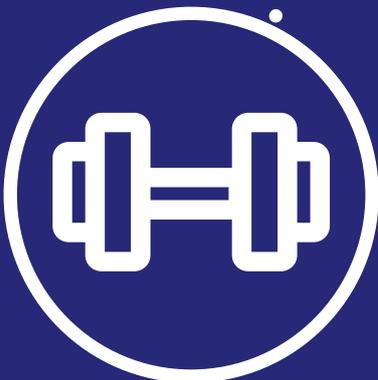


**IMPACT  
REPORT  
2016-17**



# FOREWORD



Welcome to the Sports Partnership Herefordshire and Worcestershire's Annual Report. For those of us who are involved in sport and physical activity we are aware that participating in activities, either as a professional or volunteer, can impact lives. We want to extend this message across the two counties and therefore value the support of our partners in helping us achieve this. Thus the focus of this report is around impact and outcomes either supported by, or directly delivered through the Sports Partnership.

This has been our second year as an independent body; a year which has seen change structurally and strategically with the publication of the Government Strategy for Sport 'Sporting Futures' and Sport England's new strategy 'Towards an Active Nation'. As a result, and in the context local plans, we have reviewed our strategic objectives and by working effectively with partners and stakeholders we aim to 'Create a healthier and more active Herefordshire and Worcestershire'.

To achieve this we need to ensure strong governance and accountability. We have seen a number of additions to our Board this year with four new members joining: Jim O'Toole, Dr Susie Hart, Denise Strutt and Rebecca Widdowson. Simultaneously Mick Donavon retired this year, to whom we would like to extend our thanks for the time and energy given to the Sports Partnership during his time as a Director.

Effective partnerships are integral to achieving impact and we would like to thank our stakeholders for their continued support. Annually we ask stakeholders their thoughts and this year 100% indicated that they were satisfied / very satisfied with the services they received. However, we are not complacent and will continue to work hard to add value to the work of partners.

In addition to Sport England investment we continue to develop projects / programmes with other partners including Macmillan, the Police and Crime Commissioner and Worcestershire County Council. This report sets out the impact and outcomes of these programmes alongside those which Sport England have resourced. It clearly sets out just what an impact the Sports Partnership as a whole can achieve for local communities and stakeholders.

I would also like to thank the Sport Partnership's team for their dedication and hard work during a transitional year as we move to fully embed the new strategies nationally and locally.

**Jem Teal**  
**Board Chair**

This has been a transitional year, with one national strategy coming to an end and the next coming to fruition. With any transitional period comes some uncertainty around resources; despite this we have had great success in the delivery of a range of programmes, interventions and campaigns. This is a credit to the board, staff, and strength of our local partnerships. Within the national strategies there is a clear ambition to positively influence those populations who statistically and consistently fall below national averages in terms of regular participation in sport and physical activity. These are:-



- Older people
- Those from lower social economic groups
- Women and girls
- People with disabilities

We have been working with a renewed focus on these areas, aligning the resources at our disposal and as the report indicates, establishing firm foundations on which to build for the future.

The way that participation in sport and physical activity is measured has also changed with the Active Lives Survey replacing the Active People Survey. Active Lives suggests there are 129,000 inactive adults across Herefordshire and Worcestershire. The challenge remains in ensuring we reduce these numbers over the coming years. Though this report does indicate how we have made a great start in addressing inactivity across Herefordshire and Worcestershire.

Our new strategic objectives ensure resources are used as efficiently as possible to impact our local population. They are aligned to both national and local objectives, reflecting on the key areas where we can change the target populations' behaviours.

We have continued to work with key stakeholders and thank them for their continued support and collaboration. Through new funding opportunities, we have also developed new, less-traditional partnerships. The opportunities which these present have already started to make an impact on some of our hardest to reach, inactive populations.

Our newly appointed Board members have added to the existing Board, providing us with a vast range of experience and expertise to complement our work. We have begun the process of ensuring that we are compliant with the new code of governance recently published by Sport England.

Finally, I would like to extend my thanks to Sport England and our Local Authority partners for their continued support and to the clubs, community groups, coaches, instructors and volunteers that are a major part of the sport and physical activity infrastructure. We look forward to another great year of partnership working.

I hope you find the report interesting and informative.

**Stephen Brewster**  
**CEO**

# SPORT ENGLAND FUNDED PROGRAMMES

## **SPORTIVATE**

Year 6 of Sportivate; a Sport England funded programme to engage inactive young people aged 11-15 in 6-8 weeks of physical activity.

**144 Sportivate** projects delivered working with **71** organisations

**1749** participants reached

 **852**  **895**

**1380** participants completed  
(attending all or all but 1 session)

**£68,000**  
allocated to projects

**73%** of those participants were inactive



## **SATELLITE CLUBS**



Now in year 3 of delivery, SPHW has brokered new relationships with sports clubs and school sites to provide alternative sporting environments for young people aged 14-25 in both new and sustained clubs

**£72,597** allocated to new and existing satellite clubs

**14** sites

**27** hub clubs

**18** different sports

**14** new satellite clubs set up with **322** new participants

**24** received sustained funding gaining **560** new participants

## **DFE - VOLUNTEERS, LEADERS AND COACHES**

**78**

young people aged 16-25 supporting the School Games

**417**

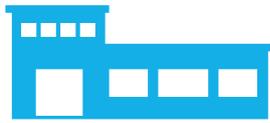
volunteering hours completed



## PRIMARY PE AND SPORT PREMIUM



SPHW receive funding from Sport England to support all of our local, eligible schools to spend their PPSP funding effectively. In this year we introduced a new support model, appointing 4 specialists to support 286 first, primary and middle schools.



# 39

**schools provided with 1:1 support and guidance**

# 2

**Headteacher briefings**

# 4

**new PE Premium leads**



Responsible for the Level 3 School Games, SPHW ensures young people from primary, secondary, independent and special schools - both able bodied and disabled - have the opportunity to compete in large scale multi-sport events and take part in new participation events. This is supported by young leaders, aspiring to be volunteers, leaders or coaches.

**4** festivals

**6** standalone events

**21** different sports

### WINTER GAMES

**145**  
schools

**1962**  
participants

**258**  
young volunteers

### SUMMER GAMES

**127**  
schools

**2488**  
participants

**309**  
young volunteers

## WORKFORCE DEVELOPMENT

SPHW coaching investment assisted in: identifying and supporting coaches from under-represented groups, providing coaches with new and bespoke training opportunities, gathering participant insight, providing 1-1 coach mentoring and supporting our Satellite Club and Sportivate project coaches.

**£1713** of coaching bursary funds allocated

**8** female coaches supported

**241** females registered to Women Make Coaching

**9** female coaches supported

**3** First Steps into Coaching courses delivered

**11** female coaches supported

# 4

Street Games Managing Challenging Behaviour and Youth Mental Health First Aid workshops delivered, with a total of

**52**  
attendees

# 34

safeguarding and first aid workshops delivered

# 401

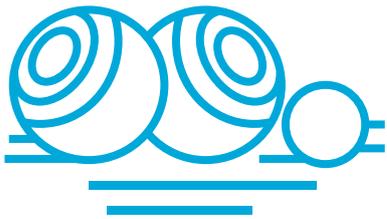
attendees

# NGB SUPPORT

In addition to our generic support services to NGBs we have delivered some bespoke projects in partnership with NGBs.

## JUST BOWL

### BOWLS DEVELOPMENT ALLIANCE



CCG and Housing Associations are now delivering Bowls to residents through independent living sites and nursing homes.

Activity Coordinators are now trained to deliver Just Bowls.

**£12,658** funding from Small Grants

**£7,500** extra funding from Get Wychavon Active

5

training courses delivered

2

short mat bowls clubs created in Herefordshire

12

new level 1 coaches

50

candidates attended

205

new bowls participants

25

clubs registered on Club Matters



### HANDBALL



SPHW was approached by England handball to support the development of Handball in Worcestershire, focusing on young people's competitive participation.

**3** **£600** to deliver teacher training sessions resulting in... handball delivered at the

SCHOOL GAMES



**U15s** took part in handball at the Level 3 festival

### ENGLAND ATHLETICS

We have supported local running and community groups to develop beginner running programmes based on the NHS Couch to 5K programme.

**19** new c25K  
**2** new 5 to 10K  
**21** new LIRfs trained  
**320** participants  
**198** new to running  
**47%** aged 30-44  
**33%** aged 45-59

simply RUN



# EXTERNALLY FUNDED DELIVERY

In addition to our core Sport England delivery, SPHW also has a number of externally funded contracts. Macmillan Move More and the Police and Crime Commissioner are new funding streams secured in 2016/17.

## STRENGTH AND BALANCE CLASSES

Year 2 of a Worcestershire Public Health commissioned service. Strength and Balance exercise classes are aimed at people who feel unsteady on their feet or have had a fall. The classes aim to improve strength and balance, and also to help people feel more confident when out and about.

**43**

**new Strength and Balance Classes across Worcestershire**

**730**

**people attended one week or more**



**80%** participants **70-89** years olds

**68%**  
**women**

**32%**  
**men**



**70%** feel more confident as a result of the classes

**96%** intend to continue exercising

## MACMILLAN MOVE MORE WORCESTERSHIRE



**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

**£90,000**

**funding secured for a 2 year programme**

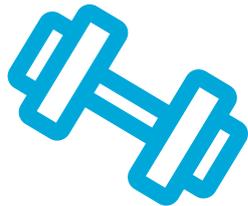
Our new programme started in November 2016, to support anyone living with and beyond cancer to 'Move More' - becoming and staying active at a level that's right for them.

**16**  
**referrals**

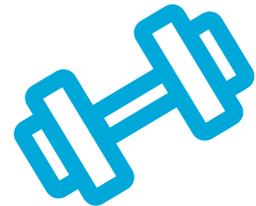
**8**  
**engaged**

# YOUTH ENGAGEMENT PROJECT

Funded by the Police and Crime Commissioner to work with young people aged 16-24. The project supports the integration of ex-offenders, or those at risk of offending, back into the community through engagement in sport and physical activity



**£120,000**  
secured from West Mercia  
PCC in a joint bid with  
Energize STW



**28**  
individual  
referrals

**23**  
young people  
engaged

**10**  
young people in  
sustained activity

**7** new projects developed with 5 new partners  
(including Community Rehabilitation  
Company and Reddith Police)

**3x**  
young people  
completing  
volunteering  
placements

**7x**  
young people  
engaging for 6+  
months

**6x**  
young people  
completing  
sports based  
qualifications

## Within this:

**2** Happier Healthier Fitter Stronger  
courses with Mettabox;

**20** engaged

**10** completing at least 6/12 weeks

**92%**

of service users saw a 'big increase'  
in their percentage across all scales  
including areas of confidence and  
communication

(big increase is defined as an average change of  
at least 0.5 points up across all scales)

# MARKETING AND COMMUNICATIONS

In July 2016 we launched our new branding and website.

## WEBSITE

**19,172**

number of unique views

**154,649**

page views

Most visited web pages include events, Vote for SPOTY 2016 and our activity directory

## FACEBOOK

**743**

likes

**29%**

increase

**65%**

female

**35%**

male

**25-44**

age of our biggest audience

## NEWSLETTERS

**21**

e-newsletters sent

**41.5%**

open rate

## TWITTER

**2859**

followers

**25-34**

age of our biggest audience

**55%**

female

**45%**

male

# PARTNER ENGAGEMENT

## ENGAGEMENT EVENT

**31**  
attendees from  
**23**  
partner organisations

In October SPHW organised and delivered a H&W engagement event, allowing a range of partners such as FE, leisure providers, NGBs and local authorities to 'speed date' and develop collaborative working across the two counties.

## FE/HE

SPHW facilitates a network for sport co-ordinators working in FE and HE. This includes sharing best practice, encouraging collaborative working and disseminating national and local messages.

**470** responses from HE student physical activity survey conducted with Worcester Students' Union

**3** FE network meetings organised and delivered

**6** FE institutions represented



# EVENTS & CAMPAIGNS

## WORC GIRLS CAN

A Worcestershire-wide version of the 'This Girl Can' national campaign to inspire women and girls to become active. Engaging 6 lead schools, leisure providers, NGBs and clubs, women and girls were encouraged to use their pink pass to attend a new sporting activity locally.

**70+** organisations supported the campaign

**154** Instagram followers

**35** schools engaged

**1581** women and girls engaged

**96%** rated the campaign as excellent or good

# SPORTS AWARDS



**£6,460**  
income generated

**15**  
awards

**463**  
Twitter  
followers

# WORKPLACE CHALLENGE

People spend 60% of their waking hours at work and we want to harness the power of the workplace community to get people active. We provide the Workplace Challenge website for people to log their activity and put on Workplace Challenge events to bring people together.

**6**  
WPC events



**1** rounders



**2x** netball



**1** wheelchair basketball



**1** footgolf



**1** tchoukball

**418**  
attendees



**51%**



**49%**



# INCLUSIVE SPORT

**5** inclusive satellite clubs

**3** inclusive community training workshops delivered



**£5,000**  
invested in Disability Sports Worcester

**186**  
disabled individuals took part in Sportivate programmes

**217**  
SEN students took part in the winter School Games

**357**  
SEN students took part in the summer School Games

# SPORTS PARTNERSHIP HEREFORDSHIRE AND WORCESTERSHIRE

---

- **MAKING IT SIMPLE TO DISCOVER AND TAKE PART**
- **INCREASING AND UPSKILLING THE WORKFORCE**
- **IMPACTING ON COMMUNITIES**
- **PARTNERING AND INFLUENCING OTHERS**
- **SCOPING NEW OPPORTUNITIES FOR GROWTH**



**For further information contact**

01905 855498

[sphw@worc.ac.uk](mailto:sphw@worc.ac.uk)

[www.sportspartnershiphw.co.uk](http://www.sportspartnershiphw.co.uk)

 [/sportspartnershiphw](https://www.facebook.com/sportspartnershiphw)

 [@SportsPartHW](https://twitter.com/SportsPartHW)