Annual Review
April 2017 - March 2018

50,000 people more active by 2020
Welcome to our annual review for the year April 2017 to End of March 2018.

“Tackling inactivity while finding a more sustainable way to keep those with an active habit engaged” is how Sport England introduced their new strategy. This represents a departure from previous approaches, a transformational change and a massive challenge for everyone concerned.

The success of our Cornwall strategy will be in the interpretation of the national strategy at a local level and is dependent on all parts of the system thinking and working together. It is a complex issue on a number of levels which will challenge the knowledge, capacity and capability of ourselves and partners.

We have set an ambitious target of 50,000 people more active by 2020. This approach of target setting had become less popular in the main due to the difficulty of achieving such targets and against a backdrop suggesting that this is just number counting. On the contrary we believe that more people active is the primary way that the benefits of physical activity will be felt on wider outcomes such as the prevention of preventable diseases, mental well-being, social and community benefit, education and economic impact. Our study into the economic benefits of the strategy predict the creation of an additional 800 jobs.

With the challenge spelt out very clearly, it would be surprising if this did not mean change for County Sports Partnerships and others. The past 12 months has required a great deal of work to transition to this new agenda and we have come through this period in a relatively strong position to tackle this new challenge.

The Annual Review will expand upon the past 12 months as well as what we hope to achieve in the future.
Our Purpose
Cornwall Sports Partnership is one of 43 sports partnerships across England joined by a common purpose to reduce inactivity and increase participation in sport and physical activity.

‘Making sport and physical activity a part of everyday life’ (our mission) is 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.’

WHY
We do what we do – we are committed to reducing levels of inactivity to help people discover the fantastic benefits of being active and live happier, more productive and longer healthier lives.

HOW
We work strategically to understand the complex interconnected system that is Cornwall, which enables us to connect the right people and organisations with each other and offer support to bring the benefits of physical activity and sport to ever increasing numbers of people.

WHAT
Bodmin, St Austell and West Penwith are three areas with poor health and social outcomes and we have begun to prioritise our work around these three areas. In due course we intend that the learning from this work will be able to be replicated in other communities.

Working from and building on current relationships we identify four environments of Community / Workforce / Health / Children and Young People where we think we can make the greatest impact.

Our work is delivered through the 5 portfolios of Physical Activity & Health, Community, Workforce, Children and Young People and Business.

Community
Main objective - develop opportunities for the whole community to get active

The attendances at our two programmes to help less active young people gain confidence and enjoyment again increased in attendance.

Sportivate
Gives 14-25 year-olds who are not particularly sporty access to six-to-eight weeks' of free or subsidised coaching in a range of sports.

8 in 10 attendees were inactive at the start of the programme
Satellite Clubs make it easier for young people to get active and stay active. They provide opportunities to take part regularly in sport and activity through the creation of enjoyable, appealing and convenient opportunities.

ALL secondary schools in Cornwall have benefited

While the focus is to get people more active the benefits of being more active are wide ranging and impact beyond the obvious benefits. There is a positive impact on social interaction, feelings of wellbeing and mental health.

Another example of this would be the focused delivery within Bodmin (Cornwall Physical Activity Pilot Priority location – place based approach) partnered with GLL (Leisure provider for Cornwall Council sites) specifically users of the Bodmin Leisure Centre.

This delivery targeted a number of providers in Bodmin and feedback confirmed they found it informative, would like more of this kind of support and how useful it was. Outcomes focused on the need for a clear, targeted and coordinated approach for funding and grant support.

Ensuring access to and awareness of funding streams continued to be a priority as we developed our funding guide over this period. Unfortunately Podium Partners (PP) and utilising Crowdfunding never ‘took off’ and PP closed down all operations.

Our disability delivery remains a strength with a fully sustained and ever growing Special Olympics programme which had 60 athletes attend the national summer games in Sheffield for the first time. As we said goodbye to our Sport England funded Learning Disability (LD Active Kernow) project last year it was great to report that we sustained 80% of the delivery this year with no funding!

The Get Active Challenge our virtual coastal challenge targeted at less active people encouraged 450 people to get more active over the course of its six week run.

An additional Challenge aligned to the #ThisGirlCan campaign engaged over 250 women and girls.

We have continued to recognise talented sportspeople with over 40 individuals on the Cornwall Talented Athlete Scheme receiving support for access to leisure facilities. Further support for talented sportspeople has come with a new partnership and the launch of the GLL Sport Foundation programme.
**Workforce**

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

This year saw the continuation and extension of our targeted delivery in order to gain insight and learning within some very specific areas to really understand coaching in the wider context and what workforce is required for our targeted audiences.

**This included:**

- Awareness raising to influence the sector that a coach is anyone who provides support, advice, encouragement or goal setting within a safe and effective environment.

- #ThisGirlCan focus group of coaches with 35 female coaches all coming together to share best practice and be advocates for coaching women and girls.

- Sustaining and sharing the learning from the Fit For Life partnership project with Pentreath (Mental Health charity) for coaches to be mentored by mental health workers and vice versa and incorporating the ‘5 ways to wellbeing’ as a measurement tool.

- Targeted approach engaging with 14 coaches working at the ‘First Selective Environment’ in partnership with Marjons University to share best practice and analyse and share the findings.

- Identifying and engaging with the future workforce through FE/HE establishments where we have mentored over 60 activators through our ‘Get into Coaching’ programme and trained over 300 young leaders at our ‘Games Makers’ conference.

- Providing the bolt on workshops our workforce require which has included over 400 individuals attending First Aid, Safeguarding and Mental Health First Aid courses.

In November focused on recognising and rewarding those that make other people active and moved into recognising more informal environments and projects that delivered on social outcomes.

Upskilling and deploying coaches within education and community environments continued through this year as we deployed over 20 coaches throughout the year to mentor and work with teachers/community providers.
Physical Activity & Health

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

Following its launch last year this area of CSP work has focused on the implementation phase of the Physical Activity Strategy. This has been dominated by preparations for a major bid to the Sport England Local Delivery Plan (LDP) programme and its progression beyond the first stage to the final 13.

Whilst it was hugely disappointing that the submission did not progress to the funding stage, the effort invested has moved the Physical Activity Strategy forward in ways and at a pace that we would not have otherwise achieved.

As a result, the approach to this work has been advanced and is now focused on population scale behaviour change centred on a number of broad principles of engagement:

- A systems approach working at a range of levels from individual to policy and developing multi-agency cross-sector partnerships capable of affecting change at scale
- A universal and targeted approach with engagement in proportion to need and focused on reducing inequalities and under-represented groups
- A place-based approach targeting those communities with greatest need and potential to benefit from sport and physical activity interventions
- An asset-based approach, building on what exists and engaging communities in co-production and local ownership/leadership

A more detailed understanding of people and place has been the foundation of this work and a significant piece of work examined a broad range of indictors (circa 70) related to under-represented groups, wider determinants of health and the five Sport England Outcomes across all 19 Community network areas covering Cornwall.

This has provided an evidence base for a refined understanding of target audience and decisions regarding a specific focus on 3 defined communities.
Working with these communities we have identified strategic opportunities for physical activity based on local (transformation) plans and current/planned developments across the system.

The development of key strategic relationships has strengthened over the last 12 months particularly with the Local Authority and Public Health and this has been facilitated by the creation of the new Wellbeing and Public Health Service. In addition we have developed a much wider range of new partners in areas that have not traditionally been part of our world e.g. mental health.

This was reinforced at the second Physical Activity Summit with over 120 key stakeholders, jointly hosted with colleagues from Public Health.

Engagement with local community stakeholders has also commenced with the development of local leadership groups and some rudimentary mapping of local assets and system partners. This work has started to resonate with the local authority and as a result the CSP is being invited to help shape decision making related to key infra-structure developments e.g. local place-shaping, transport, environment etc.

In particular our work supporting the Stadium for Cornwall proposal has been well received and has positioned the Physical Activity Strategy positively with Cornwall Council cabinet and elected members.
As we re-position of our work in this area and despite a reduction in capacity to deliver the CSP has continued to support the development of physical activity in the workplace with more businesses engaged and two successful events delivered this year.

133 teams representing 58 organisations took part in the Get Active Challenge and 19 teams / 200 participants took part in the annual Cornwall Beach Games event.
Children & Young People

Main objective - establish a sporting habit for life

The CSP has continued to raise the profile of **Time 2 Move** (the Cornwall PE and school sport framework) with individual schools.

As part of this CAPH continue to sponsor the Time 2 Move (T2M) Primary School of the Year Award and **8 schools** were nominated this year. The bank of T2M case study videos is now complete for all **6 ambitions** and continues to develop with the addition of special features on inclusion, swimming and dance in response to school feedback.

The CSP continues to support and inform the work of the county strategic groups and coordinate the annual T2M audit including updates to reflect national strategies and needs of local stakeholders.

The case studies have received 2721 views to date

The audit was completed by **68 (28%)** of primary schools and **15 (41%)** of secondary schools this year and bespoke County, area, cluster and academy trust analysis has been produced in response to partner requests.

Most Primary schools report that they are consistently delivering a minimum 2hrs curriculum PE. The breadth and balance of curriculum offer appears to be improving with increases in Adventure, Combat and Target based activities.

The picture with Secondary schools however is very different. The majority of schools report more than **90 minutes** of PE across all year groups, however, there remains a distinct difference in provision between KS3 and KS4.

Whilst the KS3 offer is becoming increasingly broad and balanced, the KS4 offer seems to be reducing in both scope and timetable allocation. There is a clear reduction in provision from year 9 onwards with the largest change in provision occurring at year 10.
On the ground 166 primary schools were provided with direct support to plan and deliver their outcomes of the Primary Sport Premium and this has resulted in 73% achieving full compliance with government criteria.

It is also pleasing to report that the original 4 year satellite project completed on target and on budget and a successful funding bid to Sport England will see the project extend for a further 2 years sustaining 31 clubs including an extension of the Girls Active project to include more schools.

In a new development the re-focused project will work in partnership with Headstart Kernow to deliver after-school clubs to support targeted young people with improved emotional resilience/mental health in our 3 priority localities.

Once again the Cornwall School Games exceeded all expectations despite a challenging funding environment with the future of the initiative under national review.

A record 6252 participants took part in Winter, Spring, Summer, Water-sport and Beach evel 3 events engaging 35 Secondary schools and 104 Primary schools.

This involved 32 sports, 107 individual competitions and was supported by 350 young volunteers who received training and support in officiating, media, team leadership and event management.

In a major development, £30,000 of sponsorship was secured with the University of Exeter for the next 3 years and to complete an outstanding year the work developed over the last 5 years in Cornwall was recognized nationally as exceptional practice.
Business

Main objective - enable the processes that underpin excellent services and delivery

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.

The members of the board during the year were:
Louise Osborne – Chair / Andy Parsons – Vice Chair / David Parr / Adam Paynter / Emma Seward-Adams / Dan Williams / Dean Jenkins / James Collings / Sara Roberts / Caroline Court

The staff team consisted of:
Rob Harrison / Sarah Mageean / Natasha Howard / Rachel Knott / James Davies / Mike Thomas / Tim Marrion / Craig Handford / Lewis Sanders / Steve Hillman

Marketing & Communications
A NEW Marketing & Communication Policy & Procedures document was produced, ensuring the CSP speaks with one voice across the range of products, services, activities and customer interactions.

Cornwall Sports Partnership website - Cornwallsportspartnership.co.uk
During the year the Cornwall Sports Partnership website saw 32,621 hits, which was a decrease from last year of 20,533 hits.

The top 5 most visited pages were Cornwall Sports Awards, Funding Information, Courses & Workshops, Cornwall School Games and Events & Activities.

Cornwall Sports Awards  Funding Information  Courses & Workshops  Cornwall School Games  Events & Activities

Cornwall Sports Partnership website - Getactivecornwall.co.uk
During the year the Get Active Cornwall website saw 58,344 hits, which was a decrease from last year of 53,009 hits.

The top 5 most visited pages were The Get Active Challenge, Dancing A-Z, Aerobics A-Z, How to Register and the Beach Games.

The Get Active Challenge  Dancing A-Z  Aerobics A-Z  How to Register  Cornwall Beach Games

This decrease in both the CSP & GAC websites' hits reflects the change in delivery to a more stakeholder and partnership approach.
Social Media
Social media continues to be a valuable tool of communication for the Cornwall Sports Partnership.

This year saw the introduction of Instagram to the CSP social media channels and early indications show that this will be a popular tool having already reached 964 followers.

PR and Events
The Cornwall School Games generated a lot of social media activity as well as coverage in the press with continued support from Heart FM.

The Cornwall Sports Awards also featured in the local press with winners from the night sharing their story live on BBC Radio Cornwall, with some going on to regional and national success.

Stakeholder Views - How are we doing?
In November 2017 we sent out our Annual Stakeholder Survey.

The survey was sent to 255 people with 34 people responding.

We asked:
In relation to your contact with the CSP, please indicate your level of satisfaction...

Adding value to your work

- 53% Very satisfied
- 38% Satisfied
- 9% Dissatisfied
- 0% Very dissatisfied
- 0% Don’t know
We asked:
What are the areas where the CSP adds most value to your work?

You said:
“This partnership is key to the successful implementation of projects and programmes to support the increase of active communities.”

“Very efficient and effective service to the customer, good knowledge base on local options and support.”

“Good working relationship, excellent local knowledge and a great resource for anyone in the county.”

“Everyone is always helpful and responds quickly to any concerns / emails which is really helpful.”

“We have found them extremely beneficial to our young people.”
Performance
Performance against criteria from main funder Sport England remains very positive with an across the Board Green RAG rating for all funded activities. Proposals submitted for delivering the new strategy under the Primary Role were adjudged to be outstanding.

<table>
<thead>
<tr>
<th>Income:</th>
<th>Sport England</th>
<th>Local Authority</th>
<th>Non-Public Income</th>
<th>Total</th>
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<tbody>
<tr>
<td>Revenue Grants</td>
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<td>(587,150)</td>
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<tr>
<td>Capital Grants</td>
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<tr>
<td>Membership Income</td>
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<tr>
<td>Sponsorship Income</td>
<td></td>
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<tr>
<td>Tuition &amp; Coaching Fees</td>
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<td>(65,540)</td>
<td>(65,540)</td>
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<tr>
<td>Other Income</td>
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<td>(10,682)</td>
<td>(10,682)</td>
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<tr>
<td><strong>Gross Income</strong></td>
<td>(587,150)</td>
<td>(10,682)</td>
<td>(65,540)</td>
<td>(663,372)</td>
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<table>
<thead>
<tr>
<th>Expenditure:</th>
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<td>Premises costs</td>
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<td>Supplies &amp; Services</td>
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<td>212,899</td>
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<tr>
<td><strong>Gross Expenditure</strong></td>
<td>587,150</td>
<td>10,682</td>
<td>65,540</td>
<td>663,372</td>
</tr>
</tbody>
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| Net (Income) Expenditure| 0             | 0               | 0                 | 0     |

The change in funding strategy by Sport England to a new ‘partner neutral’ approach has brought challenges across the board, removing the ringfence from a number of previously CSP only opportunities as well as reducing available funding from governing bodies of sport.

This is part of a wider strategy of reducing inactivity and inviting a wider range of organisations to access funding. Consequently there has been a significant reduction in externally sourced funds during the year.
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. We have achieved compliance with the new standards and have put in place monitoring to ensure that this remains the case.

Safeguarding remains an important topic which is kept to the fore via regular briefings and an external annual assessment of compliance and progress, which has been maintained throughout the year.

We are firmly committed to diversity in all areas of our work. We believe that we have much to learn and profit from diverse cultures and perspectives, and that diversity will make our organisation more effective in meeting the needs of our stakeholders.

We are committed to developing and maintaining an organisation in which differing ideas, abilities, backgrounds and needs are fostered and valued, and where those with diverse backgrounds and experiences are able to participate and contribute.

We will adopt a target of, and take all appropriate actions to encourage, a minimum of 30% of each gender on our Advisory Board; and progress towards achieving gender parity and greater diversity generally on our Board, including, but not limited to, Black, Asian, minority ethnic (BAME) diversity and disability.

Longer term strategy
The Cornwall Physical Activity strategy aims for 50,000 people more active by 2020 on route to everyone in Cornwall being active.

The learning we have made over the past year informs us that tackling such a problem as reducing inactivity is complex. It is demanding of national organisations a way of working that recognises that a purely linear and straightforward approach that you might apply to a complicated issue like building an aeroplane is not applicable. In a complex system all the elements are interconnected and it is much more difficult to attribute cause and effect. We also know that input in does not necessarily equal input out.

We know where we want to get to and why and this includes closing the inequality gap. The concept of universal proportionalism underpins our work, which simply means helping those who need it most a little more, an equitable approach.
There are green shots of an approach emerging from work by Sport England and Public Health England and we are learning about the essential ingredients including place based working, taking personal responsibility and behaviour change methods.

Our task is to engage with this national learning and apply it in a Cornwall context. This has led us to the development of a social movement approach to create both visibility and momentum which we are working on at the current time.

We look forward to working with you in the year ahead.

Mike Thomas
Director
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