



ANNUAL REPORT 2015 - 2016

Sport Across Staffordshire and Stoke-on-Trent

Celebrating **10 YEARS**
of Working in Partnership





**Sport Across Staffordshire
& Stoke-on-Trent Partners:**

Cannock Chase District Council
East Staffordshire Borough Council
Lichfield District Council
Newcastle-under-Lyme Borough Council
South Staffordshire Council
Stafford Borough Council
Staffordshire Moorlands District Council
Stoke-on-Trent City Council
Staffordshire County Council
Sport England
Staffordshire University
Keele University
National Governing Bodies of Sport
Public Health Staffordshire
Stoke-on-Trent City Council Public Health
Sports Clubs
School Games Organisers
Sports Leaders UK
Voluntary Sector
Youth Sport Trust
Entrust
oPEn Outstanding PE Network
sportscoach UK
English Federation of Disability Sport

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Sport Across Staffordshire & Stoke-on-Trent County Sports Partnership would like to thank partners for their contributions to this Annual Report.

Thank you for taking time out to read this annual report. Your comments or any feedback on the content, layout and format are welcome. Please email:

sportacrossstaffordshire@staffordbc.gov.uk

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Celebrating 10 Years of Working in Partnership

Sue Finnigan

Chair, Sport Across Staffordshire and Stoke-on-Trent

Welcome to Sport Across Staffordshire and Stoke-on-Trent's 10th Anniversary Annual Report.

I am delighted to have been associated with the partnership over the last 10 years as both Vice Chair and now as Chair. During that time we have seen Sport Across Staffordshire and Stoke-on-Trent develop into the successful partnership it is today. The success of what we do depends not only on the members of the Board, the excellent director and team of staff we have, but also on the positive relationships we have built over the last 10 years with our funding and delivery partners.

Partnerships are key to everything that SASSOT delivers and we are extremely proud of our achievements across a broad range of sporting and physical activity programmes throughout the whole of the County of Staffordshire and the City of Stoke-on-Trent. Our delivery programmes throughout the year include:

- Sportivate
- Satellite Clubs
- Aiming High Inspire Disability Multi Sport Clubs
- Staffordshire and Stoke-on-Trent Level 3 School Games
- Staffordshire Inclusive Sport Fest

We are proud to continue to be supported by our local core funders, the local authorities across the sub region, Staffordshire and Keele Universities. This support enables the Partnership to provide a wide range of services providing economies of scale which mean we are able to

enhance the outcomes achieved across the sub region. We aim to increase and improve participation in sport and physical activity and support those with talent to reach their full potential. Without our partners support we would be unable to deliver the many achievements which are highlighted in this report, so for that we once again pass on our thanks.

We recognise the commitment of our partners who acknowledge the positive impact that sport and physical activity has on the communities of the sub region, whether that be through improved health and wellbeing, improved academic achievements, improved economic prosperity, or simply that Staffordshire and Stoke-on-Trent is recognised as a great place to live and work.

It is incredible and inspirational to witness the level of commitment to sport and physical activity that exists within the region. A number of local individuals and clubs have been recognised locally and nationally for their excellence and commitment to improving sport and physical activity. One example is Alex Gruber - RYA Dinghy Instructor who was awarded Sporting Newcomer of the Year 2015 (in association with BBC Radio Stoke) at the SASSOT annual award ceremony - Alex is pictured above receiving his award from me at the SASSOT annual award ceremony. We can also be extremely proud of the Quantico Court Activity Sessions Sportivate Project which won West Midlands Sportivate Project of the Year 2015 and went on to WIN the Sportivate National Awards 2015. SASSOT continues to support volunteers as a major part of our work because without their expertise and dedication many of the sporting activities,



clubs and opportunities would not exist. Winners of this year's community volunteers' awards were John Finney and Jonathan Seal, with Wyrley Juniors FC winning the Community Club award. To these and all our many other volunteers across Staffordshire and Stoke-on-Trent we owe our thanks and gratitude for taking the time to provide sporting and physical opportunities within our communities as volunteers.

As a County Sports Partnership the new year will present its challenges as we head into a period of change from a national and local government perspective. I and my Board colleagues are looking forward to embracing change and continuing to develop and deliver with our partners our vision of 'increasingly active, healthy and successful communities' for the next 10 years.

SUE FINNIGAN

Chair, Sport Across Staffordshire and Stoke-on-Trent

"Working together to champion participation, enjoyment and success through sport, physical education and active recreation throughout Staffordshire."

Pictured | Sporting Newcomer of the Year 2015 - Alex Gruber (RYA Dinghy Instructor) with Sue Finnigan, SASSOT Chair

Sport England

Mike Diaper

Executive Director Community Sport

Sport England



As many of you know Government published its Strategy for Sport ('Sporting Future') in December 2015 the first Government Strategy since 2003. Sport England is itself going through the process of publishing our own Strategy which will have a real focus on customers and the behaviour change approach at its core. Building on the Government strategy, this will set the agenda for our investment into community sport and physical activity in the period 2016-2021.

We live within a challenging fiscal environment for a range of partners including local authorities but where the case for sport and physical activity is made and demonstrates wider impact exciting things can happen - witness Stoke-on-Trent's commitment to its year as European City of Sport! This summer we have the European Football Championships, Olympics and Paralympics all happening - some great opportunities to inspire and engage communities to get active.

Whilst there is considerable challenge and change, it is worth reflecting that Sport Across Staffordshire and Stoke-on-Trent (SASSOT) has continued to steer a very strong course and is regarded by Sport England as a high performing CSP. I would like to take this opportunity to thank the Board, staff and all of the partners who are an implicit part of this success story. Thank-you.

So, what are the elements that underpin this positive story? First, leadership is critical and is strong - from the Board,



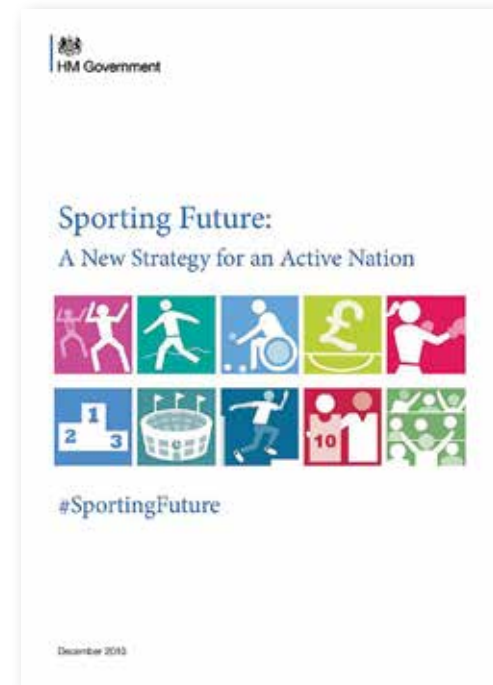
employees and sports infrastructure in the City and County; there is a team ethos and partnership approach which continues to support delivery. Second, the vision is strong - there are short and long-term priorities and these are delivered. Third, action is designed and implemented well - the quality of what SASSOT does is always high.

Perhaps above all the most important thing is that SASSOT is making a significant and sustained difference not only through traditional partners for sport but is well placed to bridge to new sorts of partnerships to reach different people who might otherwise be lost to the benefits of being more physically active.

The work through Sportivate linked to Stafford Borough Council and Quantico Court in a project focused on young mums in Stafford was awarded top prize competing against projects from all other CSPs across the country in the effective delivery of their project.

Equally we have a great illustration of this strong delivery with SASSOT receiving additional Sportivate Innovation funding, worth an extra £49,000, and incentive funding worth £48,000 against excellent delivery to women and girls and the 19+ age groups - this is testament to the approach the partnership undertakes, demonstrating a strong understanding of its place and the needs of residents living within the partnership area.

We look forward to continuing to work with SASSOT in the year ahead.



Pictured | Quantico Court Activity Sessions - Samantha Logan, Stafford Borough Council Health Support Officer with Local MP Jeremy Lefroy Samantha Logan, Stafford Borough Council Health Support Officer with Local MP Jeremy Lefroy

Introduction and Celebrating Local Success

Mark Thornewill

Director

Sport Across Staffordshire and Stoke-on-Trent



It is hard to believe that this is SASSOT's 10th Annual Report. 10 years has flown by and it does not seem so long ago that we were agreeing what the role of the Partnership would be and our vision for the future.

Over the past 10 years SASSOT has established itself as a "can do" Partnership that works with a wide range of partners and supports them

to deliver high quality services to the people of Staffordshire and Stoke-on-Trent.

2015/16 has been another successful year for the Partnership with some notable highlights:

In July the City of Stoke-on-Trent was announced as UK European City of Sport which was the catalyst for the City to invest a significant budget in further developing the City's sport and physical activity offer.

In October we were delighted to hear that one of SASSOT's Sportivate projects, organised by Quantico Court Residential Centre for Vulnerable Young Women and Stafford Borough Council won the prestigious Sport England National Sportivate Project of the year.

As a Partnership we are determined to ensure that there is a vibrant sport, PE and physical activity offer for our community and that the sector plays its role in increasing the economic prosperity of the sub region; our 'Sportshire' partnership with Staffordshire County Council has really gained momentum over the past 12 months with the successful delivery of number of major events including an Ironman 70.3 triathlon and the UK Corporate Games attracting thousands of competitors and visitors to the area.

It is impossible to mention all of the programmes and achievements in this introduction but I hope you enjoy reading the Annual Report which highlights many of the successes.

The range of partners involved in the delivery of sport, PE and physical activity incorporates the public, private, education, health and voluntary sectors, no one sector can deliver this agenda on their own and we need to continually improve our partnership working and support for each other if we are to harness the positive outcomes for our communities that increased participation in sport, PE and physical activity can bring. This report provides an insight into the benefits of partnership working and how by working together we can achieve our vision of "Increasingly, active, healthy and successful communities". The report highlights some fantastic work but much more still needs to be done and we look forward to working with partners to implement the Government's "Sporting Future: A new Strategy for an Active Nation".

We are proud of our partnership working and Sport Across Staffordshire and Stoke-on-Trent continues to receive fantastic support from our partners. The results of the 2015/16 Partner Satisfaction Survey made pleasing reading with 100% of our local partners being satisfied or very satisfied with our contribution to supporting them with the delivery of their service and the quality of the support and advice that we provide.

The Partnership appreciates the support that we receive from Sport England and the excellent working relationship that we have with the organisation. Staffordshire and Stoke-on-Trent has benefitted greatly from Sport England investment over the past 12 months and programmes such as Sportivate, Satellite Clubs and School Games have become an increasingly important part of the sports offer for our young people. At the time of writing this report a new Sport England Strategy launch is imminent and we look forward to having the opportunity to support the delivery of the new strategy.

It is a privilege to be part of an excellent team and I would like to thank the SASSOT Board, Colleagues and Partners for their hard work and achievements over the past year.

I look forward to continuing our work together as we strive to achieve our vision of "Increasingly, active, healthy and successful communities".

COUNTY SPORTS PARTNERSHIP

This section outlines the 2015/2016 Delivery Plan achievements and work areas by the core team. The core functions are to develop and maintain strategic alliances and local networks, deliver services and programmes to 'grow', 'sustain' and 'excel' in sport and physical activity and to increase investment in sport, PE and physical activity by providing the intelligence to enable partners to make evidence-based decisions.

NGB SUPPORT

25
NGBs
supported

OVERVIEW

25 NGBs supported in 2015-16 with specific actions and a further 16 accessing our generic services. Green RAG rating from Sport England for NGB engagement and support work

2
Successful
Events

ENGAGEMENT WITH LOCAL AUTHORITIES

SASSOT organised two successful LA and NGB Engagement Events during 2015-16, plus a European City of Sport 2016 Briefing for NGBs

£ **75,000**
secured

£ **20,000**
for a new green
and pavillion

FACILITIES

SASSOT has worked closely with various NGBs on facility projects and has been instrumental in helping Rolleston Cricket Club to secure **£75,000** from Inspired Facilities to upgrade their pavilion and in supporting Brewood Bowling Club to secure **£20,000** so far towards a new green and pavilion

10
Volleyball
Activators

6
Badminton
Young Officials

19
Sportshall
Athletics
Leaders

ENGAGEMENT WITH FE/HE

SASSOT organised an FE / HE and NGB Speed Dating event and established a regular FE & HE Networking Meeting, as well as allocating some of the NGB Activation Officer's time towards supporting individual projects. This has enabled various NGBs to land their products in local Colleges and Universities. For example, a further **10** Volleyball Activators and **6** Badminton Young Officials have been trained this year, along with **19** Sportshall Athletics Leaders



SCHOOL GAMES

25
competitions

25 Level Three satellite competitions took place in **9** different sports involving **1,932** participants

11
competitions

11 competitions took place in the School Games Level Three summer festival in **6** different sports involving **1,369** participants

237
participants

1 Change4Life multi-skills festival involving **237** participants

6
competitions

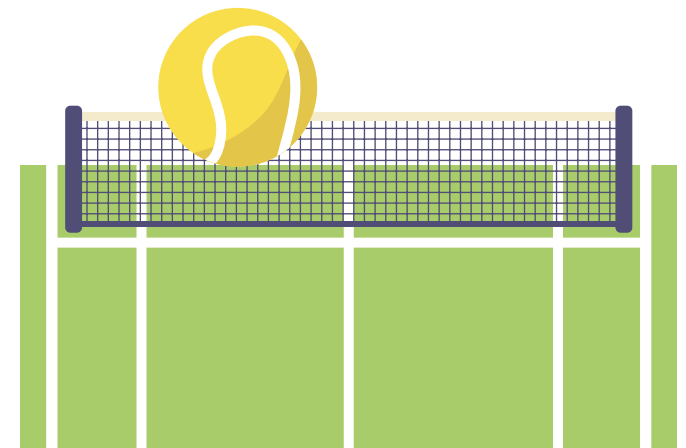
6 competitions took place in the School Games Level Three winter festival in **3** different sports involving **500** participants

287
young volunteers

A total of **287** young volunteers have been trained and deployed at Level Three School Games events

133
schools

A total of **133** different schools; primary, middle, secondary, independent and special schools took part in the Level Three School Games competitions



SPORTIVATE

154 projects | 154 Sportivate projects funded, which equates to more than **330** separate activity blocks

44 | 44 different sports involved in Sportivate

3,947 young people | 3,947 young people were engaged in Sportivate activities, with **3,476** being retained (attending all, or all but 1 session)

£180,000 allocated | Over **£180,000** allocated to local Sportivate projects, with an additional **£90,000** of partner funding contributing to the projects



Dani Pointon (19) was named the West Midlands Sportivate Participant of the Year in recognition of her contribution and outstanding commitment to sport.



Sportivate National Award Winner - The Quantico Court programme for young mums living in a temporary residential unit picked up the Gold Sportivate Award at a ceremony held at Houses of Parliament



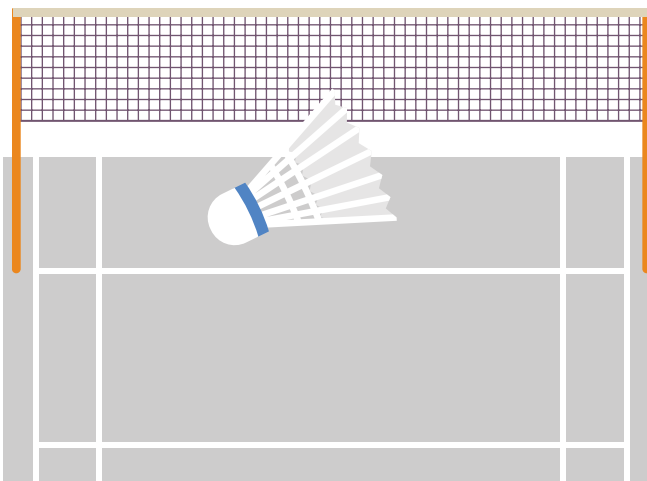
CLUB DEVELOPMENT

205 Clubmark Clubs | There are a total of **205** Clubmark accredited clubs in Staffordshire and Stoke-on-Trent

12 | 12 Clubs were awarded Clubmark Accreditation funding

£3,060 | **£3,060** in total funding has been awarded to clubs to assist them with accreditation or reaccreditation

£20,000 | **£20,000** of funding was secured from Sport England to pilot an innovative project where **20** Club Matters Advisers will be appointed to work with a maximum of **50** clubs to help them use the online Club Matters resource and club improvement tool



SATELLITE CLUBS



91 | Engaged with **91** schools and colleges within Staffordshire and Stoke-on-Trent

132 | 132 Satellite Clubs received funding

51 | 51 Satellite Clubs received sustainability funding

75 sports clubs | 75 Community/Sports Clubs delivered the Satellite Clubs intervention within Staffordshire and Stoke-on-Trent

£90,000 | **£90,000** awarded to provide support for coaching, training and equipment fees

£10,000 awarded | Out of the £90,000 - **£10,000** was awarded for coaching qualifications

3,958 participants | 3,958 participants have joined Satellite Clubs with **1,016** participants transitioning to Hub Clubs

VOLUNTEER DEVELOPMENT

20 | 20 Community Sports Leaders qualified to Level 2

22 | 22 Dance Leaders qualified to Level 1

88 | 88 young people achieved the PlayMaker Award

287 volunteers | 287 volunteers recruited, trained and deployed at the Level Three School Games events

PRIMARY SCHOOL SPORT PREMIUM

Commissioned Entrust, oPEn and Youth Sport Trust to provide support to all schools in Staffordshire and Stoke-on-Trent with the planning and delivery of their primary school sport premium funding

80 attendees | 4 free network meetings provided with **80** sport co-ordinators in attendance

100 attendees | 3 free briefings held for headteachers and chairs of governors with **100** in attendance

175 attendees | Attended **5** headteacher meetings with **175** headteachers in attendance

20 schools | **20** identified schools in Staffordshire are receiving bespoke ongoing support from Entrust

SASSOT Primary School Sport Funding Guide produced and available on SASSOT's website. The guide contains information on the effective use of PE and sport premium funding, local partner offers and national governing body offers to schools

DISABILITY SPORT

£40,000 investment | **£40,000** investment from Staffordshire County Council to deliver the Disability Sport Inspire programme

428 | **428** children accessing Inspire multi-sport clubs, exceeding the target of **210**

83 new children | **83** new disabled children accessing **7** clubs throughout 2015/2016, exceeding the target of **60**

61 children | **61** children accessing universal services/clubs, exceeding the target of **25**

Coordination of County Disability Sport Forum engaging partners from across the network

91 | Over **91** people attended the EFDS Active Kids For All training

281 | **281** young disabled people aged 5 - 25 engaged with the activities during the Staffordshire Inclusive Sport Fest

Support provided to Staffordshire NHS award winning 'Phizzy Fit' project led by Staffordshire Community Paediatric Physiotherapy team, Stafford Borough Council Sport Development Team and Cannock WLCT Inspiring Healthy Lifestyles Team.

EDUCATION & TRAINING

25 | **25** workshops with **510** attendees

Option for clubs to request targeted workshops for own group



Successful partnership now in place with NuL College and Sport Structures to coordinate provision

SAFEGUARDING CHILDREN

SASSOT safeguarding policies and procedures have been reviewed and updated

210 volunteers | Safeguarding and First Aid training provided to **210** sports volunteers

New Safeguarding Delivery Plan developed and implemented



SASSOT's overall progress against national safeguarding framework rated green by Child Protection in Sport Unit

12 clubs | **12** clubs given advice and support to improve their safeguarding policies and procedures



Policies and procedures training provided for Core Team resulting in updated SLAs and policies across all relevant work areas

WORKFORCE DEVELOPMENT

1,415

1,415 coaches, volunteers and leaders supported and rewarded over the last 12 months



Workforce Development linked initiatives with programmes such as Satellite Clubs, Sportivate and Primary School Sport Premium

123
attendees

Comprehensive education and training package for disability sport workforce implemented with **123** attendees attending various training opportunities



SASSOT recognised nationally by EFDS as an example of good practice for implementing the Active Kids for All training, with the work this year expanding into HE

NGB ACTIVATION

16

16 activators trained to support Badminton and Volleyball

£2,914

£2,914 funding accessed to support Sportshall Athletics, Badminton, Football, Netball, Rugby, Trampoline and Volleyball



60

60 students taking part in recreational Badminton sessions

£252

£252 funding accessed to support Dance Leaders' qualification

SPORTS EQUALITY & DIVERSITY



40
attendances

Working in partnership with EFDS, SASSOT completed the L.E.A.D self-assessment toolkit and formalised an improvement plan

Over **40** adults with disabilities now attend a weekly multi-sport session in Lichfield which was established using ACCESS Across Staffordshire funding

£4,500
invested
3
projects

A further **£4,500** has been invested into **3** ACCESS Across Staffordshire funded projects including Boccia for adults with disabilities (Staffs Moorlands), ladies veterans football (Wryley Juniors FC) and women's fitness & running project (Stoke FIT)

Women's insight sessions delivered with Staffordshire Golf, NGBs and FE/HE leads

THIS GIRL CAN

Engagement with #ThisGirlCan campaign



COACH DEVELOPMENT



Outcomes of the Coaching Delivery Plan successfully achieved, resulting in a Green rating from Sport England

1,186
coaches

1,186 coaches registered on data management system www.sassotcoaching.org.uk

21,178

£21,178 funding accessed to support coach delivery

4,100
coached

4,100 additional participants coached as a direct result of interventions

12
University students

Focused support to **12** Staffordshire University students to be trained and deployed in local coaching placements

33
college students

Focused support to **33** Newcastle-under-Lyme College students to be trained and deployed as Basketball Activator Volunteers who have delivered to **285** participants

174
female coaches

women make coaching

Launch of Women Make Coaching programme, a regional project to develop female coaches with **174** registered



MARKETING & COMMUNICATIONS

514
articles

12 monthly e-newsletters issued with a total of **514** articles from over **80** partner organisations distributed to over **1,993** recipients



SASSOT Sports Awards honouring Club, Coach, Project, Volunteer and Newcomer of the Year

'Move More In May' campaign developed, engaging with local media and encouraging consumers to 'try something new'

 **1,773**
Twitter Followers

 **624**
Facebook Likes

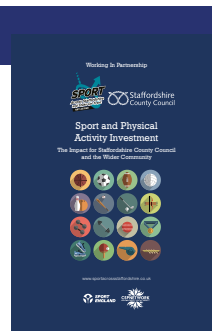


Launch of SASSOT's new website

32,221
unique visitors to
www.sportacrossstaffordshire.co.uk

135,562
page views
most popular pages:
club finder, jobs & careers,
funding and contacts

INSIGHT



LOCAL IMPACT DOCUMENTS

Local impact documents produced for all local authorities detailing local investment as well as external investment secured. The collective impact across the county is: **£2,882,352** Investment

ACTIVE PEOPLE

Active People Survey 9 reported a slight dip in participation levels for SASSOT however women's rates of participation remained above the regional average and increases in participation were reported amongst the people aged 45-64.

SPORT & PHYSICAL ACTIVITY RESEARCH

Sport & Physical Activity research reports produced for Lichfield District Council and Staffordshire Moorlands District Council. Research has been used to strengthen working relationships with partners as well as inform the development of localised Sport & Physical Activity Strategies.

STAKEHOLDER SURVEY 2015



100%

of local partners are satisfied or very satisfied with the quality of support they receive from SASSOT



100%

of local partners are satisfied or very satisfied with the value that SASSOT added to their work



80%

SASSOT achieved a local NET Promoter score of **80%** and a total NET Promoter score of **55%** compared to a national average of **38%**

INVESTMENT



Supported partners and clubs to access over **£1,210,000** worth of external funding to support facility development in 2015-16

5 Royal Yachting Association and local sailing clubs realised **5** successful funding applications

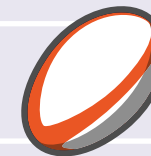


Delivery of Funding and Effective Bid Writing workshop

Advice and support to Uttoxeter Rugby Club for the formation of development of a proposed multi-sports hub

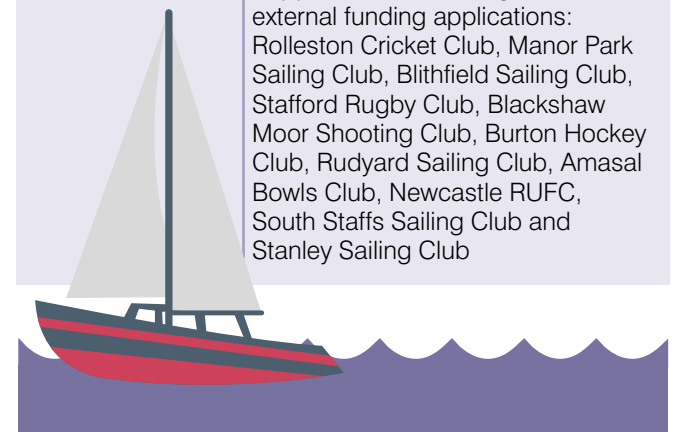
 **40,000**

Aiming High for Disabled Children contract (**£40,000**) secured for the delivery of **7** Inspire Disability Multi-Sport Clubs across Staffordshire



Advice and support to Burton Rugby Football Club on the development of a proposed new multi-sport hub

Supported the following clubs with external funding applications: Rolleston Cricket Club, Manor Park Sailing Club, Blithfield Sailing Club, Stafford Rugby Club, Blackshaw Moor Shooting Club, Burton Hockey Club, Rudyard Sailing Club, Amasal Bowls Club, Newcastle RUFC, South Staffs Sailing Club and Stanley Sailing Club

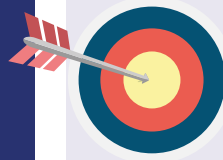


NATIONAL GOVERNING BODIES OF SPORT

SASSOT has worked with a wide range of National Governing Bodies of sport during 2015-16 to help them deliver their Whole Sport Plans and to grow sports participation in Staffordshire and Stoke-on-Trent.

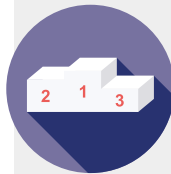
Here are a few examples of how we have provided support:

ARCHERY



SASSOT arranged for Archery GB to attend a Joint SDO and Facility Managers Forum to promote their New Places for Target Faces programme. Following this, two LAs so far have submitted funding applications and been awarded £1000 each to deliver new archery activity in their facilities. Additionally, following SASSOT working with Six Towns Company of Archers to create links with Keele University and to set up satellite clubs, the club were awarded Archery GB's OnTarget Club of the Year.

ATHLETICS



SASSOT has been working closely with England Athletics and the Staffordshire Athletics Network to continue to grow adult participation. SASSOT has continued to host and employ the Athletics Network Coordinator, and has worked with the Network to secure over £26,000 of funding from Public Health. During the past 12 months, 20 new beginner running groups have been established, engaging c500 new runners. Additionally, 19 new group leaders have been trained across the sub-region.

BADMINTON



As well as hosting three NGB Officers, SASSOT has worked in partnership with Badminton England and the North Staffordshire Community Badminton Network (CBN) to run a recreational badminton league for the local Colleges and Universities for the second year in succession. 6 students have been trained as Young Officials, and have run 3 festivals with an average of 21 competitors at each one. Additionally, after SASSOT worked with Staffordshire Cricket and the CBN to secure £80,000 to refurbish Clayton Sports Centre as a fit-for-purpose badminton venue (in addition to funding previously secured to develop the facility for cricket), the facility reopened in early 2016.

BASKETBALL



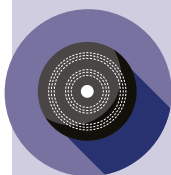
SASSOT previously awarded funding to Newcastle-under-Lyme College to train 33 students as Activators, who are now running a regular, sustainable recreational basketball session with 65 participants. An Impact Study conducted by SASSOT showed that 100% of Activators are putting into practice what they learnt, and 95% reported increased confidence.

BOCCIA



SASSOT awarded £1300 of ACCESS Across Staffordshire funding, which along with £500 from the NGB has been used to establish a weekly pan-disability Boccia session at Biddulph Valley Leisure Centre attended by 20 people. A further £625 of Sportivate funding is being used to engage younger adults and feed them into the weekly sessions.

BOWLS



Following a competitive application process, SASSOT was awarded Play Bowls Hot Spot status for 2016 by the Bowls Development Alliance. This project, delivered in partnership with four Local Authorities, has brought in £9000 funding and will engage 320 new participants. In addition to this, SASSOT have supported Brewood Bowling Club with funding applications, securing £20,000 so far towards a new green and pavilion (further applications awaiting decision).

BOXING



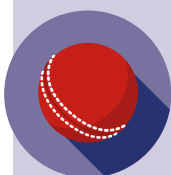
SASSOT carried out a workforce audit with Facility Managers and SDOs and identified a need to run an England Boxing BOX Instructor course. The course, organised by SASSOT, was attended by 16 instructors who are now delivering activity locally.

CANOEING



SASSOT joint-funded the purchase of two ergos, which will be rotated round the local colleges and universities to kick-start some indoor canoeing activity, leading to beginners sessions on the water. This year, the ergos have been used by 157 participants, with 41 transitioning to water-based sessions at local clubs, and 32 young people have been trained as Activators to help deliver sessions.

CRICKET



Rolleston CC's facility has been upgraded and re-opened after SASSOT worked with the club and NGB to secure £75,000 from Inspired Facilities. Additionally, after SASSOT worked with Staffordshire Cricket to secure c£350,000 funding from the ECB and Sport England for the redevelopment of Clayton Sports Centre (the priority cricket facility in North Staffordshire) and then helped to close the funding gap by accessing £80,000 from Badminton England, the upgraded facility re-opened its doors in early 2016. SASSOT's Director facilitated a review session for the County Cricket Board to enable them to measure their progress since their original review and to identify further area for improvement. On the delivery side, SASSOT awarded c£3800 of Sportivate funding to run 14 disability cricket blocks, which engaged over 100 players. As well as this, thanks to SASSOT arranging cricket activity as part of the Inspire Disability Club in Lichfield, a cricket session now runs on alternative weekends to the Inspire club, delivering regular activity to 12 new participants.

FOOTBALL



SASSOT awarded £500 to Hanley Town FC to help qualify two Level Two and 11 Level One coaches, to meet the workforce demands of the club after they took in two teams from another club that had folded. 210 participants are now receiving weekly coaching and competition, including one new Girls team. The newly-qualified coaches are now receiving bespoke CPD / mentoring support via SASSOT, who also brokered a link between the club and the Sir Stanley Matthews Foundation who are now funding a further 11 coach qualifications.

Following changes to the Aiming High tendering process, SASSOT submitted a successful bid that included activity to be delivered by Staffordshire FA. Just under £12,000 has been awarded for them to deliver holiday activity in five local authorities, in partnership with Staffordshire Cricket.

GOLF



Staffordshire has been selected by England Golf as one of three IMP (Increasing Membership and Participation) pilot areas. SASSOT has been working with the County Golf Partnership to publicise Golf Express, which encourages players to get back into the sport or to play more golf by promoting clubs that offer 9-hole rounds. SASSOT has promoted individual clubs' Golf Express offers on community facebook groups with a potential reach of over 50,000. 2,329 short rounds and 1156 9-hole after work roll-ups have been played this year.

HOCKEY



SASSOT is part of the East Staffordshire Outdoor Sports Investment Group, who submitted a successful £320,000 Improvement Fund application to create a new hockey ATP and refurbish the changing facilities at Shobnall Leisure Complex. SASSOT supported the application with intelligence and evidence of strategic need, and the new pitch was opened earlier this year.

SAILING



At the request of the RYA, SASSOT has delivered two funding workshops to Staffordshire clubs. Following this, clubs were offered one-to-one support to develop their funding bids, which has led to five clubs so far being awarded Small Grants funding of approximately £10,000 each, and another club is awaiting the outcome of an Inspired Facilities application.

SWIMMING



SASSOT attended the initial meetings of the North and South Staffordshire Club Development groups, presenting an overview of the support SASSOT can offer to clubs, and using the Athletics Network as an example to promote the benefit of club networks to attendees. SASSOT also delivered a session giving an overview of current funding streams and 'handy hints' for completing applications forms.

TRIATHLON



SASSOT worked with three LAs to establish a county-wide programme of Go Tri (entry level) events in conjunction with local clubs, to capitalise on the interest from the general public following the inaugural Staffordshire 70.3 Ironman event. 2000 leaflets were distributed to local spectators at the Ironman alongside focused promotion via community Facebook groups with a reach of over 25,000. South Staffordshire Council's inaugural event at Penkridge Leisure Centre attracted 43 entries with 35 taking part on the day.

VOLLEYBALL



Staffordshire is part of one of only five Volleyball Investment Zones across England. SASSOT worked with the Volleyball Relationship Manager to organise regular recreational competition for FE and HE students for the second year running, training 10 students as Activators and supporting them to run the competitions. Following a SASSOT-organised Engagement Event, c£7600 Sportivate funding was awarded to deliver Go Spike and Sitting Volleyball activity in three Local Authority areas, with over 100 regular participants so far.

LOCAL AUTHORITIES

As community leaders, local authorities play a vital role in the provision of facilities, programmes and opportunities for people to participate in sport and physical activity. This section identifies examples of the excellent work that is carried out across Staffordshire and Stoke-on-Trent.

See overleaf...

Staffordshire County Council

Ben Hollands

Acting Sportshire Coordinator

NB. These achievements were made while Jude Taylor was in post.

Staffordshire County Council



CELEBRATING LOCAL SUCCESS

- Successfully delivered the inaugural Staffordshire Ironman 70.3 event which attracted over 2000 competitors and 10,000 visitors to Staffordshire and generated at least £1.7 million of economic impact and raised £750,000 for charity. The event sold out in 14 minutes, a global record for an Ironman event
- In partnership with Keele University, Staffordshire University and Stoke-on-Trent City Council we delivered the 2015 Staffordshire & Stoke-on-Trent UK Corporate Games. Over 4460 competitors from 64 companies participated in 24 sports, held at venues across the county. The event generated an estimated £3.8 million for the local economy
- We have supported the County's emerging sporting talent via the delivery of the Staffordshire Talented Athlete Fund. The fund provided 31 gifted young sports men and women with grants to assist with the cost of training and competition
- Initiated two new pilots to explore the cross cutting benefits of sport and physical activity. These two separate projects will explore the benefits of engaging Looked After Children and people that have early stage dementia in sport and physical activity

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT played a key role in helping Staffordshire County Council and its partners to deliver the inaugural UK Corporate



Games and Staffordshire Ironman 70.3 events. SASSOT helped identify and engage local deliverers to run the sports competitions at the UK Corporate Games and helped align local activities to our Commit to Get Fit initiative that sought to maximise the public health opportunity the Games created. Commissioned by Ironman, SASSOT recruited the 700 volunteers needed to deliver the event. Alongside this work SASSOT, in partnership with Triathlon England, coordinated the local delivery of series of local Go Tri events helping to create a lasting legacy to the 2015 Staffordshire Ironman.

IMPACT

- 4460 athletes took part in the 2015 UK Corporate Games generating an estimated £3.8 million for the local economy
- Sports organisers recruited to deliver 24 separate competitions
- 90% of competitors that took part in UK Corporate Games were satisfied or very satisfied with the event
- 700 volunteers recruited to deliver the 2015 Staffordshire Ironman 70.3 which saw 2000 competitors and 10,000 visitors generating £1.7 million of economic impact

LOOKING AHEAD TO 2016-17

- Deliver and evaluate the Thinking Active pilot intervention

targeting people that have early stage dementia

- In partnership with Stoke-on-Trent City Council, Staffordshire University and Keele University tender for the 2017 UK Corporate Games
- Coordinate the successful delivery of the 2016 Staffordshire Ironman 70.3 event, delivering economic growth, promoting Staffordshire and inspiring further participation
- Support the development of significant sporting facilities that will establish Staffordshire as a sporting destination
- Deliver and evaluate the Looked After Children pilot in partnership with SASSOT, the Office of the Police and Crime Commissioner and local leisure providers
- Support Staffordshire University to develop the Staffordshire Academy of Human Performance

"2015 provided proof of concept for Sportshire, delivering two major events that have made a tangible and significant contribution to Staffordshire's economy and raising its profile at a national level. The support of SASSOT and our wider partners has been critical to achieving this success and has provided a platform from which we can continue to build."

Ben Hollands

Top | Inaugural Staffordshire Ironman 70.3 event which attracted over 2,000 competitors

Cannock Chase & Inspiring healthy lifestyles

Paul Smith

Cannock Wellbeing Lead

Inspiring healthy lifestyles



CELEBRATING LOCAL SUCCESS

- The Cannock Wellbeing team joined forces with the Chase Leisure Centre, to become the first Leisure Trust to undertake and achieve an excellent rating in a tough combined assessment by Sport England's national quality scheme Quest.
- We were able to extend and offer additional places on our 'Chase It' young person's activity scheme, by securing external funding via Staffordshire Police and the Building Resilient Families programme. Targeting families with a range of access issues.
- Our Sportivate Innovation 'Real Girls' project has gone from strength to strength. Working with a number of local secondary schools in the Cannock Chase district, we have been able to establish pathways of opportunities for girls and young women to take part in sport and physical activities.
- We worked with the newly appointed School Games Organiser to stage a festival of Sport and Culture for the district's Primary Schools at Rugeley Leisure Centre.

WORKING IN PARTNERSHIP WITH SASSOT

Inspiring healthy lifestyles (Cannock Wellbeing) worked closely with SASSOT to achieve an excellent rating in Quest, whilst supporting us in securing a range of external funding streams. Our Sportivate Innovation funding has allowed us



to deliver a 'Real Girls' project. Working with the Chase and Rugeley Leisure Centre and high schools in the Cannock Chase district, we were able to provide a sport and physical activity engagement programme for girls and young women (13-16 years).

IMPACT

- Working with local high schools we have engaged over 100 girls in a range of sports and physical activities, from dance to golf.
- We empowered participants to take control of the 'Real Girls' project. School Champions were identified to promote the scheme within their respective schools and a steering group was set up to help develop and deliver the project.
- The girls were able to access and try a range of sports and physical activities. This wider availability of choice has allowed them to select activities they like and motivated them to carry on with that activity.
- We have worked with local sports clubs to support them starting a female section, recruiting new players and providing coaching experience for up and coming instructors.
- As a reward for taking part in regular exercise we issued participants with a two month membership for Chase and Rugeley Leisure Centre.

LOOKING AHEAD TO 2016-17

- Funding secured through our Local Strategic Partnership will see us deliver an inclusive cycling project for disabled adults. Run in partnership with Cycle R, adapted bikes will be made available to hire seven days per week.
- We will continue to work in partnership with SASSOT to be the lead organisation for the Sportivate programme in Cannock Chase.
- SASSOT supported us in securing a successful bid for satellite club funding for 2016/17. This will see us deliver a range of activity clubs at local high schools.
- A successful Sportivate Innovation bid (Start Peddling) will allow us to get more young people active through cycling, by making the most of the area of outstanding natural beauty that is Cannock Chase.

Pete Burt Managing Director of Inspiring healthy lifestyles said: "We are delighted to have achieved Quest at excellent level. This is testament to the hard work that these dedicated teams put in to providing great activities to encourage people in the district to get active and healthy".

Top | Cllr Maureen Freeman Chair of Cannock Chase Council presents the Quest Combo plaque to representatives from the Chase Leisure Centre and Cannock Wellbeing teams.

East Staffordshire

Neil Brown

Assistant Indoor Facilities & Sports Manager

East Staffordshire Borough Council



CELEBRATING LOCAL SUCCESS

- Celebrated IFI accreditation at Uttoxeter Leisure Centre
- Introduced adult disability clubs at Meadowside and Uttoxeter Leisure Centres
- Celebrated 59 'Elite' Sports Performers at our East Staffordshire Sports Awards
- Delivered 12 health promotion campaigns
- Over 4500 people attended National Playday
- Supported the delivery of the Cerebral Palsy World Football Championships

WORKING IN PARTNERSHIP WITH SASSOT

Burton Uxbridge Table Tennis Club has formed a strong partnership with local schools in East Staffordshire through the Sport England's Satellite Club intervention.

Satellite clubs are extensions of community sports clubs which are established in a new venue, usually a secondary school or college, and specifically target the 14-25 age groups. The creation of Satellite Clubs around the county will help young people aged 14-25 take the step into community sport.

Burton Uxbridge Table Tennis Club now has 8 successful Satellite Clubs within the East Staffordshire located on

school establishments. The Satellite Clubs continue to flourish and now have 478 participants attending the sessions, 326 of these participants are male and 152 of these participants are female.

Burton Uxbridge Table Tennis Club has seen 36 young people from the Satellite Clubs joining their hub club sessions on a weekly basis.

IMPACT

Burton Uxbridge Table Tennis Club will continue to offer the 8 Satellite Clubs within East Staffordshire and will be sustaining these links with the school establishments using support from Sport Across Staffordshire and Stoke-on-Trent.

LOOKING AHEAD TO 2016-17

- Introduce new customer care systems across all leisure facilities
- Continue to celebrate our elite sports performers
- Deliver 10 health promotion campaigns linked to the Healthy Cities Initiative
- Implement a minimum of 4 sports development projects into leisure facilities
- Deliver a minimum of 6 cycle training opportunities



"Over the last three years of satellite club funding, I have had the honour of working with some young people from all walks of life. Eight schools within East Staffordshire now have successful table tennis satellite clubs supported by the hub club. All of the satellite clubs have the opportunity to compete in fixtures, some progressing to regional and national finals. A constant progression from satellite club to hub club is in place to ensure that there is a legacy for the future. Simon Price, Burton Uxbridge Table Tennis Club."

Top | Burton Uxbridge Table Tennis Club.

Above | Dave Shooter - Unsung Hero Award 2016

Lichfield

Sarah Sleigh
Sports Development Officer
Lichfield District Council



CELEBRATING LOCAL SUCCESS

- Tennis For Free introduced at Beacon Park in Lichfield City Centre. As part of the launch event we hosted the Davis Cup which over an estimated 1000 people attended
- Adult Disability Club has continued to thrive following on from the funding received from SASSOT's ACCESS Across Staffordshire Fund
- £1,000 received from Archery GB's New Places for Target Faces fund, which has supported us to buy archery equipment and host an Archery Instructors Course. We now have two qualified members of staff ready to roll out sessions within our leisure centres and parks
- Funding received from the Bowls Development Alliance, to increase bowls participation and support local clubs
- Positive Futures funding secured until March 2017 following further funding from the Locality Commissioning Board
- An Outdoor Table Tennis Table was donated by Burntwood Community Table Tennis Club to Burntwood Leisure Centre in memory of former club member Stephen Sutton

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT commissioned Staffordshire University, to conduct a Sport and Physical Activity insight project to:

- Survey current provision of sport and physical activity on offer in the Lichfield District
- To compare the survey results to existing data sources, including: Active People Survey; Sport England's Market Segmentation tool; and local health data.

The aim was to provide a comprehensive overview of sports provision in the Lichfield District. The information then could be used to inform local organisations about investment priorities for the local area.

IMPACT

- The insight report provided the opportunity to understand our current sport and physical activity demand and supply within Lichfield District
- The report has helped to shape the emerging Sport and Physical Activity Strategy
- The recommendations have influenced how we now programme activities and made us think about our target audiences
- We have begun to look at targeting the inactive and ways of tackling barriers to participation
- We have introduced activities for the 60 plus age group, which includes the introduction of walking football sessions and walking groups

LOOKING AHEAD TO 2016-17

- Adoption of the Sport and Physical Activity Strategy
- Introduce archery into our leisure centres and parks.
- Continue to work in partnership with SASSOT to deliver the Inspire Disability Multi Sports Club
- Investment to replace the 3G pitch at Burntwood Leisure Centre and the Synthetic Pitch at King Edwards VI Leisure Centre
- Introduce Paddle Boarding at Stowe Pool
- Continue to work in partnership with SASSOT to deliver the bowls development programme

Councillor Andy Smith, Cabinet Member for Leisure and Parks at Lichfield District Council, said: "It was such an honour to welcome the Davis Cup to Lichfield and I'm delighted so many people took part in the first session and had the chance to see the Davis Cup. Now is a great time to be getting into tennis as, working with Tennis for Free, we have also made three of Beacon Park's tennis courts free to play on any time after 1pm every day of the week. You don't need to book, just come along and play".

Top | Tennis for Free participants

Newcastle-under-Lyme

Lucy Taylor

Sports & Events Manager

Newcastle-under-Lyme Borough Council



NEWCASTLE-UNDER-LYME
BOROUGH COUNCIL

Jubilee2
fitness · sport · wellbeing

CELEBRATING LOCAL SUCCESS

- Successful delivery and coordination of the Sportivate portfolio of projects for the district
- Refurbishment of Clayton Sports Centre
- Secured funding for the Newcastle Partnership to deliver two targeted physical activity programmes Active2 (under 12s) and This Girl Can (women aged between 14-40)
- The establishment of an independent sport body 'Castle Sport' with a vision of increasing participation in physical activity, sport, coaching and volunteering opportunities in the borough
- Approval of the Newcastle-under-Lyme Playing Pitch Strategy
- Successful delivery of the Police and Crime Commissioner's SPACE scheme

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT have provided strategic support to help guide local partners such as Newcastle College, Chesterton Sports College, Keele University and local sports clubs to come together creating stronger partnership links to maximise the opportunities for participation in sport and physical activity for the residents of the borough.

IMPACT

- Over 600 residents engaged on new externally funded projects such as SPACE, Active2 and This Girl Can
- New application process for £18,000 sports grant funding for talented sports people and sports workforce development
- Stronger partner links with a wide range of local sports providers and agencies
- The refurbishment of Clayton sports centre has helped to secure a strategic training venue for badminton and cricket
- In excess of 650,000 attendances across leisure facilities, football development, sports development and community sport during 2015-16.

LOOKING AHEAD TO 2016-17

- Working with SASSOT on the Bowls Development Alliance project
- The adoption of a sport and physical activity strategy for the borough
- Delivering the Explorer programme with support from British Orienteering
- Continue as the lead organisation for Sportivate within the borough

- Strategic lead across the county on a review of school swimming lessons
- Development of plans for the re-provision of Kidsgrove sports centre

Above | Staffordshire Cricket train at Clayton Sports Centre
Below | This Girl Can



South Staffordshire

Tony Ward

Leisure Services Manager

South Staffordshire Council



CELEBRATING LOCAL SUCCESS

- April 2015 - new cardiovascular equipment at Codsall investing £45,000 and a further £16,000 on indoor cycles
- August 2015 - a new 3G pitch at Penkrigde Leisure Centre in conjunction with Staffordshire County Council, Wolgarston High School and the Football Foundation - investment £560,000
- November 2015 - a new 3G pitch at Codsall Leisure Centre in conjunction with Staffordshire County Council, Codsall High School and Sport England - investment £700,000
- Refurbished the fitness suite at Penkrigde Leisure Centre, with a further £45,000 investment
- The council's Forward to Health referral scheme continued to improve with nearly 200 participants
- The service has launched "Get Back to Netball" campaigns at Wombourne and Cheslyn Hay Leisure Centres
- Continued to work in partnership with the Swimming Teachers Association to drive performance in its swimming lessons programme

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT co-ordinates an annual grant programme (ACCESS Across Staffordshire) which aims to increase sport and physical opportunities for groups amongst whom

participation is low (women, disabled people, black and ethnic minority communities). SASSOT provided a grant of £1,500 to Wryley Juniors FC to develop a 'Ladies Veterans Football' project.

Building on the inspirational campaign of This Girl Can this project looked to promote football opportunities for those aged over 35 within the local community.

The project identified the importance of providing quality coaching and facilities underpinned by a strong social element and the ability to participate at all levels of the game.

IMPACT

- 15 women and girls now regularly attending weekly sessions, 9 of which were newcomers to the project
- Due to the ACCESS funding the ladies now have the opportunity to train on professional astro turf alongside the ladies first team. This has proven hugely beneficial as the first team coach has been able to support some of the sessions and the first team members have provided encouragement and support to newcomers
- Greater social media engagement and awareness of the project
- The team is the first to be developed in the county and are currently in the process of setting up competitive opportunities with other ladies veteran teams further a field

LOOKING AHEAD TO 2016-17

South Staffordshire Leisure Services will further develop the Sportivate offer, with a number of activities at its leisure centres.

Further investment in fitness equipment is also planned and Wombourne and Penkrigde Leisure Centres. The service will also look at the feasibility of further development of 3G pitches in the south of the district.

Councillor Mary Bond, Portfolio Holder for Environmental Services said: "SSC have really extended the provision of leisure facilities in the last year with some very welcomed additions including 3G pitches at Penkrigde and Codsall; brand new fitness equipment at Codsall and recently the refurbishment of Penkrigde LC's fitness suite. The development of these facilities has enabled SSC to increase access and opportunities for local children, sports clubs and the whole community. I am proud of what the council has achieved in continuing to provide superb leisure services for the community and offering great value for money."

Top | Chairman of Staffordshire County Council, Janet Eagland (to right) and Chairman of South Staffordshire Council, Diane Holmes (left), with Wasps and Jaguar Land Rover Ambassador Chris Bell and Wolverhampton Wanderers FC player Ethan Ebanks-Landell

Stafford

Adam Hill

Head of Leisure & Culture

Stafford Borough Council



CELEBRATING LOCAL SUCCESS

- £300k investment into Stafford Leisure Centre Gym and the creation of the new Health Hub to support the wellbeing agenda
- Successful first round bid to Heritage Lottery Fund (HLF) for the renovation of Victoria Park in Stafford
- Increased the amount of runners by 500 in the Stafford half Marathon
- Increased the number of activities for children during the school holidays as part of the Step into Scheme
- Developed and adopted the Leisure Strategy for Stone, which will see improved leisure and outdoor facilities in Stone including a new Leisure Centre at Westbridge Park, including a swimming pool, 100 piece gym and 2 activity studios
- £50k revenue grant secured to support free access to swimming schemes

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT worked with Stafford College to support School Games and community sport.

In April 2015, 9 Level 2 Community Sports Leaders were funded and trained. These leaders went on to support community activities such as children's holiday camps,

walking football, hockey and cricket. 19 students were funded and trained as Sportshall Athletics leaders and these leaders helped with the Stafford and Stone Level 2 School Games Sportshall Athletics competitions as well as the Level 3 School Games Winter Festival Sportshall Athletics final.

IMPACT

- 9 Level 2 Community Sports Leaders funded, trained and deployed into local community sport
- 19 Sportshall Athletics Leaders funded and trained to support and assist on School Games competitions
- 263 voluntary hours given to support community sport and School Games

LOOKING AHEAD TO 2016-17

- The development of a sports strategy identifying future need and how this can be addressed
- The completion of the second round application to HLF for £2.4m funding to renovate Victoria Park
- Commence the building of a new £6m project to replace Westbridge Park Sports Centre in Stone and improve the wider sporting provision in the area

- To continue to promote physical activity from participation through to competition. This will include increasing the numbers that take part in the Half Marathon
- To introduce a new 10k run to encourage new participants to running
- To work with local clubs on supporting them to attract funding and develop facilities

Sport, leisure and physical activity plays an important part of the health and wellbeing of our residents. Working in partnership will strengthen the offer available and see opportunities increase in the future.

Adam Hill, Stafford Borough Council

Top | Half Marathon participants line up
Below | Stafford College Community Sports Leaders



Staffordshire Moorlands

Tony Wheat

Client Officer Leisure for Staffordshire Moorlands District Council & High Peak Borough Council



CELEBRATING LOCAL SUCCESS

- Re-establishment of the Staffordshire Moorlands Sports Council (SMSC). New membership includes representatives from Biddulph, Cheadle and Leek Sports Councils, SASSOT, Parkwood Leisure, NGBs, nominated local Councillors, and independent invitees. SMSC meets quarterly and looks to have a topical subject/theme at every meeting
- New criteria established for grant funding from the SMSC
- Looking for opportunities to attract additional finance through match funding for agreed projects. Presentations already delivered by Staffordshire FA and SASSOT to raise awareness of potential opportunities for clubs and organisations
- Drainage and levelling of Bagnall Playing Field. Additionally, a new access ramp was added and new play equipment

WORKING IN PARTNERSHIP WITH SASSOT

Cheadle Primary School wanted to ensure they were making the best possible use of their Primary PE & Sports Premium Funding and that they had a clear vision for where they wanted the school to get to in terms of Physical Education and the outcomes that the pupils from the school would be gaining. In order to achieve this outcome they wanted to make sure that the subject leaders for PE were confident in gaining monitoring information about the school's current



position and strategically planning and moving forward the developments to achieve this end goal and outcome. The key tasks included:

- Identified training needs for the subject leaders and put a plan in place that included CPD courses and in school support over a sustained period of time to develop the subject leader skills in both monitoring PE and strategic planning
- Jointly conducted various monitoring activities with the PE and teaching consultant including; lesson observations, PE planning scrutinies, pupil voice, staff questionnaires and consultations, speaking to the headteacher and governors about a shared vision
- Used information gathered to develop an achievable and realistic long term action plan that would allow them to achieve their end goal and vision for Physical Education in the school
- Gave time for the subject leaders to independently work on improvements in the school, conduct monitoring activities in the school and begin to put the action plan in place
- Worked with the external consultant to validate these further judgments and monitoring activities and provide coaching and mentoring to move things on even further

IMPACT

- The subject leaders both reported increased confidence and knowledge in moving the school forward in PE
- From the monitoring activities conducted it was evident

that the improvement plan and subsequent actions put in place were impacting on the outcomes and achievement for pupils in Physical Education and wider school physical activities

- There is a collective vision and commitment across the school and with all stakeholders about where the school is going in terms of Physical Education and the intended outcomes for pupils

LOOKING AHEAD TO 2016-17

We look forward to 2016-17 following the restructure of the department and the additional resource of the Staffordshire Moorlands Sports Council. Our leisure centre providers, Parkwood Leisure will continue to provide excellent facilities and also further develop their community work, bringing new groups and organisations into the facilities, as well as hosting events like the hugely successful cycling 'Sportive'. We will continue to support individuals, coaches and clubs through our revised grants programme and our annual Sports Awards will celebrate the success and hard work of Staffordshire Moorlands residents.

Staffordshire Moorlands District Council greatly values its partnership working with SASSOT and look forward to further joint working in future.

Top | Winning Team- Tean Valley Netball Club with sponsor John McDermott (Collcap Packaging)

Stoke-on-Trent

Michelle Adams

Acting Head of Economic Development,
Culture and Sport

Stoke-on-Trent City Council



CELEBRATING LOCAL SUCCESS

- Designation as European City of Sport 2016 (ECoS), awarded following a unanimous decision by the European Capitals and Cities of Sport Federation (ACES Europe)
- Successful delivery, along with Staffordshire County Council and other supporting partners of the UK Corporate Games in 2015, which saw thousands of participants and spectators take part in some 24 sports across the city and county
- Organised a stage start of the Aviva Tour of Britain in 2015. This was the race's seventh visit to the city, and attracted circa 25,000 spectators, and contributed some £348,538 to the local economy
- Developed a relationship with Coca-Cola to become a ParkLives city. This includes some £247,000 in additional funding to allow the delivery of sport, health and wellbeing activities in parks and open spaces across the city
- Secured the PING table tennis programme for the city in 2016
- Successful submission for £237,000 to the Spirit of 2012 Get Out Get Active fund in partnership with SASSOT and the English Federation of Disability Sport. This will see the development of additional inclusive sport, wellbeing and fitness activity sessions
- Northwood Stadium hosted the spectacular City of Sport



Opening Ceremony in January 2016 which engaged thousands of local participants and spectators

- Publication of 'Active Together', the city's new Physical Activity and Sports Strategy
- The city's sport and leisure facilities attracted over 1.3 million visits in 2015/16

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT has worked with the Council to ensure National Governing Bodies are engaged with the ECoS programme and maximising the opportunities available.

- SASSOT organised an ECoS briefing session and presentation, attended by 12 NGBs and a NGB Forum (attended by 8 NGBs)
- SASSOT is represented on the Club Development and Volunteering Theme Groups and on the ECoS Local Organising Committee
- Several clubs in the city are benefiting from Satellite Club funding from SASSOT

IMPACT

- SASSOT's work with NGBs has led to three NGB-focused projects, with more in development

- SASSOT is working with the Staffordshire Athletics Network to develop an ECoS athletics project involving all key deliverers across the city. This has resulted in a Sport England Small Grants bid for c£10,000
- As part of the Club Development Theme Group, NGBs have been consulted to ensure that any new work builds on, rather than duplicates, existing club development support from NGBs in the city. This is helping shape the support package offered through ECoS

Top | Launch of the ParkLives programme

Below | European City of Sport 2016 launch event



LOOKING AHEAD TO 2016-17

- Deliver a highly successful European City of Sport 2016 programme with a significant element of sustainability
- Ensure the successful delivery of the ParkLives programme
- Further increase levels of participation in all age groups by offering a variety of both centre based activity and community outreach programmes
- Continue to work in partnership with StreetGames and develop our local StreetGames programme
- Continue to offer a successful phase three and four cardiac rehabilitation programme in partnership with the Royal Stoke University Hospital team
- Progress the feasibility study for a major leisure development in the city
- Develop a range of projects to enhance the city's portfolio of leisure facilities as part of the council's capital programme

"2016 is set to be the biggest year for sport in the city yet with designation as European City of Sport, with lots of new events and activities and the publication of Active Together, our new Physical Activity and Sports Strategy. Looking forward, we will build on this to create an impressive legacy from our year as European City of Sport, which includes increased participation and improved facilities, which in turn will help drive the city's regeneration."

Cllr Terry Follows, Cabinet Member for Greener City, Development and Leisure

*Below | European City of Sport 2016 announcement
Right | Lyme RC club members supporting the start of the Aviva Tour of Britain*



Tamworth

Rajinder Bhogal

Disability Sport Officer

Sport Across Staffordshire & Stoke-on-Trent



CELEBRATING LOCAL SUCCESS

Staffordshire Inclusive Sport Fest was a new project co-ordinated by SASSOT in 2015 and was funded by Councillor Ian Lawson, Staffordshire County Council.

The Inclusive Sport Fest took place during 26th October - 1st November 2015 and involved the delivery of free activities for children with disabilities aged 5-25.

The aim of the project was to encourage young people with disabilities to try something new and find out about the local activity offers in their area.

Working with Disability Snowsport UK, SASSOT organised a number of skiing sessions running at the Snowdome in Tamworth. These offered the opportunity for 1:1 skiing sessions and were accessible for all types of impairments.

IMPACT

- 12 individuals between the ages of 5-18 attended the ski sessions as part of Inclusive Sport Fest
- All attendees were new to the sport and a number have continued to engage in additional skiing activities
- Inclusive Sport Fest engaged 218 young disabled people from across the county in various sporting activities including trampolining, swimming, multi-sport, goalball, horse riding, football, cricket

- The success of this project has encouraged new young disabled people to continue to actively engage in sporting activities and wider community offers
- Positive feedback received from both parents and children

LOOKING AHEAD TO 2016-17

- SASSOT plan to replicate Staffordshire Inclusive Sport Fest in 2016 by linking into the inspiration of the Rio Paralympics. The intention is to encourage more local deliverers to be part of the project creating a comprehensive offer that will encourage young people with disabilities to 'try something new'
- Engage with more Disabled People User Led Organisations and support National Governing Bodies to deliver more activities at a local level

Councillor Ian Lawson said: "Giving young people access to sports and leisure activities is very important. Not only is it great fun and allows them to make new friends, but it's also good for their health and well-being and can help to increase confidence and self-esteem."



Top | Skiers at Tamworth Snowdome

Right | County Councillor Ian Lawson, Inclusive Sport Fest 2015

LINKS WITH EDUCATION

Links with education will continue to develop as a key area of work for Sport Across Staffordshire & Stoke-on-Trent.

Supporting School Sport

Chris Milward

Youth Sport Manager

Sport Across Staffordshire & Stoke-on-Trent



There are undoubtedly exciting times ahead for the key areas of Youth Sport delivery; the School Games is undergoing an extensive review to ensure that its purpose is aligned to that of the government's new sport strategy and PE monies generated from the new 'sugar tax' will be used to double the Primary PE & School Sport Premium Funding from £160m per year to £320m per year from September 2017. Due to its success the Satellite Clubs intervention has been funded for a further year.

In terms of reflecting back; our Summer and Winter School Games events provided a strong athlete experience with the Summer Games incorporating a highly successful athlete's village and Talent Inspiration Programme to enhance the usual competitive programme.

Our Partnership with entrust has enabled face to face contact with over 300 primary school staff to provide support on the effective use of their Primary PE & School Sport Premium Funding, and now every school and college in Staffordshire & Stoke-on-Trent has been offered the chance to host a Satellite Club on their site.



School Games

Nadine Barnard

School Games Co-ordinator &
Club Development Manager

Sport Across Staffordshire & Stoke-on-Trent



SASSOT continue to work very closely with the School & City Games Organisers from across the county and city to develop inspirational opportunities for young people to participate in competitive school sport. 2015-2016 has been the fourth year of the Staffordshire & Stoke-on-Trent School Games and has once again included a Winter Games, allowing a more seamless transition from level 2 to level 3 for the sports that take place earlier in the calendar.

CELEBRATING LOCAL SUCCESS

- Summer, winter and satellite events exist in the School Games competition calendar, enabling more seamless links between level 2 and level 3 for the sports that take place across the academic calendar
- Summer event delivered successfully with over 1300 young people coming together to compete in a variety of sports
- 50% of the workforce were young volunteers, including a designated media team
- The winter event was delivered across two venues with over 500 young people competing
- Summer and winter events both had sporting champions in attendance which raised the aspirations of the competitors; the summer event hosted Craig Heap (Olympian and Commonwealth gymnast) and Christian Malcolm (GB Athletics).



- Both events contained a wider cultural element, including performances at both opening ceremonies by young people from Staffordshire schools and from Newcastle-Under-Lyme Performing Arts Centre
- Talent Inspiration Programme (TIP) at both summer and winter festivals to bring together young aspiring athletes from across the County for a learning experience which will also feed in to the National TIP in Loughborough at the Level Four School Games
- Work continues to develop in terms of support and provision offered to Special Schools throughout the County

WORKING IN PARTNERSHIP WITH SASSOT

The School Games Organisers continue to work closely with Sport Across Staffordshire & Stoke-on-Trent through the School Games Organisers Forum which meets at key times of the year to plan the delivery of Level 3 competitions and all related activity around leadership and Change4Life development. This forum provides an opportunity for us to work in a collaborative way, by enabling us to engage in open debate about what competitive opportunities are to be contained in our calendars and to help to ensure the best possible experience in competitive school sport for all young people in schools across Staffordshire and Stoke-on-Trent. The working committees for various aspects of Level 3 School Games have operated well in providing a positive experience for young people at the

Winter, Summer and Satellite School Games Festivals. This year's summer games is again at Keele University and will feature over 2,000 participants in 6 sports; a second county Change4Life festival with 400 primary aged children, the third county talent inspiration programme session and a prominent athlete experience. **Nigel Edwards, Chair of the SASSOT SGO Forum**

LOOKING AHEAD TO 2016-17

- Ongoing work with the Local Organising Committee and its new chair to raise the profile of School Games events further in order to cement these on competition calendars
- Social Media presence is a continuing priority for the School Games and will continue over the coming year.
- Operational groups will continue to operate utilising the skill set that exists within the network to ensure a high quality experience for all young people
- Wider opportunities made available through an athlete village which will be available to competitors and spectators
- Continue to improve and perfect the Talent Inspiration Programme at a local level to feed in to the National Level four event
- To continue to work closely with School Games Organisers to review attendance at level 2 competitions and set competition calendars according to the findings.

Supporting the Primary School Sport Offer in Staffordshire and Stoke-on-Trent

Chris Milward

Youth Sport Manager

Sport Across Staffordshire & Stoke-on-Trent



CELEBRATING LOCAL SUCCESS

- Prime Minister David Cameron announced in February 2014 that the Government have committed to funding for the Primary PE and Sport Premium to 2020. Schools must spend the additional funding on improving their provision of PE and sport, but they will have the freedom to choose how they do this.
- In Staffordshire & Stoke-on-Trent 59% of schools spent their funding on employing coaches, 38% on extending competition, 20% on employing specialist teachers, 66% on professional learning for teachers, 3% on inclusions, 45% on extra-curricular clubs, 2% on facilities, 52 % on equipment, 14% on transport and 18% on swimming.
- SASSOT commissioned entrust, oPEN and the Youth Sport Trust to provide support to schools to make the right

choices with regard to the use of their funding.

- We have offered an extensive range of opportunities for Head Teachers, Chairs of Governors and PE Co-ordinators to attend free briefings and network meetings containing the most up to date national information and best practice.
- Targeted schools have accessed bespoke one-to-one support from entrust's PE Consultant in order to enable more in depth input and greater impact on their provision of PE and sport.
- A bank of resources has been developed and a specific guide produced for primary schools which are available on the SASSOT website.

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT commissioned entrust to provide bespoke one-to-one support to schools that have been identified as 'in need of support'. May Bank Infant School had been involved in network meetings and accessed the offer of further support available through entrust. The school identified through staff questionnaires, lesson observations and planning scrutiny that a key area for them to develop through their PE and School Sport Premium Funding was subject specific knowledge and confidence to deliver high quality PE lessons. Entrust's specialist PE consultant who not only had the ability to improve their subject specific knowledge in areas of PE but could also relate this to generic good and outstanding teaching and demonstrate to staff how to use these in a PE context.

IMPACT

- The staff had increased confidence and enthusiasm for teaching gymnastics. All 4 lessons observed were judged to be either good or outstanding
- The achievement and attitude of pupils:

In all lessons viewed the majority of the class was working above their age related expectations. This had been achieved through the high expectations set by teachers for example the way in which they encouraged independent learning with the pupils and skilfully questioned and led pupils to achieve the correct answers

and improve the quality of their movements.

The way in which they set up activities that enabled pupils to all work at the same time therefore maximising activity levels and learning for all and the way in which they gave specific and detailed feedback to move whole class/ groups of pupils and individuals in their learning.

- The subject specific knowledge in gymnastics had vastly increased following the CPD. This was evident in feedback from staff and the use of technical subject vocabulary in the lessons used by both the teachers and pupils
- In all lessons there was appropriate and safe use of the gymnastics apparatus

LOOKING AHEAD TO 2016-17

- To continue to effectively communicate key national messages to Head Teachers, Chairs of Governors and PE Co-ordinators
- To support schools to develop their own specific vision for their provision of PE and sport and develop action plans to achieve this
- To continue to provide networking opportunities for schools to be able to share practice and receive up to date and relevant resources
- To commission and work in partnership with key national and local organisations that provide a high quality support service to schools that achieves maximum impact on pupils and teachers alike

"Working with a specialist consultant enabled the staff to completely refresh their knowledge, skills and delivery of gymnastics. Over a series of lessons the specialist was there to guide staff to deliver outstanding gymnastics. It has had a brilliant impact in the school as teaching is now at least good or outstanding in gymnastics. Newly qualified staff quickly developed their knowledge, skills and delivery of gymnastics. Progression is evident regardless of age, stage or ability - the 'glass ceiling' was removed and most importantly the provision is sustainable".

Pauline Colley - Headteacher, May Bank Infant School.

Satellite Clubs

Chris Milward

Youth Sport Manager

Sport Across Staffordshire & Stoke-on-Trent

NB. These achievements were made while Chloe Groves was in post as Satellite Club Links Officer



Satellite clubs are extensions of community sports clubs which are established in new venues, usually a secondary school or college and specifically target the 14-25 age group.

Satellite clubs are usually run by sports clubs who bring their expertise and enthusiasm to places where young people already meet. Coaches and volunteers from or linked to the community hub club work in partnership with the satellite host venue to create a new community satellite club.

CELEBRATING LOCAL SUCCESS

- Engaged with all 91 secondary schools and colleges to discuss the hosting of a satellite club on their site
- Successful submission of Satellite Clubs Delivery Plan that secured £84,000 of local delivery funding that was distributed to community clubs to support the running of satellite clubs
- Successfully secured an additional £6,000 to support 2 disability satellite clubs within Staffordshire and Stoke-on-Trent
- 132 satellite clubs are now up and running across Staffordshire and Stoke-on-Trent with 3,958 participants and rapidly increasing numbers
- Satellite clubs continue to link very closely with Sportivate and have engaged with a wide range of partners such as community groups and youth organisations



WORKING IN PARTNERSHIP WITH SASSOT

Archery was not an option at Moorside High School in Staffordshire Moorlands. The PE department recognised a strong demand for archery from their pupils which led to formation of the Six Towns Company of Archers (STCoA) bespoke junior club supported through the satellite clubs intervention. STCoA that runs every Wednesday from 6pm, is very well attended and accepts children from the age of 11. The satellite club has grown over time and a second coaching night has been developed to cater for the large number of young people (57 young people attending with 7 transitioning into the hub club). All of the satellite club members have the opportunity to join STCoA and are able to shoot during the main club sessions. All members are encouraged to achieve their full potential with bespoke coaching tailored to the needs of the individual. Many senior and juniors are now taking part in external tournaments countrywide and are returning with medals. Internal competitions within the club prepare these archers for external tournaments and are all part of the training available through the satellite club intervention.

LOOKING AHEAD TO 2016-17

- Working towards submission of year 4 Satellite Club Delivery Plan, to secure £91,000 to support new satellite clubs

- An additional £13,650 is to support a further 12 satellite clubs focussing on 'girls' only and BME groups within Staffordshire and Stoke-on-Trent
- Continued engagement with the 91 secondary schools and colleges will be provided to support existing satellite club on their sites
- Working with a wider range of community clubs and providers to ensure a variety of satellite clubs to engage new young people
- To build on the provision of satellite clubs established in years 1, 2 and 3 by providing a support package of sustainability workshops to ensure they continue

"With the help of Satellite Club funding from Sport Across Staffordshire and Stoke-on-Trent, Six Towns Company of Archers was formed. Six Towns Company of Archers (STCoA) was opened in February 2014, by a group of like-minded, forward thinking archers, whose desire was to offer consistent, friendly, approachable and affordable routes into archery. In the last 15 months, over 50 people have completed beginner courses, 'have a go sessions' and have become regular active members of the club, shooting regularly 3 times a week."

Julia Brooks, Six Towns Company of Archers

Top | Six Towns Company of Archers

Further Education

Trevor Humphreys

AOC Sport West Midlands
Regional Operational Chair



CELEBRATING LOCAL SUCCESS

- Association of Colleges Sport has released the new strategy for college sport entitled 'Fit for college, fit for work, fit for life'
- Association of Colleges Sport has released a new toolkit which reflects the national strategy entitled 'Towards Outstanding'. This can be used by all Staffordshire colleges
- Newcastle-under-Lyme and Stafford College were selected as Football Referee hub sites by the Football Association and English Colleges Football Association
- Stoke-on-Trent, Newcastle-under-Lyme and Stafford colleges were selected as Football Framework Development colleges by the Football Association and English Colleges Football Association
- The continued development of sport within all Further Education colleges against the backdrop of a difficult situation regarding funding proving how resilient and effective the sector can be
- Fourth year that a College and University football league has run successfully in Staffordshire, co-ordinated by Staffordshire FA

WORKING IN PARTNERSHIP WITH SASSOT

SASSOT has worked hard to ensure the sub-region's colleges are able to network with each other and with other partners through a range of events. SASSOT has also

worked with the colleges and various NGBs on a variety of sport-specific projects, which has included training students as Leaders and supporting them to organise recreational sessions and competitions.

IMPACT

- SASSOT has established a regular FE and HE networking meeting, providing the sub-region's colleges and universities with the opportunity to share good practice, receive updates from various partners and meet with NGBs
- SASSOT ran an FE/HE and NGB speed dating event, attended by 7 institutions and 12 NGBs, which led to several county-wide or individual projects being delivered
- Following the success of the recreational FE/HE badminton league during the last academic year, SASSOT committed NGB Activation Officer time and budget to replicate it this year. 6 Badminton Young Officials (BYOs) were trained, and 4 competitions were held, run by BYOs (including those trained in 2014-15) and averaging 21 participants, with a high proportion of females/BME
- Building on last year's success, SASSOT and Volleyball England have trained 10 students (including 7 females) as Volleyball Activators, who will organise regular recreational intra or inter mural competitions
- SASSOT has provided more than £12,500 to the sub-region's colleges through the Sportivate programme. This has seen more than 320 students participating regularly in sports such

as canoeing, basketball, snowsport, climbing and shooting

LOOKING AHEAD TO 2016-17

- Looking forward to the final year of the College Sport Maker programme within Further Education that is funded by Sport England
- The creation of a Staffordshire Post 16 Competition programme for a number of sports that will provide competition for all students in Staffordshire
- Implementation of the new AOC Sport National Strategy 'Fit for college, fit for work, fit for life' within all Staffordshire colleges using the 'Towards Outstanding' framework
- Work towards developing a Further Education strategic plan for Staffordshire and Stoke-on-Trent that incorporates the AOC Sport national strategy

"The next 12 months will be a very interesting time for sport in Further Education due to the possible impact of the Government's area review process that is being undertaken within post-16 education. It is very important that colleges carry on working with partners in order to continue the momentum of developing sport within what will be a dynamic and possibly very different environment."

Trevor Humphreys

Top | Young Leader and Official award

Keele University

Michael Huss

Sport Development Manager

Keele University



CELEBRATING LOCAL SUCCESS

- Invested £1.7million into external facilities including 3G pitches, basketball and beach volleyball
- In the second year of delivery of Sport England's Sports Activation Funding, over 2000 students have taken part in the Play4Fun programme
- Over 1600 members of our sports clubs with over 600 competing in BUCS competitions
- Hosting the Staffordshire and Stoke-on-Trent School Games
- 27 talented athletes gaining support such as physiotherapy, strength and conditioning, athlete workshops and training facilities
- Varsity champions for a 7th consecutive year

WORKING IN PARTNERSHIP WITH SASSOT

Keele University worked in partnership with SASSOT to ensure a successful delivery of the School Games Level Three festival for Staffordshire and Stoke-on-Trent. Keele University provided the venue and media suite for the festival to take place.

Through the festival operations group which was created to ensure the effective coordination of the festival, meeting regularly, Keele University and SASSOT adopted



a collaborative approach to realise the end goal. Keele University students were also utilised at the event, creating a mutual benefit and adding to the success of the Level Three festival.

IMPACT

- 11 competitions took place in the School Games Level Three summer festival in 6 different sports involving 1606 participants
- A total of 110 young volunteers have been trained and deployed at Level Three School Games events
- A total of 109 different schools; primary, middle, secondary, independent and special schools took part in the Level Three School Games competitions

LOOKING AHEAD TO 2016-17

- Further develop the sports facilities
- Continue to support our most talented athletes at the university
- Continue to make recreational sport accessible through our Play4Fun programmes
- Increase the use of our 620acre grounds to provide more opportunities for students

- Host the Staffordshire and Stoke-on-Trent School Games 2016

"The School Games is such a fantastic event and it is wonderful to see so many local young people making use of the university facilities."

Michael Huss

Top | New facilities including 3G pitches, basketball and beach volleyball

Below | School Games cross country competitors



Staffordshire University

Dr Peter Jones

Head of School of Psychology, Sport and Exercise

Staffordshire University



CELEBRATING LOCAL SUCCESS

- Our successful bid with SASSOT for Active University funding continues to increase participation at the University in a wide range of sports with over 1000 students engaged in recreational sport and physical activity through our Active University programme during the last academic year
- We continue to invest in our academic Sport and Exercise facilities at Staffordshire University with over £1.25 million spent on refurbishing the Sir Stanley Matthews Sport Centre working in partnership with Matrix Fitness. This project has been nominated for the coveted College & University Business Officers award (CUBO).
- Staffordshire University working with SASSOT continues to deliver the highly successful Multi Skills Coaching Project which celebrated its 10th year of operation in 2015-16
- Working with SASSOT, the City Council and Sport England we have helped to develop the sport and leisure strategy for Stoke-on-Trent

WORKING IN PARTNERSHIP WITH SASSOT

We have continued to work with SASSOT in developing our Team Staffs Elite Sports Scholarship Programme which is designed for our students, who are county level, to meet their sporting potential. The programme is worth £6,000 to each of the twelve scholars by supporting training,



competition, educating and developing them in their sport.

IMPACT

- Team Staffs Elite Scholar Kate Holt won bronze medal in the National Women's Cross Country Championships
- The Team Staffs Elite scholarship has continued to support Andy Aspinall who was nominated as England Badminton coach of the year and came runner up in this category at the England National Badminton Awards held in London in March 2016
- We have carried out for SASSOT the Sport & Physical Activity Insight Project to understand local sport and activity need and areas for improvement
- Providing a comprehensive range of training support and workshops to support elite athletes lifestyle

LOOKING AHEAD TO 2016-17

Over the next year the university is further investing in sports facilities in its Stoke-on-Trent campus and further supporting the region's sports stars by expanding its athlete support programmes.

Working with SASSOT, the City Council and Sport England it is developing the sport facilities strategy in Stoke-on-Trent which will go some way to increasing activity and improving

the health of the region.

Staffordshire University and SASSOT continue to work together to support all levels of sport and increase participation in physical activity to improve health and wellbeing in the county.

Dr Peter Jones

Top | Jean Matthews-Gough, daughter of Sir Stanley Matthews, pictured with Staffordshire University Vice Chancellor Professor Michael Gunn at the opening of the newly refurbished Sir Stanley Matthews Sports Centre
Below: A £1.25 million investment in sport facilities at Staffordshire University has resulted in a doubling of gym membership and increased female sport participation



LINKS WITH HEALTH

Increasing participation in physical activity promotes healthier lifestyles contributes to narrowing of health inequalities and can provide economic gains by reducing costs associated with physical inactivity. The Public Health Services working across Staffordshire have increasing levels of physical activity high on their agenda. Working with key partners involved in promoting participation in physical activity, SASSOT are uniquely positioned to boost delivery of this agenda alongside sport.



Public Health Staffordshire

Tilly Flanagan

Strategic Commissioning
Lead for Health Improvement
Staffordshire City Council



CELEBRATING LOCAL SUCCESS

This year Public Health invested £1.4 million across the 8 local districts and boroughs through the Locality Commissioning process for projects that were aimed at helping people improve their lifestyle.

We have seen positive outcomes in a number of physical activity projects. Walking for Health type initiatives and older people's exercise classes have been popular with older adults. They offer a great opportunity to be active on a regular basis which is crucial in helping participants stay independent as well as getting together socially and making new friends.

These programmes also appear to retain the participants in activity over a considerable length of time ensuring they get the full benefits of being active.

The success of beginner running has also been welcomed. The Staffordshire Athletics Network has done a great job in delivering these courses and is doing particularly well in areas with historical low participation.

WORKING IN PARTNERSHIP WITH SASSOT

Public Health has worked closely with SASSOT on a number of projects this year including reviewing the evidence around physical activity participation and support with the planning and delivery of a number of projects.

IMPACT

- One of the successes of this year's locality funding has been the Beginner Running courses delivered through the Staffordshire Athletics Network. Hundreds of previously sedentary people have completed a 6-week course and now run on a regular basis. A particular success has been the courses delivered in the Cannock area, an area of traditionally lower participation. SASSOT have played a key role in supporting the network and Public Health in developing this initiative
- Insight - working with SASSOT, Sport England, Staffordshire University and Stoke-on-Trent City Council we undertook a review of the evidence around participation in physical activity. This led us to explore a partnership approach as to how we can get more people active and we are currently looking at what could be done to facilitate a more informal activity offer based around people being active with friends and family

LOOKING AHEAD TO 2016-17

We look forward to working with SASSOT over the coming year to continue to engage people in physical activity.

- We hope to continue to build on the work that we have started with the team around how we shape the local offer to support people being active with family and friends in a more informal approach to activity
- Another key focus of our work will be in developing an approach to support older people to remain independent and connected to their local community and we see physical activity as being a key factor in enabling this

"The SASSOT team have once again proved themselves to be a great asset to the communities of Staffordshire. They have been absolutely key in helping us achieve our aim of getting more people more active across Staffordshire."

Tilly Flanagan

Stoke-on-Trent City Council Public Health

Katrina Hull

Senior Health Improvement Specialist

Stoke-on-Trent City Council



City of
Stoke-on-Trent

Physical inactivity continues to be a Public Health priority given the knowledge that many of the leading causes of ill health in today's society, such as coronary heart disease, cancer and type 2 diabetes, could be prevented if more inactive people were to become active.

Furthermore, participating in physical activity can also have benefits for mental health, quality of life and wellbeing and maintaining independent living in older age. It can also play a key role in reducing health and social inequalities. As a result of this wide-reaching impact, physical activity has been described as the 'best buy in public health'. (BHFNC, 2013).

The government's recent Strategy Sporting Future: A New Strategy for an Active Nation complements the preceding Everybody Active, Every Day (PHE) and formalises the case for bringing together 'Sport' and 'Physical Activity'. With an aim for more people from every background regularly and meaningfully taking part in sport and physical activity, this strategy provides support at a national level to help influence policy and build momentum on the case for physical activity at a local level.

CELEBRATING LOCAL SUCCESS

- In Stoke-on-Trent only 51.6% of adults achieve the Chief Medical Officers recommended 150 minutes of moderate intensity physical activity. Throughout 2015/16 investment from Public Health enabled the continued delivery of



services to promote a healthier weight and increase physical activity levels.

- 3000 local residents accessed one-to-one support with further support from weight management and physical activity services through the Lifestyle Programme and over 100 families benefitted from an intensive family lifestyle weight management programme through the Active Families programme.
- European City of Sport (2016) and recent investment in sport and physical activity presents a real opportunity to increase participation and engagement in sport and physical activity across the city. Public Health has an important role to play in this and contributes to the development of this work as a member of the Local Organising Committee. Public Health will continue to work in partnership with all relevant bodies, organisations and communities to tackle physical inactivity and facilitate the development of opportunities to create a more active city.

WORKING IN PARTNERSHIP WITH SASSOT

In recognition of the need, benefits and value of a continued partnership between Public Health and SASSOT, Public Health will resume representation on the CSP Board in 2016.

LOOKING AHEAD TO 2016-17

Public Health will continue to work in partnership with all relevant bodies, organisations and communities to tackle physical inactivity and facilitate the development of opportunities to create a more active city.



Financial Information

The increase in income relates to an additional grant to organise the Staffordshire Disability Sports Festival, income relating to locality health commissioning for Beginner Running programmes and the club matters pilot project.

The net underspend includes commitments carried forward re: the partnership reserve fund and the receipt of grants during the financial year which will be used to deliver projects in 2016-17.

	Annual Budget	Actual
Income	1,474,210	1,489,664
Expenditure	1,474,210	1,148,725
Net	0	340,939

Supporting other investment:

SASSOT implemented a number of grant schemes to assist grassroots delivery of sport and physical activity: Club Accreditation Fund (£3k), Coach Development Grants (£21k), ACCESS Across Staffordshire (£4.5k), Sportivate (£180k), Satellite Clubs (£90k) and NGB Activation (£3k).

Over the 12 months, SASSOT supported Partners to draw down £1.21m of funding to support the delivery of a variety of projects.

Board Members 2015-16

ADAM HILL

Head of Leisure and Culture, *Stafford Borough Council*

ANDREW DONALD

Chief Officer, *Cannock Chase and Stafford & Surrounds CCG*

ANDY WESTON

Football Development Manager,
English Schools Football Association

ANGELA DALE

Head of Sport, *Keele University*

CAROLINE HOLDER

Teacher Consultant - PE,
Entrust

DAVID PINNOCK

Voluntary Sector Representative

JANENE COX OBE

Commissioner for Tourism and the Cultural County,
Staffordshire County Council

JONATHAN PACE

Head of Sports Development & Active Lifestyles,
Staffordshire University

MALCOLM DUNCAN

Voluntary Sector Representative

COUNCILLOR MARK DEAVILLE

Staffordshire County Council

MICHELLE ADAMS

Acting Head of Economic Development,
Culture and Sport, *Stoke-on-Trent City Council*

DR PETER JONES - VICE CHAIR

Head of School of Psychology, Sport and Exercise
Staffordshire University

SAJID HASHMI MBE

Chief Executive, *VAST*

SIMON DICKIE

National Youth and Community Manager, *British Rowing*

SUE FINNIGAN - CHAIR

Chair, Private Sector Representative

TILLY FLANAGAN

Strategic Commissioning Lead - Health Improvement,
Public Health Staffordshire

TONY MCGOVERN

Managing Director, *Cannock Chase District Council*

TREVOR HUMPHREYS

AOC Sport West Midlands Regional Operational Chair

EX-OFFICIO MEMBER

RUSSELL TURNER

Relationship Manager - Local Government,
Sport England

The Team

Sport Across Staffordshire and Stoke-on-Trent County Sports Partnership would like to thank Partners for their contributions to this Annual Report.

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Lichfield and Burntwood

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CARL INSKIP

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SPORT SPECIFIC DEVELOPMENT OFFICERS

Visit www.sportacrossstaffordshire.co.uk/Contacts/NationalGoverningBodies for a list of all National Governing Body Officers and their contact details.

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Abbreviations

BUCS

British Universities & Colleges Sport

CSP

County Sports Partners hip

LOC

Local Organising Committee

NGB

National Governing Body

PHE

Public Health England

SASSOT

Sports Across Staffordshire & Stoke-on- Trent

SDO

Sports Development Officer

SGO

School Games Organiser

SSC

South Staffordshire Council

This report was compiled based on information received to-date, and at the time of writing, it was assumed that all details were factually correct.

If you need this information in large print, Braille, another language or in audio format please contact:
Email: lmorton@staffordbc.gov.uk
Telephone: 01785 619 349

QUOTES FROM PARTNERS

"Practical and professional support and advice from an experienced team of high performing individuals"

"The support and insight received from SASSOT on a number of projects has been of great value"

"Deliver on all agreed actions, fast prompt, proactive and helpful"

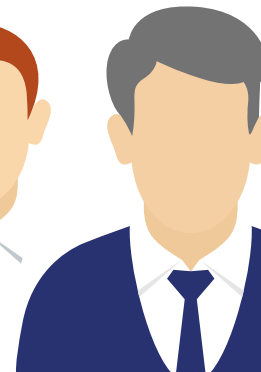
"This CSP has had a positive impact on planned delivery, clear staffing structure and responsibilities makes them very easy to work with"

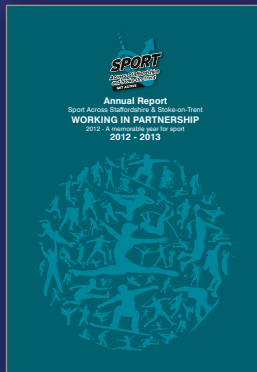
"SASSOT is always on hand for advice or guidance and keeps me up to date with general offerings and opportunities"

"Skilled and efficient team with genuine enthusiasm for their roles"

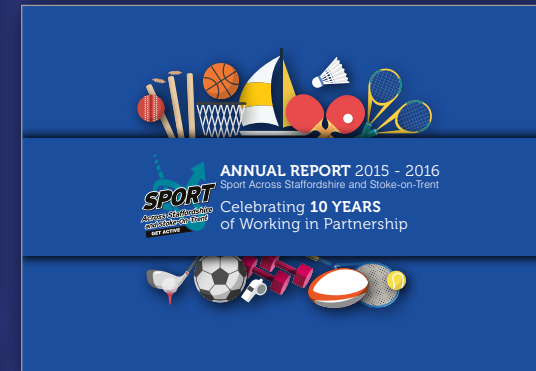
"Excellent level of support and advice offered by all staff who are knowledgeable in their roles"

"Friendly, approachable and knowledgeable"





SASSOT's
10TH ANNIVERSARY
 of reporting on our vision of
 “increasingly
 active, healthy
 and successful
 communities”





Sport Across Staffordshire and Stoke-on-Trent

c/o Stafford Borough Council
Civic Centre, Riverside, Stafford ST16 3AQ
Telephone 01785 619 349
www.sportacrossstaffordshire.co.uk



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