Welcome
Sadie Mason MBE, CEO, Active Sussex

www.activesussex.org
CEO Updates

- DCMS Strategy – key national messages
- CSP Appraisal
- CSP Strategy 2017-21
- CSP Business Development – new CSP services available from April 2016
- More CSP news...’cos there’s a lot going on!
- Dates for diary
DCMS Strategy: Sporting Future (Dec 2015)

5 National Outcomes and Focus Areas

• Physical wellbeing; mental wellbeing; individual development; social & community development; economic impact.

• Measures are very specific. Need to get beneath behaviour change (pre-contemplation – maintenance continuum)

• CSPs need to be ready for increased work around primary to secondary transition (non-curricular)

• School Games to continue, but subject to review

• Primary Premium to continue, and confirmed CSP role is seen as important in this
Key national to local messages

It’s all about the outcomes

• **National** – impact on 5 outcome areas. More expected with same resources. Government/Sport England will invest in organisations that can deliver on these

• **Local infrastructure** – what are local priorities for stakeholders? Importance of use of insight and place based working. New priorities, new skills may be needed to work with under-represented groups. What are the opportunities for greater efficiencies?

• **CSP Impact** – more emphasis on governance (better boards with appropriate skills). There must be evidence that we know our areas and can evidence impact and outcomes. What is our USP and how do we add value to our partners work?
Future Measurement of Participation

Active Lives to replace Active People Survey (APS)

- Active Lives measures the number of people aged 14 + taking part in sport. Leading research company IPSOS-MORI will carry out the survey for Sport England.

- The number of people taking part in sport will be tracked by demographic group, where people live and the activities they take part in.

- Data collection began in November 2015, and runs for an initial period of five years. The overall sample size will be around 198,250 people each year.

- An online questionnaire, the respondent can choose when and how they'd like to complete it. The survey works on smartphones and tablets as well as desktops. This flexibility should mean an easier, more convenient way for people to access the survey.
Independent CSP Appraisal

Positive news – it’s now an appraisal not a review!

• The appraisal will not be an evaluation of CSPs current or past performance, but rather a consideration of the roles that CSPs will need to play in future.

• A website has been established to capture as much input from as many people and organisations as possible in the short time available (www.cspfuture.co.uk). This site, went live on Monday 14 March. Consultation closes end of April, and report due end of May. Please take a look.

• Sport England message - do not get left behind! Mentioned before – be clear on our USP. Our collective partnership voice must be heard in appraisal process. Be open to learning and change, and be front and centre of that change.
County Sports Partnerships: Looking to the future

Four appraisal areas

• A headline high-level contextual understanding of what roles are played by different organisations locally, and will need to be played to deliver the new sport strategy

• The role and responsibilities of CSPs in the above

• The current CSP structure and set up

• The role of the CSP Network (CSPN) in serving CSPs
Active Sussex 2017-21: Looking to the future

New Strategy 2017-21

- Aware of national policy directions which are likely to be reflected in Sport England’s strategy (Jon Horne may expand upon this later!)
- Context of targeting investment for impact and outcomes
- Due cognisance of need for sustainability and to widen income base
- Identifying where our work can align with and support wider public health, social and economic priorities and outcomes
- Focus on what Active Sussex can do to meet participation demands of its largest demographic sector (55+) and some of its most vulnerable population (disability). **Need to grow CSP business in order to fund/support this**
New Business Services: Active Consulting (April ‘16)

• Open to voluntary sector and public/private sector

• **Active Consultancy**: available at day and half day rates

• **Active Funding**: bid writing service
  – Small Projects (up to £10,000)
  – Large Projects (from £10,001 upwards)

• **Active Clubs**: non-core services to support the development of community clubs, coaches and volunteers in their local area
Active Consulting

Services (not an exhaustive list)

- **Insight**: bespoke training on how to use Sport England insight tools, interpretation of participation data, gap analysis

- **Marketing**: marketing & promotion services, including social media, press, poster and print design

- **Workplace Health**: workplace challenge is free, but organisations requiring enhanced or targeted work with employers/employees in their locality can obtain this service from Active Sussex

- **Business networking**: professional networking and CPD events
More CSP news

Lots going on!

• Satellite Clubs funding window open until 1 April for Sept onwards delivery
• Club Matters/Club Roadshows - kicked off two weeks ago at the Sussex CCC – keynote CEO Sussex Cricket. Free, with good cake! Supported by Rix and Kay Solicitors LLP. Book your place online
• Workplace Health Week w/c 23 May – Active Sussex will be promoting a variety of ways to get active during Workplace Health Week. Contact Leon Carter – lcarter@activesussex.org if you have any ideas or initiatives that need promoting that week

www.activesussex.org
How well do you know your area?

For those of you that missed the local authority/NGB sessions!


- Updated twice a year, it is a vital tool that can be used to inform strategic planning and development of sporting opportunities and demonstrate the value of sport to other sectors e.g. Public Health

- The tool also presents benchmarking opportunities by providing useful regional, national and nearest neighbour comparators
All things Coaching

Coaching news!

• **Coaches** – We now have an integrated data management system as part of the Active Sussex website. Users can register free of charge & receive the lots of benefits

• **Coaching Bursary**: Although the Active Sussex Coaching Bursary is now closed, it is currently being reviewed to meet the needs of the Coaching Plan for England

• Contact for all coach related enquires to Anthony Statham at astatham@activesussex.org
Funding - always welcome news!

Local funding information and Sport England funding rounds

- **National/Sussex/Community funding webpages:** See [www.activesussex.org/funding-insight/sports-funding/national-sports-funds/](http://www.activesussex.org/funding-insight/sports-funding/national-sports-funds/)

- **Community Sport Activation Fund Round 5:** Details yet to be released, but **Small Grants** is open all year and has an **underspend**. Other Sport England funding streams are being reviewed in parallel to the development of its new strategy.

- We are currently creating a map of Sport England investments into Sussex to enable partners and ourselves to see where the money goes and to identify gaps.
Dates for Diary

• Sussex Parallel Youth Games 2016 – Weds 15 June, Triangle LC
  – Fundraising campaign led by Carrie Reynolds – please support!
• Sussex School Games – Weds 29 June 2016, K2
• Active Sussex Partner Conference - Weds 14 September – great key note lined up for that!
• Sussex Sports Awards 2016 – celebrating sport and physical activity achievements in the community over the past year – 25 Nov 2016
• Welcome: New PR & Communications Officer – Lauren Warner who joined Active Sussex yesterday!
The Sporting Landscape is Changing
Jon Horne, Local Government Relationship Manager, Sport England
Sport England’s remit – ‘Creating a sporting habit for life’

**Participation**
- More people playing sport at least once a week

**Talent**
- Feed the high performance system
- Support grassroots sport

**Facilities**
- Enough well managed facilities in the right places

**Statutory Planning**
- Fulfil statutory duty on playing fields

£1.1bn 2012-17

**Insight**
The need for change

"Insanity is doing the same thing over & over again & expecting different results."

Albert Einstein
New Government

- New Secretary of State – John Whittingdale
- New Sports Minister – Tracey Crouch
- Strong commitment to participation in sport and physical activity
- Commitment to increasing women’s participation
- Role of sport in health, especially tackling diabetes
- Desire for change
The framework set by DCMS

Outcomes
- Physical Health
- Mental Wellbeing
- Individual Development
- Social/Community Development
- Economic Development

Outputs
- More people from every background regularly and meaningfully taking part in sport and physical activity
  - Maximise international and domestic sporting success and the impact of major events
  - A more productive, sustainable and responsible sport sector

Actions
- Actions that meet the needs of the elite and professional system and deliver successful major sporting events
- Actions that meet the needs of the customer and enable them to engage in sport and physical activity
- Actions that strengthen the sport sector and make it more effective and resilient
The Department of Culture Media and Sport (DCMS) has recently published Sporting Future: A new strategy for an Active Nation.

This has clear implications for Sport England’s remit and we promote sport and physical activity in England.

Sporting Future sets a framework for what needs to be achieved.

We have consulted with the sector on how our strategy will deliver the outcomes set by DCMS.
Some Key Messages in the DCMS Strategy

• Sport and investment to be linked to broader outcomes
• Greater focus on those not currently active
• Engaging under-represented groups
• Expanding remit down to age 5
• Expanding remit to certain kinds of Physical Activity
• Place-based working
• Standards of governance for publicly-funded organisations
• Increasing the number and diversity of volunteers
Comprehensive Spending Review

• Comprehensive Spending Review was very positive for us, securing a flat settlement within the current climate, over the next 4 years.

• Greater remit – whilst a flat settlement is a positive one, our remit has significantly broadened both in terms of the areas of work and the number of people we will work with.

• This means that we will need to make tough choices about what we do and who we work with in the future.

• These choices will be shaped through our Strategy
Lots of strategy influences........

Sport England 16-21 strategy
Developing Sport England’s Strategy

- Workshops with more than 300 current and potential partners across England.
- Bespoke workshops with sectors e.g. CSPN, cCLOA, LGA.
- An online public consultation that was open to all interested parties.
- Genuine exercise to gather ideas and experiences.
- Aiming to publish our strategy w/c 16 May
- Active Lives replacing Active People Survey
  - Postal to Web Methodology
  - Develop new measures and indicators
Questions and discussion
Commissioning: Mission Possible in Sussex

Sue Carmichael, Public Health Lead for Healthy Lifestyles, West Sussex County Council
What is Commissioning?

• It is a 4 stage cycle
ASSESS

• Need to understand the local issues and priorities
  – National and local government plans
  – Health organisations plan
  – Your own NGO/ Sport England plans

  – There are local area health profiles available which provide a good summary:
    • http://www.apho.org.uk/default.aspx?RID=49802

• There is also a Joint Strategic Needs Assessment (JSNA) for each local authority, which will give more details
  • http://jsna.westsussex.gov.uk/
West Sussex Health and Wellbeing Board Strategy

- Be Active
- Early Years 0 - 2
- 7 Districts and Boroughs
- West Sussex County Council
- 3 Clinical commissioning Groups
- The Workforce
- Connect
- Take Notice
- Keep Learning
- Give
- Wellbeing and Resilience
Which words kept appearing in these documents?
Plan – How are we going to do this?

• If what we are doing now was right for everyone then we wouldn’t have the list of issues that we have.

• It probably needs to be something different from what we are doing now.

• What are the public sector services doing already?

• What can you add to improve the offer?
The biggest health gain will be found in increasing the physical activity level of those who are least active/most sedentary.

CO
Together with another or others

Mission
An important assignment given to a person or group of people

CO- Missioning
Health Improvement (Lifestyles) West Sussex County Council

- Smoking cessation
- Tobacco control
- Healthy weight
- NHS Health checks
- Alcohol harm reduction

- Wellbeing programme in districts and boroughs including workplace health
- Emotional wellbeing
- Healthy child programme (age 5-19)
- Health4Families (0-5 years)
- Substance misuse
- Falls prevention
- Reaching Rio (2016 is last year for this workplace physical activity challenge)
- Workforce development

How can sport and exercise sector support with these?
Remember to be **SMART** with your plans

- **Specific**
- **Measureable**
- **Achievable**
- **Realistic**
- **Time scale**
Do: Make it happen

• This might include procurement (buying a service) but money is tight. If that was the only option very little would happen.

• No one is going to be able to do all this by themselves

• What else is going on in your area? Who could you attract to use your offer?
• Who could you work more closely with?

  – There are a group of new parents who would like to do Zumba, but the only Zumba class in their community is on a Wednesday morning the same time as the baby group at the children and family centre....
  – people who have successfully stopped smoking are concerned about their weight gain, and need a distraction at the times of day they were smoking to support relapse
Review

• So what difference has this co-missioning made?

• We need to be clear and realistic as to what we are trying to do, and set up at the outset a way of monitoring this

• If it has worked great- how can we keep doing it?

• If it hasn’t worked- why not what needs to be done differently?

• Tell people what you have achieved
Local contacts

- Sue Carmichael- West Sussex
  - Sue.carmichael@westsussex.gov.uk
  - 03302228707

- Peter Aston- East Sussex
  - Peter.Aston@eastsussex.gov.uk
  - 01273337207