



Sport Across Staffordshire and Stoke-on-Trent County Sports Partnership would like to thank partners for their contributions to this Annual Report.

FOREWORD BY LAURENCE O'NEILL

Laurence O'Neill, Chair
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As Chair of Sport Across Staffordshire and Stoke-on-Trent (SASSOT), I am delighted to be able to write the foreword on behalf of the Partnership in what has been an exciting and rewarding year.

The year culminated in the Partnership receiving the Sport England West Midlands' County Sports Partnership 2006/2007 Recognition Award for Annual Achievements.

The award was made on the basis of the Partnership's performance and delivery during the year. We were delighted to receive the award from Rauf Mirza, West Midlands Regional Sports Board Chair.

In recognition of the award, Sport England West Midlands has awarded SASSOT £5,000 towards the implementation of a project that will increase participation in Sport and Active Recreation.

The award recognises the tremendous amount that has been achieved in the year but we still have work to do. I know that with the continued efforts of the team and the support of our many and varied partners we shall continue to progress. The many achievements listed in this report are testimony to the benefits of partnership working and I would like to thank all those who have contributed in 2006/07 and wish all of us every success in achieving our goals in the upcoming year.



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I am delighted to be able to introduce this, our first annual report since becoming a fully-fledged County Sports Partnership and what a fantastic year it has been. I am proud to have been part of the team that has achieved so much in such a short space of time.

Key to the success of the Partnership has been the commitment of Partners to our mission to "work together to champion participation, enjoyment and success through sport, physical education and active recreation".

Many of the highlights and achievements are outlined in this annual report, one thing for certain is that through working in partnership we have achieved far more than would have been possible by organisations working on their own.

The Active People Survey results, published in December 2006, show that we still have a tremendous amount more to do if we are to achieve our ambitious targets, however with an effective Delivery System for sport, physical education and active recreation being developed across Staffordshire and Stoke-on-Trent and the continued commitment to strong partnership working, I am confident that we will succeed.

Can I thank all members of the SASSOT Team and Partners for all their tremendous efforts and achievements during the year. The Team and I look forward to working with you as we build on these successes and we strive to continually improve our performance and take partnership working to a new level.



Headline Achievements

- Executive Board in place with Champion roles to mentor work of the Core Team
- Counting on Action Conference – embedding the Delivery System; simplifying the sporting landscape
- Continuation & Development of Sport Specific roles beyond Active Sports
- LAA inclusion & collation of Performance Indicators
- 2012 Staffordshire-wide approach
- School-to-club links funding programme
- Foundation level of Equality Standard for Sport achieved, Preliminary standard submitted
- Achieved Intermediate Level in Safeguarding Children in Sport Standard
- Workforce Development Plan and Coaching Strategy produced
- 45 Community Sports Coaches active
- Development of Marketing and Communications Plan
- Enhanced Sports Development Workshop programme organised
- Accredited training centres

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COUNTY SPORTS PARTNERSHIP

This section outlines achievements and work areas by the core team within the Partnership.

STRATEGIC COORDINATION & PLANNING

National Governing Body Support

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- Support to National Governing Bodies remains a key priority for SASSOT
- An exit strategy from Active Sports is being discussed with the relevant NGBs
 - We are currently liaising with Athletics, Girls Football, Hockey and Swimming to secure funding to extend the contracts of the sport-specific officers that we host
 - Cricket and Tennis delivery will continue via the county governing bodies
 - Staffordshire Rugby Development Partnership are submitting a CIF bid to deliver a women's and girls' rugby programme
- SASSOT also employs a Netball Development Officer and hosts a Badminton Development Officer. Both posts are funded by the relevant National Governing Bodies and also work across the Black Country.

Club & PESSCL Development

Chris Turner, Club & PESSCL Development Officer
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The Club Development entry into the SASSOT Annual Report for 2005/2006 outlined five key outcomes for 2006/2007 and I felt it appropriate to provide an update on each:

- *An increased number of young leaders undertaking Community Volunteering* – The number of schools involved in Step 5 of

Step into Sport has increased significantly and early reports from the strong network of Mentors have been very positive. The challenge that the partnership faces is to ensure that robust monitoring and evaluation systems are in place so that we can provide strong evidence for the good work that is taking place

- *Development of joint working with NGBs and SSPs* – The CSP/SSP Interface Group is now an integral part of the Delivery System at a sub regional level. This meeting now offers a specific time slot for NGB Officers to engage with SSPs from across Staffordshire & Stoke-on-Trent
- *Further development of Multi-skill Clubs and further promotion of LTAD* – The SASSOT FUNDamentals delivery plan makes strong reference to increasing and identifying a number of FUNDamentals Coaches that will contribute to ensuring adequate amounts of people to deliver Multi-skill clubs across the Partnership area. A very successful project has also been completed with Staffordshire University that involved providing training and entering students from the Sports Development & Coaching Degree into field based placements with existing FUNDamentals Coaches
- *Investigation and agreement of the Partnership's involvement within NGB Club Accreditation work* – A consultation session in October provided the basis of the SASSOT Club Development Delivery Plan that has four key outcomes; to enhance the support network available to sports clubs, increase understanding and awareness of Clubmark, increase external benefits of obtaining Clubmark and enhance communication between partners. This plan has strong links to NGB Club Accreditation work and it is intended that the outcomes of this plan will be beneficial for all SASSOT partners, and more importantly sports clubs and young people
- *Development and implementation of Club and Volunteer Strategies for the Partnership* – The Club Development Strategy has been written and contains three strands; Club Development, School Club Links and



FUNDamentals. To view the Club Development Strategy please visit the Plans & Strategies page on the SASSOT website.

The plan over the next 6 months is to ensure that the outcomes in the Club Development Strategy are met and that key partners are seeing added value to their work.

Sports Equity

Naomi Bird, Research & Marketing Officer
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Widening access to sport and active recreation is highlighted in Sport England's regional plan for sport, as one of its seven main outcomes. SASSOT continues to focus its efforts in achieving increased participation and widening access to the target groups of:

- Women and girls
- The over 45's
- Black and ethnic minority communities
- Disabled people and
- Those on lower incomes

Underpinning the Partnership's commitment to Sports Equity is the achievement of the Equality Standard: A Framework for Sport.

SASSOT has achieved the Foundation level of the Award, and now has in place a comprehensive Equity Policy and Action Plan to ensure a high profile and continuous improvement to this important area of work.

The Partnership's new website has been developed with accessibility a top priority and work continues in producing a Disability Sport Database.

Work has also begun on conducting a joint research programme with Staffordshire County Council into Disability Sport within the sub-regions schools network.

The Equality and Diversity Implementation Group has been established and continues to drive forward the profile and action plans for the Partnership's equity work, and provided support and guidance for the delivery a successful Partnership Youth Games for Special Schools which saw over 200 participants from nine of the county's special schools take part in five sporting activities.

Community Sports Networks

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- Good progress has been made on establishing the CSNs since October 2006 when the Active Recreation Manager came into post
- All Heads of Leisure Managers contacted and individually consulted on establishing a Community Sports Network within their local authority area
- All local authorities nominated an officer to lead on developing a Community Sports Network, in conjunction, with the CSP for their area
- Wide-ranging consultation workshops with partners from sporting and non-sporting organisations, public, private and voluntary sectors took place in Stafford, Tamworth, Lichfield and East Staffordshire. These workshops aimed to promote the Delivery System for Sport, Community Sports Networks and gain partner commitment and support for a Community Sports Network in each area. All workshops were well received by partners and work to form steering groups and executive boards followed
- Web pages on Community Sports Networks and the Delivery System for Sport was developed within SASSOT website
- Supporting material for Community Sports Networks was developed (Terms of Reference, job roles and responsibilities of chair and members).



Workforce Development

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- **Workforce Survey**

Off the back of a national Sport England initiative to develop workforce development plans across all CSPs, Sport England West Midlands commissioned IFF Research to undertake a workforce survey of sports sector employers to identify the workforce requirements of local authority, education, voluntary and private sector partners.

- **Workforce Report and Action Plan**

Using the outcomes from the workforce survey, a detailed report and action plan has been drafted outlining a number of objectives to increase the capacity and skills of Staffordshire's sports workforce. The Partnership Executive Board, Sport England West Midlands and sports coach UK have signed the action plan for delivery. A complete version of this plan can be seen at www.sportacrossstaffordshire.co.uk

Next Steps

- detailed research to identify the specific needs of our key Partners
- obtain buy-in and financial support for the plan from local and regional Partners
- submit a Community Investment Fund (CIF) bid to resource the workforce plan.

- **Child Protection**

SASSOT have successfully been awarded the Intermediate Level of the National Standards for Safeguarding Children in Sport. This is the culmination of over two year's work by the Partnership and is a reflection of the excellent safeguarding work being done by SASSOT core team and the wider Partnership. The independent panel that assessed the partnership's portfolio described it as one that demonstrated both the commitment of SASSOT to safeguarding and the comprehensive work it is undertaking in the sub region.

Next Steps

- obtain the advanced level of the standards by December 2008
- develop formal links with the LSCB through establishing a sports sub group reporting to the main board
- roll out National Standards with local authority partners

- **Community Sports Coaches Scheme**

It has been a year of review for this highly successful programme with some uncertainty over its future funding and sports coach UK taking on overall management of the scheme. Despite this we have successfully managed to extend the contracts of a number of community coaches through further funding applications to Sport England.

Next Steps

- Establish a clear picture of future funding for this scheme

Education and Training

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The County Sport Partnership continues to deliver a variety of workshops to enable coaches and volunteers, from a range of sports, to enhance their Continued Professional Development. We also assist clubs working towards Clubmark accreditation, by organising the required workshops at venues across the county.

Workshops delivered include Safeguarding and Protecting Children (formerly Good Practice and Child Protection), Equity In Your Coaching, A Club For All, Appointed Person First Aid, Cricket First Aid, Coaching Disabled Performers, FUNdamentals of Movement, Multiskill Clubs in Practice, Funding For Your Club, A Guide to

Mentoring Sports Coaches and Autism and Sport.

Achievements

- 846 attendees from 37 different sports.
- Delivery of 51 workshops in 18 different locations
- Workshop providers are sports coach UK, runningsports, St John Ambulance, Royal Life Saving Society and National Autistic Society
- Partnership with the Staffordshire Cricket Board - providing Child Protection and Cricket First Aid workshops in conjunction with their Level 1 Cricket Coaching Courses

Next Steps

- The workshop programme up to March 2008 has been announced and further workshops will be added as required. Funding for this post has been secured to enable the programme to continue until September 2008
- The workshops are provided at a subsidised rate by SASSOT. This is done to keep the cost to coaches and volunteers to an acceptable level and below the maximum delegate cost specified by sports coach UK and runningsports
- Work with Education partners to identify additional workshops that will be of value to coaches working in schools.

Partnership Youth Games / Special Schools Sports Festival

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- An extensive consultation with partners took place in September 2005 to review the Partnership Youth Games.
- As a result the decision was made to disperse the Games and provide a series of National Governing Body co-ordinated county competitions that would meet local needs and NGB player pathways.
- Six individual events took place across the county between the months of May to July 2006.
- Following this, a further consultation event took place with partners in October 2006, to review the revised Youth Games format and to discuss whether the full, one-day multi-sport Youth Games should be reinstated.
- With 75% of partners wanting to see the Youth Games continue, it was decided that a Steering Group should be set up to look into the practicalities of this.
- The first meeting of the Steering Group, attended by representatives from Local Authorities, the County Sports Partnership, National Governing Bodies and School Sports Partnerships, took place in March 2007.
- The group will look at possible funding sources and how to ensure the Games is more developmental, following which a decision will be made regarding whether the 2008 Games will take place.
- This year also saw the continuation of the Special Schools Sports Festival, with involvement from Athletics, Cricket, Football, Hockey and Rugby.
- Held at Shobnall Leisure Complex, Burton-upon-Trent, the event was attended by nine schools and over 200 participants.



Marketing & Communications

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Effective Marketing and Communications is one of the three core functions for which SASSOT receives its core funding. The Partnership's independent function and role as a one-stop-shop for information enables the promotion of success, enables wider awareness of the sporting landscape and allows effective communication across a wide range of partners.

To provide a framework for SASSOT's marketing efforts, a Marketing and Communications Plan was developed with clear action areas covering the key themes of

- Two-way communication systems
- PR & Media and promotion
- Funding advice

The Partnership's Marketing Implementation Group met on a quarterly basis, pulling together a wide range of marketing expertise from key partners and continues to promote and share good marketing and communications practice.

In addition, SASSOT continued to support the work of the Sport England West Midlands Communications Group and enable the two-way flow of information from and into the sub-region.

Some key achievements:

- Launch of County Sport Partnership at Burton Albion FC
- Marketing & Communications plan produced via wide support network
- Partnership re-branding and new website launched
www.sportacrossstaffordshire.co.uk averaging 11,000 hits per month incorporating an accredited club directory and event calendar
- 80 attendees at Counting on Action Conference
- TAES Validation – Fair rating achieved

- Launch of new monthly e-newsletter distributed to 250+ recipients
- 12 Sporting Champion visits to Partnership

The role of the Partnership as a central information hub extends into research support. As such, SASSOT, alongside its local authority and school sports partners, has begun to coordinate the next Year 6 Survey. The survey will provide evidence on trends within sports and active recreation habits of Year 6 respondents as well as help to provide information to shape future planning.

Planning has also begun for research into disability sport within the sub-region, which will focus upon the current habits and future wants of disabled youngsters in our local schools.

To assist in the area of future planning for its partners, SASSOT has committed to providing a mapping service to enable graphical representations of the sub-regions activity patterns.

Performance Measurement

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The Partnership achieved its Fair Rating in TAES (Towards an Excellent Service) performance measurement improvement tool and has devised an Improvement Plan, which has been agreed and incorporated into the Partnership's Business Plan.

SASSOT provides detailed reports to Sport England on a quarterly basis highlighting its status against of the specific conditions relating to its financial support from Sport England. The reports track:

- Core functions
- Community Sports Networks' progress
- Achievement of National Standards



- Status of funded programmes (e.g. Community Sports Coach Scheme)
- The Partnership's work strands
- Governance and Assurance and
- Achievements and Concerns

Reports have been created to monitor web site traffic and evaluate the number of hits, which the site and its constituent pages receive.

Sport England's Active People Survey Results were released during this period and provided the baseline data against which the target of increased participation will be measured.

LINKS WITH EDUCATION

Staffordshire County Council Children & Lifelong Learning Services

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During 2006-2007 there have been significant changes within the education sector and its liaison with the County Sports Partnership.

A new School Improvement Officer for Physical Education and Active lifestyles has been appointed. His name is Clive Jones and he is based at the Kingston Centre in Stafford.

It is exciting times for the provision of Physical Education, sport and Active recreation as education sector colleagues continue to work to the 2008 PSA target and the 2010 ambition as well as the 2012 Olympics.

With a new workforce around School Sports Partnerships now in place, overseen by a Partnership Development Manager and a School Sports co-ordinator in every secondary school and a primary link teacher in every primary school, we have never been better placed to meet the needs of every child.

The Local Delivery Agency, a group established from key partners from across Staffordshire, has continued its work to develop continuing professional development for all colleagues working within schools. During the last year the LDA exceeded nationally set targets and new work will include the further development of district-based tutors who will challenge high quality delivery.

The PESSCL data, due out in October 2007, will give us the first nationally collected baseline for delivery within Staffordshire schools. This will allow those involved in education to work strategically with all partners to develop healthy active lifestyles for all young people. 2007-2008 looks exciting!

Stoke-on-Trent Children and Young People's Services

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Sport and Leisure Services has integral links with Children and Young People's Services in supporting and developing the strategic priorities for sport within schools.

A central focus for this work in 2006/7 has been the development of new sports facilities on school sites under the auspices of the Big Lottery Fund, the provision and delivery of the school swimming service and working with the Partnership Development Managers to deliver the Planning, Preparation & Assessment (PPA) initiative whilst playing a key role in supporting the School Sports Co-ordinator partnerships to achieve their target of providing 83% of 5-16 year olds with at least two hours of high quality PE per week.



Staffordshire University

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The University's role within the partnership has changed significantly over the last 12 months. Whilst many athletes and coaches have continued to take advantage of the Sports Science expertise within the Sports Performance Centre the University has changed in line with the demands of our customers, including the County Sports Partnership (CSP) to be more strategic.

Staffordshire University's central role in providing and analysing the evidence needed to ensure that the region's physical activity priorities are met continues to direct the work we do however, our move to a more strategic position within the region is evidenced by the broad portfolio of work we and the partnership have undertaken over the last 12 months. This has included:

- The setting up of the interim and permanent Executive Board
- Board member and performance champion with responsibility for intelligence and research
- Hosting the 'Counting on Action' Conference

At an operational level the work continues with high profile events like the fitness campaign with Phil 'The Power' Taylor widely covered by Midlands Today and support from the University's marketing department on the CSP's Marketing and Communications group, one of the core functions of a CSP.

Our work in research and intelligence gathering is continuing with research into participation rates in year 6 pupils and an extensive strategic review of the literature and policies that guide our work planned for later in the year. The last 12 months have seen the partnership change significantly however; we are now able to meet the challenges set by Government through

Sport England and look forward to the next 12 months full of optimism for the future.

SPORTS

This section will provide an account of achievements for athletics, badminton, cricket, girls and women's football, hockey, netball, rugby union, women's rugby swimming, table tennis, tennis and volleyball for the period 1 April 2006 to 31 March 2007.

Athletics

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Athletics across Staffordshire continues to develop and over the past year there have been a number of successes. Huge thanks to all involved for your continued support and commitment. Keep having fun!

Plans for 2007/2008

- To have 6 clubs in the County with Clubmark and to provide ongoing support to those who have achieved accreditation
- To continue to support the Staffordshire Clubs Forum as a forum of good practice and communication to clubs and other key partners across the County
- To increase the number and support the development of coaches, officials and volunteers working with young people at different levels
- To identify regional funding and support clubs to apply
- To continue to develop disability athletics and raise awareness
- Support the transition of the Staffordshire Sportshall Athletics League to volunteers
- To continue to nurture and develop performance of talented athletes through the County Athletics Performance Squad

- To support School Sport Partnerships to deliver sportshall athletics festivals in their Partnership area
- To increase the number of school to athletics club links

Badminton

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Over the last 12 months BADMINTON England have appointed a new CEO, resulting in many changes in the delivery and expectations of badminton at a local level.

Having been a development officer for two years, I have now been appointed a Regional Development Manager for the West Midlands. We are currently recruiting for a Staffordshire Development Officer and hope to appoint by the end of October 2007.

Achievements

- Established a Badminton specific Development Group in East Staffordshire between all clubs in the East Staffordshire Badminton League, and East Staffordshire Borough Council. This group has the responsibility of planning and co-ordinating the development of badminton within the clubs and leisure centres in the East Staffordshire area and has a development plan to reflect this
- The East Staffordshire School Sport Partnership is represented on the above group, which has seen badminton introduced at both primary and secondary school level. As a result, John Taylor High School were asked to enter into the National Inter-School Championship pilot scheme which proved a very successful competition, and saw the school reach the regional rounds
- The East Staffordshire Development Group have also been instrumental in Barton

Senior & Junior clubs gaining Clubmark accreditation and a further two clubs signing up to the scheme.

- Stafford Badminton Club and Alleyne's Junior Badminton club based in the Stafford area, are currently working towards the Clubmark accreditation standard. This shows that clubs are recognising the value of being accredited and its minimum operating standards
- As part of last year's plans we decided that Staffordshire needed more than one school of excellence within the county to encourage and develop more Junior County standard players and in the long term sustain the Senior County Teams.

BADMINTON England have been fortunate enough to receive over £2million pounds to establish a National Club & Coach Programme to create Performance Centres within counties to identify talent, upskill coaches and develop a new Club Future Strategy.

- Staffordshire were lucky enough to receive £30,000 per year for three years, which will see three Performance Centres throughout the county, however we are still very much in the early stages of development and currently consulting with all development groups, clubs and county associations to decide where the most appropriate place geographically these centres should be positioned. *(If anybody would like further details regarding the Performance Centres and Club Future Strategy please contact Rachel Bayley)*

Plans for 2007/2008

- One performance centre operating by December 2007, and a further two by the end of April 2008
- To have Stafford, Alleynes and East Staffordshire Clubs, Silver Club Accredited by the end of the season
- To have appointed a new Badminton Development Officer by the end of October 2007

- Introduce and deliver the BIG & Bisi programme in 25% of School Sport Partnerships within Staffordshire
- Develop a 12 month Coach Education Programme in line with the newly endorsed UKCC Level 1 & 2 courses

Cricket

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Staffordshire Cricket has seen major changes over the last twelve months with an extensive restructuring at Board level ensuring all stakeholders within the game have greater influence in the day to day running of Cricket Development.

- There are now eight professional staff servicing the ongoing development of cricket within the county
- Over 25 ECB Clubmark Accredited Clubs
- Over 150 newly qualified coaches working within Staffordshire Clubs
- Over 50 newly trained Club Welfare Officers
- Staffordshire Cricket Board delivered 790 hours of coaching within Primary Schools and 200 hours in Secondary Schools
- Coached over 13,000 children within schools and holiday programmes
- Staffordshire U17 Girls' Squad reached the National Final

Girls' and Women's Football

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Girls' and Women's Football continues to grow and develop in Staffordshire. Through the work of our clubs, coaches and volunteers, more and more opportunities are being created to ensure the sustainability of football for females in the County. We are continually introducing more opportunities for girls within schools, ensuring

females have opportunities to become coaches and referees, as well as working to introduce new initiatives such as Futsal and working with new partners.

- Two girls only High School Leagues established in Newcastle under Lyme and East Staffordshire
- 2 female only coaching workshops held for female coaches in the county
- Girls Schools County Championships held with over 220 girls participating from 22 schools.
- Continued development of the Girls and Women's Football Leagues in the county (North Staffs Girls League, South Staffordshire Young Women's League and County Women's League)
- 3 girls only school-club link programmes developed and linked into local FA Charter Standard Clubs, 110 girls receiving coaching
- 5 new female coaches involved with the Female Coach Mentoring Programme
- Rainbows, Brownies and Guides Football Session held in partnership with Stone Dominoes FC.
- 2 girls only goalkeeping coaching sessions held
- 12 females completed and passed FA Level 1 female only coaching course
- 10 females completed and passed female only referee course
- School holiday coaching programmes organised during the summer, October and February half term
- 5 girls clubs achieved FA Charter Standard Accreditation
- Continued support given to the Stoke City Girls FA Centre of Excellence with continued participation of the county's female talent ID programme
- Coaching provided to girls in Special Schools with Disability Community Sports Coach
- Successful funding application submitted to support Girls Football Coach's Position until March 2008.

Hockey

Nicky Shellard, Hockey Development Officer
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Grass roots hockey within Staffordshire continues to flourish with more clubs developing junior hockey, more clubs gaining accreditation and forming stronger links with schools, and growing competitive opportunities.

- Lichfield Hockey Club and Cannock Hockey Club achieved accreditation joining Leek Hockey Club, with several other clubs working towards accreditation. It is hoped this number will at least be doubled by this time next year
- A part-time Community Hockey Coach for the county was appointed in January 2007. The coach has been busy working with a number of schools, and school sports partnerships within the county, both in curriculum time and in after school clubs
- Zone Hockey was again on the agenda at the Special schools Games, although participation was restricted to only 40, due to space available, the day was thoroughly enjoyed by all. The Community Coach worked with some schools before and after the games
- Mini Hockey (8-12 Years) continued to grow with more and more clubs sending their young players, accompanied by willing volunteers, to venues across the county. For most it provided their first opportunity for representative club hockey. This continues to be run entirely by volunteers, and is self funding.
- Most areas held hockey coaching for children during the summer holidays, with some actually putting on hockey camps.

Plans for 2007/08

- England Hockey will implement its LTAD plan to include, the setting up of 3 Development Centres and 1 Academy Centre within the county. Each centre will have 20 girls and 20 boys at each of U13, U14, U15, and U16 age groups

- Further courses including Level 1 Coaching, Level 1 Umpires, Coaching for Teachers, and Leadership Awards
- To formalise current and encourage new links between clubs and schools
- To continue to support and assist clubs to gain accreditation.

Netball

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Achievements

- 4 new PESSCL projects established within the county
- Successfully administered the new Staffordshire Junior County League of 38 teams over 3 age groups
- 3 new England Netball satellite and county academy programmes successfully run for over 60 talented athletes across U14 and U16 age groups
- 2 C award umpiring courses and 1 beginner umpiring courses have been run for over 50 umpires within the county.
- The number of CAPS accredited clubs increased to 4 across the North of Staffordshire, 3 gaining bronze and 1 silver club.
- Successful High 5 tournament attended by Tracy Neville, England Netball player
- Various teacher and students training courses ran in East Staffordshire, Tamworth, Cannock and South Staffordshire

Rugby

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The 2006 - 2007 season has been a fruitful one for the development of grass routes Rugby Union within Staffordshire. We launched our national recruitment campaign (scheduled for 2007-8 season) 'GO PLAY RUGBY', aimed at attracting new and returning players to the sport. We have also seen a substantial investment in the facilities of our clubs through the Rugby Football Foundation and the CCDP allocation. This hard work has been followed through largely by a dedicated volunteer base and committed clubs all focused on one common theme: The growth of grass routes Rugby.

Achievements 2006/07

- Network of local TAG tournaments in every district in Staffordshire leading to a county wide final
- 2 new Seal of Approval Clubs (Clubmark)
- 1 new Mini and Junior Section at existing Senior Club
- Structured Non Award Coach Education programme
- 8 x UKCC Level 1 coaching courses
- 60+ new formalised Club/School Links
- County U20 XV National Semi Finalists

These are just a sample of the achievements that the rugby community in Staffordshire can be proud of. For any further information please get in touch.

Plans for 2007/08

- Looking to increase workforce by appointing new full-time rugby coaches to support the game across the county
- Support the work of local partners including SSPs and Sports Development Teams
- Hold a school competition for every secondary year group, including girls, aiming it at new and emerging schools in

order to aid rugby development at less well established rugby playing schools

- Coordinate the perennial network of TAG rugby festivals throughout the county culminating in the Staffordshire finals
- Support and develop the network of rugby within the HE and FE sectors
- Develop a structured network of coach education evenings aimed at increasing the depth and knowledge of coaching expertise across the county
- Work with non-accredited rugby clubs, and help them achieve the RFU's Seal of Approval standard (Clubmark)
- Support leisure rugby events from across the county, including adult TAG leagues and other social forms of the game.

Women's Rugby

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2006/07 saw a considerable amount of development work undertaken to secure funding to support the continuation of a women's rugby programme.

The Staffordshire Rugby Development Partnership submitted various funding applications, including the Local Network Fund, Awards for All and the Community Investment Fund. These, combined with partnership funding from governing bodies, clubs and local authorities have resulted in successful awards being made to implement a women's rugby programme throughout the county, led by a development worker and a head coach, over the next two years.

The Staffordshire Rugby Development Partnership would like to thank everyone involved in this process.

Achievements

- Ongoing delivery of the Women's Rugby Forum
- Ran 6 County Development Days involving 26 U17s and 24 U14s
- U17s County Squad came 3rd in the West Midlands County Tournament. 3 players were selected and took part in the National Regional Programme and finished 4th overall
- U14s County Squad won the West Midlands County Tournament. 7 players were selected and took part in the National Regional Programme and finished 7th overall
- 9 players from Staffordshire were selected for the West Midlands Senior Squad and went on to win the National Tournament for the third year running.

Swimming

Sheila McLeod, Swimming Development Officer
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The final year for Active Sports Swimming has seen a transition in delivery. Swimming Community Coaches are now working closely with local Staffordshire Partnership Development Managers based in Specialist Sports Colleges. This enables them to identify 'gifted and talented' as well as those needing additional help to achieve the requirements at Key Stage 2.

Achievements

- School Club Links has been further developed
- All local authorities have at least one accredited club
- Local swimming action groups continue to provide a network of local information services

- Increased attendance at Generic CPD workshops
- Continued provision of Development Days for swimmers
- Increased number of accredited clubs
- Increased number of qualified coaches

Plans for 2007/08

- Increased opportunities for swimmers with disabilities
- Continued support for accreditation / revalidation
- Funding secured for further coach development
- Strengthened links with Specialist Sports Colleges
- Increased Sport Specific CPD opportunities

Table Tennis

Chris Newton, Regional Development Manager
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Table Tennis within Staffordshire continues to remain very strong, the number of players are increasing and the average national ranking of junior players is the highest for many years.

Achievements

- Several clubs have achieved Clubmark over the past year. These include Penkhull TTC, Uxbridge TTC, Weston TTC and Uxbridge Ability TTC. There are several more clubs that are very close to achieving this prestigious award.
- A performance centre, based at St Peter's High School in Stoke-on-Trent that is linked to our national training squads is now in its third year. This centre receives weekly coaching from an ETTA appointed coach and has provided several players for the England squad.
- Burton on Trent hosted the National Cadet League. This competition attracted 14 clubs from across the Midlands. It's held on four

days throughout the year and is a very high standard.

- Robert Sutton High School in Burton on Trent is very close to finalising a £350,000 sports hall refurbishment to provide the population of Burton with a purpose built table tennis hall, capable permanently of housing twenty table tennis tables. This will be the largest club and school table tennis facility in the county.
- Father and daughter combination of Steve and Natalie Slater from Stoke-on-Trent have both achieved personnel highs recently. Steve was awarded the ETTA's National Coach of the Year while Natalie, aged 14, has moved forward to command a regular place in the England Junior Team.
- Stafford Table Tennis League has been awarded a grant to modernise their league HQ. A purpose built table tennis floor has now been fitted.
- The County Schools Team and Individual Championships grew in numbers again. These are based at St Margaret Wards High and Trentham High in Stoke-on-Trent during the winter months. Both provided an opportunity for any school child take part in their first series of matches.

Tennis Staffordshire

Tennis Development Manager – position vacant
t: 01785 220772

The Lawn Tennis Association has launched its new 'winning' vision in the Blueprint for British Tennis that's focusing on 3 drivers:

- Getting the best coaches, working with the best talent in the best facilities
- Providing the best technical and sports science support and advice in the most accessible way, to the right people when they need it
- Establishing a straightforward, high quality competitive framework that gives juniors

the stimulus they need to get on, and stay on, the winning pathway

There are new measures of success for British Tennis that these drivers will deliver:

- Number of men and women in the top 100 in the world (singles and doubles)
- Number of 13-21 year olds on track (defined by their international ranking in relation to data on previous rankings of actual top 100 players at different stages of their career) to be in the top 100 in the world
- Number of regularly competing juniors (boys and girls aged 18 and under competing in at least 6 matches each year)

In 2006/2007 Tennis Staffordshire has focused on these drivers and contributing to the measures of success (especially the number of regularly competing juniors).

- Launched a new Guide to Junior Tennis Competitions in Staffordshire that has broken down barriers to participation for many players
- Supported 6 Key Clubs (including Burton and Draycott) focused on improving standards of play and getting players on the 'winning pathway'
- Supported 16 Potential Clubs focused on getting new members and increasing the number of regularly competing juniors
- Developed 4 new coaches through the Net-A-Coach Scheme (Nick Bridden, Paul Armstrong, Amber Quick and Andy Griffin)

Plans for 2007/2008 and beyond

- Number of men and women in the top 100 in the world (singles and doubles) = 10 by 10 (2010)
- Number of 13-21 year olds on track (defined by their international ranking in relation to data on previous rankings of actual top 100 players at different stages of their career) to be in the top 100 in the world = 40 by 10 (2010)

- Number of regularly competing juniors (boys and girls aged 18 and under competing in at least 6 matches each year) = 31,454 by 2010
- Number of regularly competing juniors (boys and girls aged 18 and under competing in at least 6 matches each year) = 320 by 2008 and 400 by 2009 (Staffordshire)

Tennis is on the way up – with Andy Murray leading the way in singles and his brother, Jamie, leading the way in doubles – what are you waiting for – grab a racquet, turn up on court, and get competing!

Volleyball

Craig Hanford, National Development Manager, Volleyball England
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Volleyball development in Staffordshire is mainly oriented in the north of the county and led by Newcastle (Staffs) Volleyball Club. At the time of writing there is no dedicated professional support of the sport in Staffordshire, however this voluntary club has made major contributions to the development of the sport, with the following headline achievements:

- 2006 Volleyball England Club of the Year
- 2006 CCPR National Voluntary Sports Club of the Year (3rd place)
- Coaching, teacher education, equipment and competition for the members of the North Staffordshire Special Schools Sports Association
- Teacher and AOTT courses for over 50
- Newcastle-under-Lyme (Chesterton) and Stoke North (Holden Lane) School Sports Partnerships both affiliated to Volleyball England, the club provided equipment to each SSP as a result
- Coordinated second season the North Staffs Junior Volleyball Grand Prix of three events which involved around 120 boys and girls

- 6 players selected to play in the UK School Games
- 3 players travelled to the Northern European Junior Men's Championships in Norway with the England team
- Men's first team won the Senior National Shield
- Under 15 girls and boys, and under 16 and 18 boys made the national top 8s event
- Rod Stockwell won the Volleyball England "Volunteer of the Year" award
- Colin Roberts won the Volleyball England "Putting Volleyball at the Heart of Your Community" award
- Will Roberts won the Volleyball England "Coach of Junior Players" award



LOCAL AUTHORITIES

Beyond the range of services and developments described throughout this report that affect all the local authorities, this section identifies a few examples of the partnership's developments at a local level.

Cannock Chase

Paul Smith, Sports Development Manager
t: 01543 462621, ext. 4574
e: paulsmith@cannockchasedc.gov.uk

Cannock Chase District Council's Sport, Active Recreation and Community Development Team consist of a dedicated group of officers who tackle a range of social issues through sport and physical activity.

We are committed to providing quality services, which are delivered with care and expertise to meet the needs of all our customers.

Achievements for 2006/07

- As part of our commitment to continuous improvement through Quest, we undertook a Service Plan Review Day with our key partners.
- We have put in place Development Plans for four of our focus sports.
- Funding through the Children's Fund has allowed us to integrate young people with access issues into mainstream activity programmes.
- Supported two local clubs in gaining their Clubmark accreditation.
- Established a district-wide Football Development Group.
- Set up a Special Needs After-School Activity Club.
- Secured funding through the Community Learning Partnership to support a number of outreach projects, i.e. Special Needs Trampoline Club.
- Established a "Chase It" Plus Young Persons (13-19 years) Consultation/Action Group.

- The setting up of a Junior Netball Club, with funding secured through an Awards for All bid by the Chase Sports Council.

The Team looks to make a real difference to the lives of the people who live in the Cannock Chase District by increasing the number of people who become and stay active in sport and active recreation.

East Staffordshire

Liam Rooney, Senior Sports Development Officer
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East Staffordshire Borough Council Sports Development Team (Sport East Staffs) has worked closely with Sport Across Staffordshire and Stoke-on-Trent throughout 2006 – 2007 to work towards common objectives.

The establishment and development of the Community Sports Network, "East Staffs United", has enabled a wide range of interested parties to become engaged in the strategic direction of sport in East Staffordshire. Through working alongside officers of Sport Across Staffordshire and Stoke-on-Trent East Staffs United is helping to increase participation amongst hard to reach groups.

The joint promotion and delivery of coach education continue to provide a wide range of opportunities for coaches across East Staffordshire. Through the provision of Sport Leaders UK course, sport specific coach education local coaches are helped to begin working in sports coaching and to progress their careers. Generic coaching courses, including First Aid and Safeguarding and Protecting Children workshops, help to ensure the safety and quality of coaching in East Staffordshire is maintained at the highest possible levels.

The Special Schools Youth Games once again gave children from East Staffordshire the



opportunity to take part in a range of sports. East Staffordshire remains fully committed to the delivery of programmes of sport for people with disabilities and is an active contributor to the Sport Across Staffordshire and Stoke-on-Trent led countywide initiatives.

Furthermore, East Staffordshire's Able Too Forum organised the Able Too Games in 2005, which attracted over 100 children. Able Too United FC has also continued to grow and to compete in regional tournaments, providing ongoing opportunities for people with disabilities to participate in competitive sport.

Throughout 2007 – 2008 Sport East Staffs will continue to work closely with Sport Across Staffordshire and Stoke-on-Trent to ensure high quality opportunities are provided for local people to start, stay and succeed in sport and physical activity.

Lichfield

Nigel Camacho, Sports Development Officer
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Lichfield District Council's Sports Development Unit has continued to deliver high quality sporting activities across the district throughout 2006/2007. Within this financial year Sports Development has increased its support to Schools, Clubs and Community groups considerably. This has been achieved through creating a team of development officers taking on roles from Club Development to Community Projects such as Positive Futures. Other developments across the district have included:

- Developing Clubmark working programmes within Club Development Groups
- Increasing school participation within festivals by 38 percent
- Developing strong links with the School Sport Partnership
- Securing finance to continue the Community Sports Coaches scheme until 2008

- Consulting with key partners across the district to develop the Sports Strategy and Community Sports Network
- Developing plans to increase the number of pitches and play spaces across the district

Newcastle-under-Lyme

Lucy Taylor, Sports Development Officer
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Sports Development has had a productive year, thanks to the hard work and support from schools, volunteers and local sports clubs. This is helping to develop stronger partnership links and the promotion and development of sport and recreation within the Borough.

Achievements have included:

- The establishment of the Newcastle Cricket Development Group supported by local clubs and the ECB
- Organising the Year 7 Futsal Tournament for local high schools – the first one in the County
- Over 80 young people and teachers participating in the North Staffs Special Schools Tennis Tournament
- Holding the 'Sport & Culture For All' Fun Day at Kidsgrove Sports Centre in February 2007
- Assisting with the Community Recreation Service Bowls Tournament for older people

South Staffordshire

Mark Jenkinson, Community Development Officer (Sport)
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2006/2007 has seen another successful period for South Staffordshire with the authority consistently delivering new projects and initiatives, which are having a positive impact on the Communities of South Staffordshire.

- This period has also seen a record number of schools and children from across South Staffordshire competing in our Get Set Sports Festivals with the winners and runners up of these festivals progressing to countywide festivals. 2006/2007 has seen over 1,000 children taking part in various sports festivals with many of the children progressing from school teams into local clubs where they have the opportunity to develop and further their skills.
- Newly introduced this year is the Get Walking programme, which is a coordinated, walking programme for children who are not already engaged in mainstream sport. The programme aims to get more children physically active as well as educating teachers and families on issues surrounding health.
- Another new initiative to be launched during this period is the Get Set Points Card. The points card aims to reward children for taking part in physical activity. Children gain points when they take part in physical activity and are rewarded when they reach a certain amount of points. As the child builds up points on their card, they can then be rewarded by redeeming them for free coaching sessions at their school. A child who collects the most points in one month can also claim a prize such as free admission to local attractions.

Achievements for 2006/2007

The Council's drive for excellence and setting high standards has been rewarded this period with the service achieving two nationally recognised awards:

- Quest Accreditation for Sports Development.
- ILAM Health & Physical Activity Recognition Programme completed.

The Council will aim to keep working with key partners to deliver new initiatives that increase participation in Sport and Physical Activity to ensure the District is an example of good

practice and keeps looking to improve its services.

Stafford

Jenny Moore, Senior Sport & Physical Activity Development Officer
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Sports Development across Stafford Borough continued to thrive in 2006/2007 due to increased partnership working with key partners such as Sport Across Staffordshire and Stoke-on-Trent, Stafford and Stone School Sports Partnerships and various development groups and sports clubs.

Key achievements in 2006/2007 are: -

- 7 Community Sports Coaches working in the Stafford Borough schools delivering a wide range of curricular and extra curricular sports programmes.
 - Stafford Borough Netball Club has been established, which is the first junior netball club in the area.
 - Stafford Borough Community Sports Network is up and running with a wide range of partners from across the borough represented on it.
 - 3 Sporting Champions have visited various projects/events providing inspiration and enthusiasm to young people from across the borough.
 - The Active People survey results were revealed which put Stafford at the top of the list in the West Midlands for participation in sport
 - An encouraging increase in the number of Clubmark and Charter Standard Clubs across the borough with these once again included into their own brochure to ensure that these clubs are set aside from the rest as being the best in the borough.
-



Staffordshire Moorlands

Tony Wheat, Sports Development Officer
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Staffordshire Moorlands Sports Development Team continued to benefit from its strong relationship with both Sport Across Staffordshire and Stoke-on-Trent and other key partners including the School Sports Partnership and the Community Safety Partnership, to provide excellent sporting opportunities for the people of the Moorlands.

New partnerships, including working closely with the Community and Learning Partnership (C&LP), mean that sport and physical activity covers areas including health promotion, combating anti-social behaviour and community cohesion.

Key work areas included:

- Continuation of the Community Sports Coach Scheme including seasonal work from our Community Hockey Coach and the appointment of a new Outdoor Activities Coach who works closely with the School Sports Partnership and other partners including the C&LP and the Youth Service.
- Be Healthy project funded by the Children's Fund, involving 8 local families receiving advice and assistance with active lifestyles and diet
- 3 hugely successful sports outreach projects, engaging with local young people across the district
- Education and Training workshops in partnership with SASSOT
- Development groups in football, cricket and swimming
- Establishment of a Community Sports Network which is now fully operational
- Club accreditation

These are exciting times for Sports Development as a new Sports Strategy for 2007-2011 is about to come into use, with new targets and priorities reflecting the abundance

of new partnerships developed since the last strategy was written in 2003.

Stoke-on-Trent

Michelle Adams, Sport & Education Link Officer
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CSP & City Appoints Major New Link Role

In early 2007 the CSP and Stoke-on-Trent City Council appointed Michelle Adams into the post of 'Sport & Education Link Officer'. The purpose of the role is to provide effective partnership working between the City and Staffordshire Sports Partnership to ensure that the City's objectives successfully influence the Partnership's policy, practice and investment strategy. The role has already proved to be very successful with the submission of two major CIF project submissions coming forward from the City and many other significant initiatives for increasing the City's physical activity participation levels being planned for 2007/8.

Closing the Gap Wins Major National Award

In June 2007 'Closing the Gap' received the prestigious Municipal Journal 'Promoting Active Communities Achievement of the Year Award' for its work in 2006/7 with looked-after children. The team were competing with over 50 other local authorities to try and secure this major national award. 'Closing the Gap' is now gathering pace and the programme is engaged with over twenty organisations in Stoke-on-Trent. The 2007 Closing the Gap survey, into levels of participation in sport and active recreation by socially excluded young people in Stoke-on-Trent, shows encouraging signs of improvement coinciding with the early stages of the project. The mean level of participation increased from 2.5 to 2.7 days per week and the percentage of young people participating at least once per week rose from 77% to 82%.



City Aquatics Development Service Reaches Record Achievements

Key Stage 2 Swimming

In 2006/07, 74% of pupils achieved the National Curriculum Water Skills Attainment and 98% of pupils achieved the National Curriculum Water Safety Skills Achievement. Further successes for Stoke include the allocation of £25,000 to provide Top Up Swimming Sessions. This has resulted in all year 6 pupils receiving classroom based water safety sessions.

Rowing

In 2006/07, Stoke Rowing Club was awarded Sport England's Clubmark.

Under 14 girls won gold at the British National Championships and became National Champions for their age group. The Youth Team also won the "Ball Cup" for clubs and schools in the North of England. Further, members of this youth team have been chosen to represent the West Midlands.

City & Stoke PCT Develop Major Health Initiative

As part of a Stage 1 CIF bid application for the City in 2006/07, the City Council and Stoke PCT embarked on a major partnership to develop a large scale project for a new health initiative to be branded as City 'Lifestyle Programme'. The project aims to target 10,000 at risk (of CHD) people over 3 years to be engaged in physical activity 3 times per week via a GP referral system. The overall aim is to reduce the growing levels of obesity and improve life expectancy in the City. The Lifestyle Programme also incorporates initiatives such as healthy eating, smoking cessation and improved mental health.

Learning & Development Team Achieves Major National Quality Standard

In 2006/07 the City's Sport & Leisure Learning and Development Team worked fastidiously on developing a consistent approach for delivering information, advice and guidance successfully achieving the Matrix Quality Standard. The team are the third most successful provider in Staffordshire in relation to achievement rates. A further success has been recorded in 2006/07 with the Level 2 apprentices successfully completing training programmes six months ahead of schedule.

Willfield Fitness Centre Hits Record Attendances by IFI (Inclusive Fitness Initiative) Clients

As a result of Willfield Fitness Centre achieving IFI accreditation in August 2005, attendance figures by IFI clients soared during 2006/07. IFI client groups includes those with visual, hearing, multiple or physical impairment.

City's Flagship Leisure Centre Reaches Its Quest

The culmination of the hard work carried out by the team at Fenton Manor Sports Complex in 2006/07 has resulted in the centre celebrating success in an independent quality assessment, which has praised its high standards.

The centre has been given a "Commended" result of 74% by Quest following a mystery visit earlier on in the year and a visit by an external assessor over three days in May. The result is an increase of 6% on the previous assessment two years ago. Quest measures standards of customer relations, operational procedures, staffing and service development and review.



Tamworth

Karen Moss, Sports Development Manager
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Over the past twelve months we have undertaken significant partnership work within the Borough to facilitate the delivery of projects to meet Local, Regional and National agendas. We have worked closely with the Community & Learning Partnership to help tackle issues such as social inclusion, reducing incidents of anti-social behaviour and increasing health awareness by delivering after school activities, holiday activity provision and adult learning in the community via level one coaching courses and National Pool Lifeguard Qualifications.

We have also worked with local schools to promote the message of healthy eating and increase levels of physical activity through health related exercise sessions in schools and signposting children to appropriate exit routes.

Through Children's Fund we have been delivering projects under the 'be healthy' theme by engaging children in activities to improve their physical health and build their self-esteem, also offering support and advice to parents in relation to their children's health.

Our Community Multi-Sports Disability Coach's work continues to go from strength to strength helping to increase participation levels of physical activity in local special needs schools and special needs youth clubs in Tamworth. This scheme has enabled us to provide support and advice to teachers and youth workers on appropriate fun activities that can be continued at sessions where the coach is not available. The project has also helped strengthen school club link opportunities by appropriate signposting and support into local sports clubs.

With 2007 seeing the formation of a new Sports Development Unit it is an exciting time for sport and physical activity in the Borough as we work in partnership to improve sporting opportunities and local facilities for the whole community. At present we are working on a number of projects

that, if successful, will not only open the doors of exercise free to the community, but will also extend those people that have a natural skill or talent within a sport.

We have also been a major player in the formation of the local "Community Sports Network". Following a number of workshops the board was selected and is now beginning to make its presence felt within the community whilst also working on funding bids and exploring projects that will eventually benefit and help to increase participation in sport within the Borough of Tamworth.

FINANCIAL INFORMATION

1st April 2006 – 31st March 2007

	Expenditure	Income less Income from Courses	(Under) / Overspend	Income from Courses Cfwd
	£	£	£	£
Partnership Services	364,622.23	435,811.82	(71,189.59)	-
Cricket	22,417.69	22,382.69	35.00	-
Girls Football	28,714.47	54,108.78	(25,394.31)	-
Rugby	18,972.74	14,994.81	3,977.93	-
Tennis	15,554.43	16,064.55	(510.12)	-
Hockey	28,108.09	36,778.89	(8,670.80)	(1,990.00)
Athletics	26,194.13	38,431.32	(12,237.19)	(1,201.50)
Swimming	39,207.40	50,899.68	(11,692.28)	(531.00)
	<u>543,791.18</u>	<u>669,472.54</u>	<u>(125,681.36)</u>	<u>(3,722.50)</u>
DCMS Funding for CSCS	141,350.00			
Football Foundation	15,000.00	(included above)		
PESSCL	31,600.00			
Step into Sport	-			
Youth Sport Trust	20,075.00			



Sport Across Staffordshire & Stoke-on-Trent

www.sportacrossstaffordshire.co.uk

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Abbreviations

AOTT	Adults Other Than Teachers
CAPS	Club Action Planning Scheme
C&LP	Community & Learning Partnership
CCDP	Community Club Development Programme
CCPR	The Central Council for Physical Recreation
CEO	Chief Executive Officer
CHD	Coronary Heart Disease
CIF	Community Investment Fund
CPD	Continual Professional Development
CSCS	Community Sports Coach Scheme
CSP	County Sports Partnership
DCMS	Department of Culture, Media and Sport
ECB	England and Wales Cricket Board
ETTA	English Table Tennis Association
FA	Football Association
FC	Football Club
HQ	Head Quarters
IFI	Inclusive Fitness Initiative
ILAM	Institute of Leisure & Amenities Management
LDA	Local Delivery Agency
LSCB	Local Safeguarding Children Board
LTAD	Long Term Athlete Development
NGB	National Governing Body
PCT	Primary Care Trust
PESSCL	PE, School Sport and Club Links
PPA	Planning, Preparation & Assessment
PSA	Public Service Agreement
RFU	Rugby Football Union
SASSOT	Sports Across Staffordshire & Stoke-on-Trent
SSP	School Sport Partnership
TAES	Towards An Excellent Service
TTC	Table Tennis Club
UKCC	United Kingdom Coaching Certificate



COUNTY SPORTS PARTNERSHIPS
Bringing sport into the community



This report was compiled based on information received to-date, and at the time of writing, it was assumed that all details were factually correct.