Annual Review
2013-14

Making sport and physical activity a part of everyday life
What we mean by sport:

Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competitions at all levels.

Council of Europe definition (1992)

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Introduction

The purpose of our annual review is to tell you:

- Who we are
- About the progress we are making
- The risks and challenges we face
- What we intend to do next

From the Chair and the Director

Cornwall Sports Partnership has a successful track record in developing strategic partnerships, programme delivery, collaborative working and championing the impact of sport and physical activity for the benefit of Cornwall and the Isles of Scilly.

We enjoyed another year of achievement during 2013/14 which we would like to share with you in our annual review.

At the end of March 2014 sports participation in Cornwall had increased faster than any other area of the country in the period from 2005/6 when the national Active People survey began. This placed Cornwall as the 4th most active region of the country. Good news indeed!

Our story for 2013/14 is one of joined up working for a common purpose, to get more people active in sport and physical activity across Cornwall. It’s a partnership approach and we would like to thank all those we have worked with and share our vision for their continued support and commitment.

While we know that sport changes lives for the better, we also know there is more work to do to really make sport a habit for life for the majority. That’s the task that we continue to pursue to help people enjoy, achieve, be healthy and live a long and independent life.
We believe in …

Making sport and physical activity a part of everyday life
(Our mission)

Which is delivered through our 4 strategic priorities of …

Community
Children, Young people and Education
Physical Activity and Health
Workforce

We do this because …

We believe in the power of sport to change lives for the better and contribute to enjoyment, a sense of fulfilment, improved health, educational attainment and contribute to the local economy.

We deliver the above through …

- Working in partnership
- Connecting national sporting priorities to the local area
- Delivering programmes, courses and activities
- Promotion of local activities
- Setting standards
- Developing and deploying coaches
- Encouraging and recognising volunteers
- Providing advice on grant funding
- Delivering needs led courses and workshops
- Championing the value of sport and physical activity
- Developing knowledge and insight
- Raising the profile of sport
Community

Supporting sports clubs and other organisations to raise the funds they need is an important part of our community work. Investment into sport that we assisted with totalled £450,000 for the year, which was consistent with previous years. During the year we held our ever popular Funding Fair supported by national funding partners and attendees learned about the latest funds available for sport and how to apply.

We have enjoyed continued success in bringing national sporting priorities from over 20 sports to Cornwall and our work in this area has been nationally validated as excellent.

Running was the big participation winner during the year. Our work to increase running through the Beginner Running programme has introduced 1,000 people to the experience of regular running with like minded people who have enjoyed improving week by week.

We were pleased to establish the first parkrun – weekly informal free timed 5k run - in Cornwall in February which attracts an average of 90 runners per week and several hundred overall.

We were also delighted to be able to introduce people across Cornwall to the delights of informal table tennis via PING! Cornwall which placed 20 tables across the county and encouraged thousands of people to have a go.

Spotlight on Sportivate

Sportivate brings sporting opportunities to young people aged 14 – 25 to help them experience a regular enjoyable sporting experience over a 6 week period. Apart from exceeding our targets and retaining 1045 young people we were delighted to receive the accolade of regional project of the year. One participant from Cornwall was also nominated and recognised as National Participant of the Year, an award that goes to the person for whom engagement with the Sportivate programme has had the greatest impact.

Sportivate deliverers said:

“most surprised at the number of youngsters we attracted to the club. Some have shown a high level of ability and could become good club runners”
Hayle Runners

“the successes we have had showed everyone involved that the potential is out there to change lives and increase sports participation amongst the target age range”
Penzance Canoe Club
Starting young and developing physical skills provides the foundation for a lifelong engagement with sport and can help with educational attainment. Our partners in this work include School Games Organisers, School Sport Organisers and the Youth Sport Trust.

We were delighted to work with schools to help improve sport and physical activity for 5 – 11 year olds, thanks to the Primary Sport Premium initiative which every primary school receives. We are working to link schools to their local communities and assist when further support is needed to ensure that all students have a positive introduction to sport.

The Satellite Clubs programme began during the year and provided come and try it clubs at 8 schools linked to a local community sports club. This work is important for helping students transition from school to community sport, by creating enjoyable accessible opportunities to play sport.

Along with Tempus Leisure Cornwall’s largest manager of indoor leisure facilities and other providers we jointly supported 37 of Cornwall’s most talented young athletes, to gain concessionary access to leisure centres across Cornwall to support their training.

**Spotlight on Sainsbury’s Cornwall School Games**

The Sainsbury’s Cornwall School Games once again proved to be an exceptional sporting opportunity for 3,000 young people from across Cornwall. Throughout the year students compete and qualify for the games culminating in the county wide celebration of sport in June, which was hosted on this occasion by schools in the Redruth area.

The games offer a rare chance for students to experience the thrill of a multi-sport occasion, with students from 25 sports joining together in an Olympic style opening ceremony before competing at one of 7 host venues.

To support the competitors 200 volunteers drawn from the student population are trained and deployed to help the games provide a memorable experience for all those involved.

The Games are organised in partnership by Cornwall Sports Partnership, Local School Games Organisers, Cornwall Schools and Head Teachers and the different National Governing Bodies of Sport through a Local Organising Committee.

**Marie Hunter, Chair of the Local Organising Committee for the 2013 Sainsbury’s Cornwall School Games and Headteacher at Penryn College said:** “Having over 3,000 young people of all ages competing in the third Cornwall School Games was a day to be remembered for a lot of people for a very long time. It was very special to see the pride of the medal winners as well as hear the team spirit in the cheers of their fellow competitors. It was a moment to be remembered.”
Physical Activity and Health

Physical activity for health gained further support being termed a ‘miracle cure’ in some quarters a sentiment we fully support.

We continued to develop the advice and opportunities available through the Get Active Cornwall website, adding a section for older people and developing further new content. Visits to the site went up again this year and registered users reached 4624 and providers promoting their activities reaching 952 plus.

The draft Cornwall Physical Activity strategy aimed at reducing levels of inactivity was progressed during the year and will play a key role in identifying priority actions and co-ordinating action. The work was developed with the Physical Activity Working Group and will lead to the full strategy being completed in the current year.

While the Cornwall environment is a great asset it does not always oblige. A clear morning sky gave way to torrential rain and 20 workplace teams and 200 people reluctantly let the weather win the day as we had to cancel the 2013 Cornwall Beach games event. Note: We bounced back in May 2014 with a spectacularly warm and cloudless day.

Spotlight on the Get Active Challenge

The Corporate Get Active Challenge aims to get workplaces more active. It gives Cornish workplaces the opportunity to compete against one another while undertaking physical activities and sport. Teams of three undertake activities of their choice which are converted into miles and plotted against a virtual map of the Cornish coastline. The Challenge is open to all employees of any level of fitness who undertake activities or do none at all. Over the six weeks of the Challenge the aim is to encourage employees to be more active and make activity a lasting habit for life.

210 people in 70 teams of three completed the Challenge in 2013 and recorded over 7,700 hours of activity a 20% increase in activity over 2012. Walking, cycling, running and going to the gym proved to be particularly popular ways to undertake the challenge.

65% of participants felt that they had improved their activity levels, with 80% reporting a positive effect on morale and 91% saying they would do the Challenge again.

In praise of the Get Active Challenge:

“The competitive rivalry is great and we spur each other on, in fact that’s my favourite part of the Challenge – there’s a lot of friendly banter.”

“There was a buzz about the workplace - people were talking about exercising even though they didn’t join the Challenge.”

“It’s been great working as a team towards a common goal while keeping fit at the same time.”

2013 Challenge Participant
Workforce

Sport is powered by a large volunteer workforce which we are keen to support to encourage and inspire increasing numbers of participants.

Our main focus this year was on supporting coaches to achieve minimum qualification standards and opportunities for deployment. A new area of work was with college age coaching activators who showed enthusiasm to volunteer in sport and in return were supported to obtain their coaching qualifications. We were delighted to support 43 people to begin their coaching career during the year.

608 people attended workshops and courses to upgrade their skills and qualifications and 10 talented coaches were identified and attended extra professional development courses.

The annual Cornwall Sports Awards once again produced exceptional nominations leading to the spectacular awards evening in November 2013 with 200 guests at the Headland Hotel, Newquay. It was as ever a genuine pleasure to recognise and reward people who volunteer their time to inspire others to enjoy and achieve in sport.

Spotlight on Get Coaching Cornwall

Get Coaching Cornwall is our coach and volunteer database and qualification tracker. Its purpose is to help coaches achieve the minimum standards for coaching and deployment.

Interest has grown further in this work with 1,289 coaches and 1,063 volunteers registered by the end of the year. In addition 23 workforce audits were undertaken with national governing bodies of sport.

In total this work resulted in the deployment of 437 coaches and activators delivering quality coaching to 19,775 participants.
What our Key Stakeholders said

Our relationship with key stakeholders is important and we are pleased that they continue to value our work as can be seen from the key stakeholder survey results below.

100% of respondents reported that they were satisfied or very satisfied with the work of Cornwall Sports Partnership.

The survey results reveal continuing high levels of satisfaction with the work of the partnership. There is also a broadening base of key stakeholders, indicating the growing value of sport and physical activity to other areas of activity. While 83% of respondents described their understanding of the work of the CSP as good or very good, 17% described their understanding as only fair or poor, perhaps a reflection of the broadening stakeholder base.

Respondents expressed high levels of satisfaction with the professionalism and helpfulness of staff, the promotion of local funding advice and the marketing and promotion of sport and physical activity.

The areas of our work which respondents felt was most important to them were the support for local partners to connect with Governing Bodies of Sport, providing support for clubs and volunteers, co-ordination of the Sportivate project and providing funding advice.

Good levels of satisfaction were expressed with our communications, though a small but significant number reported an unawareness with our newsletters and social media presence. We will be looking to address this in the year ahead.

Stakeholders said:

“Very professional team that supports any projects we are involved in”

“Always helpful and keen to work in partnership”

“I would say that CSP work hard to provide support for sports based activities across Cornwall.”
The Market Conditions for Sport

10 facts about Cornwall

1) Participation in sport has risen faster than other areas of the country and Cornwall is the 4th most active area of the country. (Active People survey)

![Graph showing total participation 3x30 (12 days plus)]

2) The population of Cornwall has grown faster than other areas of the South West and is projected to increase by a further 13.4% (compared to 2011 census levels)

![Graph showing total population (16+) change]

3) Cornwall Council will need to reduce financial support to leisure facilities due to budgetary constraints

4) Life expectancy has increased nationally and locally in the last 20 years. In Cornwall this means an increasing number of people who are frail or who have long term conditions.

5) 280,000 people in Cornwall have circumstances or have made personal choices that put them at risk of poor health (Public Health Annual Report 2013/14)

6) 85,000 people in Cornwall are successfully managing their health and well being themselves (Public Health Annual Report 2013/14)
7) More adults in Cornwall want to do more sport compared with the rest of England. (Active People survey)

8) Employment in sports businesses has increased faster than in other areas of the country.

9) Obesity is the major causal factor for a number of non-communicable diseases and if current trends continue there will be increasing cases of coronary heart disease, diabetes and hypertension

10) Physical activity – overwhelming evidence of the importance of physical activity in enabling a healthy and fulfilling life
Cornwall Sports Partnership 2013/14 - At a glance

**Sportivate**
More than 1045 (118% of target) completed 6 weeks of activity to increase participation in the 14 -25 population

**Funding Fair**
150 attended to receive the most up to date information on funding opportunities

**Marketing and Communications**
Responded to increased demand created by additional products and services

**Club Support**
6 clubs supported to improve their skills and access to funding

**School Games**
3,000 competed in 25 sports at 7 venues, supported by 200 volunteers

**Investment**
31 applications for Inspired Facilities funding. 8 out of 10 successful applications accessed CSP advice

**Coaches**
1,289 registered and assisted to improve their qualifications

**Disability Sport**
Disability basketball team formed and grant secured to purchase wheelchairs

**Get Active Challenge**
210 people took the 'Get Active Challenge' to find out the county’s most active workplace team

**Customer Satisfaction**
100% satisfied or very satisfied with the services of the sports partnership

**Annual Sports Awards**
Celebrated the achievements of over 100 nominees

**Ambassadors athlete support scheme**
42 supported with free access to training facilities

**CSP by Numbers 2013 ~ 14**

**Get Active Cornwall Website**
5,000 visits per month to learn how to get more active

**Adults active once per week for 30 mins**
40% of adults active once per week. 4th highest level of participation nationally

**National Governing Bodies of Sport**
Ongoing support to assist NGBs increase participation in sport

**Community Games**
30 Community Games supported in local communities

**Continuing Professional Development**
Supported 1035 people to develop their skills in sport

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Financial Summary

Summary Income & Expenditure 2013/14

Income is slightly up on last year due to new work secured from Sport England who remain the largest funder of the partnership accounting for 76% of income. Other elements of income remain largely the same as in the previous year.

In a people based business it is no surprise that expenditure on employees remains the highest proportion of expenditure at 56%. Administration costs are maintained at a low level of 7%, ensuring that the maximum amount of resource is spent on delivering our products and services.

In the coming year we will be working to reduce the overall percentage of our work supported by Sport England to aid longer term sustainability.

### Income 2013/14

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<th>Source</th>
<th>£</th>
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<tr>
<td>Sport England</td>
<td>525,400</td>
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<tr>
<td>Other Grants</td>
<td>63,500</td>
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<tr>
<td>Earned Income</td>
<td>40,000</td>
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<tr>
<td>Sponsorship</td>
<td>4,500</td>
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<tr>
<td>Brought Forward</td>
<td>56,100</td>
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<td><strong>Total Income</strong></td>
<td><strong>689,500</strong></td>
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### Expenditure 2013/14

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<th>Category</th>
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<tr>
<td>Employees Costs</td>
<td>387,100</td>
</tr>
<tr>
<td>Transport Costs</td>
<td>11,500</td>
</tr>
<tr>
<td>Supplies &amp; Services</td>
<td>291,000</td>
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<tr>
<td><strong>Total Expenditure</strong></td>
<td><strong>689,500</strong></td>
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During 2013/14 we have worked in partnership with a large number of organisations, the main ones being:

- Sport England
- National Governing Bodies of Sport
- Cornwall Council
- Leisure trusts (including Tempus Leisure)
- Schools and colleges
- Public Health
- Health Promotion
- Local Enterprise Partnership
- Sports Clubs and coaches
- Volunteer Cornwall

**Our Partners**

**Our Team – Proud to work for you**

During the year we began a re-structure of our core team, which now lines up as follows:

**Craig Handford** – Development Manager – Education and Health

**Rob Harrison** – Workforce Lead

**Steve Hillman** – Inclusion Officer

**Natasha Howard** – Community Lead

**Rachel Knott** – Young People Lead

**Bruce Lockie** – Physical Activity Lead

**Sarah Mageean** – Marketing and Communications

**Paul Marsh** – Project Co-ordinator

**Tim Marrion** – Development Manager – Community and Workforce

**Lindsey Mayes** – Support Officer

**Lewis Sanders** – Project Co-ordinator

**Mike Thomas** - Director

We were pleased to welcome a few new faces during the year in Craig Handford, Paul Marsh and Sarah Mageean.

Best wishes and thanks for her contribution to sport go to Lisa Robins who departed during the year.
Louise Osborne – Chair
Adam Paynter
Beth Mayman
David Parr
Will Morris
Alan Sedgely
Cindy Marsh
Rod James – special thanks to Rod who stood down as Chair during the year and retired from the board to concentrate on his passion for cycling. We are grateful for his help and guidance.

The Future

Over the next year we intend to embed our new structure and develop our priority work areas to grow and diversify our funding base. In support of this we will be improving the measurement of our impact to ensure that the benefits we know sport can bring are more widely valued and understood.

To enable us to achieve the above we will of course be continuing to work closely with our existing partners and customers as well as develop new relationships.

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