

ALL CHANGE FOR GWSP!



What is happening?

The Greater Warwickshire Sport Partnership will shortly be adopting a new name, logo and corporate identity. The Partnership will be known as 'CSW Sport', or in full 'Coventry, Solihull & Warwickshire Sport'.

Why is it happening?

The Partnership's current corporate identity heavily reflects the branding of Sport England and that of the Active Sports programme, which has been the main area of work for the GWSP Team over the last 6 years. The Active Sports Programme has now come to an end, with the work of sports specific development officers transferring to the relevant National Governing Bodies.

The Partnership Team needs to ensure that partners and stakeholders understand the new role as a County Sports Partnership – a very different role to that of previously delivering the Active Sports Programme. Whilst not completely 'solving the problem', the re-brand will make an important contribution to addressing this issue, by portraying our new focus of working together to get Coventry, Solihull & Warwickshire active through sport.

The phrase 'Greater Warwickshire' is not used within any other organisation or sector and has caused confusion previously as to the geographical boundary it describes. Other sub-regional agencies use the phrase 'Coventry, Solihull & Warwickshire' in their name, such as: 'Coventry, Solihull & Warwickshire Partnership' & 'Coventry, Solihull & Warwickshire Rural Forum'

For the past 2 years, the Partnership Team has been operating without a recognisable brand and guidelines, which has been raised as an issue by both staff and partners. The re-brand process will ensure that the Partnership develops a recognisable brand and it's promotional material is produced in a more professional and consistent manner.

When is it happening?

The Partnership will officially adopt it's new name, logo and corporate identity on Monday 14 May 2007.

What does the new brand stand for?

The 3 images within the logo represent an 'active person' each within Coventry, Solihull & Warwickshire.

The overall corporate identity represents the vision, purpose, values and strategic aims of the Partnership.

The purpose of Coventry Solihull & Warwickshire Sport is 'To work together for all local communities across Coventry, Solihull & Warwickshire to benefit from high quality sport'.

The vision of the Coventry Solihull & Warwickshire Sport is 'Together getting Coventry, Solihull & Warwickshire active through sport'.

The values of Coventry Solihull & Warwickshire Sport are:

People centered:

The needs of the player/person are paramount.

Inclusive:

Ensuring everyone can access sport whatever their ability, race, gender, socio - economic status or religious belief.

Outcome orientated:

Continuously challenging what we achieve, and ourselves, to improve the way we work.



The work of Coventry Solihull & Warwickshire Sport is set against it's 5 Strategic Themes and can be best described using the following 5 words:



PLAN : INCREASE : DEVELOP : MEASURE : PROMOTE

PLAN : Strategic Co-ordination and Planning : to strategically co-ordinate and plan local sport delivery an identify, broker and strengthen strategic links with other organisations that may use sport to meet some of their objectives.

INCREASE : Increasing Participation : support high quality clubs and other agencies (i.e. schools, local authorities, voluntary, community or private sector, colleges, universities) to develop pathways for young people and interventions, projects and initiatives to increase adult participation in sport and active recreation.

DEVELOP : Workforce Development : develop an appropriately skilled workforce who support sport - teachers, coaches, volunteers, and professional staff.

MEASURE : Performance Measurement : generating evidence, identifying the strengths and weaknesses of existing work and the present infrastructure, and to enable informed decisions to be made based on accurate data and evidence.

PROMOTE : Marketing & Communication : improving the methods and effectiveness of communicating information between partner agencies, and improving the marketing and communication of success to target audiences.

How much is it costing?

Due to the nature of the Partnership's work and its infrastructure, it was intended from the outset to conduct the re-brand process at minimal cost. The entire project has cost approx. 0.5% of the Partnership's annual budget – a very nominal amount and a fraction of the cost a commercial organisation would spend on such a process.

What process was followed?

In June 2006, The Executive Board agreed a proposal that a 'Corporate Identity Consultation' should be executed. This consultation took the form of an online survey, which was distributed via the GWSP E-Update Newsletter on 3 occasions in September 2006. The GWSP E-Update is circulated to various groups of key partners including; Local Authorities, National Governing Bodies, School Sport Partnerships, Coaches, Clubs, Primary Care Trusts and Higher & Further Education contacts.

In November 2006, The Executive Board agreed to task a small group of partners) to move the re-brand process forward to completion – the group included GWSP Staff and Executive Board representation.

A Creative Brief was developed by the group and distributed to 15 agencies, as an invitation to quote. In February 2007, an agency was appointed to undertake the work required and from then, a series of logo concepts and designs were considered – with the final version being decided by the group (shown above).

Would you like to know more?

If you have any queries, or would like more detailed information about the Partnership's forthcoming re-brand, please don't hesitate to contact:

Tom Gibbins, Business Development Manager, on 024 7657 4441 or tom@gwsport.org.uk