Tuesday 11 February 2014
Clair Hall, Haywards Heath

Gold tier partners working with Active Sussex

www.activesussex.org
Welcome and Active Sussex Updates
Sadie Mason, Active Sussex

Gold tier partners working with Active Sussex
1.30pm  Welcome and Active Sussex Update, Sadie Mason, Chief Executive

1.45pm  ‘Why People Do, or Don’t Play Sport – how will you respond?  
       Chris Coleman, Community Sport Relationship Manager, Sport England

2.30pm  Sharing Good Practice 1 – an update from an Active Sussex partner
       Lorraine Everard, Mid Sussex Active School Sport Partnership

2.40pm  Funding Primary School Sport
       Jo Ashworth, Education & Club Links Manager, Active Sussex

2.55pm  Sharing Good Practice 2 – an update from an Active Sussex partner (open)

3.05pm  Active Sussex Website Refresh – presentation and consultation
       Jo Savage, PR and Communications Officer, Active Sussex

3.25pm  Wrap Up and Thanks, Sadie Mason, Chief Executive, Active Sussex

3.30pm  Depart

Gold tier partners working with Active Sussex
Gold Tier Partners

• Active Sussex Gold Tier Partners - Freedom Leisure and University of Chichester

• Invest resources and expertise into Active Sussex to help us to deliver programmes including: Active Sussex Network, School Games & Sussex Sports Awards

• Thank you to our partners for their ongoing support
Sport England funds now open

Major Events Engagement Fund
Sport England and UK Sport have launched a new fund to help ensure a long term legacy of major international sporting events in this country. Sport England’s £2m Major Events Engagement Fund will build on the existing £27m of National Lottery funding that is invested into bidding for and staging major sporting events via UK Sport’s Gold Event Series.


Improvement Fund: open now and closes 26 February 2014. Up to £9m available for distribution

University Sport Activation Fund: open now and closes 24 March 2014

Community Sport Activation Fund Round 4: May – June 2014

Small Grants programme: open all year round
Sussex PCC launches £200,000 Community Fund
The Sussex Police and Crime Commissioner has established a new fund to support local voluntary and community groups tackle crime and improve community safety. **Awards of up to £5,000** will be granted quarterly and the first deadline for applications is 31st March 2014.


Chances4Change – Hastings and Eastbourne
East Sussex County Council has been awarded £220,000 from the Big Lottery Fund to help improve health in Hastings and Eastbourne through the two year Chances4Change programme. A partnership between the council, Hastings Voluntary Action (HVA) and 3VA will build on local resources to help communities support people who are less physically active, have poorer mental health or eat less healthily to change their lifestyles.

For general information about the project, please contact Tina Cook at tina.cook@eastsussex.gov.uk.
CSP National News

- **CSPN National Workplace Challenge** launched 10 Jan 2014. New website that aims to get workplaces active ([www.workplacechallenge.org.uk](http://www.workplacechallenge.org.uk))
- Enables people to log their physical activity, whether its walking, cycling or taking part in sport
- Includes challenges, programmes and competitions, designed to motivate and inspire workplaces across the country.
- The new website has received £500k of funding from Sport England’s Get Health Get Into Sport programme and is supported by the British Heart Foundation’s Health at Work programme
- Local CSPs manage the platform to promote challenges, activities (online/offline) to encourage people to stay active.
- Active Sussex Workplace Health programme will look to integrate with the national programme during 2014/15
Active Sussex – staff news

- **Primary School Sport Coordinator** successfully recruited and started 2 January 2014. Leon Carter – lcarter@activesussex.org

- **Trustee recruitment** completed during Nov 2013. We welcome Jonathan Hughes (Home Office); Paul Millman (Sussex Squash) and Melanie Dunn (Albion in the Community) as new trustees

- **Volunteering** – funding received from Sport England to extend sport makers work to 31 March 2014 (Gina Rogers – grogers@activesussex.org)

- **County Disability Sport** – new CSP core funding allocation has enabled us to scope a new senior manager post to become a county disability and safeguarding lead, and to support NGB relations. Recruitment anticipated to begin by the end of February, with the new manager in post early in 2014/15
Active Sussex – Programme News

- **Active Sussex Workplace Health Programme** – To ensure a needs led approach to the development of ‘Sportivate’ workplace health projects, a survey was sent to the companies registered with the our Workplace Health programme. 960 individual responses were received showing what sports respondents would like to take part in. Data can be split by which LA respondents live and work in, and will help inform future programme design. More info: Donna Imrie-Browne - donna@activesolutions.co.uk

- **Sportivate** – Active Sussex’s Gemma Finlay would be interested to hear from any partners looking for Sportivate activity (targeted groups, disability etc) to take place from October onwards, contact gfinlay@activesussex.org or call 01273 643838.

- **School Games** – The 2014 Sainsbury’s Sussex School Games will take place on 10 July and once again be at K2 Leisure Centre, Crawley and nearby sites. The related Parallel Youth Games takes place on 11 June at the Triangle Leisure Centre, Burgess Hill.
Insight Into Why People Do or Don’t Play Sport
Chris Coleman, Sport England
Themes of the Habits of Community Sports Report 2013

Gold tier partners working with Active Sussex
Key Themes and Format

- Participation in Sussex

- What does a Sporting Habit mean?
- How does drop-out happen (and how do you stop it)?
- How do you target an audience?

3 discussion topics with a couple of slides to set the scene for each
Key Aim

What one or two things can you do differently and how will you know if it works?
Creating a sporting habit for life

Active People Interactive – your analysis

Your selection:
Dataset
Age 16+
Measure
At least once a week
Time periods
All years
Sport
All sports
Geographies
England
Sussex
Demographic
Adult population

- England
- Sussex

% Vs Time period

Oct-06 APS 1
Oct-08 APS 2
Oct-09 APS 3
Oct-10 APS 4
Oct-11 APS 5
Oct-12 APS 6
Oct-13 APS 7

34.3%
37.1%
35.8%
35.7%
35.2%
35.3%
34.8%
36.3%
36.0%
37.7%

34.2%
35.2%
34.3%
34.8%
36.0%
37.7%
Discussion Topics
A regular sporting habit doesn’t always mean weekly..

Habits can be weekly, monthly, annual or seasonal; some involve multiple sports; and for some the habit is not currently doing sport at all

Understanding people’s patterns of behaviour can unlock the right time and way to promote new or additional activities and using more than one sport seems to be a valuable way to sustain an overall regular habit
The gradual shift in overall participation levels conceals a high rate of hidden turnover

On average 50% of the population report playing either more or less than a year ago ("churn")

Proportion of people playing more or less sport, than a year ago

Churn

Male 44.5% 50.0% 63.2% 44.8% 34.6% 44.7% 46.6% 0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0%
Female 50.0% 44.8% 34.6% 44.7% 46.6%
16-34 63.2% 44.8% 34.6% 44.7% 46.6%
35-54 44.5% 50.0% 63.2% 44.8% 34.6% 44.7% 46.6% 0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0%
55+ 44.5% 50.0% 63.2% 44.8% 34.6% 44.7% 46.6% 0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0%
NS SEC 1 to 4
44.5% 50.0% 63.2% 44.8% 34.6% 44.7% 46.6% 0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0%
NS SEC 5 to 8
C7.5 million people report playing less sport than a year ago

Engaging with recently lapsed participants and encouraging them back into sport provides both a chance to hear what matters to customers and an opportunity for growth
What does a Sporting Habit mean?

- What patterns of behaviour do people in your area demonstrate with respect to sport?

- What can their habit tell you about barriers and motivations?

- How does your intervention promote certain behaviours? (Good and bad)

- How do you support multisport habits?
People don’t just fall out of love with sport...

Although life transitions remain the dominant reason given for leaving sport it is rare that people make a conscious choice at a given moment in time.

69% of 16-24s attribute stopping sport to life changes.

Only 9% of women and 7% of men blame decreased participation on a loss of interest in sport.

Rather than leaving participants to re-form new habits by themselves, successful organisations target moments of change to introduce new opportunities & services to customers.
Sport doesn’t have a monopoly on being fun

Sport isn’t only competing with other sports for people’s time and those competing activities can bring many of the same benefits.

To be on someone’s shopping list of activities, a sport needs to meet that person’s specific needs. This may involve:

- Removing practical barriers
- Demonstrating relevance of that activity to a person’s life

Where sport fails in this people simply choose something else to do.
Competing for attention by making sport easy to choose

Sporting habits are dependent on making choices – not just choices between sporting activities but also choices between sport, other leisure activities and wider lifestyle needs. People are increasingly expecting to be given exactly what they want and leading businesses are responding.

A common factor in successful developments is helping to make repeatedly choosing something easier by lowering the barriers to entry for skills, location or timing.
How does drop-out happen (and how do you stop it)?

• What are the most common reasons people give for dropping out of sport in your area?

• How can you identify those at risk of dropping out and support them staying in sport?

• How do you make sport easy to choose in your area?

• How can you exploit the opportunities around life transitions?
Young People - from loss comes opportunity

Whilst demand for sport remains highest amongst young people, across all sports the biggest drop in participation occurs between 14 and 21.

Young people want a non-traditional offer with a choice of sports, competing with people of a similar level.

More habits are sustained as people go through their 30s and 40s.

By understanding their needs sport can remain relevant to young people, even during periods where they are not participating regularly.
Sport can be a Woman’s World…

In spite of the gender gap in participation rates, 12m women nationally tell us that they want to do more sport. Over half of these are currently inactive.

Women and girls present the biggest growth opportunity and success in harnessing this demand will come from asking women what they want.

The main driver for sporting participation stated by all levels of female participant is “to have fun”.
How do you target an audience?

- Which are the major growth audiences within your area?
- What kind of activities do they generally engage with?
- What is your understanding of the needs of those audiences?
- How do you reach and communicate with them?
- How do you continue to improve the provision?
Key Aim

What one or two things can you do differently and how will you know if it works?
Questions and Feedback
Sharing Good Practice
Lorraine Everard, Mid Sussex Active
Mid Sussex Active

Engaging and Developing Volunteers

Lorraine Everard – PE & Sport Strategy Manager
Mid Sussex Active
leverard@wsgfl.org.uk
Engaging Volunteers

WHO?  HOW?

- Who did we recruit?
  - Young adult volunteers
  - & mature adults ...

- How did we recruit them?
  - Variety of opportunities
  - Selective advertising
  - Range of roles
Roles

- Supporting younger leaders
- Admin re clubs/events/competitions; helping manage details / payments, registration, website
- Enabling qualified coaches to spend more time coaching!
- Supporting events, including School Games competitions
- Publicity relating to activity
- Leading activity / coaching
Supporting & Valuing Volunteers

- Recognise the importance to our work/aims
- Provide identity
- Provide appropriate training
- Provide pathways
How do we engage them?

Young Adult Volunteers

- Activity Leaders
- Competition Delivery team
- Admin support e.g. website, publicity
- Media
- Officiating
- Coaching
How do we engage them?

**Mature Adult Volunteers**

- Adult admin support e.g. registers, finance, details
- Competition support
- Officials
- Supporting Young Leaders e.g. behaviour management
- Activity delivery & Coaching
- Generate Interest through Inspiration
- Provide taster opportunities
- Research appropriate qualifications
- Source funding support
  - Scholarships and Bursaries
- Match qualifications to opportunities

Pathways to Coaching
2013-14 Workforce Development

- Developed strong Sports Leaders / Leadership Academy / Young Ambassadors – Ages 14 - 18
- Now have...
  - 3 x MSA Interns – Age 17-22
  - 4 x MSA Scholarships – Football, Netball coaches & Athletics leaders
- And 3 x Adult Coaches; Athletics
- 4 x Adult officials, Boccia & Kurling (plus Athletics planned)
- 6 x Change 4 Life Club deliverers
Funding Primary School Sport
Jo Ashworth, Active Sussex

Gold tier partners working with Active Sussex
Introducing…
Leon Carter

Gold tier partners working with Active Sussex
Sussex Primary Schools Sport Co-ordinator

Key tasks

• Research how schools are spending their premium & communicate best practice to others via an e-newsletter.

• Collate NGB offers on the Active Sussex website so that they are all in one place for schools.

• Where school sports partnerships don’t necessarily exist, assist schools with the greatest need.
Resources

- Latest funding news.
- Links to useful resources.
- Latest info from Ofsted.

www.activesussex.org/education
Primary PE newsletter coming soon!

Email – lcarter@activesussex.org to subscribe!
Twitter- @activeleon
Satellite Clubs

Gold tier partners working with Active Sussex

www.activesussex.org
Part of Sport England’s Youth and Community Strategy

• Vision – by 2017 every secondary school offered a community sports club on its site

• 11 – 25 year olds

• Extensions of community sports clubs in a new venue

• Investment through NGB – Whole Sport Plans and County Sports Partnerships
Key Facts

Gold tier partners working with Active Sussex
Year 1 – so far

• Liaised with NGB’s with & without whole sport plan funding
• Identified NGB products and priorities
• Draft plan – 12 sports across 26 sites
• 14 sites with NGB joint funding
• 12 sites with Local Delivery Funding (Active Sussex)
• Plan approved by Sport England
Draft Satellite Club Plan 2013

(Year 1 January 2014 - July 2014)
Local Delivery

• Year 1 – shortened year from now until July
  Examples include
• Rye Boxing Club / Rye College / ABAE
• Coaching / kit / equipment / training
Year 2

• Widening opportunities for schools and colleges to apply for funding
• Opportunities to engage with NGB’s
• Year 2 target – 29 satellite clubs
• Window Applications; March 2014 – June 2014
• Delivery; September 2014 – March 2015
What next....

• More information

• Details of EOI and applications to be posted on
  http://www.activesussex.org/education/satellite-clubs

• Contact Jo Ashworth, 01273 644139 or
  jashworth@activesussex.org
Sharing Your Good Practice
Active Sussex Website Refresh
Jo Savage, Active Sussex
We will be using interactive voting during this session (wifi code: summer)

To join in you can:

- **text** a CODE
  
  Text charged at the standard rate on your tariff. Depending on your contract this may be free.

- **tweet** @poll & a CODE

- submit a CODE via the Web
**What's on**

**active Sussex network**

Active Sussex Network Conference – February 2014

There is limited space still available for the next Active Sussex Network Conference on Tuesday 11 February 2014 at Cissie Hall, Rennyfudk, Haywards Heath, West Sussex, RH19 3RA.

This event is free and open to all current members of Active Sussex (minimum fees apply per member organisation). If your organisation is not a member, joining is easy and details can be found online.

[Read More](#)

**News**

An inspirational networking point

In the last three years the Brighton Swimming Centre has enjoyed a remarkable period of growth – from being tired and faced with closure, to becoming one of the... [Read More](#)

[Read More](#)

**E-news**

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www.activesussex.org

Snapshot: 1 Nov ‘13 – 31 Jan ‘14

• 27,670 total visits
• 5.4 page views per visit
• 146,358 total page views
Gold tier partners working with Active Sussex

3,527 followers

647 views in 4 months

1,971 Fans
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<td><strong>British Weightlifting</strong></td>
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<td>Strength and Conditioning Power Seminar</td>
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<td>Mon, 10 Feb 2014</td>
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<td><strong>Oxfordshire Sports Day</strong></td>
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<td>Thu, 30 Jan 2014</td>
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<td>Is your club effectively structured? Free Seminar Friday 21 February</td>
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**Oxfordshire Sports Partnership**

**CLUB LEADERS**

**Oxsport on Twitter**

RT @SolitaireDTM: #FF Let's hear it for @oxsport Pits RT and follow with @106jackfm @Viviandressage @WeAreAqueduct @SkySportsAmy @BDCentralR... about 7 hours ago

RT @sportrelief: First 30 miles done and a pit stop in Biggar. They've got the fire on too bless em. #davina http://t.co/HrnuogALSb about 1 day ago

RT @TeamGB: And so the entertainment begins here in the Olympic Stadium ahead of the #OpeningCeremony - who is watching? http://t.co/SBZLnZ... about 2 days ago

Davina is coming through Oxford on the 13th of February, be there and support her! #Oxford https://t.co/9t3en7OAV0 https://t.co/FaEBmorK
28% of Active Sussex website users use responsive devices
It takes 2/10ths of a second for a visitor to your website to form a first impression of your brand.
The website is **too cluttered** and hard to use

The overall appearance of the website is **very ‘blue’**

The footer is too **large**

Information is not presented in **simple, natural & logical** order
Audience Engagement

‘CSPs are engaging with an increasingly broad range of sports, fitness & health industry partners, and it’s important to ensure that we are aware of the challenges of engaging with this sector’
‘B2C’ Communications

‘Play Sport’

Activity Finder
Sportivate
Workplace Health
Disability Sport
‘B2B’ Communications

‘Deliver Sport’

- Coaching
- Clubs
- NGBs
- School Sport
- Leisure Trusts
WE WANT TO HEAR FROM YOU!
Option 1: CODE = 135568
Option 2: CODE = 135718
Option 3: CODE = 135796
Option 5: CODE = 136097
Which website design do you like the most?

Please place your votes...
1) Text a CODE to 020 3322 5822
2) Visit www.pollev.com/josavage & pick an OPTION
3) Tweet @poll + a CODE

Option 1: CODE = 135568
Option 2: CODE = 135718
Option 3: CODE = 135796

Option 4: CODE = 136039
Option 5: CODE = 136097
If you have any questions…

Jo Savage
PR & Communications Officer
07432 507429

jsavage@activesussex.org

@activesussex

linkedin.com/in/savagejoanna
Wrap Up
Sadie Mason, Active Sussex
Thank you for attending
and have a safe journey home

Gold tier partners working with Active Sussex

www.activesussex.org