Partners Conference
Tuesday 16 September 2014
Welcome
Dr Sarah Gilroy, Chair, Active Sussex
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.05am</td>
<td>Active Sussex Update &amp; Sector News</td>
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<tr>
<td>10.15am</td>
<td>Keynote: Andy Reed OBE, Chair, Sport &amp; Recreation Alliance</td>
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<tr>
<td>11.00am</td>
<td>2 x 30 Minute Briefings</td>
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<tr>
<td>12.00pm</td>
<td>Active Sussex 2013-14 Highlights, AGM and Sussex Sports Awards 2014 Launch</td>
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<tr>
<td>12.30pm</td>
<td>Networking Lunch</td>
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<tr>
<td>1.30pm</td>
<td>1 x 1 Hour Workshop</td>
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<tr>
<td>2.30pm</td>
<td>Closing Keynote: Steve Scott, Commonwealth Gold-Medallist and Glenn Cook, Head Coach of England’s Triathlon team</td>
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<tr>
<td>2.55pm</td>
<td>Wrap Up</td>
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<tr>
<td>3.00pm</td>
<td>Depart</td>
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</tbody>
</table>
Thank you to our Gold Tier Partners

freedomleisure
where you matter

University of Chichester
Update & Sector News
Sadie Mason MBE, CEO, Active Sussex
Sector News/Public Health

- Public Health England (PHE) has launched a consultation on Everybody Active, Every Day – its national physical activity implementation framework.
- [https://www.gov.uk/government/consultations/everybody-active-every-day](https://www.gov.uk/government/consultations/everybody-active-every-day)

- Physical inactivity is the fourth major risk factor for chronic diseases or preventable cause of death in England and the new Framework aims to provide a single, coherent national approach to getting the nation active and healthy.

- It also hopes to support local leaders to work in partnership and provide evidence of what works to get everyone active. Both CSPN and the SRA…”look forward to working with PHE to build the evidence base and improve evaluation systems for the sport and recreation sector so that the vital contribution the sector makes is better understood and invested in.”
The Department for Education has published the first part of its research into the PE and Sport Premium in primary schools. Researchers conducted 586 interviews with head teachers or staff responsible for making decision about PE spending and provision. Findings include:

- **86%** of schools used the premium to up-skill and train existing staff.
- More than two-thirds of schools reported buying new equipment (76%), providing more extra-curricular activities (74%), and employing a new sports coach (67%)
- The use of School Sport Partnerships Co-ordinators increased from 9% to 29% of schools. The vast majority of schools (91%) reported an increase in the quality of PE teaching
- **84%** of schools reported an increase in pupil engagement in PE during curricular time. 83% reported an increase in the levels of participation in extra-curricular activities.
Sport England Youth Review - *increasing engagement with young people*

A 2014 Sport England review into young people's lives found that sport needs to adapt how it presents itself to broaden its reach and increase the proportion of young people regularly participating:

- Young people’s behaviours do not always reflect their attitudes to sport – we need to focus more on changing behaviours and less on changing attitudes.
- Many young people take part in sport/activity for more functional or lifestyle reasons – keep engaging them and providing feedback on what actually matters to them not what matters to sport.
- Sport often has to compete or connect with wider interests or priorities. Young people respond well to meaningful experiences; those which benefit them as an individual, reinforce their place in their social group or help them develop.
- The supply of sport tends to reach those already engaged. Young people, particularly those in their late teens/early 20s, need to feel the community sport offer is specific enough to their needs and fits with their lives.

What future for sport in a fast changing environment?

Andy Reed OBE, Chair, Sport & Recreation Alliance
The Business

PESTLE

- Political Factors
- Economical Factors
- Social Factors
- Environmental Factors
- Legal Factors
- Technological Factors
Accept we all live in VUCA world
John Boyd
Developed in Korean War
When it gets too complex!

Iraq American version
Political

PESTLE 'P'
Spotlight on: Politics
Westminster decides our future

Stakeholder engagement is vital
Do you know you are writing your future?
We created the Think Tank to help influence good policy making
“Just because you do not take an interest in politics doesn't mean politics won't take an interest in you.”

- Pericles
Give cuts £162m to SSP in Oct 2010 Budget. How influential 1 politician can be...
Sports Landscape - "Bowl of Spaghetti"
Our Landscape is too complex & disjointed

We must unite to win
Evidence Base for Sport & PA as public policy

• There is no shortage of the evidence FOR sport & Physical Activity & role it can play

• Game of Life from S&RA pulls together over 350 research papers and makes the case!

• Yet over the last 50 years we have failed to get our policy making right and has suffered short term anecdotal framing
Local authority pressures

Wrong saving? long term costs
We need to provide the solutions

There are those who know how to navigate this world - don't be afraid to use them!
FUTURE TRENDS

Resources available

Using business tools
Using Future Foundation

- Trends & their impacts

- Trends are 'scientifically based' but projections
Think like a forward planning business

- **Trend:** In our ever more health-aware culture, brands are invited to meet the consumer’s unabating demand for treats with products and offers which bring additional benefits for personal wellbeing.
  - **Impact on Sport:** Sport and exercise will continue to play a huge role in the health battleground. Look for opportunities to help consumers to produce their health scorecard and flag up when they’ve done enough to earn a treat.

- **Trend:** Occupying a focal - and oftentimes aspirational - position in the lives of so many millions of consumers, the home has become seriously influential over both our day-to-day consumption choices and wider ambitions.
  - **Impact on Sport:** Sports clubs and venues will need to fight harder against the call of the sofa and the lure of the in-home exercise solution. What are the benefits of “being there”?

- **Trend:** While the act of being at play may once have been considered niche behaviour, it has long since been transformed into a mainstream activity with
  - **Impact on Sport:** Look to capitalise on the naturally playful nature of sport by offering support that makes participation even more fun, and provides opportunities to participate in computer games, apps and competitions that build the relationship with their sport.

- **Trend:** Within our increasingly mobile-enriched lives, broadcasting real-time records of our leisure activities as a way to earn status becomes ever easier.
  - **Impact on Sport:** Sports players are not just playing for themselves nowadays. They are looking to share their experiences, good and bad, online. Can you offer them support in sharing a positive perception of themselves and your sport?

- **Trend:** Smart technology is empowering consumers to collect and interpret real-time information about their daily lives. In turn, the results are being harnessed to find new efficiencies, reduce spend, adopt a more professional approach to lifestyle management...
  - **Impact on Sport:** Opta stats are no longer just for the pros. How can you serve the appetite of your participants for performance data, monitoring and advice on improvement?

- **Trend:** In our appearance-conscious society, individuals are being urged to use all means at their disposal to banish defects, remove blemishes and adopt an optimised approach to aesthetics.
  - **Impact on Sport:** Those participating in sport and exercise may increasingly focus on the visible outcomes of their participation. Does it help them look toned? Does it make them look sporty? Is their sport an attractive one to member of the opposite sex?
Smart technology is empowering consumers to collect and interpret real-time information about ever more aspects of their daily lives.

In turn, the results are being harnessed to find new efficiencies, reduce spend, adopt a more professional approach to lifestyle management...

Quantified self explosion in 2014
THE QUANTIFIED SELF

Smart technology is empowering consumers to collect and interpret real-time data about their daily lives for a more professional approach to lifestyle management.

Though there is no shortage of GPS fitness-tracking apps and dedicated health trackers on the market, the use of health tracking apps as yet remains a niche behaviour (the adoption rate is 8%).

However, this trend comes into its own in the athletic arena, particularly as more integrated/intuitive ways to measure fitness and performance are developed. Measurement using now familiar biometric wristbands, such as FitBit Flex and Nike Fuelband, and their partner apps will soon seem as cumbersome as using stopwatches and notepads.

The thermal imaging cameras trackside can already capture heart rates remotely. Sensoria markets a line of bio-tracking clothing includes a sport bra, t-shirt and socks.

Self-quantification is not just about monitoring internal signals, but also mastering the finer points of sporting technique.

May 2014 saw the introduction of the first “smart” tennis racquet, which uses data collected by electronics in the handle to provide intelligent feedback on a number of metrics including number of shots played, the power and spin on each shot and the point at which the ball strikes the racquet strings.

There is potential here for these sensor technologies to enhance the performance of high-level athletes, but also for amateurs to closer approximate these levels with minimal need for expensive personal coaching - a “Connected Racket” may be all the coach you need.
PERSONAL HEALTH TRACKING APPS

USAGE LOW, BUT INCREASING

Which of the following kinds of apps do you use at least once a month?

Personal health tracking apps e.g. calorie counters, running route markers | 2013

Source: nVision Research | Base: 5,000 online respondents aged 16+, GB, 2013

Lets not get carried away

Penetration low & majority on low incomes don't access this sort of behaviour
SITTING IS THE NEW ENEMY.
Joined up policy

Consequences of our inability to change things...
Exercise as medicine
EXERCISE works

AN INVESTMENT IN QUALITY EXERCISE ADVICE AND ACCESS TO PHYSICAL ACTIVITIES FOR $1 RESULTS IN $3.20 IN SAVING ON OVERALL HEALTH COSTS *

4 main ingredients:
Daily ‘healthy heart’ exercises, together with at least twice a
Play

Making Play part of everyday life
The Internet of Everything

The IofE

Getting ahead of the curve
People: The ways we connect to the Internet have changed in the last three decades — from dumb...
Joined up Gyms

How do we connect our whole life
Zombie App?

Are gamified health apps putting users in a state of \textit{zombie} sedentary behavior?
Building Activity into Daily Lives
Using fun to change behaviour - nudge

http://youtu.be/dN0eabGb-vI
http://youtu.be/dN0eabGb-vI
MAMALS

STRAVA
How to reach - Move 1

Using Facebook specifically to target Mums
Challenge of inactivity

- Sport is part of the spectrum of physical activity

- Active people survey figures show the challenge we face

- We need to think outside our current structures and silos if we are going to impact on the majority of people who don't do sport or enough physical activity - doing more of the same isn't working.
Think like Apple?

If water was designed & sold by Apple - how would you rebrand sport?
Remember to segment and look at our problems through the lens of the user & especially the hard to reach
Rugby in heaven!
Use the resources available to think like a successful business

Think outside & grasp the future
Wider Partnership Working With Schools
Active Sussex & Partners

Gold tier partners working with Active Sussex
Overview

Work areas

• Primary School Premium
• Satellite Clubs
• School Games
Primary School Premium

Facts

• 452 Schools
• Approximately £4m for PE & School Sport
• Schools receive approximately £9k each
• The money is being spent in a variety of ways across the county
Core tasks

• Mapping how the money is being spent

• Assisting schools with how to plan their spending

• Promoting what is on offer locally and nationally, highlighting examples of best practice
Impact

• Approximately 130 schools engaged via the survey and face to face meetings

• Relationships established in key areas where there is limited provision

• Different options for support signposted through the website and e-newsletter (which you can sign up for!)
Examples of Best Practice

Guests

• Sarah Clayton – St Mary’s Primary School, Portslade
• Casey Dearing – Wave Leisure, Seaford & Sharon Brennan – Seaford Head School
• Lorraine Everard – Mid Sussex Active, Burgess Hill
Project ‘P.L.A.Y’
Positive Learning for an Active Youth

St Mary’s Catholic Primary School
We LOVE, LEARN, LAUGH AND LIVE, GROWING TOGETHER
IN GOD’S NAME
School Priorities

• Suitable outdoor space
• Child and parent enthusiasm for clubs and varied activities
• Teacher confidence
• Progression of skills
• Active learning throughout the curriculum
• Participation in competitions
Actions

- *The sports premium has allowed us to bring in SKiL, who we have used to:*
  - Provide wrap around sport from 8am until 5:30pm every day.
  - Offer academies/holiday camps throughout all holidays
  - Provide high quality CPD for all staff in teaching and leadership of PE
  - Develop a skills based PE curriculum
  - Target SEN/G and T groups across the school
  - Promote positive playtimes
  - Strengthen community links and encourage interschool competitions
- Applied for funding from Sport England to develop outside space
- Made links to secondary schools and specialist teachers
- Formed a PLAY committee with a dedicated staff lead
Achievements

• Raised the profile of PE:
  – using new PE kits for staff and pupils.

• Established SKIL within our school:
  – Breakfast club
  – After school sessions
  – Timetabled team teaching
  – Yearly overview progression of skills
  – Refreshed curriculum in line with child interests and statutory requirements.

• Positive playtimes with a noticeable decreased in negative incidences that occur.

• £30,000 funding for bouldering wall, soft surfacing, netball hoops and football goals.

• 8 PLAY leaders

• Wake and Shake
Next Steps

• Child ownership and independence

• Other activities and equipment

• PLAY Leaders and trained MDSAs

• Expansion of the playground
Wave Leisure

Casey Dearing & Sharon Brennan
Seaford Primary Schools

- Chyngton School
- Seaford Primary School
- Cradle Hill Community Primary School
- Annecy Catholic Primary School
- Alfriston School
Competition

• Intra School
• Inter School
• School Games
• Dance showcase
Partnerships

- School Games Organiser – access to competitions
- Active Sussex – advice on the primary PE funding & contacts
- Local clubs – pathways for the children
- Specialist coaches – quality extra curricular clubs
- Wave Leisure – enabling children & families to visit the centre
- Seaford Head – CPD for teachers
Outcomes

• A more joined up approach to PE & physical activity in Seaford
• Higher quality PE teaching in primary schools
• Increased competitive opportunities for children
• Increased opportunities for physical activity
• Gain recognition through the School Games Mark
Working in partnership to maximise the impact of PE & Sport Premium for schools

Maximising opportunities for young people in P.E., sport & physical activity

Lorraine Everard (Mid Sussex)
Mid Sussex Active
Coordinating the approach for PE & Sport in schools

Curriculum Support & Advice
Develop PoS for new NC Assessment

Staff CPD
Subject leadership, NQT, KS specific, sport specific, developing fitness

Curriculum development especially Developing independent learning and Leadership skills

Mid Sussex Active
Curriculum development
especially Developing in PE & Sport in schools

Competition
Developing & Delivering Competitions
L1 (intra)/ L2(inter))/L3(county)

OSH Clubs & activities
Sports Clubs – Central venue
Activity clubs eg Change 4 Life
Quality Assurance of a range of coaches + training

Gifted & Talented
Swimming
Inclusion
Transport?

Links to local sports clubs
Make the link to clubs that can offer exit route activities, plus develop local coaches
**Schools**

- Head Teachers & PE Coordinators
- Strategic work with Locality Groups
- Able to meet specific needs
- Able to make the link between the best solutions as we know the schools well.
- Link primary and secondary schools
- Schools buy in to a package which includes time/capacity to support them
- Provide wide range and personalised CPD
Links to Local providers

- Leisure Centres e.g. Inspire/Freedom/DC
- Community Clubs
- NGB provision
- Local sports coaches
- Sports Leaders
- Secondary Schools
- Community providers e.g. AitC, Sussex Cricket etc
Strategic Links

- Town Councils
- District Council Sports Development
- Health authorities
- Active Sussex
- Sport England
- Youth Sport Trust
- Ofsted
- Government DfE, DCMS, DoH
Active Sussex – School Games

• Multi Sport countywide Games
• Qualifying teams from 9 SGO areas
• 18 different events engaging with clubs, NGB’s & volunteers
• 1600 competitors 2013/14
Satellite Clubs

• 48 new clubs linked to Secondary or FE
• 16 different sports
• 33 different community sports clubs
• 32 different schools / colleges
Summary

• PE / School Sport – numerous partners
• Active Sussex – Network
  – Facilitate partnership working
  – Support
  – Share good practice
  – Promote opportunities
• Moving forwards
  – 2014 to 2017 funding
  – Maximize opportunities, encourage partnerships – where it fits
  – Communicate with us
2013-14 Highlights
Sadie Mason MBE, CEO, Active Sussex

Gold tier partners working with Active Sussex
Increase in participation

• APS 1x30 measure of the adult population aged 16+ doing sport

• Participation in Sussex in 2013 (37.7%) was higher than the national figure 35.7%

• Helps NGBs & other delivery organisations better understand their target market
New website...Promoting Sport & Physical Activity

Clearer navigation

Branded homepage

New activity finder
Key Achievements 2013/14

• 141 projects funded
• 4,413 11-25 year old participants
• Creation of new Sportivate Facebook page

Sustainable provision: leaders to be accredited Parkour coaches

Sportivate Crawley Parkour

Freedom Leisure, Crawley BC & Urban Playground Team
Sport Development...Coaching, Volunteering, Workshops

- 107 coaches qualified through the Active Sussex Coaching Bursary 2013-14
- 607 volunteer opportunities created
- 950 Sport Makers clocked up 9,500 hours volunteering
- 29 workshops delivered in conjunction with external partners
- 57% increase in number of coaches involved in CPD through Active Sussex Training
- 436 volunteers & coaches attended at least one Active Sussex Training Workshop
Competitors in Level 3 School Games events in 2013

1,400

Supported by athletes Darren Campbell, Sascha Kindred and Abi Oyepitan

Sussex School Games were chosen as 1 of 3 events to be profiled nationally by the Youth Sport Trust
Strategic Plan: 2013-17

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

ACHIEVED THROUGH
Community Games
School Games
Sportivate
Sports Awards & Workplace Health

MORE CLUBS
QUALITY COACHES
MORE ACTIVITIES
MORE VOLUNTEERS

Satellite Clubs & Primary Links
Coaching Development & Bursary
Sport Makers & Training

Gold tier partners working with Active Sussex
www.activesussex.org
Gold tier partners working with Active Sussex
Friday 21 November 2014
At The Grand Hotel, Brighton

Wave Leisure VIP Drinks Reception
Three-Course Meal
Awards Ceremonies
Entertainment sponsored by Wave Leisure
Disco and Dancing
• Young Volunteer of the Year
• Juice 107.2 Young Team of the Year
  • Young Coach of the Year
• University of Chichester Young Sports Personality of the Year
  • Team of the Year
  • Inspire Leisure Coach of the Year
• Sussex County FA Volunteer of the Year
• Active Sussex Workplace Health Award
  • The Grand Hotel Club of the Year
• University of Brighton Disabled Sports Personality of the Year
  • Freedom Leisure Sports Personality of the Year
  • Outstanding Contribution to Sport Award
  • BBC Sussex Unsung Hero
Sportivate Project of the Year
&
Primary School of the Year
Sussex Sports Awards

University of Chichester
freedomleisure
THE GRAND BRIGHTON
JUICE101.2
BBC SUSSEX
University of Brighton
Mayo Wynne Baxter Solicitors
inspireleisure.co.uk

chimney
Sussex County Football Association
WAVE LEISURE
Sport England
active SUSSEX
To nominate please visit www.activesussex.org

Nominations close on Friday 17 October at 12:00pm
Nominations are now OPEN!

Sussex SPORTS AWARDS 2014
Nominations are now OPEN!

www.activesussex.org
Nominations close on Friday 17 October at 12:00pm
Networking Lunch

Gold tier partners working with Active Sussex

www.activesussex.org
Making Connections
Local Authority Public Health Leads

Gold tier partners working with Active Sussex
Policy context

• **Start Active, Stay Active: A report on physical activity for health from the four home countries’ Chief Medical Officers**, July 2011.

• **Healthy Lives, healthy people: A call to action on obesity.** October 2011


• **Natural England, Corporate Plan Update 2013–2015.** April 2013

• **East Sussex Health and Wellbeing Strategy 2013-2016.** October 2012

• **West Sussex Joint Health and Wellbeing Strategy 2013-2015.** June 2013
Strategic priorities

Building resilience in individuals, families and communities, so that people are enabled to maintain and improve their health and wellbeing

Insert WSCC priorities here
Health Impact of Inactivity

- Contributes to almost 1 in 10 premature deaths, equal to smoking
- Greater cause of death in UK than in comparable countries
- Estimated £10bn annual cost to UK

Reused by kind permission of Public Health England
More moving....

- Personal development
- Travel
- Social inclusion
- Fun
- Health

Individual Becoming More Active

Reused by kind permission of Public Health England
# Local costs

<table>
<thead>
<tr>
<th></th>
<th>National rank</th>
<th>Proportion inactive</th>
<th>Premature deaths</th>
<th>Cost of inactivity *</th>
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</thead>
<tbody>
<tr>
<td>Brighton and Hove</td>
<td>25</td>
<td>24.90</td>
<td>209.8</td>
<td>£16,328,295</td>
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<tr>
<td>East Sussex CC</td>
<td>46</td>
<td>26.57</td>
<td>244.6</td>
<td>£17,420,909</td>
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<tr>
<td>West Sussex CC</td>
<td>30</td>
<td>25.60</td>
<td>215.7</td>
<td>£16,784,775</td>
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</table>

* The overall cost of inactivity per 100,000 people to each local authority per year
Barriers to physical activity

In 2007, Health Survey for England asked respondents what was stopping them from being more physically active. The most frequently cited barriers were:

- work commitments (38%)
- lack of leisure time (37%)
- caring for children or older people (21%)
- not having enough money (14%)

Other barriers include:

- Confidence and self-esteem
- Ability/disability
- Access
- The environment
Influencing factors on physical activity

Figure 4: Proportion of adults meeting physical activity recommendations, by equivalised\textsuperscript{a} household income and sex, 2012 (base: aged 16 and over)

Source: Health Survey for England 2012 Report
Physical activity levels in the local population

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage of adults achieving at least 150 mins of physical activity in accordance with CMO guidelines</th>
<th>Percentage of adults achieving less than 30 mins of physical activity in accordance with CMO guidelines</th>
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<td>57.7%</td>
<td>26.5%</td>
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<tr>
<td>East Sussex</td>
<td>56.5%</td>
<td>28.2%</td>
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<tr>
<td>Adur</td>
<td>60.7%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Arun</td>
<td>52%</td>
<td>28.7%</td>
</tr>
<tr>
<td>Chichester</td>
<td>62.5%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Crawley</td>
<td>55.3%</td>
<td>30.2%</td>
</tr>
<tr>
<td>Horsham</td>
<td>62.4%</td>
<td>22.7%</td>
</tr>
<tr>
<td>Mid Sussex</td>
<td>54.2%</td>
<td>27.9%</td>
</tr>
<tr>
<td>Worthing</td>
<td>62.5%</td>
<td>23.3%</td>
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<td>58%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Eastbourne Borough</td>
<td>50%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Hastings Borough</td>
<td>53.3%</td>
<td>27.9%</td>
</tr>
<tr>
<td>Lewes district</td>
<td>57.9%</td>
<td>24.9%</td>
</tr>
<tr>
<td>Rother district</td>
<td>53.8%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Wealden district</td>
<td>63.9%</td>
<td>26.2%</td>
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</table>

Source: Public Health Outcomes Framework. (2014)
Physical activity levels in the local population

Percentage of year 10 pupils who had exercised 5 times or more in last week

Participation in Top 5 Sports

Source: Sport England Local Sport Profile. (2014)
Specific Sport(s) Adult Want to do Most – Coastal to Capital

Source: Sport England Local Sport Profile. (2014)
Locally commissioned PA interventions – East Sussex

• Partnership Agreements
  – Active Hastings
  – Active Rother

• Commissioning Grants Prospectus
  – Nature corridors for all
  – Health walks
  – Green and Open Spaces for Health
  – Community assets into activity

• Lifestyle services
  – Health Trainers service
  – Weight management services
Other local programmes
East Sussex

- Chances 4 change
- Sports4all
- Neighbourhood life
- Sportivate
- Sportivate football therapy
- Sportivate work2play
- Active Sussex community games
- Active Sussex workplace
- Active Sussex satellite clubs
- Active Sussex School Games
- Active Sussex parallel YG
- Freedom Leisure free swim sessions
- Healthy living clubs
- Peer-led healthy lifestyles programme
- Sussex Village Agents
- Traveller health improvement Sussex

- ESHT Specialist weight management
- Step into wellbeing
- Shouts about health
- Horizons healthy lifestyle volunteers
- Neighbourhood champions
The national physical activity implementation framework

- Creating a social movement
- Industrial-scale implementation
- Activating professionals
- Creating environments for active lives

EVERYONE ACTIVE, EVERY DAY

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Development of framework

JAN  FEB  MAR  APR  MAY  JUN  JUL  AUG  SEPT  OCT

PHE Launch event  Virtual engagement  Regional fora
Moving More Living More  Topic Roundtables
Rapid topic overviews

All Party commission report

Good / Emerging practice collection
Consolidated Return on Investment data

FRAMEWORK PUBLICATION

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This consultation closes at 25 September 2014 11:45pm

Summary
Seeking views on the draft physical activity implementation document 'Everybody Active, Every Day' and supporting implementation and evidence guide.

Documents

Everybody Active, Every Day: an evidence based approach to physical activity
PDF, 1.34MB, 23 pages
This file may not be suitable for users of assistive technology. Request a different format.

 Everybody Active, Every Day: implementation and evidence guide
PDF, 2.09MB, 32 pages
This file may not be suitable for users of assistive technology. Request a different format.

Consultation description

Around 1 in 2 women and a third of all men in England are damaging their health through a lack of physical activity. It is an unsustainable situation, and one that is costing an estimated £7.4 billion a year.

If current trends continue, the burden of health and social care will destabilise public services, and take a real toll on quality of life for individuals and...
Key contacts

**Sarah Jewell** - *Public Health Programme Manager – Healthy Weight and Physical Activity*

Directorate of Public Health, Health and Social Care Commissioning, West Sussex County Council

Location: Public Health, 1st Floor, The Grange, County Hall Campus, Chichester PO19 1QT

Direct line: 0330 22 28705 | Mobile: 07717806684

E-mail: sarah.jewell@westsussex.gov.uk

**Peter Aston** - *Health improvement specialist– Physical activity, healthy eating and Obesity*

Public Health department, Adult Social Care and Health, East Sussex County Council

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Direct line: 01273 337207 | Mobile: 0782408 5359

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Engaging with Social Media
Emily Tann, Digital Marketing Manager, University of Chichester
Emily Tann : Digital Marketing Manager

University of Chichester
Engaging with social media
Things we’re going to cover...

- Key 3 things to remember
- The art of a good profile: The good, the bad and the ugly
- Content is King
- Social Media do’s
- #Success
- Social Media no no’s
- #FAIL
- Top tips
- Resources
Things to remember about social media

1. Time intensive

32 hours per month = 8 hours a week*

Just over 1.5 hours a day!

- Sourcing images
- Resizing images
- Writing content
- Posting on several accounts

- Changing the message for the difference audience
- Monitoring
- Responding to queries
- Analysing results

* Social Media Delivered
Social Media managing tools

TweetDeck
Your social world in your pocket.

hootsuite
Social Media Dashboard
Better to do one site well than four sites and not have the time to commit to doing it properly.
3. Social Media is huge and it’s not going anywhere
Profile top tips

1. No eggs! Fill out your profile – it’s free advertising space.

2. Clear logo – don’t stretch or crop your logo to fit. Get it re-sized.

3. Photos – limit stock photography, make sure they are the correct size and really sell your product and brand.

4. Choose a name that represents your company or cause – no underscores or other punctuation as it makes it difficult to search for.

5. Keep it simple – don’t over crowd it
Content is King!

Images:

94% more views

37% more engagements on Facebook

Photos:

87% of social shares are photos

35% More RTs
Blogs are a great way of generating content for your website and social media sites. Sharing useful content that people can refer back to is a great way to gain followers and visits to your site.

People now prefer to watch information than to read it

If a picture paints 1000 words then 1 minute of video is worth 1.8 million*  

* Foresters Research
Good content is the base marketing

Your goal!

i.e. more bookings, downloads, engagement, sales!

Content

Social Media

SEO

Website
Social Media do’s

1. Engage – don’t just broadcast, it’s called social media for a reason, give people a reason to come back.
2. Grow your network by making suggestions to your followers such as other accounts they might like that are similar to you – hopefully they’ll do the same.
3. Increase followers by following authorities in your area and people with similar interest. Speak to them and engage with them.
4. Favorite people’s tweets who say nice things about you.
Check your wording simple changes make a massive difference

Which do you think had the most responses?

A. Share your story about sports coaching
B. What is your experience of a great sports coach?
Everyone likes a freebie and it's great way generate followers or send out a freebie and ask people to share photos

Use #hashtags on twitter to join conversations e.g. #Rio2016 or start one #WorthingWalkers

Join in existing # days i.e. #ThrowbackThursday #FF
#FAIL

#PowerGenItalia – PowerGen Italy
#Susanalbumparty – Susan Boyles Album Party
#Waitrosereasons – mocking tweets about the company’s middle class status

#McDStories – replies about horrible Mcdonald experiences

"mcdstories My dad ate there, pulled off the road, puked violently in empty cooler. Hasn't been back since. I was 7. Thanks for that memory"
Social Media no no’s

1. Don’t use the account the same as a personal account, you can still have a friendly tone without commenting on the latest music video form your favourite band.

2. Watch your spelling, grammar and punctuation, you don’t have to sound like the Queen but avoid cutting words short or using ‘r’ and ‘u’.

3. Stop copy and pasting long ugly links. Use a shortened URL service link bit.ly which will also track your clicks and look a lot neater!
4. Don’t argue or reply in an unprofessional manner to negative feedback or criticism
5. Don’t copy and paste the same message from twitter on facebook or visa versa.

**Different mediums = difference audiences**

6. Don’t comment on political affairs, religion or anything that may cause controversy no matter how topical it is
Top things to remember...

1. It’s called social for a reason – no sell, sell, sell approach
2. It’s not your personal account
3. Check the urban dictionary and twitter first before choosing your hashtag
4. Allocate enough time to do a good job
5. Everyone loves to talk about themselves and freebies!

“We don’t have a choice on whether we DO social media, the question is how well we DO it.”
– Erik Qualman
Resources

URL shortener: Bit.ly
Social Media account management tool:
Hootsuite or Tweetdeck

Good digital marketing emails to sign up to:
Hubspot
SEO expert
Moz
Networking Lunch
Measuring & Demonstrating Impact
Neil Watson, Director, Substance
'What happens to all these figures?'

'Why are they asking for this information in this format?'

'I've got more important things to do…'

'These figures don't really say anything about our work'

'I've got boxes full of evidence here. Why can't I just send that?'
Measuring and Demonstrating Your Impact

September 16th 2014

neil@substance.coop
What are you trying to achieve?
Creating A Logic Model

Recruitment → Start up → Approach

Other opportunities ← Development ← Core delivery

Progression routes → Broader issues → Sustainability
## Working with the ‘Right People’

<table>
<thead>
<tr>
<th>Yes Wants</th>
<th>Yes Needs</th>
<th>No Needs</th>
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<tbody>
<tr>
<td></td>
<td>Compliant and grateful. Easy to work with.</td>
<td>Can both help and hinder you.</td>
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<tr>
<td>No Wants</td>
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<td>Harder to engage and often disliked by all the others.</td>
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Delivering the ‘Right Project’
Inspiring Impact

Impact Hub

Clear All Filters

Category
- Data Visualisation
- Database & Case Management Systems
- Diagnostic Tools
- Guidance & Research Reports
- Other
- Public Data Sets
- Specific Impact & Outcome Measures
- Support & Training
- Surveys & Quick Feedback

Sector
- All Sectors
- Arts and culture
- Children and families
- Civic engagement
- Community cohesion
- Community development

Results (5)

Search

Sportworks
Sportworks is a pioneering new system for measuring the impact of seven social policy areas of youth offending and anti-social behaviour, educational performance, attendance and behaviour at school, misuse of drugs and alcohol, psychological health and wellbeing, physical fitness and ... Continue reading →

The Rickter Scale
A motivational, multi-sensory assessment and action planning process, designed specifically to measure soft outcomes and distance travelled.
Creating the business case for investing in sport for development work for disadvantaged young people in the UK

A sported commissioned research project carried out by substance.

EXECUTIVE SUMMARY
## SPORTworks: Impact Assessment Modeling for the Sport for Development Sector

### Crime Performance Scores for Project 'Dads & Lads Friday'

<table>
<thead>
<tr>
<th>Low scores recorded for</th>
<th>Ethnicity</th>
<th>Referral Source</th>
<th>Lifestyle</th>
<th>Delivery</th>
<th>Partners</th>
<th>Partner types</th>
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<td>Case Studies</td>
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<td>Sported Survey</td>
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### Risk Analysis

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| Total Score | 71.641 |
| Risk Score  | 71.641 |
| Projected Impact Score | 42.2% |

<p>| Protection Score | 14.710 |
| Cost | £ 0.00 |
| Cost Confidence | 20.0% |
| Social Cost Saving | £ 143,998 |</p>
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<th>Obesity Girls</th>
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**Projected Social Cost Saving**

- €417,165 (284 records)  
- €345,459 (288 records)

**Measured Social Cost Saving**

- €394,195 (280 records)  
- €402,263 (285 records)

**Total Cost Saving**

- €2,542,074  
- €2,673,611
Views Project Management / Impact Reporting Platform