Annual Review
April 2016 - March 17

Leaving our lives to chance?
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The annual review is written for anyone interested in the benefits of physical activity; physical and mental wellbeing, individual development, social and community development or economic development. This will include those from sporting and non sporting backgrounds. It is intended to reach out to a wider audience interested in the outcomes, to include those who have yet to investigate how Sport and Physical Activity might help them achieve their outcomes.

Almost half of the population of Cornwall are not meeting the required levels of activity for good health and around 20% are not active in any way. As a result many children are leading sedentary lives, are overweight or obese and are not fulfilling their potential at school. Adults are spending more of their lives in poor health and are dying earlier than they need to. The wide range of diseases associated with inactivity is costing the Cornish economy over £100 million in health care, social care and lost productivity each year. The problem is not going away and with an expanding and ageing population it is likely to get worse.

The good news is that much of this is largely preventable if action is taken. This strategy aims to reverse this situation and ensure that 50,000 more people in Cornwall and the Isles of Scilly are more physically active as part of daily life by 2020. It calls on a wide range of organisations, professionals and volunteers to play their part in creating the conditions to make it easier for people to be more active. In doing so, it will deliver wide ranging benefits not only to the individual in terms of physical and mental wellbeing but in wider social, community and economic impact. See the diagram below.

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**Government Outcomes for Physical Activity**

**Physical Wellbeing**
- Prevention of medical conditions
- Maintenance of strength, balance and motor skills
- Management of medical conditions
- Improved sleep
- Increased energy levels
- Healthy development in early years

**Mental Wellbeing**
- Enjoyment and happiness
- Improved self-esteem
- Reduced anxiety, stress or depression
- Improved cognitive functions
- Dementia prevention and treatment

**Individual Development**
- Impact on employment opportunities
- Improved confidence and self-esteem
- Development of soft/social skills
- Educational behaviour and attainment
- Increased self-efficacy
- Reductions in anti-social behaviour

**Social & Community Development**
- Promoting social trust
- Reducing isolation
- Bringing people from diverse backgrounds together
- Volunteering and social engagement
- Helping new migrant communities to integrate

**Economic Development**
- Employability and employment
- Sport tourism
- Health sector savings
- Economic value of crime reduction
- Increased economic activity
- Savings through prevention of public sector spending
Introduction from the Chair

‘Leaving our Lives to Chance?’ the annual review from Cornwall Sports Partnership captures in one short phrase the chances we take with our lives by remaining stubbornly inactive. Reducing inactivity is a new and emerging change of direction for the CSP, influenced heavily by a new national strategy for sport and physical activity, which demands outcomes with wider benefits for society. This change of focus now links our work directly to contributing to health outcomes for Cornwall and the Isles of Scilly and its residents.

The relevance to Cornwall is that right now in Cornwall approximately 280,000 of us are ‘Leaving our Lives to Chance’ by the behaviours we choose to adopt including approximately one in five of the adult population who are inactive, not even managing 30 minutes of moderate intensity activity per week.

Reducing inactivity is a huge task and one we can’t solve alone, needing the collective effort of individuals and organisations working in partnership. You can expect our focus to be on the types of physical activity and advice to get people started such a walking, cycling and dance.

The change of focus does not mean that we are abandoning those of you who love sport, we’ll still be providing you with advice and support. It’s more about the emphasis of our work. Within this year’s review you will clearly read about the changing nature of our work to focus on reducing inactivity while continuing to support the core sports market of clubs, organisations and volunteers. We think it’s an exciting and difficult challenge, but one we intend to meet head on.

Leaving your life to chance? It’s your choice.

Louise Osborne
Chair
Cornwall Sports Partnership
Cornwall snapshot

Our population........

Understanding our population

- The people of Cornwall & the Isles of Scilly
  - 4,000 approaching end of life
  - 4,000 with complex conditions needing more help
  - 20,000 needing some help
  - 135-145,000 managing long term conditions well
  - 280,000 at risk
  - 85,000 people living well

24 hour support available
Managed care
Co-ordinated care
Supported to Self-manage
Targeted prevention
Ad hoc treatment and support

........ has a number of unhealthy behaviours ........

5 behaviours lead to 5 diseases which cause
- Smoking
- Physical inactivity
- Unhealthy diet
- Excess alcohol
- Lack of social connections
- Cancer
- Heart disease and stroke
- Bone and joint conditions
- Mental health conditions
- Lung disease

75% of deaths and disability

........ and inactivity disproportionately affects lower socio economic groups ........

Stubborn gap between high and low SEGs
with 1 in 5 of the population being inactive

**Adult activity levels in Cornwall**

<table>
<thead>
<tr>
<th>Cornwall Activity Levels</th>
<th>Inactive</th>
<th>Fairly Active</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult (16+) - moderate to vigorous</td>
<td>&lt;30 min/wk</td>
<td>Not meeting guidance 30-149 min/wk</td>
<td>Meeting guidance 150+ min/wk</td>
</tr>
<tr>
<td>Active Lives</td>
<td>21.9%</td>
<td>14.6%</td>
<td>63.5%</td>
</tr>
</tbody>
</table>

Cornwall Inactive **21.9%** / Fairly Active **14.6%** / Active **63.5%**

changing behaviours can have a huge impact

changing behaviours can have a huge impact

and we need to learn to change behaviours at scale

Population level change requires ‘whole system’ approaches

... to achieve our ambition of 50,000 people more active by 2020.
Our Objectives
Cornwall Sports Partnership is one of 43 sports partnerships across England joined by a common purpose to increase participation in sport and physical activity.

Our mission is ‘Making sport and physical activity a part of everyday life’ supported by our vision of:

‘Improving lives through increasing the number of people building activity into their everyday life for enjoyment and achievement, benefitting their health and well being, education and the local economy.’

How we go about our work is important and we have adopted core ACTIVE values:

Ambition / Collaboration / Trust / Innovation / Value / Excellence

COMMUNITY PORTFOLIO

Main Objective – develop opportunities for the whole community to get active

As the scale of the challenge of developing opportunities for the ‘whole community’ became apparent this year we started more of a focus on specific target groups;

- women and girls through the #ThisGirlCan project,
- those with Mental Health challenges and focusing on the workforce to engage this audience,
- older people through leisure centres; and
- communities in areas of high deprivation and a better understanding of partners already in this space like Treyla, StreetGames and CRCC.

In contrast we saw the work with core customers as a success and key relationships with National Governing Bodies continued throughout the year. Helping partners access the new Sport England funds in Cornwall was a priority, and we successfully delivered two large funding events for over 200 organisations. We also launched our own crowdfunding platform with national provider Podium Partners (PP). We found crowdfunding through the PP platform more time consuming and less successful than we would have liked.

As the year closed we anticipated building a positive relationship with with GLL the new leisure provider of 15 leisure facilities across Cornwall. Our sector leading delivery of Sportivate – activities for less active young people – introduced 871 young people into new regular activity.

Our disability delivery remains a strength with a fully sustained and ever growing Special Olympics programme. This year saw the end to our Sport England funded Learning Disability (LD Active Kernow) project which engaged with 2,746 people with a learning disability and introduced them to the benefits of regular physical activity.

- 200 organisations given funding advice
- 871 young people active
- 2746 people with LD now active
Spot light on ‘2017 Cornwall Community Club Survey’
In early 2017 we carried out our annual Club Survey where 185 clubs completed the survey from 31 different sports ranging from the more traditional to Pentaque, Nordic Walking, Surfing and Surf Life Saving. This also included some disability clubs from Boccia and Wheelchair Basketball.

These clubs were located from across the whole of Cornwall and 55% had achieved ClubMark and 76% had a junior section.

Key findings included:
- 56% reported an increase in junior members
- Only 11% reported a decrease in adult participation
- Majority of people live within a 10 mile radius of their club
- Clubs identified the following as their biggest challenges: funding, volunteers, cost of facilities, recruiting players and coaches.
- Clubs wanted more support in gaining funds, establishing links with schools, availability of facilities and general marketing and promotion.

WORKFORCE (including volunteers)

Main objective – underpin delivery with a skilled, motivated and valued workforce (Volunteers, Coaches, Leaders, Activators, Officials)

Another successful year within a new era for coaching support and one that needs to see a further shift within the next twelve months to really understand coaching in the wider context and what workforce is required for our targeted audiences.

This year saw some very targeted delivery in order to gain insight and learning within some very specific areas. This included:
- Establishing a new #ThisGirlCan focus group of coaches with 35 female coaches all coming together to share best practice and be advocates for coaching women and girls.
- Creating and embedding the new Volunteer Solutions Pathway for young people in education through the Duke of Edinburgh Scheme, those in further education through the Get into Coaching project and feeding into adults in the workplace.
- Fit for Life partnership project with Pentreath (Mental health charity) for coaches to be mentored by mental health workers and vice versa.
- It is early days yet but there is a nice compact group of 23 coaches for a number of sports working at the first selective environment called ‘Bring Out the Best’, coming together and sharing best practice with support from Marjons.

There has also been over 500 club members supported with CPD / Courses & Workshops.
Workforce cont...

We cannot let the year pass without mention of the Cornwall Sports Awards which continues to go from strength to strength and had a focus on #ThisGirlCan campaign this year recognising and rewarding over 100 volunteers and organisations for the work they do to get others active.

The challenge moving forwards and the task has been set to really understand the learning from this delivery and have a granular understanding of the workforce in Cornwall, what motivates it and its behaviours. We feel we are ready for the task in hand and growing our insight and knowledge into the workforce requirements in Cornwall is a priority.

PHYSICAL ACTIVITY AND HEALTH PORTFOLIO

Main objective – maximise the impact of sport and physical activity on delivering positive health outcomes

Developments around the Physical Activity Strategy have dominated this area of our work and has received approval by the Health & Wellbeing Board. The strategy was formally launched by the CEOs of Cornwall Council/Public Health England and the Chairs of the Health & Wellbeing Board and Local Economic Partnership together with over 100 key stakeholders at the first Physical Activity Summit, jointly hosted with colleagues from Public Health.

Over the last 12 months this work has extended to include a significant contribution to the tender process for the new Council leisure services contract, a joint bid to ‘Active Ageing - Reducing Inactivity fund’ and the development of an expression of interest on behalf of the local authority to become a Sport England Local Delivery Pilot, was a major piece of work. This has driven considerable progress in terms of stakeholder relationships, leadership, insight development and support for place-based investment. As a result we now have a model for what an active place might look like, the rationale and evidence base for targeting communities and initial dialogue with key stakeholders in identified priority places.

Throughout this we have continued to grow our support for physical activity in the workplace with more businesses engaged and two successful events delivered this year. The most notable success was a significant growth in the number of participants taking part in the Get Active Challenge – a virtual online Challenge, encouraging circumnavigation of the Cornish coast over a 6 week period. The event attracted 996 participants from 79 businesses, 42% of whom reported continued increased activity levels in the 3 month follow up.

Delivery of this portfolio of work has been challenging this year due to loss of capacity and the increased work as the Physical Activity Strategy gains traction with new partners.

The Cornwall Beach Games saw 17 teams / over 200 participants take part in this annual barefoot competition which sees workplaces come together for light-hearted beach based games as part of the Workplace Physical Activity Certificate.
CHILDREN AND YOUNG PEOPLE PORTFOLIO

Main objective – establish a sporting habit for life

As we understand more about the size of the challenge in establishing a habit for life we are increasingly focusing our work with projects and partners capable of affecting change at scale.

The CSP has continued to drive **Time 2 Move** - the Cornwall PE and school sport framework - and work this year has focused on raising the profile with individual schools, alignment of a number of existing projects and resources including; the school sport audit, website and e-bulletin, video case studies and a new annual award for primary schools.

A key part of this work is our ongoing commitment to coordinate the annual audit of school activity against the framework and we have refined the survey questions and analysis this year to provide improved insight for individual schools and wider stakeholders. For the first time this year we have been able to evaluate year on year trends including headline measures. Most Primary schools report that they are consistently delivering a minimum 2hrs curriculum PE. The picture with Secondary schools however is very different. Fewer schools are reporting the minimum 2hrs weekly PE delivery across all age groups year on year. Since 2015 the proportion of schools delivering at least 2hrs curriculum PE has dropped by 25% at KS3 and around 30% at KS4. Two out of three schools report that they are not delivering the minimum 2hrs for Yr10 pupils.

On the ground 150 primary schools were provided with direct support to plan and deliver their outcomes of the Primary Sport Premium and this has included a workshop for 40 schools at the annual school sport conference. It is also pleasing to report that as the final year of original funding closes, the Satellite Clubs project has met its 2013-17 targets. The three remaining secondary schools have now established clubs taking the cumulative total to 35 schools engaged with 44 currently active clubs, 1,460 participants and a total club grant investment of £138,750 over the course of this project.
Children and Young People cont...

The majority of clubs have engaged young people in the age range 14-18 with this cohort making up 68% of the total. 39% (n=534) of participants have been male and 61% (n=851) female with 12 new Girls Active clubs making up just over half of this. 20% (n=273) of participants were reported to have a disability and 14.6% of clubs / 262 participants are located in the top 20% most deprived areas (IMD ranking).

At a strategic level there has been some limited success in the recognition of the framework in a number of related local plans including the Council’s Education Strategy. Some progress has also been made in connecting this work to wider education initiatives related to the Raising Aspirations And Skills (RAAS) agenda, Headstart Kernow and the Sustainability and Transformation Plan (STP).

Once again the Cornwall School Games exceeded all expectations despite a challenging funding environment with the future of the initiative under national review. 3,807 participants took part in Winter, Spring, Summer, Water-sport and Beach level 3 event. This involved 32 sports, 94 individual competitions and was supported by 350 young volunteers who received training and support in officiating, media, team leadership and event management.

BUSINESS PORTFOLIO

Main objective – enable the processes that underpin excellent service and delivery

This portfolio is broad including Insight, Marketing and Communications, Finance, Performance Management, People, Customers and Stakeholders and Governance and Strategy. Highlights for the year were;

- The People who are at the heart of the CSP business internally as employees and externally as stakeholders. Our annual surveys show a positive improving trend on both counts with overall staff satisfaction as measured by NPS up from -7% to + 42% over the past year and stakeholder satisfaction by the same measure up from 38% to 62%. Other measure within both surveys showed similar positive trends.

- The Net Promoter Score (NPS) is a nationally recognised measure of performance. Respondents score the organisation out of 10. A score of 9 or 10 is a positive score, while a score of 6 or below is considered to be a detractor and a score of 7 or 8 is considered to be neutral. The NPS score is reached by subtracting the detractors from the promoters.

Stakeholders

Stakeholder satisfaction with our work remains high with 90% of those who come into contact with the CSP rating their contact as good or very good as the table here demonstrates.
**Staff**

The annual staff survey includes a measure of staff satisfaction, which reached new heights in 2016 with **75%** of staff agreeing that staff morale was high.

**Level of overall satisfaction** – from CSPN Survey

![Image of staff satisfaction chart](image)

The Marketing and Communications Plan developed and adopted during the year has enabled a more structured approach to marketing and communications across the whole business. This is important for improving the effectiveness of the work as well as improving workflow. A set of team standards is embedded within the Plan. The team now measure their own performance against the team standards, as part of our personal responsibilities to contribute to the improvement of our work.

The partnership maintains 2 main websites **Cornwallsportspartnership.co.uk** and **Getactivecornwall.co.uk** both continued to perform well during the year with circa **50,000** and **65,000** hits respectively. This represented a slight drop in hits for **Cornwallsportspartnership.co.uk** and it is intended that this will be reviewed during the year.

In contrast social media platforms primarily in the form of **Facebook** and **Twitter** recorded significant increase in usage of around **150%**.

Regular monthly bulletins continue to keep our audiences informed of activity, and ‘Active Opportunities’ our direct communication for people who want to be more active was published on three occasions to an audience of around **6,000**.
**Financial performance**

Financial performance remained well controlled with administration costs contained just below the 5-7% national target for administration. Employee costs grew as a proportion of expenditure due to the nature of grant awards, from major funder Sport England.

**Board and staff**
The CSP maintains an Advisory Board of between 8-10 people to lead the strategic direction of the organisation and with oversight of risk, forecasting, financial and budgetary performance.

**Board members in 2016/17 were:**
Louise Osborne (Chair), Adam Paynter, David Parr, Emma Seaward-Adams, Dr Sara Roberts, Dan Williams, Dean Jenkins, Andy Parsons

**Staff members in 2016/17 were:**
Mike Thomas (Director), Craig Handford (Partnership Manager), Tim Marrion (Partnership Manager), Rob Harrison (Workforce Lead), Natasha Howard (Community Lead), Rachel Knott (Children, Young People & Education Lead), Bruce Lockie (Physical Activity Lead), Steve Hillman (Inclusion Sports Lead), Lewis Sanders (Project Coordinator), James Davies (Project Support Officer), Jenna Cole (Administrative Support Officer), Sarah Mageean (Marketing & Communications Officer), Faye Endean (Apprentice)

**Governance**
The new ‘UK Code of Sports Governance’ came into effect on 1st April 2017 codifying new standards for effective governance to protect the value for money the public receives from investment in sport. The CSP aims to be compliant with the new code at the earliest opportunity in consultation with Sport England.

The CSP continues to maintain recognised standards for ensuring Safeguarding and Equality in all of its work and being an equal opportunities employer.
Ambitions and longer term strategy
The Cornwall Physical activity strategy sets out the high level objective of **50,000 people more active by 2020** and this will provide the guidance for the CSPs work during the coming years.

In the initial stages there is much groundwork to be undertaken lining up the right partners, understanding the reality of reducing activity in localities. An early priority has been to identify three communities **Bodmin, St Austell with Clay Country and West Penwith** as areas of particular focus for our work. There is also the intention to pursue a number of funding opportunities either directly or with partners to accelerate this work.

We are encouraging individuals and organisations to complete **Pledge Cards** to make a positive commitment to helping Cornwall become a more active and healthier place to live and work.

You can complete a Pledge Card now and join us in making a positive difference.

If you would like to know more about the work of Cornwall Sports Partnership please contact;

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