Sussex County Sports Partnership Trust
2011–12 Annual Report
Executive Summary
Welcome to the 2011-12 Active Sussex Annual Report. Under the brand name Active Sussex, the contribution that the Sussex County Sports Partnership Trust makes to the promotion and development of sport in Sussex has once again surpassed expectations.

In testing fiscal times, Active Sussex played a lead role in securing funds for grassroots sport in the county. During 2011-12, it attracted Lottery and Exchequer funding (via Sport England) of £609,000, augmented by £51,000 of private sector investment and £23,000 from local government. Drawing down such levels of support augurs well for the future health and vibrancy of the Trust.

Looking ahead, the policy agenda for the next five years has been clearly mapped by Sport England’s 2012-17 Youth and Community Strategy. Active Sussex will help National Governing Bodies of Sport foster local links and encourage young people to make the move from playing sport in schools to enjoying it in our communities.

The challenge of engaging 14-25 year olds in sport – and sustaining their interest – is no small task, but by tackling it together we significantly increase our chance of success. Partnership working will be central to creating a community sporting legacy from London 2012 and encompasses links to Further Education and Higher Education, community clubs and other sports organisations.

Much has been accomplished by Active Sussex during 2011-12 and as Chair of the Trust I would like to recognise the outstanding work of the Active Sussex team led by the Chief Executive, Sadie Mason. In addition, I would like to pay tribute to the work of the Trustees who volunteer their valuable professional skills, in support of growing sports participation across the county.

“Engaging 14-25 year olds in sport is no small task, but by tackling it together we significantly increase our chance of success”

Dr Sarah Gilroy
Chair of Active Sussex
EXECUTIVE SUMMARY

Readers of last year’s report will recall an environment of tough economic changes, with financial austerity measures impacting on the school sport infrastructure and a swathe of community sports programmes backed by voluntary sector, local government and health budgets.

Greatly reduced Government investment in school sport saw the loss of School Competition Managers in Sussex, all nine School Sport Coordinators, and development support for primary PE teachers.

The good news is that investment was found by central government to enable the appointment of part-time School Games Organisers in each of the former School Sport Partnership areas. From September 2011, these roles were tasked with supporting the Government’s School Games initiative, which aims to encourage school-age pupils to participate in competitive sport. In Sussex, this initiative operates at intra-school, inter-school and county level (level 3). The Trust was instrumental in securing £70,000 Lottery funds and extensive corporate investment for the delivery of the Sussex School Games 2012 (level 3).

The national Youth Sport Strategy, launched in January by DCMS and Sport England, seeks to encourage a change in attitude towards sport participation in young people aged 14-25. Entitled ‘Creating a Sporting Habit for Life’, it signalled additional local funding for community sport and facilities, education and community club links, and college sport.

I was delighted to note the strategy’s investment in the County Sports Partnership Network. Sport England, the Trust’s major funder, continues to seek efficiencies across the CSPN. Active Sussex remains prudent in its outlook but confident in its team, trustees and delivery partners to increase participation in sport and physical activity. Thanks go to our three gold tier partners, University of Chichester, Freedom Leisure and Rix & Kay, and silver tier partner Chandlers, for their support during 2011-12.

Sadie Mason
Chief Executive of Active Sussex

Message from the Chief Executive

“The launch of the national strategy ‘Creating a Sporting Habit for Life’ signalled additional local funding for community sport, facilities and college sport”
Increasing participation

Encouraging as many people as possible to take part in sport is at the heart of all the work we do. Throughout the year, Active Sussex continued to offer help in the use and application of 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 (people aged 16 years and over) three times a week for at least 30 minutes, moderate exercise. From 2013, the data will be collected for those 14 years and over.

The information helped sports governing bodies and other sports delivery organisations to better understand the local demand for a particular activity, helping to focus investment in the right places at the right times.

Active Sussex’s partners played a direct delivery role in contributing to the government target for increased adult sports participation, and during the year the Active Sussex core team successfully attracted significant national programme investment into Sussex for distribution to its sports delivery partners.

Active Sussex continued to support NGBs and club infrastructure by helping to ensure minimum operating standards were in place. The Trust provided club, coach and volunteer development training programmes to help clubs improve their members’ experience and increase the likelihood of them continuing to take part in sport. From APS 5 (October 2010 to October 2011), we are able to report the last three years trend in sports participation in Sussex, compared to regional and national participation rates. Adult sports participation levels in Sussex and nationally have levelled out, while the South East region has seen a continued decline.

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<th>Year</th>
<th>Sussex</th>
<th>South East</th>
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<tr>
<td>2011 (APS 5)</td>
<td>15.9%</td>
<td>15.6%</td>
<td>16.3%</td>
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<td>2010 (APS 4)</td>
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<td>2009 (APS 3)</td>
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**UNIQUE: the ancient sport of stoolball remains popular in Sussex. Angmering and Fletching battle it out in the league decider, September 2011. PHOTO: BRETT BUTLER**
Sportivate

Sport England launched a new programme ‘Sportivate’ in 2011. The nationwide campaign aims to capture the excitement of the London 2012 Games, providing opportunities for teenagers and young adults aged 14-25 to receive 6-8 weeks of coaching in a sport of their choice and guiding them into regular participation within their community.

In Sussex our mission is to use the Sportivate campaign to ensure that more teenagers and young adults have the opportunity to find a sports activity that is attractive, affordable and accessible to them, with the ultimate aim of supporting them into life-long participation.

Each course runs for 6-8 weeks, often with an additional introductory taster class to see if that particular Sportivate session is suitable. There are also a selection of specialised projects for disability sports, female-only classes and courses specifically for teenagers.

Our Sportivate aim is to retain 7,909 participants over four years. Active Sussex successfully applied for nearly £850,000 of Lottery Funding to help us achieve this target. At the end of year 1 the programme had delivered 73 projects, engaging 2,013 and retaining 1,703 participants, exceeding our first year target of 1,582. Next year we are looking to retain over 2,000 individuals across a range of sports, including wakeboarding, parkour, fencing, beach volleyball and sea angling.

Case study: Sportivate Start Windsurfing

Windurfing often attracts young people wanting to try an alternative to mainstream sport. Lagoon Watersports in Hove was keen to develop a regular windsurfing club, so running a Sportivate course was a chance for them to attract young people looking for a different type of sport – and launch the club at the same time.

“The Sportivate project provided us an excellent opportunity to engage with young people,” said Harvey Dawkins, Director of Lagoon Watersports, Hove. “In the past we have been able to provide reduced-rate taster sessions which have been well attended, but beyond the tasters we struggled to get young people to really learn a sport and become regular participants.”

The six-week project specifically targeted 17-18 year olds through local universities and colleges via a Royal Yachting Association (RYA) Onboard Officer and university watersport clubs.

At the end of the course the participants received a RYA Stage 1 certificate, allowing them to access windsurfing schools all over the world.

“The outcome is that the participants have not just had a taster but they can actually windsurf to a level where they can attend our club. The success of this project has led us to develop further Sportivate projects with the specific goal of launching a new women’s Wakeboarding club. Without the kick-start the Sportivate project has given these clubs, it is unlikely they would be running.”

“Without the kick-start the Sportivate project has given these clubs, it is unlikely they would be running” — Harvey Dawkins, Lagoon Watersports

Key Achievements for 2011–12

• £850,000 funding drawn down for Sportivate in Sussex over the next four years
• A total of 73 projects delivered in first year
• Over 1,700 young people between 14-25 retained in the programme in Year 1

IT'S A BREEZE: All the teenagers who took the Sportivate windsurfing course were awarded their RYA Stage 1 certificate

“IT'S A BREEZE: All the teenagers who took the Sportivate windsurfing course were awarded their RYA Stage 1 certificate” — Harvey Dawkins, Lagoon Watersports
INCREASING PARTICIPATION

Volunteering strategy

The Active Sussex Volunteering Strategy and resulting action plan was developed in 2010-11 and has already strengthened the relationship between Active Sussex and key councils for voluntary service in the county. 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. Throughout, Active Sussex guides partners and sports clubs on how to recruit, retain and reward their volunteers.

Key Achievements for 2011–12

• 900 people registered as volunteers with Sport Makers in Sussex
• Over 350 volunteers attended one of the 17 Sport Makers workshops across the county
• 120 Sport Makers completed at least 10 hours of volunteering

Case Study: Sport Makers

In April 2011, Sport Makers was introduced by Sport England to harness the ‘feelgood factor’ of the London 2012 Olympics. The aim: to recruit and deploy 40,000 sports volunteers across the country. Active Sussex and the 48 other County Sports Partnerships in England were tasked with making this happen locally.

One of the first pilot workshops in Sussex was delivered to a group of apprentices at Albion in the Community at the newly built AMEX stadium. The group took part in a high-quality, inspirational learning programme based on the Olympic and Paralympic values, to help them recognise and build upon the leadership skills and qualities they already had. The apprentices then went out into the community to put their learning into practice. One of the AITC apprentices, Sasha Gendre, 18, who took up coaching after she injured her pelvis playing football, won the first Active Sussex Sport Maker of the Month award for her inspirational coaching work at local club Mile Oak Wanderers. “I took up coaching so I could teach others what I knew about the game,” she said. “It’s a great way for me to keep going in the sport.”

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“After I was injured I decided to volunteer as a coach so I could teach others what I knew about the game”

— Sasha Gendre, Sport Maker
Case study: Active & Healthy Workplace

The Active & Healthy Workplace initiative promotes and funds health and wellbeing schemes for businesses in Sussex. Programmes developed through its Small Grants Scheme in 2011/12 include:

- **Amicus Horizons Housing Association** has been running ‘Workout Wednesdays’ with staff in its Hastings and Battle offices, including Wii Fit Zumba classes. With a total of 28 staff taking part, there is strong demand to continue the sessions in future.

- **Institute of Development Studies** launched a series of events for staff in November 2011 to support the “five ways to wellbeing” devised by the New Economics Foundation. The grant scheme provided £500 to contribute to the cost of pedometers and Personal Resilience training for staff.

- **HIV Alliance** held four table tennis coaching sessions for staff with Wen Wei Xu from the Brighton Table Tennis Club and received an ETTA PING table tennis pack to enable staff to continue playing.

- **SEO company a451** used its grant money to purchase roller blades and prepare for the Goodwood Roller Marathon. Training took place after work on Bognor seafront, beginning with all staff learning to skate, and culminating in a team from the company completing the 26-mile rollerthon at Goodwood in an incredible three hours and 23 minutes.

> “It was a great introduction to table tennis for me, as I didn’t know the correct way to hold the bat, or even how to serve”

— Employee at HIV Alliance

**Key Achievements for 2011–12**

- 35 companies engaged in workplace scheme
- 56 companies signed up to Active Travel Challenge: www.activetravelchallenge.com
- 15 corporate tournaments across Sussex
The 2011 Games, organised by Active Sussex in partnership with the Co-operative Group, were held at The Triangle Leisure Centre on Wednesday 8 June. It was the largest PYG yet, with 500 young people from 18 schools across Sussex signed up to compete on the day.

The Games were opened by Paralympic sprinter Sophia Warner, who at the time of the event was World No2 and European No1 CP35 (cerebral palsy) at 100m and 200m. Sophia was joined by the nationally renowned BBC sports commentator Paul Dickenson, who generously agreed to lend his support to the popular annual event for young disabled athletes, which is now in its sixth year. Participants aged 10-18 competed in a number of sports including cricket, bocce, swimming and new age kurling. Two new sports – athletics and golf – were added to the competition this year.

Joint Coordinating Officers Diane Farmer and Rachel Land said, “We hope that the Games have once again provided a springboard for local aspiring athletes, as well as increasing the confidence, fitness and self-assurance of all who took part.”

Key Achievements for 2011–12

• The largest event of its kind in Sussex
• Featured 500 participants from 18 special schools
• Supported by Paralympic hopeful Sophia Warner and BBC’s ‘voice of athletics’ Paul Dickenson

Volunteer students from the University of Chichester, Imberhorne School, St. Paul’s Catholic College and Oathall Community College supplied valuable assistance on the day. Local employees from companies American Express, Active Hastings, The Co-operative Group and EDF Energy also gave their time to ensure the event went smoothly. The event was also supported by the Freedom Leisure Trust, who very generously provided the leisure centre free of charge.

Case study:
Parallel Youth Games

“PYG is amazing. It’s great to see everyone take part in all the different events”
— Sussex Paralympian Sophia Warner
INCREASING PARTICIPATION

Basketball Sussex

Active Sussex employs a Basketball Development Officer, whose work is mainly funded by England Basketball. The aim of the officer is to create the highest possible participation levels across all areas of the sport.

The IM Basketball and Ball Again promotional initiatives, introduced in 2011, will be the focus of the Basketball Development Officer’s work over the next four years.

Case Study: Brighton Beach Summer League

In February 2011, the Sussex Basketball Development Officer identified a need for a free, inclusive basketball tournament. The Brighton beach basketball court was an obvious location, although many players who might have used the facility were not given a real opportunity to play as the court was often “hijacked” by the best players in a “winner stays on” system. Creating the summer league, which met once a week from June to August, provided a safe and equitable environment for all players.

The tournament became popular, attracting players from London, Crawley and both ends of the Sussex county. The flexibility of the setup – free to take part, officiated, competitive, respectful – allowed girls, juniors and veterans to join in. A Facebook group provided footage and results. At least six teams took part each tournament day and over 200 players participated. The initiative has helped raise the profile of basketball in Sussex area, promoted opportunities to potential players and provided an outlet for young players.

Key Achievements for 2011–12

- Consolidated basketballsussex.co.uk, attracting 1,200 unique visitors per month
- Over £5,000 raised through small grants and funding schemes
- Exceeded six of England Basketball’s performance indicators, including:
  - Members (over 1,700)
  - Affiliated coaches (91)
  - Volunteers (444)
Developing strong networks

Getting more people into sport and keeping them engaged is a primary aim shared by Active Sussex, National Governing Bodies of Sport (NGBs) and their partners.

Each sport has a national development plan that needs local support. Active Sussex is keen to work with any sport that can increase the quality of sports provision and the quantity of sports participants and has agreed actions with 36 of the 46 sports funded by Sport England. For example, Active Sussex led a successful bid for £33,493 to contract a Sussex Running Activator to get more people running. Other sports can benefit from general initiatives such as access to club development courses, funding advice or promotion of their activities.

NGB officers are generally based across Sussex or the South East but Active Sussex hosts the sports of netball, badminton, hockey, rugby union and directly employs a Basketball Development Officer. By centrally basing their sport at Active Sussex, those NGBs can ensure that their development officers are at the hub of the support on offer. Our Coaching Development Manager jointly created a County Coaching Development Plan with England Netball to get more people coaching more netball. The plan was used as an example of good practice at the national County Sports Partnership conference in March 2012.

Active Sussex remains committed to sharing and supporting the work of NGBs by:

• Connecting NGBs to people that can help develop their sport
• Featuring successes, updates and events in our communications
• Providing advice on club development and funding sources
• Recognising the achievements of those that play or work in the relevant sport at the Sussex Sports Awards
• Helping to train workforce such as volunteers, coaches or club personnel
• Advocating targets to other partners that develop sport

Our County Coaching Development Plan, created with England Netball, was used as an example of good practice at the national conference.
Case study: Active Sussex Network

“The was a very useful meeting and gave me lots of information to cascade down through our local physical activity network” — Cath Smee, Active Hastings

The Active Sussex Network is about bringing member organisations together who deliver sport and physical activity opportunities across the county and beyond.

Meeting three times a year in central Sussex locations, partners receive strategic and policy briefings, share information, attend themed workshops and have an opportunity to network with their peers. In addition, once a year, the network event is combined with the Active Sussex partner conference to provide an annual overview of community sport provision.

Any Active Sussex member involved in the delivery of sport and physical activity can attend free of charge. Delegates are mostly from local authorities, leisure trusts, national governing bodies of sport, health agencies, community organisations and secondary, further and higher education.

A balance is always sought between providing plenty of networking opportunities and presentations and briefings. At the Active Sussex Network in February 2012, for example, delegates received:

• Snippets of industry and Active Sussex news
• Briefing on the Further Education sporting landscape
• Case study on sport for social change
• Presentation management software for community projects
• Tips on helping organisations apply for sports funding
• Endorsement of partners’ roles in delivering community sport

Key Achievements for 2011–12

• 190 delegates attended Active Sussex Network and Partner Conference
• 100% of delegates gave a score of 4 or 5 (excellent) for the network update at the February 2012 event
• 86% of delegates gave a score of 3 or 4 when asked how relevant the agenda was at the October 2011 event

SCHOOL LINKS: Paul Cox of Worthing College presents a further education update to the Network, February 2012
Coach Sussex

Coach Sussex is the driving force behind the Coaching System Support Network (CSSN) offered by Active Sussex. The CSSN supports governing bodies recruit, develop and retain coaches according to the needs of their sport. Coach Sussex has supported the network as follows:

**Coach Sussex Bursary**
Due to an increased need to support coaches with attaining Level 1 and 2 coaching qualifications, the Coach Sussex Bursary will target coaches delivering sport across the county. The scheme will provide coaches with the opportunity to undertake a Level 1 or 2 coaching qualification with a financial bursary made available to support those who successfully complete their course and deliver coaching hours in return. In this first year, 80 applications were received.

**Supporting Coaches Workshop**
Organisations across Sussex benefit from the Supporting Coaches Workshops. These free workshops are delivered by Coach Sussex and supported by sports coach UK. The sessions focus on how clubs and organisations can successfully recruit, develop and retain their coaches. To date, 43 attendees have been trained.

**Communications**
Coach Sussex now provides communications to local coaches registered on the local data management system. The communications provide information on coach education, local coaching opportunities and coach development news. In the past year, coaches have received 26 e-newsletters and over 30 job advertisements for coaching opportunities.

**Workforce Planning**
Coach Sussex has been able to support local workforce planning in line with existing participation targets. Coach Sussex has also been able to provide headline data from its local data management system to national governing bodies of sport. This information includes the number of active coaches and those working with participants aged 16 and over. In the past year, Coach Sussex has supported a workforce audit and plan for golf and had joint workforce plans with basketball, netball and badminton.

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**Key Achievements for 2011–12**
- 600 online coach profiles completed on the local data management system
- 61 coaches attended coaching network breakfasts
- 80 applications for the Coach Sussex Bursary
- 43 attended Supporting Coaches Workshop
- 26 e-newsletters delivered to local coaches
- 30+ coaching vacancies (to coach participants aged 16 years and over) distributed to the network

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**Case study: Talent Coaches Breakfast**

Leading coaches from across the South East gathered for the first talent coaches breakfast at K2 Crawley in February.

Newly appointed Talent Lead at sports coach UK, Stuart Armstrong, introduced the session by raising a question mark over the tag ‘talent’.

“Do we know what we mean when we say, ‘talent’ or identify a young person as ‘talented’?” he asked.

Armstrong, a former full-time performance coach for golf and hockey, drew out a number of hot topics for performance coaches, including a prescient debate on whether individuals should be selected on the basis of current form, or on potential.

“The breakfast was an overwhelming success,” said Active Sussex’s Anthony Statham. “We had a full house of high-level professionals, who all contributed to a fascinating discussion around contemporary coaching practice.”

www.activesussex.org
Sussex Disability Sport Group

The Trust was able to provide administrative support to the Sussex Disability Sport Group (SDSG) which 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. Even with the cessation of external funding in August 2011, the group continues to provide a fantastic forum through which best practice is shared and new ideas are discussed.

Since September 2011, the group has been chaired by a representative of the Inspire Leisure Trust (based in Littlehampton), and it continues to look at ways of attracting more funding for disability sport into the county.

To support the work of the group, this year Active Sussex embedded the excellent Parasport Club Finder search engine on the disability sport pages of activesussex.org.

Key Achievements for 2011–12

- Increased coordination with English Federation of Disability Sport and regionally
- Advice and guidance for the successful staging of the Sussex Parallel Youth Games 2011
- Only forum of its kind in the South East
- Parasport Club Finder added to activesussex.org

Active Sussex launched the first publication in its new Library of Sport series at the Sussex Coaching Forum on 28 March. Joint authors Anthony Statham, of Active Sussex, and Philippe Crisp of the University of Chichester, presented a number of workshops and discussions drawn from the report, entitled Participation in Community Programmes.

The report that formed the basis of discussion, produced in conjunction with Active Sussex gold tier partner University of Chichester, started life as an academic research paper. “Our aim was to take heavy-duty academic research and make it applicable in a grassroots setting,” said Anthony Statham. “With the addition of on-the-ground input from the forum, we have brought together the two elements to produce what we hope is a useful research tool for coaches.”

“The event was helpful to me as an NGB rep on a county and regional level,” said Danny Williams, South East Regional Officer for the Angling Development Board. “I think a real cross-section of coaches would benefit from attending similar forums across the region.”

“A real cross-section of coaches would benefit from attending similar forums across the region” — Danny Williams, South East Regional Officer, Angling Development Board
Active Sussex facilitates the planning and delivery of a training and education programme relating to minimum operating standards for National Governing Body club, coach and volunteer development in Sussex. This year, 14 sports coach UK and runningsports workshops ran successfully across the county.

The workshops delivered included:

• Nine sports coach UK Safeguarding and Protecting Children workshops in North Wealden (2), Brighton & Hove City Council (3), Arun (2) and Rother (2)
• Three sports coach UK Equity in Your Coaching workshops in Horsham, Bexhill and Chichester
• One runningsports Funding Your Club in Hove (in conjunction with B&HCC)
• One runningsports Developing Partnerships with Clubs and Schools (in conjunction with BHCC)

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 and discounts were offered to Clubmark clubs.

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.

In 2011/12, 30 Sussex clubs achieved Clubmark accreditation.

This year 30 Sussex clubs achieved Clubmark, the national sports quality accreditation scheme for clubs with junior sections.

Supporting national standards
Safeguarding and protecting children

We have maintained the advanced safeguarding standard for sport and encouraged our partners to work to the same high standards. We continue to receive ad hoc enquiries from partners seeking advice on child protection issues.

All nine sports coach UK Safeguarding and Protecting Children courses which we have organised have been full resulting in 180 people gaining the minimum level of qualification and knowledge to run their sport safely for children.

We ensure that all project leads for our Under 18s funded programmes have declared that they have the necessary child protection procedures in place to safely run their activity.

“Although I have been coaching children for many years, the course organised by Active Sussex was a great refresher”

--- Neil Pimmer, golf coach

Key Achievements for 2011-12

- 180 coaches and volunteers attended nine Safeguarding and Protecting Children Courses
- 100% of organisations confirmed that they were safe to run U18s sports sessions funded by Active Sussex
- Ongoing service for partners to raise concerns confidentially

Case study: Sussex Golf Partnership

The Sussex Golf Partnership works closely with golf clubs to achieve Golfmark — a National accreditation scheme which recognises junior and beginner friendly golf facilities. Clubs are assessed on coaching and playing, club environment, child protection and duty of care.

Neil Pimmer, Coach Coordinator for the Partnership said: “Although I have been coaching children for many years, the Safeguarding and Protecting Children course organised by Active Sussex was a great refresher. The tutor knew his stuff which has helped me to get prepared for our new Safeguarding Policy.”
Community sport creates great news stories, incredible images and many opportunities to celebrate achievement. Active Sussex assists its partners in communicating a positive message via dedicated events, press and publicity support and advocacy.

**Strategic Representation**
To represent sport and physical activity across the county, Active Sussex has joined and/or provided support to 15 strategic groups:

- Active Eastbourne Strategy Steering Group
- Active Hastings Strategy Steering Group
- Brighton & Hove Sport & Physical Activity Strategic Group
- East Sussex Strategic Partnership
- Lewes Health and Leisure Strategic Partnership
- Rother Active Communities Steering Group
- Sport Business Network
- Sussex Disability Sports Group
- Sussex Enterprise
- Sussex National Governing Body Forum
- Sussex School Games 2012 Local Organising Committee
- Sussex School Games Organisers Network
- West Sussex Working Group for the 2012 Olympic and Paralympic Games
- West Sussex Culture and Sport Policy Officers Group
- West Sussex Culture and Sport Board

Regionally, our senior officers represented Sussex on the County Sports Partnership Network (CSPN), where there are strategic groups for Children & Young People’s Sports Development, Coaching Development, National Governing Bodies (NGBs), Safeguarding, Strategic Policy and Workforce Development. Individual officers represented Sussex on national CSPN communications and NGB steering groups, while the Chief Executive represents the interests of the South East region County Sports Partnerships on the National CSPN Board, and meets with its majority funder Sport England on a quarterly basis to review progress.

Active Sussex continues to engage politically to ensure the value of community sport is recognised at the highest levels locally and nationally.

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**Sports promotion & advocacy**

**RIDE ON:** Brighton’s Jack Hoyle takes victory in the keirin at the School Games, Olympic Velodrome, Stratford, May 2012
PHOTO: GUY SWAREBECK/trackcycling.me.uk
An audit of our website, www.activesussex.org, in 2010 demonstrated the need for redevelopment. As a result of this review, a new website was successfully launched – on time and to budget – in August 2011. Meanwhile, over the course of the year, the communications team consolidated Active Sussex’s online presence, drawing over 26,000 absolute unique visitors to the website.

Active Sussex launched a new Facebook page this year as part of its Brighton Sport Makers marketing campaign for Brighton & Hove City Council. In conjunction with a competition to win an iPad, the Facebook page has attracted over 800 followers. The Trust continued to maintain its position as an influential force online by yet again doubling the number of its Twitter followers to over 1,500. Members of staff and trustees have been encouraged to develop their own social network profiles and write blogs to promote the work of the Trust.

Active Sussex’s e-newsletter, which is distributed to over 3,000 subscribers each month, remains at the heart of its marketing and communications. Clickthroughs stand at 30 per cent and its e-news is being read as far afield as the US, Australia and Japan. The monthly envelope was redesigned to match the branding of the new website and will be in place in time for the 2012 Olympics.

Our global reach online is supported by strong local connections in traditional media, with regular coverage in regional newspapers, radio and magazines, reaching over 150 editorial mentions across all media in the year to 31 March 2012. Active Sussex maintains a print presence at county level, thanks to an in-kind sponsorship deal with Sussex Sport, a monthly glossy magazine. The Trust provides the content for a page of community sports news every month, creating greater exposure for clubs, NGBs and sponsors.

The Sussex Sport Awards, which reached its ninth year in 2011, 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 2011 included Virgin Holidays and, for the second time, BBC Sussex joined the Awards as its official media partner.

Key Achievements for 2010–12
- Launch of redesigned website in August 2011, attracting over 26,000 absolute unique visitors to March 2012
- Active Sussex sponsored events featured more than 150 times in press editorial
- Nearly 3,000 followers across Active Sussex social networks
- Dedicated editorial pages in Sussex Sport magazine every month
- Twitter followers doubled to over 1,500

With London 2012 fast approaching, Active Sussex chose to unite all its legacy projects under one banner – Sussex Legacy – to bring the sporting magic of London 2012 to our local communities.

The leap day, 29 February, was selected to launch the six strands of its sporting legacy plan for Sussex: Sportivate, Sport Makers, Sussex Sports Awards, School Games, Sussex Coaching Bursary and Active & Healthy Workplaces.

The Trust picked Sussex County Cricket Club as the venue for the launch, and invited former England rugby union international Alastair Hignell CBE to deliver the keynote speech. It was the perfect combination, with the event being picked up by BBC South and covered extensively in local and regional press.

Hignell praised the work of the County Sports Partnership and the government’s plan to create real opportunities for sport in Sussex and across the country after the Games. He said the country had drawn inspiration from previous high profile sporting events, particularly England’s 2003 rugby World Cup victory.

“It’s good to see we have learnt from the experience of the [rugby] World Cup. There was a very large increase in participation in the sport after England’s win and this was in large part due to the development work that went on behind the scenes before and after New Zealand.

“The thinking about what happens after the Olympics this year in London has already taken place to ensure the Games will be a participation event, and not simply a demonstration event.”

— Alastair Hignell CBE

“The thinking has already taken place to ensure the Games will be a participation event, and not simply a demonstration event”
Case study: Sussex Sports Awards

The Hilton Brighton Metropole Hotel was once again the venue for the annual Sussex Sports Awards in November 2011, featuring 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 fourth 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 1,300 votes were cast during the voting period, increasing the public’s awareness of the clubs involved and the forthcoming awards night.

A new addition this year was the Power of Sport Award, sponsored by Sussex’s two leading professional sports teams – Brighton & Hove Albion Football Club and Sussex County Cricket Club.

The 2012 event will return to the Hilton Brighton Metropole on Friday 23 November 2012.

“I’m on cloud nine right now. Sussex has always been a great help to me”

— Ben Quilter, Paralympic judo contender

Key Achievements for 2011–12

- Funded by sponsors, including Virgin Holidays and Rix & Kay Solicitors LLP
- BBC Sussex retained as official media partner
- 100% positive feedback on the venue from attendees
- Judges drawn from Sport England, Skills Active and sports coach UK
Active Sussex is delighted to report on yet another year of sound governance and financial management, and continues to provide its stakeholders with the assurance that their funds have been utilised efficiently and effectively.

Income and expenditure

Income for the year ended 31 March 2012

- Sport England Grants 76%
- Other Grants 7%
- Sponsorship 4%
- Local Government 3%
- Operating Income 10%

Active Sussex - Gold Tier Partners

Operating 27 leisure centres across the County, providing a range of community sport opportunities.
**Income and expenditure**

Total expenditure for the year ended 31 March 2012

- **48%** Staff Costs
- **20%** Legacy participation programmes
- **28%** Club, coach & volunteer development activity
- **3%** Other Support Costs
- **1%** Governance Costs

Expenditure excluding staff costs for the year ended 31 March 2012

- **47%** Sport Development - Legacy
- **16%** Sport Development Events
- **14%** Operational
- **14%** Active & Healthy Workplace
- **5%** Sport Development - Coaching
- **4%** Sport Development - Sport Specific

The total income received for the period was £705,770. The total expenditure was £699,929 giving an overall surplus of £5,841 for the year ended 31 March 2012.

The principal financial management policies and procedures deployed during the year can be found in the Trustees Annual Report and Accounts 2011-12.

This financial summary is for the purposes of illustration and is not intended to be exhaustive. It is a summary of the full annual report, which has been audited, independently examined and subject to a reporting accountant’s report. To obtain a copy of the full annual accounts, contact the Sussex County Sports Partnership Trust registered office on 01273 643869 or info@activesussex.org
Contact information
To find out more about the work of Active Sussex

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