenge the conventional idea of what exercise looks like, highlighting that all forms of exercise count, in order to break down barriers for women and girls in getting active, such as a lack of time, money and energy.

During 2018/19 we started a new video project, with Tess after her previous ‘Tess tries’… four-part series, where she had a go at a mixture of unique and traditional sports.
This time around Tess demonstrates quick, easy ways to fit movement into a busy life.

“To make movement a daily thing, it needs to slot into your life with ease – so easy in fact that you hardly notice it’s there and it just becomes part of your routine.”
- Tess, our Active Sussex, This Girl Can Ambassador

49,000+ views on our This Girl Can videos

This Girl Can: Fit Got Real – movement around the home!

This Girl Can: Fit Got Real – movement around the park!
Sussex Primary Education

About
The Government invests £320m per year directly into primary schools to make additional and sustainable improvements to the quality of PE, sport and physical activity.

Each year, just under £8.5m is shared between Sussex state schools, academies and pupil referral units that have primary aged pupils.

The long term vision of the Primary PE and Sport Premium funding is that: “all pupils leave primary school physically literate and with the knowledge, skills and motivation necessary to equip them for a healthy lifestyle and lifelong participation in physical activity and sport”

During 2018-19, we provided free, objective support and advice to primary schools to ensure they meet the Primary PE and Sport Premium grant conditions and maximise the impact of the funding across the school.

Active Sussex has a three-pronged approach to engage primary schools, targeting Head teachers / Senior Leadership Team, School Governors and PE Coordinators with our offer of support. This ensures that key messages and opportunities are successfully communicated to schools and has led to higher percentages of schools meeting grant conditions and increased school engagement.

“A very insightful presentation. I’ll be sharing this information… on maximising the grant better for the schools. I heard loud and clear your messaging on sustainability.”

- Dr. Paul Ford MBE (Team GB, Chef de Mission, Minsk 2019 / Deputy Chef de Mission, Tokyo 2020)
Satellite clubs can provide new opportunities for young people

About
Satellite clubs can help bridge the gap between school, college and community sport – and provide new opportunities for young people to get active.

The Sport England Lottery funded programme provides opportunities to take part regularly in sport and activity through the creation of enjoyable, convenient club opportunities for young people that are designed around their needs and provide a positive experience of being active.

Satellite clubs have helped thousands of young people to get active and are primarily focused on young people that are designed around their needs and provide a positive experience of being active.

Satellite Clubs 2018/19
In line with Sport England’s strategy (Towards an Active Nation 2016), and our own visionary Active Sussex Strategy 2018-23, the satellite club programme in Sussex has seen the roll out of clubs across the county. During 2018/19 we saw 522 young people accessing the programme across 22 clubs, with 49% of attendees being female and 12% having a disability.

Case study – Believe in You Teens
Targeting inactive girls aged 14-16 years old, with poor body image, aiming to prevent the onset of eating disorders.

Believe in You Teens is an independent group who work across the Hastings and Rother areas providing support services with a passion to improve mental health and emotional wellbeing amongst teenagers and young people.

The girls were referred by the school as having a poor sense of self, and identified as being at risk of developing a negative relationship with food to control their body weight. The aim was to not only inspire the girls to access fitness in a safe, fun, nurturing environment, but to educate them about the importance of healthy nutrition and become more body confident as a result of sessions.

The club was made up of a bootcamp style fitness sessions, boxing, zumba and sessions of the girl’s choices with a female Personal Trainer, interactive workshops around nutrition, impact of social media on body ideals, and the importance of having a healthy relationship with food.

For the future
Active Sussex is looking to work with partner organisations who work with the following 14-19 year old target groups:

- Low Socio Economic Groups
- Young people with barriers to sport (e.g. anxiety, mental health issues, cultural)

3,000 young people have benefitted from the Satellite Clubs programme in Sussex since 2013
522 participants active in 2018/19
67 Satellite Clubs sustained since 2013
22 New Satellite Clubs – up 9.1% on 2017-18
Take a look at some of the Believe in You Teens participants and thanks to all those who made the past year a success for our Satellite Clubs programme!
Active Sussex Network

About
The Active Sussex Network events bring together member organisations and local partners that deliver physical activity and sport across Sussex including: local authorities, leisure trusts, national governing bodies of sport, health agencies, educational and community organisations.

Meeting twice a year in central Sussex locations, partners receive strategic policy briefings, attend themed workshops and have the opportunity to network.

Active Sussex Conference 2018
Two-time Paratriathlon World Champion Steve Judge was the star attraction at the Active Sussex Conference and AGM 2018 on Thursday 13 September at the Sussex County Cricket.

Steve’s keynote speech: ‘Feeding the Need to Succeed,’ set an inspirational tone with his dramatic account of becoming ‘Champion of the World’ following a near fatal car accident resulting in both legs being crushed and being told that he may never walk again.

The conference also featured:
- Official launch of the Active Sussex five-year Strategy
- Facilitated table session: ‘Taking Collective Action Against Inactivity.’
- Hot topic: ‘A Workforce for an Active Nation’

Active Sussex Network 2019
Behaviour change expert Professor Jim McKenna sparked debate and enthused attendees at the Active Sussex Network 2019 on Thursday 28 February 2019, the grade II listed Buxted Park Hotel, Uckfield.

Jim, an award winning teacher and researcher, charismatically delivered his keynote speech ‘Simplexity of Sport and Physical Activity’ - where he challenged delegates to focus their attention on how they can make an impact in their area of work, especially about how to engage inactive and hard to reach audiences.

He spoke passionately about previous projects he has worked on including the promotion of healthy lifestyles, especially physical activity, capitalising on the unique drawing power of major football clubs including Liverpool F.C.

Also included in the network was:
- Facilitated Q & A panel debate: ‘Whole System Approaches to Engaging Inactive Audiences.’
- Round table examples and discussions: ‘Engaging priority audiences.’
- Workshop: ‘Inactive to Active - The Journey.’

“I think the Active Sussex Networking is vital! It’s great because of the range of people here… all coming together and it creates so many opportunities for collaboration and partnerships going forward.”

- Tom Hall from Future Proof
Sussex Parallel Youth Games 2018

About
A ‘mini-Paralympics’, showcasing and celebrating disability sport in Sussex. It gives young people the opportunity to be defined not by their disability, but instead by their inspirational achievements while creating positive lasting memories. The Sussex Parallel Youth Games is the only, multi-sport participation, event of its size for disabled children in Sussex. Organised by Active Sussex, with support from partners, it provides a non-competitive, thrilling experience for young people to try out sports and learn new skills such as teamwork and leadership.

Sussex Parallel Youth Games 2018
Ability in sport was celebrated and showcased at the 13th annual Parallel Youth Games, on Wednesday 23 May 2018 at K2 Crawley. The inspirational athletes participated in various sports including climbing, swimming, boccia, new age kurling, street soccer and there was also the opportunity to attend a dance workshop and perform at the special and moving closing ceremony too. Crawley-based Paralympic Cycling gold medalist and double World Champion Katie-George Dunlevy was on hand to introduce the event and noted the importance of events like this one to show children and young people that a future in sport is possible.

“Days like the Parallel Youth Games show how sport can be a powerful tool for young people to build their confidence and their skills. I hope that other counties will follow Sussex’s lead in the future and organise events such as this one for children with disabilities.”
— Katie-George Dunlevy

“It was the best day of my whole life.”
— Sussex Parallel Youth Games participant
Sussex School Games

2018

About
The thrilling Sussex School Games is a ‘mini-Olympics and Paralympics’, giving Sussex school children the chance to participate in competitive school sport at county level across multiple sport disciplines.
Its aim is to provide an inclusive sporting opportunity for young people to be involved in a range of sports and provide a meaningful experience, whatever their ability.
It gives participants the opportunity to represent their school and be proud of their achievements while creating happy memories and experiences they can share with their families.

Sussex School Games 2018
Youngsters stole the show at the seventh annual Sussex School Games, on Wednesday 27 June, 2018 at K2 Crawley.
The fantastic athletes took part across a range of sports including athletics, golf, netball, hockey, stoolball, football, hockey, gymnastics, cricket, table tennis and climbing - the only event of its size for school children in Sussex.
Inspirational participants were cheered on by special guest – Simon Munn MBE who gave a stirring speech to the participants during the opening ceremony, encouraged and supported youngsters throughout the day and presented medals.

“It’s fantastic to be at the Sussex School Games and to be able to inspire the next generation of athletes. Competitive sport gives you the opportunity to travel the world, to compete for your country and to form lifelong friendships. I would encourage the young people of Sussex to get involved in sport, to train hard and to follow their dreams! The next Olympians and Paralympians could be competing at this Games!”
– Simon Munn MBE

“I’m speechless about it because it was so fantastic.”
– Sussex School Games participant
About
The Sussex Sports Awards, organised by Active Sussex, is one of the most prestigious evenings in the Sussex sporting calendar, taking place each November. This is not a night to be missed by anybody involved in Sussex sport and physical activity. Sport provides us with a unique opportunity to laugh, applaud, and be inspired, all at once, and the Sussex Sports Awards leaves guests doing just that.

Sussex Sports Awards 2018
Sussex-based sports stars as well as dedicated and inspiring individuals and organisations, had their efforts and achievements recognised after the winners were announced at The Grand Hotel on Friday 23 November. The black-tie gala dinner, received a record number of nominations from across the county and welcomed special star co-host, Eddie ‘The Eagle’ Edwards.

Eddie motivated and inspired the audience with glittering tales of his journey to the 1988 Winter Olympics which saw him become the first competitor since 1928 to represent Great Britain in Olympic ski jumping. The British sporting legend also became the British ski jumping record holder, ninth in amateur speed skiing, and a stunt jumping world record holder for jumping over six buses.

“In it was an honour to have the chance to meet and speak to the next generation of UK’s sports stars.”

-Eddie ‘The Eagle’ Edwards
OUR 12 MONTH FOOTPRINT

MAKING A DIFFERENCE: Crawley Old Girls (COGs) won The Grand Hotel Community Impact Award

Winners

Active Sussex Clubmark Award - Hellingly Hound Dogs Youth American Football Club
Active Sussex Young Volunteer of the Year - Sarah Graham
Platinum Publishing Group Young Sports Personality of the Year - Jonah Bryant
Active Sussex Special Recognition for Integration, Innovation and Inspiration - Brighton Table Tennis Club
Create Development Active Primary School of the Year - Arundel Church of England Primary School
The Grand Hotel Community Impact Award - Crawley Old Girls (COGs)
Rix & Kay Solicitors LLP Team of the Year - Team Santos (Brighton Table Tennis Club)
Active Sussex Coach of the Year - Danielle Lewis-Collins
Sussex County FA Volunteer of the Year - Eric Douglin
Everyone Active Club of the Year - Burgess Hill Cricket Club
University of Brighton Disabled Sports Personality of the Year - Joe Townsend
Freedom Leisure Sports Personality of the Year - Rob Cross
BBC Sussex Unsung Hero Award - Peter Witcomb
Wave Leisure Outstanding Contribution to Sport Award - Teresa Bennett
2018-19 marks a year of major positive changes and developments for Active Sussex

It gives me great pleasure to be able to reflect on another great year of activity here at Active Sussex, and to have the opportunity to demonstrate the impact of our work in partnership with our key local stakeholders delivering sport and physical activity opportunities in Sussex during 2018/19.

Busy lives and modern technology mean people are less active now than they used to be, and the reality is that an increasing level of physical inactivity is contributing to the prevalence of long-term health conditions. It’s quite a sobering thought that for the first time, there is a real risk that children today will have shorter lives than their parents. We are facing a major health crisis and something needs to change.

However, the good news is that exercise is the miracle cure we have always had, and here at Active Sussex we are all about getting more people physically active primarily looking at the most inactive areas in Sussex. In this report the time period 2018-19 marks a year of major positive changes and developments for the organisation.

Firstly as a team it has seen us bring into sharper focus the needs, motivations, barriers to participation and behaviours of our inactive population. We have worked with a wide range of strategic delivery partners to develop an increasingly collaborative way of working and greater investment in physical activity and sport locally.

It has also marked the first year of a new three-year funding contract from our main external funding agency (Sport England), who confirmed investment in Active Sussex for the period 1 April 2018 - 31 March 2021.

In addition, September 2018 saw the launch of the new, visionary, Active Sussex Strategy 2018-23, focused on increasing our understanding of the inactive population in Sussex and how (with partners) we can help people most at risk of inactivity to become more physically active, particularly in the areas of Sussex where physical activity levels are at their lowest. The new strategy highlights our desire to:

1. Build lifelong activity habits in our children and young people
2. Motivate inactive people to become more active
3. Work in the community to influence and engage new and existing stakeholders
4. Bring in new investments and partnerships

Towards the end of 2018-19, the national network of County Sports Partnerships (of which the Active Sussex is a member) was rebranded to become Active Partnerships. The term ‘County Sports Partnership or CSP’ was phased out from March 2019.

As well as coordinating our programme of events, we successfully delivered a number of government-funded community physical activity and sport programmes, such as the School Games, Primary PE Support and the Satellite Club programme— the outcomes and impact of these are reflected in our report. These were all aimed at engaging children and young people in sport and physical activity, including underrepresented groups and some from the most disadvantaged areas in Sussex. Many of these were further supported by our Young Leaders, who through the training we offer, helped to ensure events such as the Parallel Youth Games and Sussex School Games provided a fantastic experience to participants.

Looking forward, 2019-20 will see the Trust consolidate on its previous years’ work, but
Awards

Business Women in Excellence Awards 2018: Winner: The Wellness Award, Runner-up: The Inspire Award awarded to Active Sussex Chief Executive Sadie Mason MBE.

UK Coaching Awards 2018: Winner: Transforming Coaching through technology - Project 500 (an initiative created and delivered by South East Active Partnerships including Active Sussex).

East Sussex Women of the Year Lunch (attended by HRH Camilla Duchess of Cornwall): Recognition given to: Active Sussex Chief Executive Sadie Mason MBE, and Active Sussex trustees; Karen Burrell, Carrie Reynolds, Viv Woodcock-Downey, Mel Kinnear and Active Sussex This Girl Can Ambassador Tess Agnew for their contribution to sport.

with a view to further bringing to life its strategy ambitions in collaboration with partners. This will involve a more focused approach, using insight to really understand the motivations of the most inactive populations in Sussex.

Active Sussex will be seeking to generate more investment to deliver more targeted interventions that will help with its partners contribute to common strategic outcomes. It plans to commission an external fundraising agency to help them with this investment aim.

Of course we look forward to delivering our flagship events in 2019, such as the Parallel Youth Games, the Sussex School Games and the Sussex Sports Awards. Similarly, we will be planning to deliver high quality professional networking and development opportunities for the sectors’ workforce across Sussex.

We also expect Sport England to continue to task us with focusing on local insights into our inactive population, and to invest in activity programmes for children and young people, which again fits well within the aims and objectives of our strategy outcomes, and are summarised below.

I’d like to complete my reflection by thanking the professional staff and our trustees at Active Sussex for their continued commitment to the charity. They are a skilled, competent and passionate team of individuals, and we are determined to help change lives for the better through physical activity and sport and to evidence, the fundamental role physical activity can play to ensure the health, wealth and wellbeing of Sussex residents and in turn their communities.
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.

Active Sussex

Finances in 2018 - 19

INCOME AND EXPENDITURE

This financial summary information is for the purpose 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](http://www.activesussex.org)

Or contact the Sussex County Sports Partnership Trust registered office on:

[01273 643869](tel:01273%20643869)

or [info@activesussex.org](mailto:info@activesussex.org)

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Total Income £764,174

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Total Expenditure £704,908
The current Board of Trustees consists of individuals from the public, private and voluntary sectors. They bring the necessary skills and experience to the Trust to ensure sound governance, probity and excellent advocacy of the charity’s aims and objectives.

The organisation would like to thank trustee Paul Millman for his invaluable support as Interim Chair (October 2018 – March 2019) which included leading us through an external board and governance review. And also to Dr Chris Whitaker, (1 year co-option, term ended in July 2019), who attended Board meetings only, for the valuable expertise in disability sports participation which helped inform the Active Sussex Strategy 2018-2023.

For accounting periods commencing on or after 1 April 2008, there is 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 displayed throughout the annual report.

This report is 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.
Become a supporter of Active Sussex

Our focus groups
Established in 2007, Active Sussex, believes and can evidence, that physical activity and sport has a fundamental role to play to the health, wealth and wellbeing of Sussex residents and in turn their communities.

We look to encourage everyone to be active and stay active, but to make the most impact we focus on the following groups to tackle inactivity in Sussex:

• young people 14-19
• older people
• people with a long-term condition or disability
• people living in deprived areas with high rates of inactivity

And a final objective is to celebrate and showcase Sussex sporting achievement.

If you believe in our mission then we would be delighted to welcome you on board as a supporter of Active Sussex.

Stakeholders and enablers
Active Sussex engages with a wide variety of stakeholders from the public, private and community voluntary sectors. We do this in order to strategically position physical activity and sport in local plans, and support the case for investment into physical activity programmes.

By building strong relationships with stakeholders across Sussex we help people who are most at risk of inactivity across the county by working collaboratively to change lives for the better through physical activity and sport.

We bring people together to make Sussex a happier and healthier place. Join us.

Fundraising
We are dedicated to increasing opportunities for all to get involved in physical activity and sport.

Throughout the year we want to raise as much money as possible to support our partners in ensuring physical activity sport and is accessible for all!

We will spend proceeds from fundraising on projects in-line with our focus groups. We’re also open to your ideas and suggestions – especially if you are working in with people in our priority groups and need help to get a new project off the ground!

We are always welcoming sponsors on board so if you want to help support a local charity, and share our vision, please get in touch.

Sign up to our eNews
Want to be the first to hear about the latest news on events, funding, insight, education, jobs, disability and inclusion and more on physical activity and sport across Sussex? Just register for our newsletter and you’ll receive news directly into your inbox.

www.activesussex.org/newsletter
info@activesussex.org
01273 643869
- Make a difference

Excellence  Freedom  Respect
Find out more about Active Sussex:

- activesussex.org
- @activesussex

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