Sussex County Sports Partnership Trust
2010–11 Annual Report
Your Executive Summary
Message from the Chair

Welcome to the 2010-11 Active Sussex Annual Report. I am confident that, like me, you will be impressed by the amount achieved by Active Sussex over this very challenging year. Despite significant funding cuts experienced by both Active Sussex and many of its partners, what has impressed me most over the year has been the passion and drive demonstrated by so many of you working in sport – to find alternative means to promote participation in sport and active recreation.

This work is vital, and has become ever more so as the new fiscal landscape emerges. For example, funding for sport in schools has been cut by the Coalition Government, just as it was beginning to make a real impact. It is now imperative that we find new ways of creating opportunities for community sport for all sectors of the population, but particularly for young people.

Active Sussex has a major role to play in supporting community groups make sporting activity happen, and has done well in attracting funding from the public and private sector, which makes events such as the Parallel Youth Games possible. The coming year promises to be one of most exciting for British sport with the London Olympics and Paralympics starting on 27 July and 29 August respectively. Sussex will play its part. The county acts as a gateway to the world as teams, media, enthusiasts and tourists arrive via Gatwick to be part of the greatest show on earth. The county is also delighted to be hosting visiting athletes, including teams from Barbados, Granada and Finland. And Active Sussex will be working closely with our sports partners to implement Sport England’s National 2012 Legacy Plan: ‘Places, People, Play’ with its stated aim to increase mass participation in sport.

Much has been accomplished this past year. This is in no small part due to the hard work of an excellent team led by Sadie Mason, who this year was appointed to join the Sport England Board. The Board of Trustees welcomed five new Trustees, who bring a range of useful business skills and a passion for sport, strengthening the Board’s expertise. Two trustees, Ivan Rudd and Ron Crank, stepped down and I would like to thank them for their invaluable contributions over the years in support of sport in Sussex.

“It is now imperative that we find new ways of creating opportunities for community sport for all sectors of the population”

Dr Sarah Gilroy
Chair of Active Sussex
The environment in which Active Sussex has operated over the last year has been a challenging one. The formation of the new Coalition Government in May 2010 marked the beginning of unprecedented economic and financial changes, which impacted not only on voluntary community sport, but on the wider sport and physical activity structures in local government, education and health.

Nationally, Government departments faced spending cuts of between 25 and 40 per cent, and spending on a number of projects was halted immediately. This included planned Department of Health funding for County Sports Partnerships (CSPs), meaning Active Sussex suffered a £60,000 drop in investment, prompting fears that further and deeper cuts were imminent. This caused concern, particularly in the run up to Olympic Year. Inspiring the nation’s young people to become more active, as a legacy of London 2012, suddenly seemed very challenging.

However, 2010-11 was not all doom and gloom for Active Sussex. In November 2010, the Government launched its £135m Olympic Legacy Plan: ‘Places, People, Play’. Our Trustees welcomed the news that the CSP Network had been recognised both by Sport England and the Department for Culture, Media and Sport as an effective network through which to channel some of this investment to increase participation in community sport. Sport England was also able to confirm core funding for the CSP Network to deliver National Governing Bodies’ support services until 31 March 2015. In what can only be described as a very tough economic climate, Active Sussex has continued to attract additional public and private sector investment into Sussex to create and promote more community sport and physical activity opportunities.

On behalf of the Trustees, I thank my professional team for their excellent work and offer a personal note of thanks to our Trustees for giving their time and expertise in governing Active Sussex. Enjoy reading about our key achievements for 2010-11 on the following pages.

Sadie Mason
Chief Executive of Active Sussex

“In what can only be described as a tough economic climate, Active Sussex has continued to attract additional public and private sector investment into Sussex”
Increasing participation

Encouraging as many people as possible to take part in sport is at the heart of all the work we do at Active Sussex. During the year, a significant amount of senior officer time was dedicated to helping our community sports organisations understand and apply the county sports participation data, made available from Sport England’s Active People Survey (APS). The APS key measure is the percentage of adult sports participation (16 years and over) who take moderate exercise for at least 30 minutes, three times a week.

The information helped sports’ national governing bodies and other sports delivery organisations to better understand their target market, as well as the demand for a particular activity, which in turn helped to better focus investment into specific activities in the right places, at the right times – and at an appropriate cost – in order to increase participation levels.

While Active Sussex has no direct delivery role in contributing to the Government’s participation targets, it does receive programme funding for distribution to its sports delivery partners (for example Sport Unlimited funding). Active Sussex also helps increase participation via NGBs and their clubs. We ensure that minimum operating standards are in place, and that development programmes are offered to clubs, helping to improve participants’ experience and increasing the chance of continued participation.

Below are 12-month sports participation figures from Sport England’s Active People Survey, with the latest available data being January 2010 to January 2011, together with the nearest comparative figures for 2009. What the figures show is that adult sports participation levels in Sussex have remained constant over the past three years, so while investment may be declining in monetary terms, there has not – as yet – been an equivalent drop-off in sports participation.

<table>
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<tr>
<th>Year</th>
<th>Sussex</th>
<th>South East</th>
<th>National</th>
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<tr>
<td>2011 (APS 5/Q1)</td>
<td>16.4%</td>
<td>16.1%</td>
<td>16.2%</td>
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<tr>
<td>2010 (APS 4/Q1)</td>
<td>16.5%</td>
<td>17.3%</td>
<td>16.6%</td>
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<td>2009 (APS 3)</td>
<td>16.3%</td>
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Understanding demand for a particular activity helped to focus investment in the right places at the right times.
After an exciting and successful three years, Sport Unlimited came to an end in March 2011. The initiative aimed to get more children and young people aged between 5 and 19, taking part in sport outside formal education.

In the final year of delivery, Active Sussex successfully applied for £205,000 to run the Sussex Sport Unlimited programme across the county. Our target was to retain 6,669 semi-sporty young people over the year through the delivery of high quality sport and activity projects across three terms. At the end of the second year, we had successfully retained 10,089.

A total of 168 projects were delivered in the final year, through National Governing Bodies, Local Authorities, School Sports Partnerships, colleges, clubs, leisure providers and community charities. Some of the more extraordinary activities included Ultimate Frisbee, Sailing, Street Cricket and Break Dancing!

Girls’ football gets a boost

Girls’ football gets a boost

Opposite, Michelle Lawrence, Sussex County FA Development Officer for women and girls, explains how Sport Unlimited funds helped her to set up a grassroots scheme for girls aged 9-11.

Sussex has experienced a decline in women’s and girls’ football participation in recent years. With funding through Sport Unlimited, a programme was created that aimed to generate interest in the sport, develop more playing opportunities for girls aged 9-11 years, and support their transition into club football.

Sport Unlimited funding was used to deliver eight-week blocks of coaching in selected areas of Sussex. These sessions culminated in a Sussex FA funded festival. Project leads were selected locally and tasked with managing the project and finding a club as an exit route for participants. Projects were run in three areas between September and December 2010:

- Eastbourne linked to Ratton Rangers FC – 13 girls involved, 10 girls retained
- Lewes linked to Newhaven Girls FC – 14 girls involved, 13 girls retained
- Mid Sussex linked to Southdown Rovers FC – 14 girls involved, 12 girls retained

In total, 41 girls and young women participated in the programme, with an 85.4 per cent retention rate. The programme brought together various partners and enabled funding to be used in a more targeted way. The programme also had a positive impact on other areas of development, recruiting new players and creating new girls’ teams.

On completion of the eight-week projects, both Newhaven and Southdown now regularly participate in the Sussex County FA monthly ‘Junior Kickers Festival’ and Ratton are members of the Sussex County Women’s and Girls’ Football League U12 Division.

“The programme had a positive impact on other areas of development, recruiting new players and creating new girls’ teams”
The Active Sussex Volunteering Strategy and resulting action plan were developed this year. The strategy aims to bring sports volunteering organisations from across Sussex together, working in partnership to ensure that structures are in place at all levels to support the development of volunteers, including pathways and exit routes. Through the strategy, Active Sussex educates partners and sports clubs on the ways and means of recruiting. It also guides partners on retaining and rewarding their volunteers, as well as putting processes into place to create a more organised and streamlined approach.

The strategy was circulated at the beginning of 2011 and already it has strengthened the relationship between Active Sussex and some of the key Councils for Voluntary Service across the county.

**Case study:**

**Step into Sport**

The Sussex Step into Sport programme was more targeted in its approach this year, with focused programmes of work aimed at specific School Sports Partnerships (SSPs) and National Governing Bodies. A Community Placement Model was developed to outline a clear route from education based sports training to community club volunteering.

A pilot programme for the model was run with England Netball, which identified a club that were in need of new young leaders and volunteers to support their development. The club selected was Brighton Netball Club. The club is well-established but despite having a thriving adult and junior section, it was in desperate need of new volunteers. Young leaders in the Brighton & Hove SSP were trained through the NGB young leader programme and were then encouraged to support the club’s community tournaments.

The club already had strong links with Brighton & Hove SSP, which supported this process.
The fifth Sussex Parallel Youth Games took place at The Triangle, Burgess Hill, on 9 June 2010. The event, the largest of its kind in Sussex, gives young disabled athletes aged 11-18 the opportunity to show off their skills and receive much-deserved recognition. The Games also provide a springboard for aspiring local athletes.

The 2010 Games were the largest on record, with over 400 children from 18 special schools battling it out on the day. The children competed in six disciplines, adapted or suitable for those with special needs, including Boccia, New Age Kurling, Swimming, Basketball, Tennis and Cricket.

The Games is a great example of people working together. It was opened by Paralympic Gold Medalist Tim Prendergast and local councillors from Mid Sussex District Council also attended. The Active Sussex team were joined by volunteers from Chichester College, Imberhorne School, St. Paul’s Catholic College and Oathall Community College who provided valuable assistance on the day and local employees from American Express, Rix & Kay Solicitors LLP and EDF Energy also helped with the running of the event.

Active Sussex organise the Sussex Parallel Youth Games annually in partnership with the Co-operative Group. Funding has been committed from the Co-op Community Dividend Fund until 2011 to secure this event and deliver an Olympic and Paralympic legacy. The event is also supported by Mid Sussex District Council who provide The Triangle, Burgess Hill, free of charge. Without the support of the Co-operative Group and Mid Sussex District Council this event would not be able to take place.

Key Achievements for 2010–11

- The largest event of its kind in Sussex
- Over 400 participants from 18 special schools

“Our pupils love this event as it enables them to experience a wide variety of competitions in a friendly, supportive environment”

— School teacher at 2010 Games

The children competed in six disciplines, adapted or suitable for those with special needs, including Boccia, New Age Kurling, Swimming, Basketball, Tennis and Cricket.
Active Sussex worked throughout the year with local authorities and other organisations to fund a wide range of activities across Sussex to encourage people from all walks of life to be more active, more often. Funds provided by the Department of Health have enabled 18 very diverse projects to go ahead. These range from a cycling programme which aims to get people back into the saddle in Eastbourne to a series of sailing events for people with various disabilities at Hove Lagoon.

The activities have enabled many people to take their first exciting steps towards becoming more physically active and improving their mental health. Funding from Active Sussex helped to support the work of Worthing-based Sussex Seals, a multi-sports club for adults with learning difficulties. Funding allowed the club to offer the opportunity to try horse riding.

In addition Active Sussex has worked with a wide range of sports national governing bodies to promote their “return to” programmes – these have captured the imagination of many people who hadn’t exercised for years and encouraged them to step back into various sports including running, netball and badminton; and we’ve also supported the use of much gentler exercise programmes, which aim to reach those with specific health needs, age related frailties and mobility issues.

Workplaces have been the target of specific attention; we’ve worked with human resource teams to promote the mutual benefits of encouraging employees to get support in their campaigns to get more active.

This culminated in the inaugural Eastbourne and Hastings Active Travel Challenge. Over 40 companies signed up for the challenge in the summer of 2010 during which employees from participating companies clocked up the equivalent of over 10,500 miles by walking, running or cycling to and from work.

Earlier in 2010 Active Sussex also partnered with Chichester District Council, West Sussex County Council and NHS West Sussex to create the Chichester Workplace Cycle Challenge, which saw employees cycle a phenomenal 110,000 miles over the three weeks of the scheme.

The Chichester Challenge will run again in 2011.

Case study: Active & Healthy Workplaces

The Active & Healthy Workplace Initiative is a scheme to promote fitness and wellbeing at work. It provides employees with all the advice and support they need to promote healthy options to their staff, as well as regular events and training opportunities.

The initiative is now in its third year and going strong, building on programmes such as the Sussex Sports Series, which was introduced in 2009. The scheme is also running more weight-management programmes.

2010/11 saw a growth in the number of corporate tournaments that were spread more widely across the county, reaching new companies and organisations. As a result the number of companies that are involved in the initiative has increased year on year.

Ski Safari and Neilson Active Holidays came together and successfully applied for funding to run beach volleyball sessions for their staff. “I’m really grateful to have had the support to be able to set up a Volleyball Club at Yellowave for Ski Safari and Neilson employees this summer,” said Ski Safari’s Lucy Jackson.

“With the group have played football, rounders, cricket and have been mountain biking. There are further plans to go sea kayaking later this month,” said Eurogamer’s Cat Channon.

And Eurogamer were successful in accessing funds to run a sports programme. “To date the group have played football, rounders, cricket and have been mountain biking. There are further plans to go sea kayaking later this month,” said Eurogamer’s Cat Channon.

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“I’m really grateful for the support to set up a volleyball club. We get to enjoy this fantastic sport – and keep fit – right on the seafront!”
Basketball development in the county is embedded within Active Sussex. Work over the last 12 months has resulted in significant development of the sport. These improvements and changes have been spread across all areas of the sport and are increasingly visible by the basketball and sports communities in the county. Below is list of the most notable progresses since March 2010:

Significant increase in the number of affiliations to England Basketball, thus meeting the targets set by England Basketball for Sussex Basketball Development

More Clubmark accredited clubs registered across the county

Increase in the number of qualified officials for basketball, including referees, table officials and coaches through regular course provision

The creation of Basketball Sussex website

Improved communication among the basketball community, thanks to initiatives such as Basketball Sussex E-news and specific Facebook groups

Supported significant funding bids towards basketball programmes through Sport England funding schemes

Established the first U-13 Sussex Basketball Development Programme for eager, young basketball players, led by the best coaches in the county

Created and supported a number of successful basketball tournaments and basketball playing opportunities in Sussex including schools tournaments, College 3v3 competitions, summer basketball sessions and pan-Sussex university 3v3 tournaments

Improvements and changes have been spread across all areas and are increasingly visible by the basketball and sports communities.
Developing strong networks

Building strong networks is central to the day-to-day working of Active Sussex. We offer a range of general services to National Governing Bodies of sport with one aim in mind: to get more people playing sport, particularly those aged over 16.

We work with 46 NGBs locally to develop their sport and have a close working relationship with 37 of these, who have priorities for Sussex. We work individually with development officers from each sport or collectively on projects and activities that will benefit all sports.

Active Sussex directly employs the Sussex Basketball Development Officer and provides office facilities for development officers working for the sports of netball, badminton and rugby union. We support NGBs by:

- Bringing Development Officers together every quarter to share best practice and work together on projects, including increasing school/club links and adult participation
- Providing a programme of courses aimed at training volunteers and coaches working in clubs
- Helping to place volunteers in local sports clubs and at Sussex events
- Giving funding advice and support
- Promoting NGB sports stories and information
- Working with county associations or management groups to provide advice and guidance
- Supplying key data on current and potential participation so that effort can be targeted to the right areas of the county
- Ensuring NGB representation on key strategic sport groups in Sussex

We work individually with NGB development officers from each sport or collectively on projects that will benefit all sports.
Case study: Active Sussex Network

The Active Sussex Network meets quarterly, bringing partners together who deliver sport and physical activity opportunities across Sussex. The format for the session is typically an industry update followed by presentations and workshops on topical issues. As well as acting as a forum to keep up to date with the latest national and local policy, the meetings provide key networking opportunities throughout the day.

At the Network meeting in December, over 50 representatives from the sport and active leisure sector came together to discuss and assess the future of community sport. Jon Home, Relationship Manager (Local Government) for Sport England and Sadie Mason, Chief Executive of Active Sussex, opened the day with a discussion of the emerging fiscal landscape after October’s Comprehensive Spending Review (CSR). Jack Wilkinson, Active Sussex trustee, said: “It was extremely useful to have such an immediate briefing about the effects of the CSR and discover some of the implications for funding and structural changes soon after the government’s review.”

Clare Cole from Bexhill College said: “This is the first meeting I have attended and I found it very useful and the networking opportunity was beneficial to my organisation”.

During the past year, topics covered have included:
- Sport Relief
- Sport Unlimited and Sportivate
- Club development and supporting volunteers
- London 2012 Inspire Programme
- Coach Sussex
- Apprenticeships
- London 2012 legacy

Key Achievements for 2010–11
- Over 250 delegates attend annually
- 88 per cent of attendees at March 2011 meeting rated presentations highly

Case study: Badminton England

Gemma Finlay, Regional Development Manager

“Working with Active Sussex has provided us with tangible opportunities: new coaching sessions for young people have been funded through Sport Unlimited and together we have run a competition for businesses to promote our pay and play ‘No Strings’ sessions. By far the largest single benefit is the networking opportunities provided by our partnership. We have shared best practice and pooled information with other NGBs and have been introduced to business opportunities, including the chamber of commerce.”
Coaching System Support Network

The Coaching System Support Network (CSSN) in Sussex is about educating, supporting and facilitating a co-ordinated network of coaching organisations to ensure the needs of our participants are met through high quality coaching. To achieve this partners across the county have been working together for a more consistent approach to the recruitment, development, deployment and retention of their coaches. Highlights from the CSSN in Sussex are as follows:

Coach Sussex Steering Group
Representatives from national governing bodies of sport, leisure providers, local authorities, higher education, further education and school sports partnerships have worked together to implement a local data management system, strategy, one year action plan, and a marketing strategy for the CSSN. This work underpins and drives partner contact across the county.

Sussex Golf Partnership
The Sussex Golf Partnership made contact with the CSSN to put together a coach development action plan. This plan resulted in a well attended ‘needs led’ coach education programme that included a variety of co-coaching opportunities in a series of ‘live lessons’.

England Hockey
Following regional contact, England Hockey wanted to sign-post the opportunities offered through the CSSN to coaches in Sussex. They are doing this via a CSSN introduction letter/e-mail to all existing and newly qualified coaches in the county. The CSSN promotes opportunities to these coaches in the Coach Sussex database.

Badminton England
Following some specific workforce auditing between sports coach UK and Badminton England, a request for specific information – such as the number of Level 1 & 2 coaches – was made so that they could review their own information against that held on the Coach Sussex database.

University of Chichester
The initiative brought together the South East Regional Coaching Group and the coaching industry to identify dissertation topic areas for Coaching Degree Students that would offer them key and relevant research titles to support employability and provide understanding of coaching within a community setting.

Key Achievements for 2010–11
- 200 coaches signed up to Coach Sussex
- 18 coaching providers signed up to Coach Sussex in less than a year
- 265 coaches accessed coach education - 49.4% received funding
- 200 coaches receiving regular communication, including a quarterly coaching newsletter
- 6 NGB plans agreed: Golf, Swimming, Basketball, Football, Hockey, Netball
- 9 network research topics completed by University of Chichester coaching students
- 19 Coach Managers trained

Case study:
Coach Manager training

Organisations across Sussex are now benefiting from a new training service for sports coach managers, launched in January 2011. The free workshops, delivered by Coach Sussex and supported by sports coach UK, target the specific needs of coach managers in local authorities, schools, colleges, club clusters and National Governing Bodies. To date, 19 coach managers have been trained.

Nicky Salmon, Sports Development Officer at Brighton & Hove, said the training helped consolidate the skills of her team. "Everyone here is a coach manager in one respect or another," said Salmon. "We wanted to ensure all members of the team had a raised level of management knowledge – from recruitment to deployment."

"The workshop training has stimulated us to put together our own coach management pack. We’re even planning to roll this out to local clubs."
The Sussex Disability Sport Group (SDSG) consists of representatives from local authorities, leisure providers, National Governing Bodies (NGBs), schools and community groups. The SDSG aims to ensure disabled people are given the opportunity to participate in sport by working together to remove barriers, widen opportunities and increase choice.

The group provides a fantastic forum through which best practice is shared and new ideas are discussed. It works as a useful opportunity to share information and learn from the experience of other people doing similar things in other parts of the county.

“The Sussex Disability Sport Group is a brilliant support network,” said Jess Cook of the English Federation of Disability Sport. “Having this group with such a wide range of experts attending means that those involved are able to achieve more within such a vast county because of the group support. The SDSG can also take some of the lead on projects, for example they were influential in modelling the Parallel Youth Games into an event that suits everyone’s needs. This group is unique to the South East and is a good example of how agencies and organisations can work together successfully.”

Looking forward, the group is hoping to expand its membership further and look at ways of attracting more funding for disability sport into the county.

**Case study:**

**Coach Sussex**

Coach Sussex is the driving force behind the Coaching System Support Network offered by Active Sussex. Its services have been developed over the past 12 months based on the needs of coaches, coach employers, and national governing bodies of sport (NGBs). These services are as follows:

- **Coach education**
  Needs-led coach education via Active Sussex and NGB programmes.

- **Coach Manager training**
  In partnership with sports coach UK, we offer workshops for Coach Managers in local authorities, schools, colleges, club clusters and NGBs.

- **Communications and data management**
  Regular communication to coaches is channeled through the Coach Sussex database. Communications include a quarterly newsletter, targeted e-shots, industry updates, funding news and job/volunteer opportunities.

- **Employment guidance**
  We hold a library of resources to assist coach employers for the effective recruitment, development, deployment and retention of coaches.

- **Funding schemes and grants**
  We identify national, regional and local funding opportunities and promote these to our network of coaches.

- **Local-to-national**
  Coach Sussex connects with the South East Regional Coaching Group and sports coach UK to provide reports on the local coaching system to NGBs nationally.

- **Recognition schemes**
  Coach Sussex signposts coaches and their managers to local, regional and national reward and recognition schemes.

Its services have been developed over the past 12 months based on the needs of coaches, coach employers and NGBs.
Active Sussex is committed to supporting a national framework of minimum standards for community sport. As part of this goal, Active Sussex facilitates the planning and delivery of a training and education programme relating to minimum operating standards for National Governing Body clubs, coaches and volunteer development in Sussex. This year, 15 sports coach UK and runningsports workshops successfully ran across the county.

The workshops delivered included:

- Nine sports coach UK Safeguarding and Protecting Children workshops in Brighton, Crowborough, Horsham, Littlehampton, Lewes, Hastings and Crawley
- Three sports coach UK Equity in Your Coaching workshops in Littlehampton, Hastings and Worthing
- runningsports A Club for All workshop in Worthing
- sports coach UK Multi Skills workshops in Burgess Hill
- sports coach UK Fundamentals of Movement workshop in Horsham

The workshops were tailored to meet the need identified through National Governing Bodies, providing opportunities for the continued professional development of their coaches and volunteers within clubs. Subsidised places were offered to partners providing the facility, discounts were offered to Clubmark clubs and free places were offered to volunteers as part of the Active Sussex Volunteer Rewards Scheme.

In addition, Active Sussex supports and promotes the Clubmark scheme. Clubmark is a national sports quality accreditation scheme for clubs with junior sections. It is built around a set of core criteria which ensure that accredited clubs operate to a set of consistent, accepted and adopted minimum operating standards.

43 Sussex clubs achieved Clubmark accreditation in 2010/11.

We facilitate a training and education programme relating to minimum operating standards for NGB clubs, coaches and volunteers.
Safeguarding and protecting children

Active Sussex continues to be committed to working with sports organisations to promote best practice when working with children, young people and vulnerable adults.

Training coaches and club personnel in child protection issues is a year-round service. We have useful templates available to download from our website such as “Guidelines on photography” or “Coaches Code of Conduct”. We provide confidential guidance when asked by those trying to deal with a sensitive child protection issue. We help organisations such as sports clubs to develop their own child protection policies and we make safeguarding checks on organisations and coaches when we are directly working with them on children's activities. Lastly, we make sure that the Sussex sporting network is updated with key changes in national safeguarding policy.

Howard Davies
Haywards Heath Eagles

“I am extremely pleased and proud to announce that I have had confirmation that our club has achieved Clubmark Level 3 accreditation from England Basketball. This has been a mammoth task and can’t believe we have actually done it.

On behalf of the club I would like to thank the following people for their help and support during this process, which has taken over two years: Previous chairman Ralf Sims, Steve King and Kevin Midgley for starting us on this road, quite a few years ago; writing our constitution and handbook, much of which was used in the application. Our amazing coaches Nick McAdam, Amy Stribbling, Chris Boole and Dave Barlow, who continually amaze me in their dedication and hard work for the club. Jo Bryce for training to become one of our Child Protection officers. And the rest of our committee. Finally, many thanks to Lorraine Everard from Mid Sussex SSP, Jo Irving from Active Sussex and especially Miguel Tello, our Basketball Development Officer, for their help and support during the application.

Will achieving accreditation help us win more games? Probably not. But we have started on the road to becoming formally recognised, putting child protection and welfare at the forefront of all we do.”

Key Achievements for 2010–11

- Provided safeguarding checks for Sport Unlimited funded projects
- Fielded queries relating to changes to the Independent Safeguarding Authority and the Criminal Records Bureau
- Ran 9 safeguarding and protecting children workshops, attended by 154 coaches and volunteers

Case study: Haywards Heath Eagles

“Will accreditation help us win more games? Probably not. But we are on the road, putting child protection and welfare at the forefront of all we do.”

PROUD: From left, Chris Boole, Dave Barlow, Amy Stribbling and Nick McAdam of Haywards Heath Eagles

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Promoting community sport should be an easy task. It creates great news stories, incredible images and many opportunities to celebrate achievement. But it is not always straightforward to get your message across to those who matter. Active Sussex assists its partners in this process via advocacy and promotion.

Strategic Representation
To represent the priorities for sport across the county, Active Sussex has had membership of, and/or provided support to, the following strategic groups:

- Brighton & Hove Sport & Physical Activity Strategic Group
- East Sussex Sports Development Partnership
- East Sussex Strategic Partnership
- East Sussex Volunteering Group (Nat. Ind. 6)
- Sussex Disability Sports Group
- Sussex SSP Development Managers Group
- Sussex National Governing Body Forum
- Sussex Physical Activity Alliance
- West Sussex Local Area Agreement (Nat. Ind. 8) Group
- West Sussex Working Group for 2012 Olympic and Paralympic Games
- West Sussex Culture and Sport Policy Officers Group
- West Sussex Culture and Sport Board

Regionally, our officers represented sport in Sussex at the South East Physical Activity Alliance (SEPACT) and the County Sports Partnership Network (CSPN), where there are strategic groups for Children & Young People’s Sports Development, Coaching Development, NGBs, Safeguarding, Strategic Policy and Workforce Development. Nationally, the Chief Executive represents the interests of the South East region County Sports Partnerships on the National CSPN Board. In addition, individual officers sit on National CSPN Communications and NGB steering groups.

Active Sussex meets with its majority funder, Sport England, on a quarterly basis to review progress. More broadly, the organisation continues to increase its political engagement, to ensure the value of community sport is recognised at the highest levels, and to advocate for investment into sport in Sussex.

Active Sussex continues its political engagement, to ensure the value of community sport is recognised at the highest levels.
Active Sussex has faced a number of communications and marketing challenges this year. Although promoting sport and physical activity across our diverse region has been made considerably easier by online tools such as emarketing, ever-tighten budgetary constraints have demanded increasingly innovative solutions.

An audit of our website, activesussex.org, in 2010 demonstrated the need for redevelopment. As a result of this review, a new website is in development and due to launch in August 2011. Meanwhile, over the course of the year, the communications team consolidated Active Sussex’s online presence, by maintaining and updating the existing site with regular news, events and blog postings. Our website attracted 49,500 visits and had over 31,100 absolute unique visitors in the year to 30 April 2011, a year on year increase of nearly 7 per cent.

Acknowledging the growing importance of social networks as marketing and communications tools, Active Sussex launched a new Facebook page and a Sussex Sports Awards Facebook page. It has also rebranded its Twitter feed, doubling the number of followers to over 700, and launched a LinkedIn company page.

Active Sussex introduced a new format for its enewsletter, which is distributed to over 3,000 subscribers each month. Clickthroughs have been slowly climbing and now stand at 30 per cent. Active Sussex enews is being read as far afield as the US, Chile, Australia and Japan.

Our global reach online is supported by strong local connections in traditional media, with regular coverage in regional newspapers, radio and magazines. Despite no longer having the budget to produce its own magazine, Active Sussex maintains a print presence at county level, thanks to an in-kind sponsorship deal with Sussex Sport, a new sports glossy magazine for the county. Active Sussex provides the content for three pages of community sports editorial every month, creating greater exposure for clubs, NGBs and sponsors.

The Sussex Sport Awards, which reached its eighth year, is a key marker in the Active Sussex calendar, raising our profile locally, driving traffic to our website and consolidating our links with local and regional businesses. New commercial sponsors for 2010 included American Express Healthy Living and, for the first time, BBC Sussex joined the Awards as its official media partner.

For the Future

Unfortunately for community sport, this national secondary school facility redevelopment programme was one of the first to be axed by the new coalition government in May 2010. The impact was mainly seen in the City of Brighton & Hove where Active Sussex had been supporting the City Council’s strategic facilities officer’s plans for the redevelopment of nine secondary schools.

However, Active Sussex continued during the year to respond to NGB needs in terms of facilities development advice and support, including use of Sport England’s online facilities planning tools.

Active Sussex supported the successful ‘Active Women’ funding bid by Active Hastings, helping 3,000 women take part in sport in Hastings and Rother.

Marketing and communications

Active Sussex continued to support meetings of CSNs during the year. Although its limited staff capacity has meant attendance has been limited.

We were able to support CSNs in Brighton & Hove, Hastings, Mid Sussex and Wealden, as well as quarterly meetings of the East Sussex Sports Development Partnership in order to share good practice, explore funding opportunities and identify any potential joint project development.

In particular, Active Sussex was pleased to be able to support the successful ‘Active Women’ funding bid submitted by Active Hastings, where over 3,000 women living in Hastings and Rother will be given new opportunities to take part in sport, thanks to a £275,000 National Lottery grant distributed by Sport England. Active Sussex also played a direct role in helping the University of Brighton’s sporting community to secure £182,602 national lottery funding from Sport England’s ‘Active Universities’ to get more university students playing sport, as part of the mass participation legacy from the London 2012 Olympic and Paralympic Games.

Case study: Community advocacy

Active Sussex provided the content for three pages of community sports editorial every month, creating greater exposure for clubs, NGBs and sponsors.

The Sussex Sport Awards, which reached its eighth year, is a key marker in the Active Sussex calendar, raising our profile locally, driving traffic to our website and consolidating our links with local and regional businesses. New commercial sponsors for 2010 included American Express Healthy Living and, for the first time, BBC Sussex joined the Awards as its official media partner.

Key achievements for 2010–11

• Launch of redesigned enewsletter, distributed to 3,000 readers
• Website attracted 31,100 absolute unique visitors, up 6.93% year on year
• Over 900 followers on Active Sussex social networks across all platforms
• Three editorial pages in Sussex Sport magazine every month
• Twitter followers doubled to over 700

Case study:

Community advocacy

Active Sussex supported the successful ‘Active Women’ funding bid by Active Hastings, helping 3,000 women take part in sport in Hastings and Rother.

For the Future

Unfortunately for community sport, this national secondary school facility redevelopment
Sussex Sports Awards

The eighth Sussex Sports Awards saw over 450 guests come together at the Brighton Hilton Metropole Hotel for a gala dinner and awards night with celebrations going on until the early hours as guests danced the night away.

The Sussex Sports Awards is a key part of the Active Sussex marketing and communications strategy, helping to recognise and reward the dedicated individuals and teams who have made award-winning contributions to sport in Sussex over the preceding year – from unsung heroes to elite athletes.

For the third year running, the general public were invited to vote for the Rix & Kay Club of the Year, publicised with the help of the Sports Awards’ local media partner, Juice FM. Over 900 votes were cast during the voting period, increasing the public’s awareness of the three clubs involved and the forthcoming awards night.

A new addition this year was the Sussex Sports Awards Facebook page, which allowed fans to upload comments and listen again to interviews with the winners, previously broadcast on Juice FM and BBC Sussex.

The 2011 event will return to the Hilton Brighton Metropole on Friday 25 November.

Case study:
Sporting champion

Hove Paralympian Sophia Warner is an international sprinter who has Cerebral Palsy, a lifelong condition that affects motor control. Her events are the T35 100m and 200m.

Warner first came to the attention of Active Sussex after she was nominated for the Sussex Sports Awards Disabled Sports Personality of the Year in 2010. This led to a greater collaboration, and promotion of Warner to the wider sporting community and beyond.

The 36-year-old mother of two went on to win bronze in the T35 100m at the 2011 IPC World Championships in New Zealand, setting a new European record, and silver in the T35 200m, breaking her previous personal best by over two seconds. She is now part of the UK Athletics World Class Performance Programme which supports elite athletes in their preparation for the 2012 Olympic and Paralympic Games.

Active Sussex has continued to follow Warner’s progress and publicise her success over the year.

Sophia Warner said: “I became aware of Active Sussex in 2010 and it couldn’t have been better timing. They have played a crucial role in raising my profile and publicising my achievements across the county. This in turn has snowballed and led to further opportunities to get involved in various upcoming activities, and to get linked up with other sports people. A team such as this is imperative in order to increase awareness of sport in the community while recognising contributions made by individuals. In the lead up to 2012, I expect to be working very closely with Active Sussex.”

“Active Sussex has played a crucial role in raising my profile. A team such as this is imperative to increase awareness of sport”
Income and expenditure

Statement of financial activities 2010-11
Active Sussex is pleased to report another year of prudent financial management, and continues to offer investors confidence that their funds are deployed with value for money in mind.

As a registered charity, the Active Sussex statutory Statement of Financial Activities shows income brought forward of £384,609 and income received for the period of £736,372. The total expenditure was £677,291 giving an overall surplus of £59,081 for the year ended 31 March 2011.

Further details of income and expenditure, together with the balance sheet, are published on the following pages.

Total expenditure was £677,291, giving an overall surplus of £59,081 for the year ended 31 March 2011.
As part of the national County Sports Partnership Network, Active Sussex’s principal funding source continues to be Sport England. Of the £700,441 income received, just over 76 per cent (£535,000) came from this source. The remaining income has been generated from a combination of other lottery funding, training and education courses, corporate sponsors, annual Active Sussex memberships and project management income. Specifically, during the period, Active Sussex generated £42,050 in membership and other income, and approximately £25,000 sponsorship income which ensured exceptionally high standards of promotion and participant experience in respect of the Sussex Parallel Games and the Sussex Sports Awards 2010. A further £15,000 was secured from England Basketball and £2,000 from Basketball Sussex to enable the Trust to develop and implement a basketball development programme in Sussex to December 2011.

Of Active Sussex’s income, 93 per cent is restricted and is therefore spent on the specific sports participation outcomes detailed as a condition of our funding awards. More importantly, expenditure has directly supported the key objectives of Active Sussex. The key participation programmes are highlighted throughout the publication, and a complete breakdown of expenditure can be found in the full Trustees Report and Accounts 2010-11.

### Balance Sheet
as at 31 March 2011

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed assets</strong></td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>Stocks</td>
<td>NIL</td>
<td>10,484</td>
</tr>
<tr>
<td>Debtors</td>
<td>48,665</td>
<td>33,735</td>
</tr>
<tr>
<td><strong>Cash in hand and at bank</strong></td>
<td>446,674</td>
<td>453,428</td>
</tr>
<tr>
<td><strong>Creditors: amounts falling due within one year</strong></td>
<td>(125,550)</td>
<td>(117,493)</td>
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<tr>
<td><strong>Net current assets</strong></td>
<td>367,789</td>
<td>380,154</td>
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<tr>
<td><strong>Total assets less current liabilities</strong></td>
<td>369,868</td>
<td>384,609</td>
</tr>
<tr>
<td><strong>Income funds</strong></td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td>Restricted funds</td>
<td>180,639</td>
<td>257,953</td>
</tr>
<tr>
<td>Unrestricted funds: designated funds</td>
<td>89,311</td>
<td>32,772</td>
</tr>
<tr>
<td>Other charitable funds</td>
<td>99,918</td>
<td>93,884</td>
</tr>
<tr>
<td><strong>Fund balances as at 1 April 2010</strong></td>
<td>369,868</td>
<td>384,609</td>
</tr>
<tr>
<td><strong>Fund balances as at 1 April 2011</strong></td>
<td>£</td>
<td>£</td>
</tr>
</tbody>
</table>

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**Income and expenditure**

<table>
<thead>
<tr>
<th>Unrestricted</th>
<th>Designated</th>
<th>Restricted</th>
<th>Total 2011</th>
<th>Total 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
<td>£</td>
</tr>
<tr>
<td><strong>Total incoming resources</strong></td>
<td>5,562</td>
<td>43,468</td>
<td>687,342</td>
<td>700,441</td>
</tr>
<tr>
<td><strong>Resources expended</strong></td>
<td>4,517</td>
<td>75,044</td>
<td>597,730</td>
<td>715,182</td>
</tr>
<tr>
<td><strong>Net incoming (or outgoing) resources before transfers</strong></td>
<td>1,045</td>
<td>(31,576)</td>
<td>89,612</td>
<td>(14,741)</td>
</tr>
<tr>
<td><strong>Gross transfers</strong></td>
<td>7,990</td>
<td>96,666</td>
<td>(104,656)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net income (or expenditure) for the year</strong></td>
<td>9,035</td>
<td>65,090</td>
<td>(15,044)</td>
<td>(14,741)</td>
</tr>
<tr>
<td><strong>Fund balances as at 1 April 2010</strong></td>
<td>93,884</td>
<td>32,772</td>
<td>257,953</td>
<td>384,609</td>
</tr>
<tr>
<td><strong>Fund balances as at 1 April 2011</strong></td>
<td>102,919</td>
<td>97,862</td>
<td>242,909</td>
<td>369,868</td>
</tr>
</tbody>
</table>
Contact information

To find out more about the work of Active Sussex

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