

Derbyshire Sport Summary Annual Report 2007-08

Derbyshire
Sport



Introduction

The Plan for Sport in Derbyshire 2006-2009, sets out the vision, key goals and 29 targets for sport in Derbyshire. This **Derbyshire Sport Summary Report for 2007-08**, highlights some of the progress made during the year towards these targets. The full Annual Report for Derbyshire Sport can be viewed at www.derbyshiresport.co.uk.

There are hundreds of organisations in the county who are each playing their part in the delivery of the Plan for Sport in Derbyshire. Each will produce their own annual report and report on their activities. This summary report focuses on those areas of work which have been directly influenced through the resources of the Derbyshire Sport core team.

So what is Derbyshire Sport?

Derbyshire Sport is one of 49 county sports partnerships in England. It is a voluntary partnership made up of many organisations which work together to create a strategic lead for sport in Derbyshire.

The purpose of Derbyshire Sport is:

'For organisations to work together and through sport, to improve the quality of life for the people in Derbyshire'

Strategic Goals:

- To increase participation in sport
- To improve levels of performance in sport
- To promote the value of sport in improving the quality of life

> New Coaching Action Plan

A new Derbyshire Coaching Action Plan for 2007/08 was produced, in line with the new UK Coaching Framework. This plan lays the foundations for a three year Coaching Action Plan to be developed and launched in 2008/09.

Achievements in coaching in 2007/08 include:

- **138 coaches from 26 sports** received support from the coach bursary funding.
- **59 Community Sports Coaches** provided coaching sessions for **65,569 people** from all sections of the community throughout Derbyshire. Additional funding was secured from Sport England for the Community Sports Coaches Scheme bringing their total investment to this programme to **£684,000**.
- **50 coaches** took part in the **Coach Mark Pilot** in Bolsover and Amber Valley. This innovative programme is designed to quality mark coaches who are working in schools and this pilot has attracted national attention from Sports Coach UK.
- Work began to create a central point of information for coaches looking for coaching courses in the county. **177 coaches** accessed these pages on the web site and the challenge to better co ordinate courses and develop a comprehensive needs led programme will be one of the major targets within the new Coaching Action Plan 2009-2012.



> Derbyshire Schools' Sports Association moves forward



The Derbyshire Schools' Sports Association (DSSA) is the lead organisation for school sport in Derby City and Derbyshire. Derbyshire Sport supported the Association to complete a major review of its goals, structure and operations during the year and a new constitution was approved in May 2008. As a result DSSA will be better equipped in the future to drive the work to increase the number of young people involved in school sport and to improve the standard of the performance in events and of county teams.



> School Sport Competition Managers

Derbyshire was invited to become involved in the national Competition Managers Programme in 2007. Youth Sport Trust will provide a total of **£59,000** to support the work of five competition managers in the county until 2011. The senior competition manager and two competition managers were appointed in August 2007 and a further two competition managers began in May 2008.



There has been some rapid progress. Competition Frameworks have been completed in 12 sports, county and area school sport competition plans have been completed leading to greater co ordination in the calendar of events. Early results are encouraging and from **January to April 2008, 1497 young people participated in school sport for the first time.**

> Plans and strategies

To achieve the key goals within The Plan for Sport in Derbyshire increasing sports participation and improving performance will require all of the key organisations in the county to work together, to share the same action plans and to develop complementary programmes and roles and responsibilities.

To achieve this, a series of more specific action plans have been developed during the year. These include:

- The Derbyshire Action Plan for the 2012 Games
- A Cultural Events Strategy for Derby and Derbyshire
- A County Built Sports Facility Strategy
- The Derbyshire Sport Equality Action Plan 2007-2010
- The Coaching Action Plan 2007- 2008

In addition sport and active recreation has been positioned well within the new Local Area Agreements within Derby City and Derbyshire and within the City and County Sustainable Community Strategies.

► Supporting governing bodies of sport

For each sport to flourish in the county, it is important that they have a clear plan which outlines their priorities and explores how they link to the work of other partners, particularly local authorities and school sport partnerships. **12 county** governing bodies of sport **now have county plans in place for their sport**. A further **5** have this work in progress. Building from this work, an application was submitted to Sport England Community Investment Fund for an additional **£220,000** over 3 years, to build capacity within 6 governing bodies. The application was submitted in June 2008.

25 governing bodies were engaged in the development of the Derbyshire Talented Athlete Fund, **20** considered the opportunities presented by Building Schools for the Future and **7** have begun to consider the opportunities for disabled performers under the umbrella of the Playground to Podium programme.

► Talented Athlete Fund - 76 talented sports performers receive bursaries

The Derbyshire Talented Athlete Fund was launched in December 2007. Public and private sector organisations from within Derbyshire have contributed a total of over **£30,000** to create a fund to support Derbyshire's most talented sports performers who are not yet receiving lottery funds. All of the performers receiving awards are either already competing for England or Great Britain or have demonstrated the potential to do so in the next 18 months.

76 of Derbyshire's most talented sports performers from **27 different sports** have each received a bursary of **£300** from the scheme during 2007/08.

A full list of athletes and funders can be found at www.derbyshiresport.co.uk/talented-athlete-fund



Cheques are presented to Chesterfield and Derbyshire Dales athletes at County Hall, Matlock.

► New funding for Gold Standard Exercise Referral Programme in Derbyshire

A Gold Standard Exercise Referral Programme has been developed during 2007/08 by partners in Derbyshire and will be rolled out throughout the area covered by Derbyshire County Primary Care Trust. Total project costs will be in excess of **£500,000** over the next two years with Sport England contributing **£159,129** and Derbyshire PCT funding the balance with substantial in kind support being provided by the local authorities. Through this programme professionals will work with an **anticipated 1200 people** within GP exercise referral programmes each year to help to sustain their participation in community sports activities beyond the initial 20 week referral period.

► PE and School Club Links Programme

The PE, School Sport and Club Links (PESSCL) strategy is a national programme to increase the number of **5-16 year olds** involved in high quality PE and sport.

The school sport partnerships in the county drive this work. Derbyshire achieved the national target, with 86% of 5-16 year olds experiencing 2 hours a week or more high quality PE and sport.

In 2006/07 Derbyshire was invited to become one of two counties in the country to pilot new approaches to this work and some great results have come as a result in 2007/08:

- Over **58 new school club links** were created during the year
- **6 Step into Sport Conferences** were held in 2007 leading to **272 young people** becoming sports leaders
- The leaders logged **6507 hours of volunteering** on the Leadership Academy Site
- **26** of these **young leaders** completed more than **100** volunteering hours and **6** went on to complete **200** volunteering hours in sport
- **18** clubs received club mark accreditation for the first time during the year

► Active People Market Segmentation

The Active People survey which was reported in 2006-07, highlighted that whilst 21% of the adult population in Derbyshire takes part in sport three times a week, over 50% of the population are non participants. The target is to increase adult participation by 1% a year. In 2007/08 a new market segmentation tool was introduced by Sport England and a considerable amount of work has been completed to interpret this for each local authority area and some sports. An information portal has been created on the Derbyshire Sport web site so that this information can be easily accessed by partners.

This tool will really help partners to plan and provide activities more likely to match the needs of local residents.

➤ Eight Community Sports Networks established

Community Sport Networks (CSNs) are local partnerships between those local agencies working to increase participation in sport and active recreation, in the 16+ population.

CSNs are now established in 8 local authority areas in the county and each has either produced its action plan or is in the process of doing so. The majority of CSNs submitted their action plans to apply for Community Investment Funding during the year and a total of **£538,000** was secured to support the implementation of their plans



➤ Sports Facilities and Building Schools for the Future

The County Built Sports Facility Strategy was completed in 2007. This provides a strategic overview of the sports facility requirements in Derbyshire and has supported the production of nine local authority action plans. Several authorities have made progress in rebuilding or refreshing their leisure facilities during the year.

There has been considerable activity within the Building Schools for the Future planning, through The PE, Sport and Physical Activity Group set up in Derby and the PE and Sport Stakeholder Group in Derbyshire. Opportunities to join up the schools PE and sports facility developments with those of local authority leisure facilities and governing body and club development are being fully explored within these groups. This is important work which could lead to significant improvements in the sport and leisure facilities available to the people of Derbyshire over the next 5-10 years.

➤ Derbyshire maximising opportunities from Community Investment Fund

The Community Investment Fund is Lottery funding which is distributed by Sport England East Midlands. There is both an open process and a strategic process which supports solicited bids which are in line with the aims of the Regional Plan for Sport. Over **£3m** investment into Derbyshire was secured from this fund during 2007/08.

The major awards include:

£538,000 to **8** Community Sport Networks to promote sport and active recreation for adults,

£210,000 to Jog Derbyshire and **£160,000** to the exercise referral programme.

In addition **£60,000** has been granted to Derbyshire Sport to appoint a fund raising officer to attract even more funds from outside the county to support the delivery of the plan for sport 2009-2012.

➤ Achieving Quality Standards

Derbyshire Sport achieved The Sports Equality Foundation Level Standard in April 07, having produced an Equality Action Plan for Derbyshire earlier in the year. During 2007/08 some progress has been made against the actions in this plan especially within disability sport. Work was also completed during the year on the Intermediate Child Protection standard and it is anticipated that this will be approved in early 2008/09.

A 'Towards an Excellent Service' (TAES) self assessment was completed by Derbyshire Sport core team and partners at the end of the year and the findings suggested that Derbyshire Sport is performing at a "Good" level. An improvement plan has been developed with a view to Derbyshire Sport becoming an "Excellent" organisation within the next few years.

➤ Disability Sport moving forward

A Disability Sports Development Officer and a part time Inclusive Fitness Initiative Activator were both appointed during the year and some exciting developments have come as a result.



- A Derbyshire Disability Sports Plan has been drafted and will be finalised in 2008
- The **4** established district disability sport networks are reviewing their action plans and delivering programmes of activity
- **2** new district disability groups have been established in Erewash and Derbyshire Dales
- The **3** Inclusive Fitness Initiative sites continue to thrive and have achieved **1913** visits by disabled people during the year, including **65** new users. **5** new centres are considering applying for IFI status in the near future
- **£63,000** has been secured from Derbyshire County Council for the provision of coaching support, club links and sports festivals in special schools and with disabled young people

Work continues with governing bodies in the county, including football, cricket, gymnastics and boccia to develop plans and opportunities and the ground work was laid in 2007/08 for Playground to Podium which is going to make significant impact in disability sport from 2008.

➤ £32k secured to deliver Workforce Plan

A workforce development plan was developed during the year for around **50** of the **key paid officers** and **150 coaches and leaders** involved in partner organisations within Derbyshire Sport.

Derbyshire Sport applied successfully to Sport England Community Investment Fund for **£32,150** to support the delivery of the workforce plan. These funds were used to:

- Deliver workshops for the paid workforce, with a focus on soft skills and building knowledge
- Subsidise access to Level 2 and Level 3 national governing body qualifications and minimum operating standards qualifications (e.g. Safeguarding and Protecting Children, First Aid) to ensure all coaches within the Derbyshire Coach Mark and Community Sports Coach Scheme are appropriately qualified to deliver sessions of high quality
- Subsidise access to Level 1 National Governing Body qualifications for **100 young leaders** within the Derbyshire Leadership Academy

➤ NHS Choices national campaign pilots in Derbyshire

Derbyshire County and Derby City Primary Care Trusts were selected by NHS Choices to pilot a project to develop new approaches to engage 18-24 year olds in physical activity and active recreation. A large-scale marketing campaign ran across the county to attract 18-24s to the web site and to encourage them to take part in physical activities. The campaign included:

- a campaign bus touring the county
- press advertisements
- posters
- radio promotions
- cinema advertising
- email and SMS blasts

In addition there were two main innovations introduced, designed to capture the imagination of young people. The first was a series of weekly prize draws which had prizes including ipods, Nintendo Wiis, Samsung micoaches, gym passes. To enter people had to sign up on the web site to receive daily Get Active motivational messages via SMS or email. The second was a 30 Minute Challenge, whereby young people pledged to do 30 minutes of exercise five times a week in a competition to win a £1,000 shopping sprint at the Westfield Shopping Centre in Derby.



NHS Choices campaign bus visits Derby Market Place



➤ Derbyshire Sport secures £278,000 to launch Jog Derbyshire

An exciting new programme has been designed during 2007/08 to be launched in Derbyshire in the summer of 2008. Derbyshire Sport has secured **£278,000** from Sport England Community Investment Fund and Derbyshire PCT as well as a further **£100,000** in kind support from England Athletics and local authorities.

Jog Derbyshire is based on the highly successful Jog Scotland and aims to engage hundreds of people from communities throughout Derbyshire in informal and social jogging groups. The programme is targeted at those who want to jog to lose weight and improve their health or who want to exercise outdoors in a safe, friendly social environment. The programme aims to attract **1000** new members in 2008/09.

Two Jog Derbyshire co-ordinators will be recruited by September 08 and it is hoped to have the first groups up and running in late 2008.



➤ b-active and Active Derbyshire

Derby City have led the way in the county with their highly innovative b-active campaign which aims to significantly increase participation in sport and active recreation. b-active is all about getting children, young people and their families being more active every day. For more information go to www.bactivederby.com

During 2007-08 the Active Derbyshire concept has also emerged, which shares the same aims and will be delivered throughout the county of Derbyshire, outside of the City. Like b-active, Active Derbyshire will signpost people to suitable and varied activities and encourage them to become more active each day. For more information see www.activederbyshire.co.uk

► Building the Sports System

The sense of partnership and joined up working continues to strengthen within sport in Derbyshire. Local authorities, schools and school sport partnerships, community sports networks, governing bodies of sport and sports clubs are increasingly working to common goals and a shared agenda.

During the year, the position of the primary care trusts has strengthened as very important partners in the promotion of active recreation. Sport and active recreation sits well within the strategies and plans of each of these agencies.

The relationship between sport and community safety, sport and economic development and tourism, the links between sport and the broader cultural agenda have all strengthened in Derbyshire during the year as have the links between sport and active recreation and the private sector.

Great progress is being made towards the goals and targets within the Plan for Sport in Derbyshire. This plan will be refreshed in 2008/09 and a new Plan for Sport in Derbyshire for 2009-2012 will be launched in early 2009.

► The Derbyshire Action Plan for the 2012 Games

The Derbyshire Management Group for the 2012 Games was established in April 2007 and has senior representation from organisations representing local authorities, business and economic development, tourism, sport, culture and communities.

The group has managed the production of a county action plan which highlights the key opportunities for the people of Derbyshire. The plan was launched in April 2008 but will continue to evolve and develop as new opportunities and new programmes linked to The Games emerge over the next 4 years. Partners are committed to working together to maximise the opportunities associated with The Games and this work will really gather pace beyond Beijing and as we enter the London Olympiad.

The Derbyshire 2012 Action Plan can be found on the Derbyshire Sport web site www.derbyshiresport.co.uk/london-2012



Jonathan Edwards joins Peter Richardson, Chair of the Derbyshire Management Group for the 2012 Games, and Jeff Moore, Chief Executive of emda and London 2012 Nations and Regions member for the East Midlands, to launch the Derbyshire Plan for the 2012 Games



'Partners working together to improve the lives of all people in Derbyshire'

Partners

Amber Valley Borough Council, Bolsover District Council, Chesterfield Borough Council, Derby City Council, Derbyshire County Council, Derbyshire Dales District Council, Erewash Borough Council, High Peak Borough Council, North East Derbyshire District Council, South Derbyshire District Council, Peak District National Park Authority, Sport England, Sport Governing Bodies, Further and Higher Education, School Sport Partnerships, Local Sports Networks.

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