



ANNUAL REPORT 2017-18

Everyone More Active More Often

Working In Partnership
& Demonstrating Impact

CONTENTS

Chair's Introduction	2	Introducing Georgia	9
Director's Introduction / Leadership	3	Safeguarding	9
Building Partnerships	4	Reducing Inequalities	10
Insight, Understanding and Impact	5	Impact on Local Economy	12
Children and Young People	6	Supporting Local Investment	13
Satellite Clubs in Action	7	Looking Forward	14
Building Capacity / Workforce Development	8	Finances / Contacts	15

CHAIR'S INTRODUCTION

Welcome to Sport Across Staffordshire and Stoke-on-Trent's 12th Annual Report. As the new Chair of the Board I am delighted to have been given this opportunity to write the Foreword.

There is no doubt that the period since the last Annual Report has been one of transformational change for SASSOT, with the requirement to meet new standards of effective governance. The development of a new Strategy has been designed to address the challenges clearly set out in Sport England's 'Towards an Active Nation'.

Fortunately, this period of change has now come to an end and we have a new skills-based Board, new leadership at the Director and Chief Operating Officer levels and a revamped staffing structure specifically designed to deliver the new strategy. As Chair, I am grateful for all the support I have received from both new and long-standing Board members, and to the SASSOT team for their warm welcome.

Sport will always be a significant tool to get more people active. We only have to consider the recent netball participation figures to note its importance but, for many people, physical activity may not mean 'sport'. Our new strategy is designed to be more inclusive and to focus on the needs of local communities while addressing local priorities.

Partnership working has always been at the heart of SASSOT's activity and this will remain so, but the new strategy requires a more focused, place-based approach in order to effect real change in our communities. The Board is particularly grateful for

the support we continue to receive from our local funders across the sub-region. Without this local support we would not be able to meet many of the ambitious plans we have set out for the next three years, and we will continue to develop and refine these relationships to meet local need. We are also grateful to Sport England for awarding us three-year funding, which will be central to the successful delivery of our strategy.

There is much that has been achieved in this last year and much work to do as the nation continues to struggle with the effects of high levels of inactivity. We recognise the commitment of our partners to physical activity and sport in relation to the positive impact this can have on our communities. By working together we can ensure that Staffordshire and the city of Stoke-on-Trent are great places to live and work.

It has been my privilege during the last six months to meet as many of our partners as possible and to develop the Board and the SASSOT team. Thank you all for your welcome. I and my colleagues on the Board look forward to making a real difference in the coming years.

Malcolm R Armstrong
Chair, Sport Across Staffordshire and Stoke-on-Trent

DIRECTOR'S INTRODUCTION

Welcome to the 2017-2018 edition of the Sport Across Staffordshire and Stoke-on-Trent (SASSOT) Annual Report. This report highlights some, although by no means all, of the exciting work we have undertaken with the support of local partners.

In many ways it has been the busiest twelve months of the CSP's history, with a focus on securing our financial future, achieving excellent levels of corporate governance and defining the future strategic direction of the Partnership, whilst continuing to deliver our programmes and support services to our partners.

The publication of our new Strategy "Everyone More Active More Often" was a milestone for SASSOT and the result of months of consultation with our partners.

At its heart is an unwavering focus on the needs of our most inactive communities, aspiring to our highest level of partnership working and collaboration. You can read a copy of the Strategy

on the SASSOT website and we would love to hear your feedback.

I would like to take this opportunity to commend the excellent work of the staff team; through a period of change, they have continued to deliver the excellent level of service that SASSOT is renowned for.

I look forward to working closely with all of our stakeholders over the coming twelve months to "create active places and healthy lives through physical activity and sport".

Jude Taylor
Director, Sport Across Staffordshire and Stoke-on-Trent

LEADERSHIP

Following an application to Sport England, SASSOT were classified as a "strong" CSP, unlocking just under £800,000 of investment over the next three years, achieving our greatest ever level of financial security.

We recently published our three year strategic plan 'Everyone More Active More Often', with a greater focus on tackling inactivity, using a place-based methodology.

In achieving compliance with Tier Three of the Code of Governance for Sport, we have moved from a representative to a skills-based Board, appointing an outstanding new Chair and several new Board members, who will challenge and guide the strategic direction of the organisation.

SUCCESSES

Launched
Everyone More Active More Often
our 2018-2021 Strategy



Successfully secured a three year funding from **Sport England** to the value of
£791,934

Secured an additional
£89,000
partner funding, creating bespoke Service Level Agreements with each organisation

Submitted evidence for Tier Three compliance with
A Code for Sports Governance

Completed a
Board restructure, recruiting a new Chairman, Independent Director and several additional Board members



BUILDING PARTNERSHIPS

WHAT WE DID

- Extended our partnerships with health at an operational and strategic level to ensure physical activity is recognised and plays its role in rebalancing the local health economy.
- Continued to work with the voluntary and community sector to understand the needs of priority communities and identify local solutions to address these.
- Worked closely with local authorities to help them develop their local strategic plans for physical activity and the long term development and management of their facilities.

SPOTLIGHT ON...

Staffordshire Health and Wellbeing Board (HWBB)

Building on the partnerships developed through the application process for Sport England's Local Delivery Pilots funding, SASSOT and Staffordshire County Council were able to start a dialogue with the HWBB about the major challenges presented by physical inactivity in Staffordshire. Ultimately this has enabled us to secure a mandate to lead the Board's physical activity work and at the same time take a twin track approach to establishing strategic responsibility for physical activity within the Sustainable Transformation Plan's Prevention Programme.

SUCCESSES

Worked with the
Staffordshire Health and Wellbeing Board
to establish a physical inactivity sub group



In collaboration with
Staffordshire Public Health
we have embedded physical activity in the Sustainable Transformation Plan Programme and have been nominated as the work strand strategic lead

Working with
Staffordshire Moorlands District Council
we have helped drive forward a Placed Based Approach in the Haregate Estate developing new partnerships with local community organisations

Working with the
Office of the Police and Crime Commissioner, Staffordshire County Council & Street Games
we have helped establish the Sport and Youth Justice Steering Group which has raised awareness of the role of sport as diversionary tool, and has established a new pathway to support young people from troubled backgrounds to access new opportunities



INSIGHT, UNDERSTANDING & IMPACT

UNDERSTANDING LOCAL COMMUNITIES

Building on existing insight, SASSOT worked with KnowResearch to implement a community consultation project in Newcastle-Under-Lyme. Through the implementation of a number of community focus groups we were able to develop a sound understanding of lifestyles, motivations, values and individuals' willingness / readiness to be more physically active. This insight was further developed to ascertain the alignment of local need with NULBC's Sport and Physical Activity strategic priorities. A number of key recommendations emerged which will help to shape future delivery in the borough.

REACHING LOCAL COMMUNITIES

In line with Sport England's changing approach, SASSOT has been developing its insight and relationships with voluntary sector organisations, community groups and charities through the 'Service and Reach' database. With over 270 organisations added to the document this is utilised as an insight base for team members and influential partners to engage and support local communities. This work will continue to be developed to support the foundation of connections to which physical activity can be clearly supported at community based levels.

Supporting Newcastle-under-Lyme Borough Council, SASSOT co-ordinated and delivered a networking event, branded 'Inclusion Day Have Your Say'. Using the insight developed as part of the 'Service & Reach' database we successfully engaged local organisations and charities who are helping to shape future inclusion priorities for the borough.

LOCALISED IMPACT PROFILES

SASSOT produced local impact profiles for all funding partners detailing local secured investment, participant engagement and outcomes.

SASSOT COMMUNITY SPORTS AWARD

Our annual awards evening showcased local sporting heroes who are making a real difference in their local communities. Working in partnership with BBC Radio Stoke we also celebrated our 'Power Of Sport Award' nominees. This included some inspirational individuals who have used sport and physical activity to positively improve their lives or the lives of others.



CHILDREN AND YOUNG PEOPLE

WHAT WE DID

It has been an exciting 12 months for SASSOT's children and young people work. A change of emphasis for the School Games has provided the catalyst for a review of our current offer with a commitment to engaging new young people into School Games events.

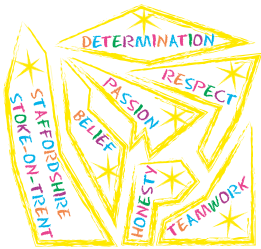
The Satellite Clubs focus has also been refreshed to ensure behaviour change in regularly inactive 14-19 year olds is achieved, and to influence the sector to

create experiences tailored to young people to help ensure they have a positive attitude to sport and physical activity.

The amount that Primary Schools receive to improve their PE and School Sport offer has doubled meaning that the role that we play in terms of supporting and influencing the effective spend is more important than ever.

SUCCESSES

45
School Games competitions have been held with
3,280
competitors taking part and
166
volunteers contributing.



The new School Games principles have been fully embraced by the **Staffordshire & Stoke Local Organising Committee** and initial changes to the calendar have been made to reflect them in conjunction with the **Youth Sport Trust**.



Securing **£105,040** worth of Satellite Clubs delivery funding from Sport England's Satellite Clubs application process.

Developing **33 new** Satellite Clubs and sustaining **55 existing** Satellite Clubs, all of which are delivering the new Satellite Clubs principles.

Bespoke one-to-one support provided to **20** identified schools to ensure successful delivery of their PE and School Sport Premium action plans, with **200** Governors, Head Teachers and PE Leads attending briefings or network meetings.



SATELLITE CLUBS IN ACTION



Virgil began College in September 2017. Not at all active and caring very little about sport and physical activity, he had no intention of getting involved in anything due to anxiety and a lack of free time.

There were some activities on offer that he hadn't experienced before; horse riding and archery funded by SASSOT's Satellite Club programme in partnership with Poplars Farm and Lyme Valley Archers respectively.

He soon found he really enjoyed the sessions and noticed he had gained confidence and his anxiety levels began to drop. He is now a competent horse rider.

After gaining confidence through the Satellite Clubs he embarked on a week-long residential at Outward Bound, taking part in kayaking, mountain climbing, gorge walking and caving.

His family have noticed a positive change in him and he is now more active and much more confident.

Homam joined the City of Stoke-on-Trent Sixth Form College 2017 studying GCSEs. He had only been in the country for just over a year having left his home country of Syria.

During the previous year he studied at Stoke-on-Trent College and had taken part in the Climbing Satellite Club that the two colleges run in partnership.

On arrival at the Sixth Form College he was keen to experience new and exciting opportunities that he would never have had the chance to take part in his home country.

He has attended the Satellite Clubs in horse riding and archery at Poplars Farm and Lyme Valley archery club respectively throughout 2017-18.

These sport sessions have helped Homam settle in to College life, develop his English and make a lot of friends.

These sessions have also helped develop his confidence, resilience and independence that will assist him with College work and a future career.



BUILDING CAPACITY / WORKFORCE DEVELOPMENT

WHAT WE DID

SASSOT continued to implement our Coaching Delivery Plan, implementing new ways of working to empower the workforce to engage with underrepresented populations aligned to the Sport England Coaching Plan for England. This has included developing a workforce to deliver boxing to the female Muslim population in Stoke-on-Trent

and multi sport activity to the low socioeconomic population in Newcastle-under-Lyme. Towards the end of the year, we reflected on our delivery and consulted with a number of partners to help us shape the work for next year which will have a wider workforce remit in line with new Sport England strategy.

SUCSESSES

Successful delivery of **Coaching Delivery Plan**, meeting the reporting requirements of **Sport England**



In partnership with the **National Citizenship Service** and **Staffordshire University**, grew the delivery of the EFDS Active Kids for All Inclusive Community Training to train

310
participants across
19
workshops

166
volunteers recruited to support the **School Games**, including
88
volunteers recruited, trained and deployed as a result of securing
£8,000
DfE funding

Continued partnership with **Sport Structures** and **Newcastle-Under-Lyme College** to deliver the education and training programme to coaches and volunteers, with
472
participants

SPOTLIGHT ON... Building Capacity To Engage Disabled Children

Over the year we have developed the EFDS Active Kids for All Inclusive Community Training package with two key partners: UpRising (delivery agency for National Citizenship Service) and Staffordshire University.

As part of the National Citizenship Service (NCS) delivery in Staffordshire and Stoke-on-Trent, we delivered the training to the young people on the NCS scheme, therefore increasing their awareness and skillset in delivering and signposting sport and physical activity to children that they will have a care responsibility for. The training offered an alternative and engaging learning opportunity for the young people and evaluations demonstrated that confidence and knowledge in these areas had significantly increased.

At Staffordshire University, we worked with Early Childhood Studies lecturers and students to deliver the training to those on the Early Childhood course. This empowered the students with the tools and confidence to deliver inclusive physical activity to children that they have a care responsibility for both in their University placements and in their employed work.

This work gave us the opportunity to include physical activity as part of a training package that would not have been present without our intervention. Across the two partners we delivered 19 workshops to 310 participants.






INTRODUCING GEORGIA...

SASSOT's Social Media & Digital Marketing Apprentice

Hi! My name is Georgia and I have joined the SASSOT team as part of Sport Structures Digital Marketer Apprenticeship programme, awarded by BCS. This programme is a vocational qualification that is enabling me to develop an understanding of the key aspects of digital marketing within a sports and physical activity environment.



Things I have been up to so far...

- Managing SASSOT's social media channels   
- Creating and co-ordinating website content and updates
- Promoting audience interaction
- Creating engaging written, graphic, and video content
- Supporting the development of specific social media campaigns
- Using digital reporting tools to understand and interpret audience engagement
- Distributing fortnightly e-newsletters

Georgia

SAFEGUARDING

SASSOT successfully delivered the 2017-18 Safeguarding Action Plan, resulting in a green RAG rating from the Child Protection in Sport Unit (CPSU) and Sport England, ensuring safe standards across all of our areas of work that include children and young people. Actions delivered include:

Joint communications campaign with **Local Safeguarding Childrens Board** raising awareness amongst parents and providers of minimum requirements for activities for young people



Ongoing check and challenge of satellite club activities

Delivery of safeguarding CPD to

288

coaches, volunteers and club welfare officers

Our priorities for 2018-19 will be to review our safeguarding practice for the School Games and to develop a Safeguarding Vulnerable Adults Policy.



REDUCING INEQUALITIES

SPOTLIGHT ON... This Girl Can

As part of the This Girl Can phase two relaunch Sport England invited County Sports Partnerships to apply for Activation Funding. SASSOT were successfully selected as one of only 7 CSPs nationally to receive the funding. The investment was used to deliver projects that specifically targeted

- Women exercising alongside or with their children
- Women aged 50-60 years

The aim of the project was to investigate alternative delivery models whilst also understanding the level of importance of the 'This Girl Can' brand in influencing engagement.



PROJECT OUTCOMES

13
different providers
delivered
8 weeks
or more
of targeted activity.
264
women
attended the activities.

For those that
completed the data
124
women/girls
were classed as inactive.
72
inactive women
completed the blocks
of activity.

89%
of those questioned two
months after completion
of the project stated
that they are now more
physical active.
90%
of respondents reported
increased levels of
confidence on completion
of the sessions.

Of those that
responded and where
projects have been
sustained
78%
of participants
are still
taking part.



WHAT THE WOMEN INVOLVED SAID

*"This Girl Can certainly gave me the kick start I needed. Although not taking up another sport, I walk more and take the stairs when possible and am generally more active than before.
Thank you"*

"I loved the activity. It is both physically and mentally challenging. Having other friendly women of a similar age to learn with gave me more confidence and made the whole experience less intimidating. This is a great initiative for women of a certain age who have often become very insular."

"Tennis Cardio reminded me how much I enjoyed being active."

*"Prior to the project, although I owned a bike, I didn't have the confidence to learn how to ride it. Now I can join the rest of the family on bike rides, much to their and my enjoyment.
Thank you"*





IMPACT ON LOCAL ECONOMY

WHAT WE DID

Sport remains a vital part of the Staffordshire and Stoke-on-Trent economy, contributing over £212 million pounds to the local GVA. Through our partnership with Staffordshire County Council, the Sportshire programme continues to flourish, hosting a calendar of significant sporting events, delivering economic growth, promoting the sub-region and inspiring further participation.

In 2017-18 we supported a number of mass participation and elite level sporting events across the county and city, with a strong focus on cycling and triathlon. These events have seen a significant boost to our visitor economy in particular, with competitors and spectators having a higher number of bed nights and great level of spend per visit than the average Staffordshire tourist.

SUCCESSSES

Hosted **22 miles** of the **Velo Birmingham** cycle event in South Staffordshire, featuring over **10,000 riders**

Delivered the 3rd **Staffordshire Ironman 70.3**, attracting over **2,000 riders** globally along with a strong elite field.



Supported a stage of the **OVO Energy Women's Tour** through Staffordshire and Stoke-on-Trent, including some of the world's most prolific female cyclists.

Coordinated a successful consortia bid to host the **2018 UK Corporate Games** in venues across Stoke-on-Trent and Staffordshire



SUPPORTING LOCAL INVESTMENT

WHAT WE DID

- Provided advice and guidance to community and public sector organisations to help them develop high quality applications.
- Coordinated local responses to Sport England funding opportunities.
- Worked closely with Support Staffordshire and Staffordshire Council for Voluntary Youth Services to help voluntary organisations secure funding for physical activity and sport.
- Continued to collaborate with the Transforming the Trent Valley partnership to embed physical activity within their £2million stage 2 application to the Heritage Lottery Fund .
- Secured £30,000 of investment as part of Staffordshire County Council's Aiming High Programme which lead to the engagement of over 350 disabled children in sports activities across the county.
- SASSOT are pleased to have supported Midland Psychology secure more than £300,000 from Sport England to deliver a new initiative which will help children with autism and their families be more active. SASSOT helped Midland Psychology develop their bid and will be working to connect them with high quality sport and physical activity providers.
- Provided bespoke support to wide range of organisations to secure over £600k of external funding for sport and physical activity in Staffordshire and Stoke-on-Trent.
- Supported the delivery two funding fairs in partnership with Support Staffordshire and SCVYS.
- Delivered sport-specific funding workshops to sports clubs and sports councils.



LOOKING FORWARD

In development with our local partners we have created a more focused approach for the next three years, with the emphasis on our most inactive communities. We are confident this model gives us the mechanism to support our target communities, develop behaviours to ensure everyone enjoys the physical, mental and social benefits of an active lifestyle.

Our Vision and Mission is...

Everyone More Active More Often

Working together to create active places and healthy lives through physical activity and sport

Through our values of...

Integrity

Purpose

Accountability

Collaboration

Objectivity

Inclusivity

Ambition

To achieve this we aim to...

Increase the % of the population taking part in sport and physical activity at least twice a month

*Active Lives

Decrease the % of people physically inactive

*Active Lives

Increase the number of people volunteering in sport at least twice in the last year

*Active Lives

Increase the GVA of sport in Staffordshire and Stoke-on-Trent

* Economic Value of Sport local model

We will do this by...

PLACE-BASED APPROACH

PEOPLE

Mobilising health, education, volunteer and leisure workforces

Engaging our communities in the solution

Developing community capacity

Using behaviour change theory

PLACE

Focusing on our most inactive communities

Gaining a deep understanding of our places

Shaping the physical activity and sporting offer

Focusing Sport England programme delivery in areas need

ECONOMY

Supporting employers to increase productivity via an active workforce

Supporting sporting events which stimulate our visitor economy

Ensuring Birmingham 2022 Games has a positive legacy

SYSTEM

Providing strategic leadership and advocacy

Lobbying for physical activity to become an integral policy feature

Attracting investment into sport and physical activity

Demonstrate the impact of our work using clinical, economic and social measures

Resulting in...

Residents, from all socio-economic backgrounds, enjoy the physical and mental health benefits of an active lifestyle

Our communities are places where being physically active is the easy choice

Our sporting economy is thriving, providing employment to an active workforce

Strong strategic leadership ensures that physical activity and sport becomes a core feature in local policy creating communities which are inherently active

Underpinned by an impeccable standard of corporate governance

FINANCES

Financial Information 1st April 2017 to 31st March 2018

Annual	Budget (£)	Actual (£)
Carry Forward from 16-17	438,442	438,442
Income	722,228	724,672
Expenditure	1,160,670	768,129
Net Carry Forward to 18-19	0	394,985
Of which Restricted	0	270,822
Of which Unrestricted	0	124,163

The Restricted Carry Forward includes the Partnership's reserves fund (to cover our liabilities) and the receipt of grants during 2017-18 where partial delivery will take place during 2018-19.


A copy of SASSOT's full, audited accounts will be available on our website once completed.

CONTACTS

SASSOT Team

www.sportacrossstaffordshire.co.uk/developing-sport/contacts/sassot-team

Follow SASSOT

 SportAcrossStaffordshire andSoT

 SASSOTCSP

Tel: 01785 619349

www.sportacrossstaffordshire.co.uk

Stafford Borough Council
Civic Centre, Riverside,
Stafford ST16 3AQ

SASSOT Board

<https://sportacrossstaffordshire.co.uk/about-us/governance/profiles/>

Chair

Malcolm Armstrong

Senior Independent Director

Kimiyo Rickett

Funding Partners

Cannock Chase District Council

East Staffordshire
Borough Council

Lichfield District Council

Newcastle-under-Lyme
Borough Council

South Staffordshire Council

Stafford Borough Council

Staffordshire County Council

Staffordshire Moorlands
District Council

Stoke-on-Trent City Council

Keele University

Staffordshire University

Sport England



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