



CSP NETWORK
NATIONAL REACH • LOCAL IMPACT

County Sport Partnerships

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Chief Executive
Lancashire Sport





Workshop content

1. What are CSPs?
2. What do we do?
3. What value can we offer to you?
4. Research + Evidence
5. Sport England Opportunities
6. NGB Opportunities



What are CSPs?


Collectively a nationwide network of 45 County Sports Partnerships (CSPs)

- Collectively the CSP Network has a turnover of £46 million and employs circa 600 staff
- **Primary role to support grass roots sport at a sub regional level with key local partners**

Supported by CSPN nationally

- A charity has been established to support, represent and lead the CSP Network comprising of a small core team and board





MISSION

**IMPROVING PEOPLE'S LIVES BY
GROWING GRASSROOTS SPORT
& PHYSICAL ACTIVITY**

BRAND PROMISE

NATIONAL REACH, LOCAL IMPACT

Quality & Collaboration - continually improving and innovating to improve standards and collaborating to unlock our collective expertise.

Performance & Impact - creating a value adding service offer demonstrating impact on outcomes.

Stakeholder Value - the provision of attractive services to meet identified needs and consistently delivering above expectations.

Financial Sustainability - we will grow and diversify funding sources to improve sustainability.



OUR VALUES

**COLLABORATIVE
ENTERPRISING
HIGH PERFORMING**

What do we do?



Leadership and delivery

Partnership development, co ordination and support

- Primary School premium
- School Games
- Community Games
- Sportivate
- Sport Makers
- Workplace Challenge
- Marketing and communications
- NGB Sport
- Health and wellbeing
- Club, coaches and volunteer development



PERFORMANCE AND IMPACT

Creating a value adding service offer demonstrating impact on outcomes.

Headline Achievements
As a nationwide network, collectively the County Sports Partnerships delivered a range of high profile and successful activities for our partners and communities throughout the last year including;

15,131
people signed up to the
Workplace challenge
programme across
3,005
workplaces



60,000

Sportmakers recruited, trained and deployed to 'make sport happen' for their friends, neighbours and colleagues



1,200
Level 3 School Games competitions, involving
150,000
young people in
36 sports

Supporting 17,500
primary schools to effectively utilise the
Primary PE and Sport Premium



22 elite
Sporting Champion
visits across the CSPs

6,500
new coaches recruited and
24,000
coaches provided with CPD opportunities



3,615
new Satellite Clubs in
2,172
schools and colleges involving
148,000
young people



9,000
local Sportivate projects involving
180,000
young people



4,000
Community Games events supported by
86,000
volunteers, involving an estimated
3 million
participants

An additional
£1 million
secured for coaching
across the CSP Network

Over £28m
secured for the benefit of local partners



Workplace Challenge

Challenge...
Your Colleagues
Your Friends
Your Self



WORKPLACE
CHALLENGE



LOTTERY
FUNDED



SPORT
ENGLAND



COUNTY SPORTS
PARTNERSHIP
NETWORK



BHF National Centre
physical activity+health



British Heart
Foundation



WORKPLACE
CHALLENGE



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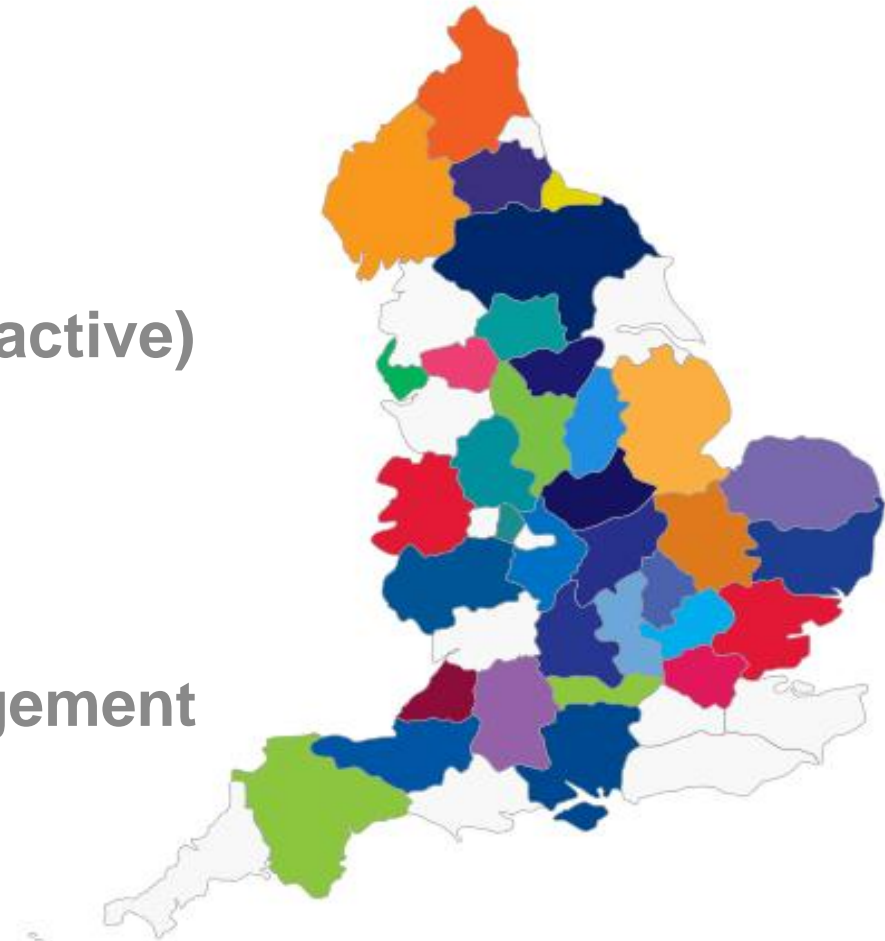


British Heart
Foundation

Quick out of the blocks!

- 9 months of delivery
- 34 CSPs
- 16,000+ participants (25% inactive)
- 3,000+ workplaces
- 456,000 activities logged

Sustainability, Business Engagement
and Leverage Plans



community games

Celebrating achievements and
looking to the future



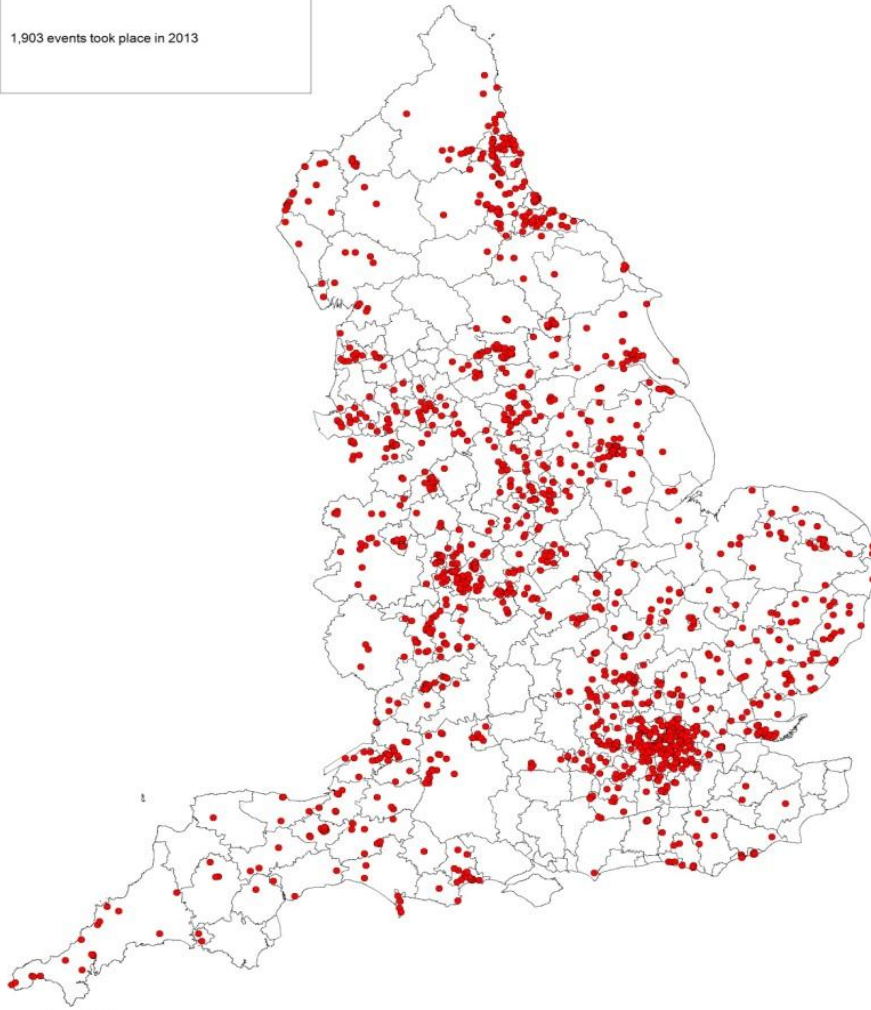
COUNTY SPORTS
PARTNERSHIPS
NETWORK

YMCA

● Community Games Event
□ Regions

Community Games 2013

1,903 events took place in 2013



0 32.88
kilometres

Scale: 1:742,400

© Crown Copyright and database right [2013]. Ordnance Survey [100046698]

Black Country See it in colour

black country
consortium

REF:

Phase one complete and a great success

In less than 3 years

- ✓ 4,000 events
- ✓ 85,000 volunteers
- ✓ 3m participants

Including 22.5% in the most
deprived areas

Community Games Activation Pilot

Community Games are not just a great event but the beginning of a community engagement and activation programme to drive up participation.

If you value community Games get involved to help shape its future.



Primary Premium

Secured key role (& Funding)
for CSPs in School Sport

CSPs strengthening their offer,
supporting local partners and
creating relationships with
schools

CSP role accepted and
championed by Government
and national partners



What value can we offer to you?



Opportunities for joint work:

Services

- Partnership activities and local priorities
- Research and Insight
- NGB opportunities
- Sport England opportunities

CSP delivery partner

- Sportivate
- Satellite Clubs



Opportunities for joint work:

Locally focused opportunities may include:

- **Health and wellbeing activity**
- **Pilot activity**

Examples from Lancashire

- **Drug recovery project**
- **Mental health project**
- **At risk young people project**
- **Healthy workplaces pilot**



Research Evidence



Lancashire Sport
Partnership





Lancashire Sport
Partnership

DUE NORTH: Report of the Inquiry on Health Equity for the North

“The latest figures indicate that a baby boy born in Manchester can expect to live for 14 fewer years in good health than a boy born in Richmond in London.

Similarly, a baby girl born in Manchester can expect to live for 15 fewer years in good health, if current rates of illness and mortality persist.” Inquiry Panel on Health Equity for the North of England Sept 14

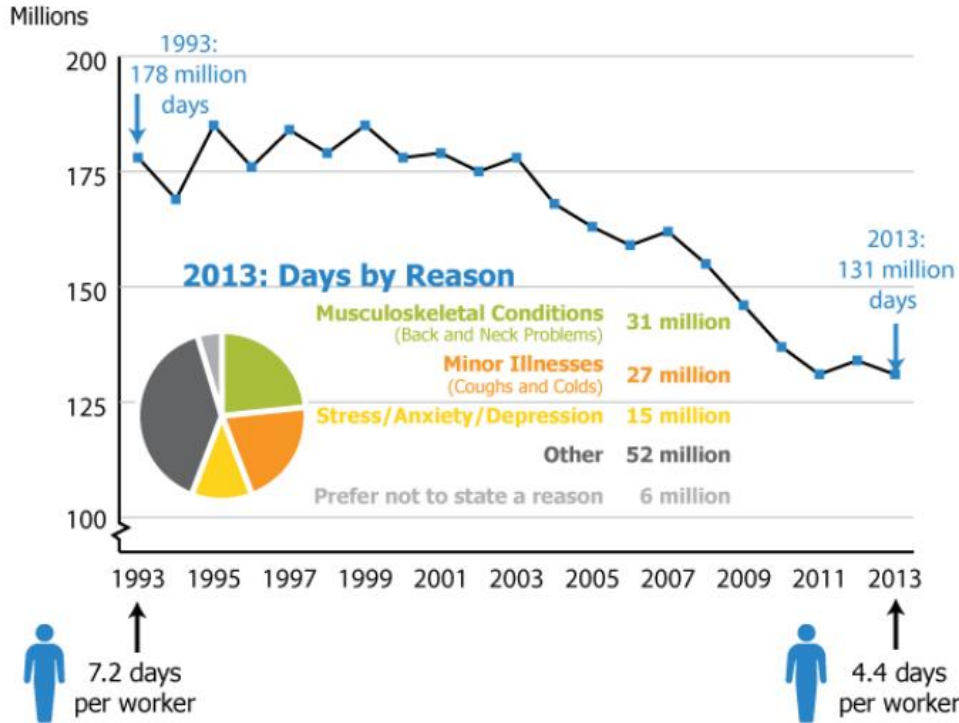
- Socioeconomic groups
- exposure to health damaging environments;
- opportunities to enjoy positive health factors and protective conditions,





Getting better: but still a major impact

Number of Working Days Lost



Source: Labour Force Survey - Office for National Statistics

Sickness increases with age

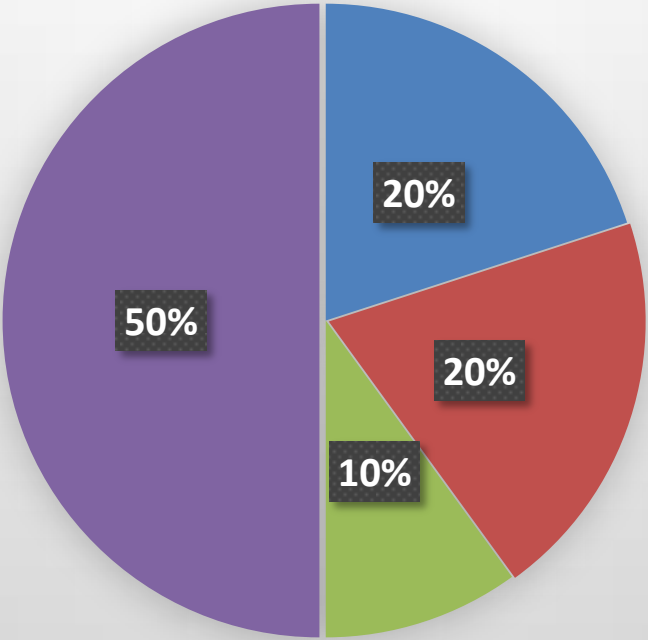
Health sector experiences highest levels c. 15 days / yr

3.4% of health sector working days lost to sickness

1.8% of Private sector working days lost to sickness



Contributors to Overall Health Status; The power of Health Behaviours

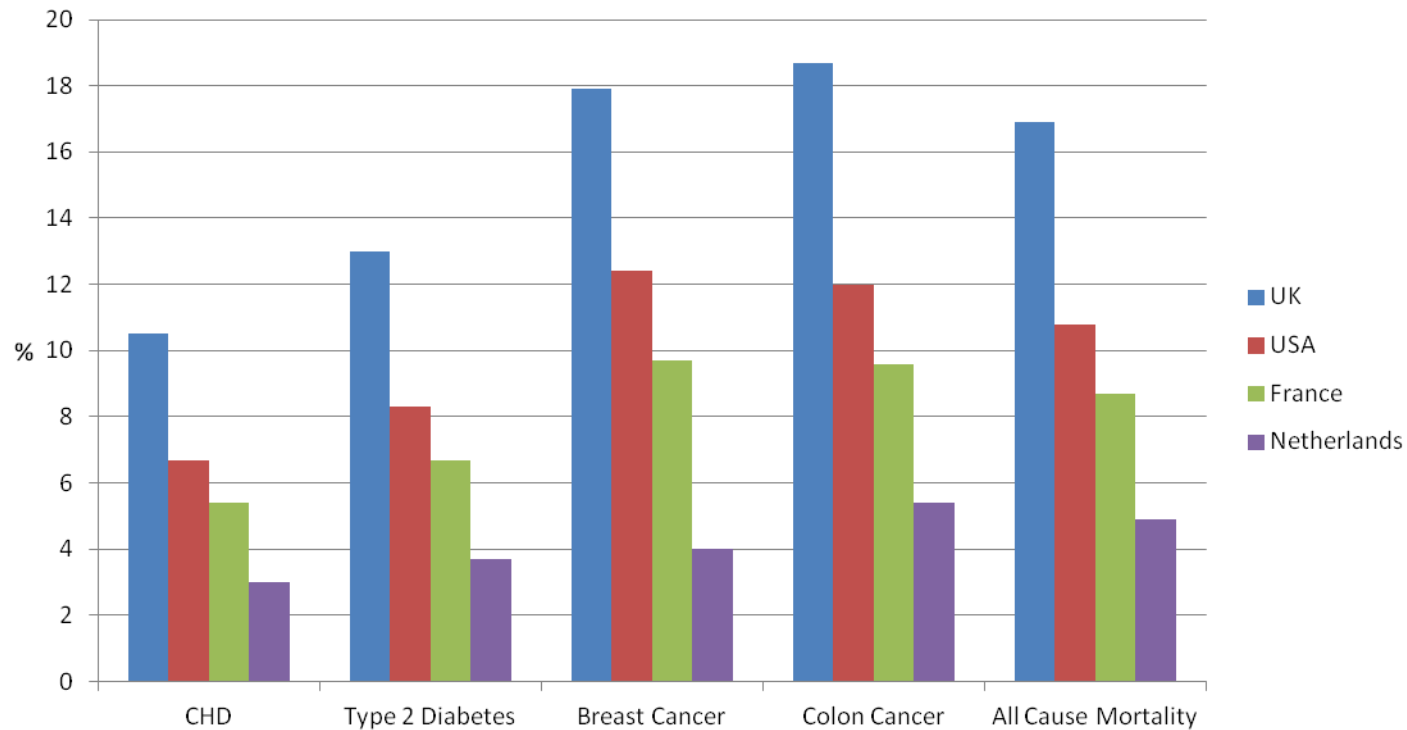


- Genetics
- Environmental
- Medical Care
- Health Behaviours

Mortality due to Inactivity

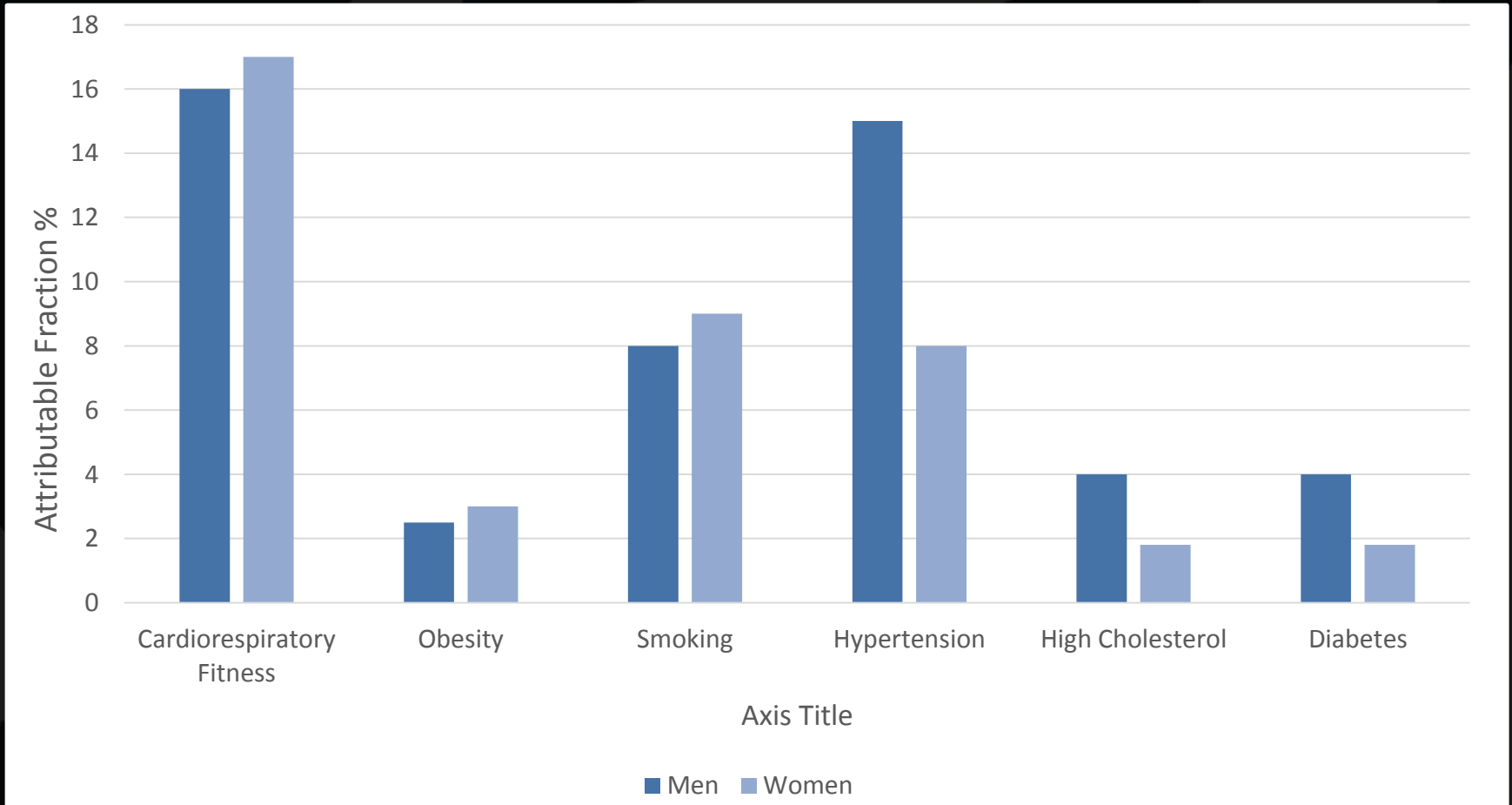
Population Atributable Fraction of mortality due to Inactivity (%)

Lee I-M et al. Effects of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. The Lancet 2012 Published online July 18.



Attributable fractions (%) for all-cause deaths in 40 842 (3333 deaths) men and 12 943 (491 deaths) women in the Aerobics Center Longitudinal Study.

Blair S N Br J Sports Med 2009;43:1-2



Chronic Inflammation

Low grade long term inflammation is the fundamental root cause of:

- Diabetes
- Cardiovascular Disease
- Cancers
- Dementia (secondary to visceral fat)
- Depression and Anxiety
- Arthritis and many other conditions

7 Best Buys in Physical Active

Br JSportsMed 2012;46:709–712

1. School programme to integrate physical activity. ✓
2. Transport policies that favour walking and cycling. ✓
3. Urban design to promote activity for everyone ✓
4. Physical activity embedded in Healthcare. ✓
5. Public education, including mass media to raise awareness and change social norms ✓
6. Community-wide programs ✓
7. Sport for all ✓



Lancashire Sport Partnership

National Strategy: Moving More Living More

PHYSICAL AND MENTAL HEALTH

PHYSICAL INACTIVITY CAUSES DISEASE AND COSTS THE NHS HUNDREDS OF MILLIONS EVERY YEAR



WHILST USAIN BOLT RUNS 100 METRES (9.58 SECONDS), THE NHS SPENDS AROUND £10,000 ON TACKLING PREVENTABLE ILL HEALTH

The cost to the NHS in 9.58 seconds for five mental/physical illnesses

Obesity	1	£1,548
Diabetes	2	£2,740
Cardiovascular Disease	3	£4,370
Depression and Anxiety Disorders	4	£880
Dementia	5	£571

Total £10,109

THE EFFECT OF THIRTY MINUTES MODERATE INTENSITY PHYSICAL ACTIVITY FIVE TIMES A WEEK...



OBESITY

MAINTAIN A BODY WEIGHT WITHIN OR LOWER OF AN INDIVIDUAL'S HEALTHY INITIAL WEIGHT



DEMENTIA

REDUCES RISK OF DEMENTIA BY 2-3x COMPARED TO LEAST ACTIVE

2-3x



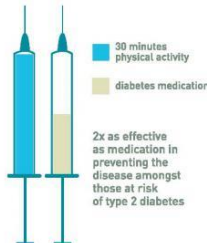
CARDIOVASCULAR HEART DISEASE



REDUCTION IN THE RISK OF CARDIOVASCULAR DISEASE

DIABETES

REDUCED RISK OF DEVELOPING TYPE 2 DIABETES



DEPRESSION AND ANXIETY DISORDERS

A VIABLE WAY TO TREAT MODERATE DEPRESSION AND ANXIETY



Moving More, Living More
Regional Forum





Sport England Opportunities



Sportivate

- 11 and 25 year olds
- Six to eight weeks of coaching in a sport of their choice.

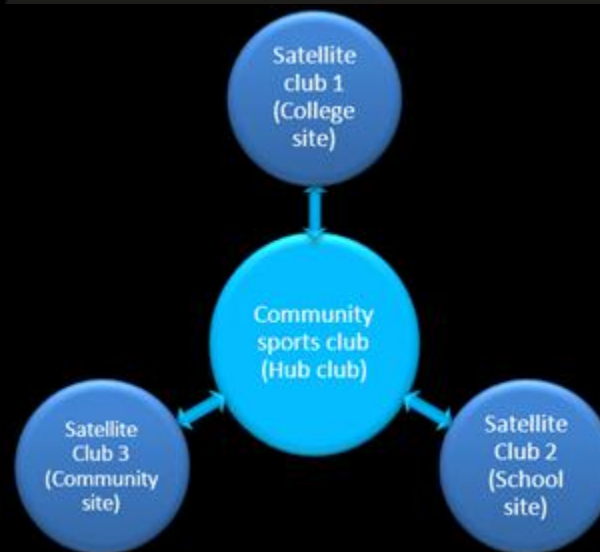
Aimed at those who are not currently choosing to participate in sport in their own time, or are doing so for a very limited amount of time – and supports them to continue playing sport in their community after the six weeks is up.

- Event or personal challenge



Satellite Clubs

- Bridge the gaps between school, college and community sport and provide new opportunities for young people to create lifelong sporting habits.
- By 2017, every secondary school in England will have been offered a satellite community sports club on its site.



NGB Opportunities



Beginner Running

- England Athletics have the ambition of making athletics, including running, the single most popular individual sport by 2017 with 500,000 new weekly participants.



The ASA School Swimming Charter

Taking School
Swimming Seriously



The ASA School Swimming Census

A state of the nation survey

Percentage of children aged between
7-11 years old able to swim 25m unaided:

2013 Census - 49 per cent

2014 Census - 55 per cent

We're moving in the right direction but there
is still more to be done

Revised national curriculum gave more emphasis that
primary schools **MUST** deliver school swimming – it's
not an option, and they must measure student
progress

An increase of

6%

in the number of 7-11
year olds able to swim
25 metres unaided

This is just the tip
of the iceberg with

45%

of children
between the ages of
7-11 still unable to
swim 25m unaided



Why take school swimming seriously

To improve the numbers of primary school children able to swim at least 25 metres unaided – *More future customers for you!*

Ultimately saving lives by giving them the skills to be safe in and around water

Targeting primary schools in England to sign up to the ASA School Swimming Charter should increase the number of lessons delivered by you



The ASA recommends schools should allocate at least **25 hours** per child for curriculum swimming

25

- Minimum number of metres that every primary school child should be able to swim unaided by the time they leave primary school (one length)



The ASA School Swimming Charter

Brand new approach to School Swimming
in England

Establish a direct relationship with primary
schools

Selected outcomes of the ASA Learn to Swim
Framework, linking school and private lesson programs

Comprehensive package of support and resources,
empowering schools to engage with Lesson providers.



School Resources

Charter brochure

Waterproof Guidance Cards:
outcomes for all eight Awards
and advice on water safety

National Curriculum
Resource Pack

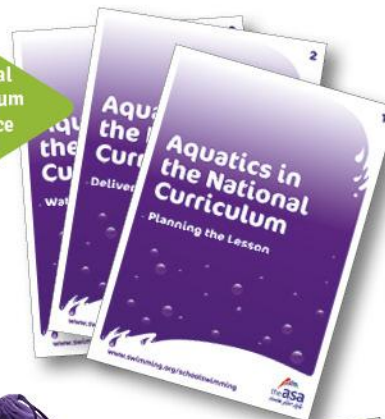
Aquasplash Festival Pack

School Swimming Passports
for pupils

140 certificates, badges and
passport stickers for Awards 1-4

Resources storage bag

National
Curriculum
Resource
Pack



School
Swimming
Charter



Resources
storage
bag



Aquasplash
Festival Pack



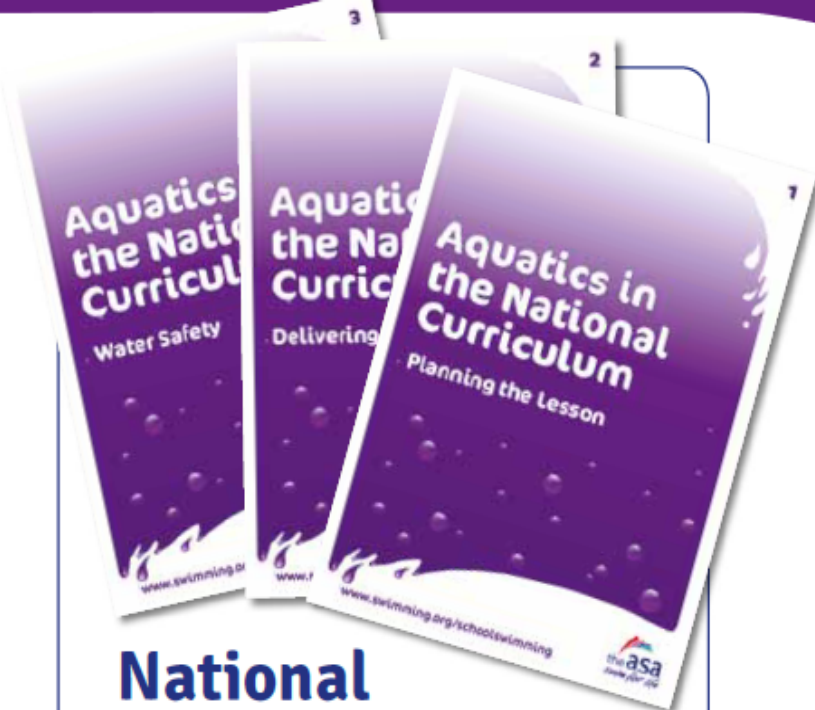
A range
of awards



Aquasplash Festival Pack

£15
+VAT
Per Pack

A set of nine Activity cards, guidance booklet and DVD contained in a splash proof plastic wallet. Provides comprehensive details on running a swimming festival – part of the primary school competition framework. Ideal for encouraging healthy competition and celebrating achievements in school swimming.



National Curriculum Resource Pack

£15
+VAT
Per Pack

A substantial practical resource providing a comprehensive guide to the national curriculum programme of study for swimming. Three separate booklets covering Planning the Lesson, Delivering the Lesson and Water Safety.

It is recommended that this is used by PE co-ordinators, primary school teachers and swimming teachers when organising and planning school swimming programmes.

Pool operator focus

We would like you to encourage the primary schools you work with to sign up to the Charter

The ASA is asking Charter primary schools to plan the delivery of the school swimming programme in partnership with yourselves and share their resources with you

You can use it to encourage schools to make greater use of your facilities by using their government funding

- provision of extra teaching staff to help with teacher:pupil ratios
- Top-Up lessons to help those pupils that are struggling
- National Curriculum Training Programme – modules will be available to study online in 2015 with final module face to face





www.swimming.org/schoolcharter

 www.facebook.com/ASAswimming  [@ASAaquatics](https://twitter.com/ASAaquatics) #SchoolSwimming

Thank you





CSP NETWORK
NATIONAL REACH • LOCAL IMPACT

FUTURE PRIORITIES

Over the forthcoming year the CSP Network will focus on the following areas

- 1 Improvement** – Embedding the CSP Improvement Framework including implementing new leadership, mentoring and benchmarking projects and self-assessment guides.
- 2 Business Development** – Implementing existing and new projects to drive efficiency, growth and financial sustainability of CSPs and the Network.
- 3 Programme delivery** – effectively delivering and sustaining the Community Games and Workplace Challenge projects.
- 4 Embedding the CSP role in School and Youth Sport** – including services to support the primary school sport, School Games, Satellite Cubs and Sportivate.
- 5 Establishing the CSP role in wider physical activity and health** – growing capacity and capability in CSPs and securing national wide support and mandate, to help reduce levels of inactivity and improve health and wellbeing.
- 6 Insight and Impact** - More effective use of actionable insight to inform decision making and more effective at evidencing our impact at a CSP and Network level.
- 7 Collaboration & Communication** – Improve inter CSP collaboration to drive improvement and improve internal communications between the core team and board and the Network.
- 8 Upskilling the workforce** – understanding the training needs to achieve the priorities above and co-ordinating a range of relevant training provision.





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**GOOD^{TO}
GREAT
MISSION**

CSP Network Core Team: Work Areas

Lee Mason	Strategy, advocacy, Business Development/efficiencies, health, education
Nicki Couzens	Marcomms, finance/business support, equalities, safeguarding.
Adrian Ledbury	CSPN operations, CSP Improvement programmes & Tools
Graeme Sinnott	Business performance insight, primary premium mapping, CSP insight function
Charlie Crane (part time)	Project support for CYP programmes, NGB agenda & Business Development

Project Leads

Nikki Enoch - Community Games Activation Pilot
Andrew Watson – Workplace Challenge
Richard May (CSW) - Primary Premium
Sarah Clarke (LSP) (Secondment) Health

Sub Group Chairs

Martin Kimberley – Health
Nigel Harrison NGB
John O’Callahan – CYP
Michelle Leavesley – Marcomms
Adrian Ledbury - Improvement