

Louise Calton

From: Sporting Champions [sportingchampions@creatingexcellence.co.uk]
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To: Louise Calton
Subject: Sporting Champions Autumn Update



Sporting Champions

November 2008

Welcome to the Autumn Sporting Champions update. We hope you find the information useful, please feel free to add it to any of your upcoming newsletters and pass to colleagues/partners.

The Last Quarter

This week saw another successful quarterly review with Sport England. Here are some of our key headlines:

- Just **102** visits left for allocation before **31 March 2009**.
- **Staffordshire, Merseyside and Cheshire** were the top performing CSPs July-September in terms of Champion visits. (North East, East Mids, West Mids and South East are lagging behind at the moment.) - *please see below to see how Staffs engage with Sporting Champions.*
- Feedback continues to be high with **92%** of organisers saying visits were excellent or good and **97%** rating their Champion as excellent and good.

Staffordshire's Secrets to Success

As one of the top performing CSPs with regards to visit numbers for the past three quarters, we asked Leigh Morton at Sport Across Staffordshire and Stoke on Trent for her recipe for success.

1. What sort of visits do you use Champions for?

Having a Champion attend an event allows for all round promotion to young people, parents and the press. Champions provide background on their achievements from grass-roots to being an Olympic medallist, demonstrations, coaching, motivational and inspirational talks at the following events/activities: festivals (football, netball, swimming, bowling, boxing etc), star:track and Sportshall athletics, launch of StreetGames, Sport Relief events, National School Sports Week events, Step into Sport conferences, Leadership and Volunteering Academies and many Sport Unlimited events.

2. How do you promote the scheme?

Through our strong sub-regional network of school sport partnerships, national governing bodies and local authority sports development officers, Sport Across Staffordshire and Stoke on Trent's

monthly sport-e newsletter and website.

3. What support do you give to your nominees?

People who wish to apply for a visit are requested to complete and submit a short application form. If their application does not match Sporting Champions aims and objectives, I will contact them to try and refocus their event in order to maximise the possibility of securing a SC visit. My contact telephone number and email address is available for queries or help. After I have submitted an application, I email the nominee to confirm that I've submitted their application to SCs and inform them that they will shortly receive a response with regards to the outcome, direct from yourselves.

4. Any other pointers?

All the feedback I receive, see in your newsletters and read in our local press highlights the influence and benefits that a Sporting Champion visit brings to the young people taking part in community sport and leadership and volunteering events. The fact that the visit is FREE and the application process is simple just can't be ignored and everyone should make the most of it. So please, Sporting Champions, keep doing what you are already doing as it is great !

Thanks for your time, Leigh and your continued support of the scheme.

Sport Unlimited

Just a reminder since the last CSP report that went out last week, we are offering the services of your [Regional Team Leader](#) (RTL) to attend your Year 2 Sport Unlimited planning day. This was a great idea from Neville Duncan at Northumberland Sport (thanks Neville!). His idea was to support the Champion over the lunch period by pulling together a display of all the visits that have gained local and regional coverage in the press for Northumberland during the previous couple of years.

We urge you to take up this opportunity and contact [Susan Lee](#) directly with event details (please don't complete the online nomination form). Should your RTL not be available, Susan is happy to suggest an alternative Champion.

Champions are also available to attend launch events, support throughout the 10-week programmes and help to celebrate with the young people. Please use the nomination form for any activity around the programmes.

School Visits

Please remember that the focus for Sporting Champions continues to be **community sport**. We are happy to support school events, but the event must promote **club-school links**.

Further to this, visits for young children (under 13 years old) will be under careful scrutiny before we support them. As we all know, Sport England's remit is around the 16+ agenda.

If you have any questions about this, please contact us.

**Some visits are still available, so please continue to promote the scheme.
If you need anything at all, Louise and Susan are on the end of the
phone, so don't hesitate to contact us.**

Louise Calton
Sporting Champions Manager
louisealton@creatingexcellence.co.uk
0800 328 4903

Susan Lee
Sporting Champions Administrator
sportingchampions@creatingexcellence.co.uk
0800 328 4903

[Forward email](#)



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