Annual Report
Sport Across Staffordshire & Stoke-on-Trent
WORKING IN PARTNERSHIP
2012 - A memorable year for sport
2012 - 2013
Foreword

It gives me great pleasure to be able to write the foreword for Sport Across Staffordshire and Stoke-on-Trent’s 2012-13 Annual Report.

What a year 2012 was for sport. The resounding success of the Olympics and Paralympics in London raised the profile of sport to a new level and Sport Across Staffordshire and Stoke-on-Trent is determined to capitalise on the legacy opportunities.

The response from partners across Staffordshire and Stoke-on-Trent to the Olympics and Paralympics was fantastic. The memories of the Torch Relay celebrations across the area will remain for a long time and the inaugural Staffordshire and Stoke-on-Trent Level 3 School Games Festival was a resounding success.

The Partnership was proud to be able to work with partners in the delivery of the Staffordshire and Stoke-on-Trent London 2012 Action Plan including a number of Legacy projects such as Sportivate and Sport Makers which are proving very successful.

I am proud to Chair an excellent and active Board which has representation from across the sport, physical education and health sectors. Board Members bring a vast amount of experience and expertise that helps provide the strategic leadership to enable the Partnership to deliver. Thank you to all Board Members for your continued support.

As a Board we are looking forward to the opportunities presented by the new Sport England Strategy “Creating a Sporting Habit for Life”. The commitment from Sport England to the CSP Network is much appreciated and we will strive to ensure that we deliver our Core Services contract and the various programmes that are funded by Sport England.

The Sport England programmes such as Sportivate, Sport Makers and School Games have had a real impact on improving the opportunities for people to participate in sport and with the support of the Partnership, many local voluntary sports clubs have benefited from involvement in projects and access to funding to help improve the important facilities they provide for participation.

The Partnership continues to receive the support of all local authorities across the sub-region and Staffordshire and Keele Universities. This support has allowed the Partnership to deliver a wide range of services that support our shared goal to increase and sustain participation in sport, PE and physical activity and support those with talent to reach their full potential. Thank you to all partners for your continued support.

The Board are delighted that the Partnership has retained a dedicated and knowledgeable team of staff. We acknowledge and appreciate the hard work of the team in supporting partners and delivering on the targets set out in our Delivery Plan. On behalf of the Board and Partners I would like to record our thanks to the Team.

Supporting volunteers is a major part of the Partnership’s work, without their expertise and dedication many of the sporting opportunities across the county would not exist. It is fantastic to see an increase in the number of people volunteering in sport and I would like to record my special thanks for the time and dedication they put into ensuring we have such a vibrant sporting culture across our area.

I and my Board colleagues look forward to working with partners to continue to develop Staffordshire and Stoke-on-Trent’s sporting legacy and build on the opportunities we have before us as we strive to achieve our vision of “increasingly active, healthy and successful communities”.

Laurence O’Neill
Chair, Sport Across Staffordshire and Stoke-on-Trent
2012 was a wonderful year for sport and Sport England has
been at the forefront of bringing the inspiration and magic of
London 2012 into the heart of local communities.
With more people playing sport on a weekly basis we have a
great opportunity to build on the legacy from London 2012.
It has been fantastic to see the impact of partners’ work in the
delivery of these programmes. Congratulations to all involved.
2012 saw the opening of the Football Association’s new National
Training Centre near Burton upon Trent and Sport England is
pleased to have been able to support the development of this
important facility at the heart of Staffordshire.
Stourbridge and Stoke-on-Trent’s first Level 3 School Games
Festival was also a great success with over 1500 young people
taking part and enjoying the atmosphere of a major event.
It is impossible to mention all of the programmes and
achievements in this introduction but I hope you enjoy reading
the Annual Report which highlights many of the successes.
The range of partners involved in the delivery of sport, PE
and physical activity is vast and the report provides an insight
into the benefits of partnership working and how by working
together we can achieve so much more.
Sport Across Staffordshire and Stoke-on-Trent continues to
receive fantastic support from our partners and the results of
the recent Partner Satisfaction Survey made pleasing reading
with over 98% of partners being satisfied or very satisfied with
our contribution to supporting partners in the delivery of their
services.
A vibrant sport, PE and physical activity offer can make a
positive contribution to a wide range of agendas including
health, community safety, learning, personal development and
economic prosperity and we must ensure that by working together
Staffordshire and Stoke-on-Trent has a great sporting offer.
The new Sport England Strategy and numerous legacy
programmes present us with a great opportunity to inspire more
people to take up sport and physical activity as a lifelong activity.
It is a privilege to be part of an excellent team and I would like
to thank the SASSOT Board, Colleagues and Partners for their
hard work and achievements over the past year.
I look forward to continuing our work together as we strive
to achieve our vision of “Increasingly, active, healthy and
successful communities”.
Mark Thornewill
Director
mthornewill@staffordbc.gov.uk

Introduction
and Highlights
Mark Thornewill | Director | 01785 610996 | mthornewill@staffordbc.gov.uk

2012 has been a memorable year for sport and I am delighted
that Sport Across Staffordshire and Stoke-on-Trent has been
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of programmes to bring the spirit of the London 2012 Olympic
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As we gear up for the delivery of NGIs new Whole Sport
Plans and a range of other exciting programmes in 2013, Sport
England looks forward to working with the Sport Across
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sporting legacy across the area.
Delivery of our ‘Places People Play’ legacy plan has also been
going well with SASSOT being rated as ‘Gold’ for the delivery
of Sportivate and good progress being made on the Sport
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Adam Rigarsford | Strategic Lead - Central Hub, Sport England | 07747 763072 | adam.rigarlsford@sportengland.org

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**County Sports Partnership**

This section outlines the 2012/2013 Delivery Plan achievements and work areas by the core team. The core functions are to develop and maintain strategic alliances and local networks, deliver services and programmes to ‘grow’, ‘sustain’ and ‘excel’ in sport and physical activity and to increase investment in sport, PE and physical activity by providing the intelligence to enable partners to make evidence-based decisions.

**National Governing Body Support**

Jane Kracke | Sports Manager | 01785 619187 | jkracke@staffordbc.gov.uk

County Sports Partnerships are contracted by Sport England to deliver a range of nationally-agreed Core Services, and the majority of these are aimed at supporting National Governing Bodies (NGBs) to meet their Whole Sport Plan targets.

This year has been a busy year for NGB engagement - we have been working closely with individual NGBs to help them meet the outcomes of their 2009-13 Whole Sport Plans, but have also begun to identify exactly what support they require from us to help them address local priorities for their sport for the 2013-17 Whole Sport Plan cycle.

**HIGHLIGHTS**

- 21 NGBs are currently rated ‘green’ in terms of the impact of our support, based on Sport England’s revised reporting criteria
- Individual or Regional meetings held with 32 NGBs to discuss local priorities and support from SASSOT
- Hosting provided for 11 NGB officers within the SASSOT office, providing access to a range of office services to enable the officers to operate effectively
- Funding secured from England Athletics and Sport England to continue the employment of the Staffordshire Athletics Network Co-ordinator and implement a Beginners Running programme
- Provision of a range of communication services to ensure effective engagement between NGBs and other key partners, including quarterly NGB Forums, a monthly NGB newsletter for School Sport Partnerships and NGB representation on various other forums / groups
- Engagement with NGBs to ensure they maximise the impact of the Sportivate programme within their sport. Five NGBs received Year Two Sportivate funding to add value to their Whole Sport Plan interventions
- Ensuring there is a clear route for NGBs to engage in the Level Three School Games, and supporting those NGBs selected to run competitive competitions, ensuring appropriate planning takes place

**LOOKING AHEAD TO 2013-14**

- Deliver a successful partner engagement event to help NGBs launch their 2013-17 Whole Sport Plans within the sub-region
- Offer further support to NGBs to address local priorities and ensure Whole Sport Plan outcomes are achieved, with 30 + NGBs to be rated ‘green’ in terms of the impact of our support, based on Sport England’s revised reporting criteria
- Continue to provide cost-effective hosting arrangements for NGB officers where required
- Support additional NGBs that wish to access Sportivate funding to deliver activity to young people, to ensure it has maximum impact
- Work closely with the relevant NGBs to ensure the Satellite Clubs and Malaban Sporting Communities programmes are delivered effectively

**Club Development**

Nadine Barnard | School Games Coordinator & Club Development Manager | 01785 619726 | nbarnard@staffordbc.gov.uk

Sports Clubs are an important aspect of the Community and play a key role in increasing and sustaining participation in sport. SASSOT works alongside NGBs to help clubs achieve their goals, whether these are to increase membership, grow a junior section, gain funding or promote themselves within their local community.

Through our annual Club Action Plan we aim to develop dynamic, coordinated and sustainable networks of high quality clubs providing sporting opportunities for all in partnership with National Governing Bodies of Sport.

**HIGHLIGHTS**

- Currently 313 sports clubs within the sub-region have achieved accreditation through Clubmark, FA Charter Standard or SASSOT Quality Mark
- The SASSOT Club Accreditation Funding Scheme was re-launched in December 2012 to make funding more accessible to more clubs and be more versatile
- During the past year, £8,147 has been awarded to 23 clubs to help them become accredited, and over the course of the scheme, over £35,000 has been awarded to 112 clubs
- Club development evenings are run regularly to provide specialist information, advice and support to clubs across the County.
- Over 20 clubs attended the first Club Development evening and all reported that the content was useful to their club
- Regular communication is made with clubs to keep them informed of new schemes, loyalty programmes and workshops that may be of interest to them

**LOOKING AHEAD TO 2013-14**

- Ensure the outcomes of the Club Action Plan are met
- Continue to work with priority clubs (identified by NGBs and other partners) to help them gain accreditation
- Continue to work with local authorities to encourage them to put a ‘Clubmark Charter’ in place, outlining the support and / or benefits they can provide to accredited clubs
- Raise awareness of the benefits of becoming a Community Amateur Sports Club (CASC) and support clubs through this process where appropriate
- Continue to run Club Development evenings, covering a wide range of topics useful to clubs
- Continue to support NGBs where necessary and raise awareness of projects run by SASSOT amongst clubs

“This is an exciting time for NGB engagement as we enter a new Whole Sport Plan cycle. SASSOT will continue to work with NGBs to help them maximise the impact of their interventions within the sub-region.”

“Sports Clubs can often be the heart of the community and are imperative in creating lifelong participation in sport. It is crucial that we help them grow and embrace the future of sport if participation is to increase and become sustainable.”
SASSOT is committed to working proactively to ensure access to sport across the County for anyone, regardless of individual circumstance or background.

SASSOT is fully committed to the principles of equal opportunities and continues to work towards eliminating unlawful behaviour and facilitating the development of new opportunities for those under-represented groups within Staffordshire and Stoke-on-Trent.

The past 12 months has seen the development of a new Equality & Diversity Policy and Action Plan. Both documents aim to develop and promote diversity across sport and physical activity, as well as continue to support partners to provide activities that are representative of the local population.

HIGHLIGHTS

- Continuation of Disability Sport Officer post developing all aspects of disability sport, resulting in 2,656 hours of sporting activity engagement by disabled children over the past 12 months
- Through Department for Education funding SASSOT successfully delivered the ‘Inspire To Succeed’ disabled athlete development programme engaging over 30 disabled athletes and developing 6 disabled sporting ambassadors
- An additional round of ACCESS Across Staffordshire funding was made available to projects that targeted BME communities or low socio-economic groups. Two projects were awarded a total of £3,000 including:
  - Abbey Hulton Partnership: weekly multi-sport activity for low socio-economic groups
  - UK Dodgeball Association: Creation of seven satellite Dodgeball clubs targeting low socio-economic groups and local BME communities in Stoke-on-Trent
- Development of a new SASSOT Equality Policy which has been communicated to key organisations, sports clubs and coaches
- Development of a new two-year Equality & Diversity Action Plan
- Achievement of the Foundation and Preliminary Level of the Equality Standard for Sport

LOOKING AHEAD TO 2013-14

- Implement key tasks of the Equality & Diversity Action Plan to increase the opportunities available to under-represented groups as well as develop the skill set of staff and coaches. Initiate improved engagement, networking and communication with under-represented groups
- Implement the Equality & Diversity Training Plan
- Develop the ‘Inspire Disability Sport’ programme by improving access to universal services for disabled people
- Deliver ‘Forde’ fortnightly ‘Inspire Disability Multi Sport Clubs’ to across the county
- Implement an additional round of ACCESS Across Staffordshire grants
- Continue to engage with the national equality organisations

NB. These achievements were made while Mark Fosbrook was in post as Disability Sport & Physical Activity Officer

SASSOT has developed a clear and supportive structure for disability sport in Staffordshire that has been identified nationally as a model of good practice. Other County Sport Partnerships have replicated elements of our programme. There have been a number of different initiatives embedded within Staffordshire that have seen a large increase in the disability sport participation, provision and opportunities within the county. SASSOT is committed to continuing the development of opportunities for disabled people and embedding disability sport throughout Staffordshire and Stoke-on-Trent.

HIGHLIGHTS

- Disability Sport Forums - The forums form part of the support mechanism across the county for disability sport. Seven local authorities have their own forum consisting of coaches, professionals, parents and interested individuals. There is also a county-wide group consisting of providers and professionals. These groups support the key development opportunities. They share good practice and support new opportunities to ensure development.
- Disability Sport Directory - The continued distribution of the directory has raised the profile of opportunities available to disabled people across the county. This resource has been replicated in other counties following its success within Staffordshire.
- Inspire 2 Succeed Programme - Development of 11 hub clubs. These are sports specific clubs that are striving to provide a better level of disability provision. They support disabled athletes to attend the most suitable opportunity for them in their club or other local club opportunity. Athletes were also supported through a series of events with coaches providing training and individualised feedback to support the athlete’s development. One event also focused on athlete nutrition, goal setting amongst other individualistic elements.
- Disability Sport Spectacular - Week long spectacular of sport promoted disability sport and local club opportunities around the county. Clubs offered open sessions and there were specific sporting events, competitions and have a go taster sessions.

LOOKING AHEAD TO 2013-14

- Embedding Disability - Over the next year we will be ensuring that all members of the team put disability at the heart of everything they do. If they are developing an opportunity or project they will ensure it is inclusive and actively targeted at disabled people and will support disabled people to access universal services
- Multi Sport Clubs - Continue to run and develop the Multi Sport Clubs. To provide more opportunities. Start to develop impairment specific opportunities
- Countywide Forum - Whilst there is already a professional group that meet on sport, leisure, arts and culture, it is felt that there is a need to either develop that group or start a new one that has the appropriate individuals involved to maximise its effectiveness
- Continue to support and develop clubs to ensure they are focused on being more inclusive

SASSOT is proud to have gained national recognition for the disability work undertaken. We are willing to support other CSPs in their journey to ensure improved opportunities for all.
Sportivate is part of ‘Places People Play’, the 2012 mass participation legacy programme that is being delivered by Sport England. A nationwide initiative, Sportivate targets 14-25 year olds who are semi-sporty and offers them the chance to take part in 6-8 weeks of sporting activity, introducing them to a new sport or giving them the chance to improve their skills in something they’ve previously tried and enjoyed. Over the four years of the programme, SASSOT will receive over £600,000 of Lottery Funding to deliver the programme across the sub-region, with a target of nearly 6,000 young people completing a block of sessions and then at least 40% of these participants continuing to take part in sport afterwards.

HIGHLIGHTS
- Exceeding our Year Two ‘Retain’ target (the number of young people attending all or all-but-one sessions). Our Year One target was 1,564 and we have retained over 2,500.
- 90% of young people taking part in Sportivate sessions have been retained.
- Approximately 145 different projects have been delivered in a range of sports across the entire sub-region.
- SASSOT provides strategic management for the programme, in conjunction with the Sportivate Steering Group, ensuring that all of Sport England’s reporting requirements are met and providing on-going support and communication to the Local Lead Organisations and other key partners.
- Burton Rugby Clubs Women’s Rugby Sportivate project scooped the regional Sportivate Award.
- Our Year Three Sportivate plan approved by Sport England and includes an even wider range of projects and providers.

LOOKING AHEAD TO 2013-14
- Successful management and implementation of the Year Three plan, in conjunction with the Sportivate Steering Group, to ensure that Year Three targets are met.
- Continue to facilitate Learning Events for Local Lead Organisations and other key Sportivate deliverers, to ensure that good practice can be shared and replicated.
- Continue to work with the Local Lead Organisations to maximise the impact of the Sporting Champions’ scheme.
- Compile and submit the Year Four plan, broadening the range of providers/partners involved in the programme.

Mark Tolley (Coach), Russell Turner (Sport England), Mayor of East Staffordshire Cllr Len Milner. Emily Scamatt (England Womens’ Rugby Player), Cllr Bernard Peters, Deputy Leader for Service Delivery, Staffordshire Cllr Len Milner. Emily Scamatt (England Womens’ Rugby Player), Cllr Bernard Peters, Deputy Leader for Service Delivery, 

Workforce Development

2012/13 has seen SASSOT develop and deliver a wide range of workforce initiatives. Our new partnership with Coalfields Regeneration Trust (CRT) has made a real impact at grass roots level and great strides forward have been made with our coaching offer and the Sport Makers programme.

New approaches have been piloted such as the partnership with the National Skills Academy leading to the delivery of high quality training opportunities.

At a strategic level we have been working to support Staffordshire County Council develop a volunteer strategy that will produce some real benefits for volunteers across the sub-region including those working in sport. This year also saw SASSOT deliver its largest programme of workshops for coaches and volunteers.

HIGHLIGHTS
- SASSOT has now recruited 1,448 Sport Makers of which 934 have received training and 405 have completed 10 or more hours of volunteering in sport.
- SASSOT have been working closely with Staffordshire County Council and other partners to develop a high level Volunteering Strategy.
- Delivery of the new CRT funded leadership and volunteering programme, including £7,268 spent on new qualifications.
- A further £21,353 invested in local multi skills coaches through local authority partners.
- Building on last year’s work with SkillsActive, a new Training Needs Analysis processes being rolled out to support local authorities.
- £3,380 invested in coaching qualifications through the Coach Bursary Scheme.

LOOKING AHEAD TO 2013-14
- Focus on linking workforce initiatives and investment to new participation programmes such as Satellite Clubs.
- Continue to deliver Sport Makers and meet the sub-regional targets for this programme. We will also be working to ensure the relevant elements of this programme are maintained beyond the end of the Sport England funding.
- On-going support to local authority partners around ONA/TNA analysis to develop an overall sub-regional training offer.
- Review and update SASSOT’s workforce development plan including specific sections around volunteering, coaching and training.
- Explore opportunities to work directly with FE providers to access funding and increase provision of sports based training.
- Continue to strengthen links with third sector infrastructure organisations and make best use of the resources available through these organisations for the benefit of clubs and their volunteers.

“SASSOT now recruited 1448 Sport Makers of which 934 have received training and 405 have completed 10 or more hours of volunteering”
Through a combination of working with partners and proactively applying for new funding, SASSOT has managed to attract significant new external investment into the sub-region for the development of sport and physical activity.

Our support to partners has taken many forms including providing data and intelligence, giving advice on available funding, reviewing and advising on the content of bids, facilitating links between partners and advocating the work of partners to funding providers.

At the same time through effective management of programmes and maximising funding opportunities such as Aiming High, Sportivate and the Coalfields Regeneration Trust, SASSOT has been able to direct new funding to our local partners.

HIGHLIGHTS
- SASSOT has worked with a wide range of organisations to help them access funding for capital developments and new revenue projects. In total SASSOT has helped partners secure over £5.2 million of external funding. Projects have ranged from small grants for community clubs to multi-million pound new facilities.
- We have worked with Newcastle-under-Lyme College, Stoke Sixth Form College, Stoke College and Burton and South Derbyshire College to access over £350,000 of new investment from Sport England to help grow sport in our colleges.
- Updated and improved our website to make it a better support resource for partners seeking funding.
- Through our programmes and proactive bidding to external funders SASSOT has secured and invested £353,211 into our partners and into the direct delivery of sport in Staffordshire.
- Provided training to the national network of England Golf county development officers. Training has also been provided to local authority partners

LOOKING AHEAD TO 2013-14
- Continue to provide one-to-one support to partners to help them access funding for new capital and revenue projects.
- Develop a new funding guide to help clubs and other community sports providers access funding.
- Engage with the newly formed Public Health Teams and Clinical Commissioning Groups networks to identify opportunities for joint working and to secure new investment into sport and physical activity provision.
- Proactively bid for funding to help grow and sustain SASSOT’s disability sport and volunteering development.
- Work in partnership with Sport England and local partners to update and revise the sub-regional facility framework.

“Through our programmes and proactive bidding to external funders SASSOT has secured and invested £353,211 into our partners and into the direct delivery of sport in Staffordshire.”

During 2012/13, SASSOT has continued to value the coaching strand of work as a key area and has responded to national priorities and local need to implement a Coaching Delivery Plan to meet 8 national coaching objectives. The Coaching Development Manager has led on the delivery of the plan and has worked closely in partnership with sports coach UK and local partners to deliver a number of successful and exciting projects. Reporting to Sport England, SASSOT and sports coach UK were confidently able to state that all targets set in the Coaching Delivery Plan were met or exceeded.

HIGHLIGHTS
- Successful delivery of the 2012/13 Coaching Delivery Plan.
- Support to performance coaches, with Talent Coaches Breakfast Clubs taking place and highly valued by coaches that attend.
- Partnership with Staffordshire County Council Day Services to implement a project to recruit, train and deploy 23 leaders in the sport of boccia delivering to people with disabilities (pictured above).
- Launch of new Coach Development Grant aimed at impacting on new NGB Whole Sport Plans.
- 27 coaches attended targeted ‘Coaching Adults’ CPD free of charge as a result of partnership with sports coach UK.
- 16 Staffordshire University students trained and deployed as multi-skills coaches, delivering 340 volunteer coaching hours.
- Maintenance of SASSOT Coaching, an online system that allows the 823 coaches registered to store qualifications online, book and pay for training online, receive targeted communication and find out about job opportunities via www.sassotcoaching.org.uk.
- Focused work with Staffordshire Athletics Network Coaching Action Group to develop and support coach development, including a Leadership in Running Fitness (LIRF) Development Day.

Looking Ahead to 2013-14
- Implementation of the 2013/14 Coaching Delivery Plan in line with Sport England requirements and local need.
- Manage the new Coach Development Grant with the aim of supporting NGB Whole Sport Plans.
- The on-going management and development of the coach database management system, SASSOT Coaching.
- Monitor and evaluate the boccia project in partnership with Staffordshire County Council, with a focus on club and competition development.
- Continue to develop a ‘Community of Learning’ through targeted communication and CPD with coaches including those that work on the talent pathway.

Through working with partners, SASSOT continues to build its understanding of the needs of coaches and their deployers. An increase in the support offered to both coaches and their deployers has been achieved, for coaches delivering at all environments (abilities, ages, interests) and their own varying experiences. Through strong engagement with governing bodies of sport and local partners, coaches and their deployers are provided with training and appropriate opportunities relevant to their needs and receive regular and targeted communications to be made aware of local opportunities. SASSOT continue to be one of the leading CSPs in this field.

Simon Thomas | West Midlands Coaching Network Manager | sports coach UK
During the last year Sport Across Staffordshire and Stoke-on-Trent have worked in partnership with the Coalfields Regeneration Trust (CRT) to deliver a sports volunteer pathway for young people aged 16-24 in Coalfields communities in Staffordshire and North Warwickshire.

The pathway gave those young people access to existing programmes such as Sport Makers and Community Games and provided them with the opportunity to gain funding towards recognised qualifications such as NGBs, Sports Leaders Level 1 and Community Sports Leaders Level 2.

In addition to these outcomes the investment from CRT has been invaluable in developing new local partnerships with organisations that SASSOT would not normally work with such as Staffordshire Fire and Rescue Service, Youth Clubs, local colleges, YMCA and organisations working with NEET 16-19 year olds.

The Coalfields Regeneration Trust has been impressed by the professionalism involved. “The over achievement is testament to the staff and your approach to delivering the contract and I have always been impressed by the professionalism involved.”

**HIGHLIGHTS**

- Over 600 people and young people participating in healthy lifestyle activities
- Over 200 new volunteers recruited
- Over 10 community games events held
- Over 100 young people gaining a Level 1 Sports Leaders Award or Level 2 Community Sports Leaders Award
- Over 20 young people completing a NGB coaching course
- The project has helped engage young people with a wide range of learning difficulties and physical impairments and young people that are not in education, employment or training, or that have very complicated home lives.

**LOOKING AHEAD TO 2013-14**

Delivery will continue in Coalfield communities but the scope of the project will be widened to include other priority areas in Staffordshire and Stoke-on-Trent. This year’s delivery will have greater emphasis on connecting volunteers to other sports participation projects being delivered by SASSOT and its partners such as Satelite Clubs and Sportivate. Young people will again be able to access funded qualifications such as Sports Leaders Level 1 and Community Sports Leaders Level 2 along with the addition of Dance Leaders Level 1.

*The Community Sports Leaders Award and Sport Makers have both benefitted me academically and as an individual. I feel more confident in myself as well as my coaching ability. I think it has helped my social an academic life and have found myself stepping up to challenges and putting myself out of my comfort zone more often where as I would often shy away and I have the courses and yourself to thank for that. The funding has been outstanding as it has gone towards funding my level 2 football coaching course and I wouldn't have been able to afford it without the help. The courses I took part in, the experiences I've shared and the skills and abilities I've gained have truly shown through as I was able to get a job football coaching locally and I truly believe it is due to taking part in the project.*

Reece Walley, 18, Community Sports Leader, Stoke-on-Trent

**Safeguarding Children**

The priority for 2012-13 has been completing a self-assessment against the national safeguarding framework and using the outcomes of this process to develop a new action plan for SASSOT. At the same time SASSOT has continued to provide basic awareness training for partners alongside ensuring that our programmes meet the necessary minimum standards for safeguarding. In the coming year, SASSOT will continue to contribute to the Child Protection in Sport Unit’s national steering group for the development of the Safeguarding Framework.

**HIGHLIGHTS**

- 346 volunteers and coaches attending basic safeguarding awareness training
- On-going operational safeguarding support for SASSOT events and programmes including Playground to Podium, Schools Games, Sportivate and Sport Makers
- Self-Assessment completed against new Safeguarding Framework
- Contributing to national pilot of Safeguarding Framework and associated Self-Assessment Tool
- New Safeguarding Children in Sport Action Plan developed
- Achieving overall ‘green’ RAG rating for this work area on the Sport England quarterly reporting framework

**LOOKING AHEAD TO 2013-14**

Deliver the priority outcomes in the partnership’s safeguarding action plan including strengthening links with statutory bodies and ensuring new programmes meet minimum standards
- Ensuring all SASSOT delivery is aligned to the safeguarding standards outlined in our policies and procedures
- Continue to provide basic awareness training for clubs, volunteers and coaches

346 volunteers and coaches attending basic safeguarding awareness training

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***Ben Hollands | Workforce Development & Investment Manager | 01785 619317 | bhollands@staffordbc.gov.uk***
The education and training programme has been on track with meeting the demands of the Staffordshire’s sporting community. Attendance has been excellent this year with nearly 1600 volunteers and coaches attending workshops.

The standard workshops in the toolkit for coaches and volunteers are continuing to do well with high numbers attending First Aid and Safeguarding and Protecting Children. An increase has also been seen in the need to attend Reflect and Practice workshop as the refresher to Safeguarding and Protecting Children. As well as an increase in people attending the workshop programme, SASSOT has seen a rise in requests for workshops to support specific NGB training needs, showing this is an increasingly valued service. This year SASSOT has also successfully piloted the Club Leaders workshops provided by PricewaterhouseCoopers (PwC) and following their initial success will be delivering these again throughout 2013-14. In 2012 SASSOT made it easier for people to book on workshops by introducing online booking. After a successful trial, 20% of bookings taken are now made online.

The education and training programme has also formed an integral part of other SASSOT programmes such as Sport Makers, Coaching System Support Network and Community Games.

**HIGHLIGHTS**

- 68 workshops delivered to 1582 participants from 1st April 2012 to 31st March 2013
- An increase in the number of workshops arranged specifically for groups/clubs outside of the standard education and training programme
- A greater number of core workshops delivered around the county to allow maximum access for coaches, volunteers and club officials to attend
- New club support workshops provided through the new (PwC) Club Leaders programme
- Introduction of online booking and payment system

**LOOKING AHEAD TO 2013-14**

- Continuing to implement the new education and training programme to March 2014
- The programme will provide new workshops to support clubs through the Sport England Core and PwC Club Leaders programme
- Will continue to diversify with different workshops helping to give an edge to those coaches who want to develop their coaching skills further
- Continue to focus more on targeting workshops specifically into clubs that need to be accredited and develop further
- Continue to improve methods to book on workshops
- Use feedback to help improve the overall programme especially in terms of marketing and communication by looking at the use of new technology

**Workshop** | **Attendees**
---|---
Safeguarding & Protecting Children | 323
Refset & Practice | 23
Equity in Your Coaching | 18
First Aid | 192
Mentoring in Your Coaching | 16
Disability Inclusion Training | 18
Autism Awareness | 20
Boccia | 17
Talent Coaching - Using ‘C’ System to Develop Excellence in Coaching Talent Coaching - Elite Communications | 20 | 24
Sports Makers | 763
Sports Leaders Level 1 | 72
Sports Leaders Level 2 or above | 76
Total Number of Attendees | 1582

“Attendance has been excellent this year with nearly 1600 volunteers and coaches benefiting from the workshops.”

Last year was the first of the Sainsbury’s School Games Festivals and the Level Three competitions involved more than 1500 young participants and leaders. The School Games Level Three Festival organised by the Staffordshire and Stoke-on-Trent Local Organising Committee (LOC) is a culmination of the County’s school sporting talent from a pathway of competition. The pathway provides competitive sporting opportunities for young people regardless of their experience, talent or ability. A year-round calendar of local level competitive sporting opportunities is co-ordinated by School Games Organisers to get young people competing in both intra and inter school activity which feed in to the School Games Level Three.

**HIGHLIGHTS**

- The first School Games Level Three Festival was successfully delivered across four venues and included 22 competitions
- Over 50% of the workforce were young volunteers
- Five disability sports were included in the Level Three Festival
- Disability and able-bodied sports were integrated into the same festival creating an inclusive festival
- Clear links were made between level one, two and three sports
- Volunteers were trained and deployed in roles including media, event management, officiating and scoring
- Wider ‘festival’ elements were included at the event including an opening ceremony, cup-and-tray sessions, demonstration sports and other entertainment
- Date, venues and sports were confirmed for year 2

**LOOKING AHEAD TO 2013-14**

- Ensure that the Year Two School Games Festival adopts a whole-school approach
- Include cultural elements with the School Games Level Three Festival
- Work with the LOC and School Games Organisers to confirm additional sports for Year Three
- Conduct a full review of Year One and implement the findings into Year Two

Performances taking place at the School Games opening ceremony 3rd July 2012

“The Sainsbury’s School Games is a unique opportunity to motivate and inspire millions of young people across the country to take part in more competitive school sport. We hope that with continued help and support the School Games will continue to run and leave a well-deserved lasting legacy stemming from the Olympic year.”
Inspired by the London 2012 Olympic and Paralympic Games, Community Games is creating a legacy from these great events in the heart of communities across the country. Community Games gives communities the chance to come together to take part in sports and cultural activities organised by the Community for the Community. Originally Legacy Trust UK’s idea, and now funded by the Government’s Social Action Fund, in 2012 Community Games captured the imagination of so many people that this year local communities across England are invited to hold a local event either for the first time or as a follow-up to their 2012 Community Games.

HIGHLIGHTS
• 55 Community Games were held in Staffordshire and Stoke-on-Trent in 2012
• There were approximately 1,210 volunteers donating an average of 495 hours of their time to support Community Games events across the County
• Over 35,000 participants involved in the events
• The Worbourne Community Games attracted interest from the local press and local MPs
• Partnerships have been created with the local YMCA
• Funding for the Community Games programme has been continued into 2013 due to its resounding success in 2012

LOOKING AHEAD TO 2013-14
• Continue to manage the Community Games programme effectively and provide support where needed
• Promote the Community Games funding scheme
• Promote the repetition of Community Games events
• Increase up-take of Community Games workshops or e-workshops

Experience, insight and understanding are all needed to create effective communications.

The amount of time people are spending online is increasing, in particular the use of social media. At SASSOT we have continued to invest time and resources into the development of our website and social media channels. Both our Facebook and Twitter accounts have allowed use to build brand awareness as well as engage with participants on a deeper level. We have used social media to develop interest in what we offer and drive traffic to our website where people can gain further information and support

HIGHLIGHTS
• We worked on the implementation of the Newcomer of The Year Award supported by BBC Radio Stoke
• We have expanded our social media presence, with Facebook (2 pages – SASSOT CSP, School Games, Disability Sport), Twitter (3 channels – SASSOT CSP, School Games, Disability Sport), Animoto (short clip videos) making-up our current public and partner engagement methods
• Implementation of County Sports Partnership Network stakeholder satisfaction survey:
  - 98.1% of partners were either very satisfied (66%) or satisfied (32.1%) with SASSOT (2011 Result: 100%)
  - 91.7% of partners rated their level of understand of the role of the CSP as either good or very good (2011 Result: 88.9%)
  - 95% of respondents were very satisfied or satisfied with SASSOT adding value to the services that they provide (2011 Result: 93.4%)
  - 100% of respondents were very satisfied or satisfied with the quality of support and advice given by SASSOT (2011 Result: 95.5%)

LOOKING AHEAD TO 2013-14
• Development of a two year Marketing & Communications Strategy
• Development of a new and fresh SASSOT website to meet the needs of the public and our partners
• BBC Radio Stoke ‘Brand New You’
• Continue to explore and advocate new tools and resources to support our Partners and local sports clubs
• Development of Mini MarComms Plans for each of our key projects
• Development of an events/meeting planner to improve our planning and MarComms support to the SASSOT Team and Partners

“I always find the NGB forum held on a quarterly basis informative. The knowledge and advice gained by being based in the office with the CSP has also been extremely helpful with my role and provided numerous opportunities. This may be finding out who to contact from a particular organisation or being invited to present a forum meetings.”

Nadine Barnard | School Games Coordinator & Club Development Manager | 01785 619726 | nbarnard@staffordbc.gov.uk

Naomi Bird | Knowledge, Communications & Equalities Manager | 01785 619585 | nbird@staffordbc.gov.uk
Knowledge Management

The sourcing and provision of data intelligence has remained an important function conducted by SASSOT. Sport England has developed a comprehensive range of resources and toolkits that help to provide evidence, insight and understanding of sports participation. This data has been used by partner organisations to track trends, identify target markets and better understand what influences people to take part in more sport.

HIGHLIGHTS

- Promoting use of data intelligence and Sport England’s ‘In It for the Long Run’ toolkit (including: Sports Market Segmentation, Active People Survey, Active Places Power)
- Supporting NGB and Local Authorities to access Market Segmentation data intelligence in order to understand their local demographics and inform planning and delivery
- Key stakeholder impact documents were produced detailing actual investment, number of participants and coaches/volunteers supported in a particular geographical area. The headline figures collated for Staffordshire and Stoke-on-Trent (2012) were:
  - Total Investment: £1,175,738 34%
  - Number of Participants - where from: 55,683 68%
  - Number of Coaches / Volunteers Supported: 1,717 30%
  - Active People Survey 6 (2011/12) results were collated, analysed and communicated to partners. Key results are shown in the table at the top of the next column:

<table>
<thead>
<tr>
<th>KPI</th>
<th>AP51</th>
<th>AP52</th>
<th>AP53</th>
<th>AP54</th>
<th>AP55</th>
<th>AP56</th>
</tr>
</thead>
<tbody>
<tr>
<td>x3 30min / week</td>
<td>32.9%</td>
<td>34.5%</td>
<td>34.6%</td>
<td>33.4%</td>
<td>32.7%</td>
<td>32.4%</td>
</tr>
<tr>
<td>Volunteering</td>
<td>4.6%</td>
<td>4.9%</td>
<td>4.8%</td>
<td>4.7%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Club Membership</td>
<td>24%</td>
<td>24.3%</td>
<td>23.8%</td>
<td>21.6%</td>
<td>20.8%</td>
<td></td>
</tr>
<tr>
<td>Tuition</td>
<td>16.5%</td>
<td>17.4%</td>
<td>15.9%</td>
<td>15.7%</td>
<td>13.8%</td>
<td></td>
</tr>
<tr>
<td>Competition</td>
<td>13.1%</td>
<td>14.8%</td>
<td>13.3%</td>
<td>13.6%</td>
<td>12.9%</td>
<td></td>
</tr>
<tr>
<td>Organised Sport</td>
<td>36.5%</td>
<td>34.3%</td>
<td>35%</td>
<td>35.9%</td>
<td>34%</td>
<td></td>
</tr>
</tbody>
</table>

- Funding support and advice provided to partners and clubs

LOOKING AHEAD TO 2013-14

- Support partners to access data intelligence including Active People, Sport Profiles and Market Segmentation
- Monitor and evaluate the impact of appropriate programmes
- Advocate the use of the ‘In It for the Long Run’ toolkit to inform planning and strategy development
- Production of Local Sport Profiles to support NGBs in the demographics of Staffordshire and Stoke-on-Trent

Local Authorities

As community leaders, local authorities play a vital role in the provision of facilities, programmes and opportunities for people to participate in sport and physical activity. This section identifies examples of the excellent work that is carried out across Staffordshire and Stoke-on-Trent.

Staffordshire County Council

Staffordshire County Council’s Tourism and the Cultural County Division’s key priority is to ensure that Staffordshire’s communities can access, enjoy and benefit from a range of learning, recreational and cultural activities.

Within Staffordshire a strong cultural offer is recognised as enriching the lives of our communities and providing positive and shared experiences. These help to develop and empower our communities, support improved health and well-being, build skills and confidence, nurture innovation and aspiration and contribute to the prosperity of Staffordshire through tourism and the creative industries.

We work in partnership with a wide range of organisations including district and borough councils, other public sector organisations and voluntary agencies to deliver the cultural offer.

HIGHLIGHTS

- SASSOT are a key partner in delivering the County Council’s outcomes and their work is featured within our outcome planning process

LOOKING AHEAD TO 2013-14

- Working together to consolidate our relationship with British Cycling
- Jointly funding a post to co-ordinate our Sportshire aspirations
- Through initiatives like the Staffordshire Festival of Cycling drive an increase in participation within sport across Staffordshire.

Staffordshire County Council enjoy a really positive relationship with SASSOT; we rely upon their professional expertise and we value the important contribution which they make to the health and well-being of Staffordshire residents.

Picture | Staffordshire Athletes with Jonathan Edwards CBE

Staffordshire County Council

Janene Cox | Commissioner for Tourism and the Cultural County | 01785 278368 | janene.cox@staffordshire.gov.uk
**CASE STUDY**

**‘Back to Netball’ (Physical Activity Grant)**

**WHAT WE DID AND WHY**

In line with the government’s recommendations of getting more adults back into some form of physical activity, the Wigan Leisure and Culture Trust (WLCT) Community Wellbeing-Sport team set up a ‘Back to Netball’ session at Chase Leisure Centre. The aim was not only to increase the number of women back into some form of physical activity, with the emphasis very much on fun and enjoyment. The sessions have been extremely popular and are a great way to get fit and make new friends.

**WHO WAS IT FOR?**

The ‘Back to Netball’ programme was identified as the ideal form of physical activity. Life expectancy for women in Cannock Chase is lower than the national average for England. Issues such as weight, lack of physical activity and a person’s state of emotional wellbeing are a major contributing factor. The ‘Back to Netball’ sessions provide individuals with that ‘feel good factor’ enabling them to tackle some of the root causes.

**WHAT ROLE DID SASSOT PLAY?**

SASSOT were a key driver in helping to set up the ‘Back to Netball’ sessions at Chase Leisure Centre. Their help and advice was crucial in securing funding for the project (£972,000), through the ACTIVITIES Across Staffordshire Physical Activity Fund. This type of practical partner support is greatly appreciated and valued by the WLCT Community Wellbeing-Sport team.

**PROJECT OUTCOMES**

- Over 40 individual women have taken part in the ‘Back to Netball’ sessions at Chase Leisure Centre
- We raised the profile of netball in the Cannock Chase district
- We were able to tailor these sessions to engage and retain non/semi-active individuals with the emphasis on fun and enjoyment. Here’s what one of our participants had to say: “Thanks to the opportunity of ‘Back to Netball’, it has enabled an older age group to get back and enjoy a game that we all so enjoyed in our school days, which is when most of us played last, so thank you”
- Links were established with the Chase District Netball Club and a team entered into the Wolverhampton Netball League
- Funding received from the Chase Sports Council helped purchase the team kit

**CASE STUDY**

**East Staffordshire Outdoor Sport Delivery and Investment Plan**

**WHAT WE DID AND WHY**

Working with East Staffordshire Borough Council (ESBC), Sport England and National Governing Bodies of Sport (NGBs) it was apparent that an overall investment plan to inform future planning decisions vis-à-vis outdoor sports provision was required in order to assist the Borough in its decision making. SASSOT’s Partnership Director provided support and funding to enable an ‘Outdoor Sport Delivery and Investment Plan’ to be developed for East Staffordshire Borough Council.

The joint funding allowed consultants Knight, Kavanagh & Page (KKP) to be appointed to carry out the development of the strategy. The strategy was developed during 2012 and adopted by ESBC during 2013.

**WHO WAS IT FOR?**

By achieving the above outcomes the document provides an overall strategy for investing in and developing outdoor sports facilities in East Staffordshire. The strategy provides a clear ‘steer’ through the suggestion of developing ‘master plans’ which will lead to the improvement of specific sporting sites (or hubs) within the Borough - informed by input from relevant NGB’s.

**WHAT ROLE DID SASSOT PLAY?**

- SASSOT provided funding to the value of £2,300, approximately 50% of the cost of producing the document.
- SASSOT provided input and direction from the Partnership Director.

**PROJECT OUTCOMES**

- The ‘Outdoor Sport Delivery and Investment Plan’ achieves a number of outcomes
  - It sets the current context for outdoor sport in the Borough
  - It provides an updated evidence base
  - It provides a framework for improvements and
  - It makes recommendations for delivery and investment

**East Staffordshire**

_Cannock Chase & Wigan Leisure & Culture Trust_

Paul Smith | Sports Development Manager | 01543 501552 | paul.smith@wlct.org

_Case Study: ‘Back to Netball’ (Physical Activity Grant)_

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- Links were established with the Chase District Netball Club and a team entered into the Wolverhampton Netball League
- Funding received from the Chase Sports Council helped purchase the team kit
CASE STUDY
Positive Futures / US Girls / SASSOT
Sports Leaders (Coalfield Regeneration Project)

WHAT WE DID AND WHY
In the summer of 2012 an opportunity arose through the Coalfields Regeneration funding to work with a group of girls to take part in a Sports Leaders Level 1 course. The group of 7 young women took part in a 5-day course at Burntwood Youth Centre. The course included the group working together to gain and improve their leadership skills and confidence in leading a group. They spent three and a half days working on practising leading different sports and activities and planning sessions for their own sessions which they ran at the end of the week for the last day.

WHO WAS IT FOR?
The project was for young people living in disadvantaged areas within the county. Our young women all lived within the Chasetown / Boney Hay area of Burntwood and were all school leavers, 16+ years of age. Also the community games trampoline competition was run for local young people.

WHAT ROLE DID SASSOT PLAY?
SASSOT provided funding through the Coalfields Regeneration Trust and provided the staffing and tutor for the course to run. SASSOT also provided the £500 funding to run a Community Games for the local community.

PROJECT OUTCOMES
• All seven young women achieved their Sports Leaders Level 1
• The group were granted £500 to run a Community Games event

One young person put together a trampoline competition. She organised the event which had a turnout of 25 local young people and was a great success.

Jenni Williams | Positive Futures Officer | 01543 308835 | jenni.williams@lichfielddc.gov.uk

CASE STUDY
Introduction to Climbing

WHAT WE DID AND WHY
A six session block of climbing instruction was organised so that people could learn the basics of climbing as a sport and social activity. During the sessions skills and safety was taught so that by the end of the course people were able to climb safely and independently without an instructor present.

WHO WAS IT FOR?
18-24 year olds were our target. We marketed people who wanted to try something new, accept a challenge and meet other people. As we ran the courses in September and October there were a large amount of students in the area from the 2 universities and we were over-booked on the courses and provided extra staffing to accommodate this.

WHAT ROLE DID SASSOT PLAY?
SASSOT provided Sportivate funding for the instructor time and marketing of the courses which enabled the sessions to go ahead.

PROJECT OUTCOMES
• Over-booked courses and achievement of targets
• Due to the popularity of the sessions we have put on 2 student climbing sessions on the wall at reduced rates

Duncan Lloyd | Business Development Manager | 01782 742613 | duncan.lloyd@newcastle-staffs.gov.uk
South Staffordshire

Case Study

Sport Makers Convention and Deployment at South Staffordshire College

What We Did and Why

A Sport Makers Convention was held at the Rodbaston Campus of South Staffordshire College. Sport Makers is an Olympic Legacy Programme with the aim of engaging over 1,000 people across the county to voluntarily deliver 10 hours of sport for others.

After an inspirational opening, 2 workshops took place using experienced tutors who talked about how the delegates could make a contribution towards the Olympic Legacy. Delegates were then given the opportunity to identify projects that they were going to design, promote and deliver for other students at the campus.

Projects included girls football, table tennis and tag rugby.

Who Was It For?

The Sport Makers Convention was for students at South Staffordshire College. Students came from a wide range of courses; from equine to brick laying which provided a really varied range of skills and motivations but all were committed to making sport happen for others. 43 students attended in total with these students being identified and engaged by the 3 Student Engagement Officers at the college.

What Role Did SASSOT Play?

SASSOT took the lead role in terms of the scheduling, organisation and deployment side of the event. The external tutors that were bought in were organised and funded by SASSOT and each student that attended received a Sport Makers branded polo shirt as an acknowledgement for their attendance and further work towards making sport happen. SASSOT facilitated the deployment of the event which is the part of the event which really enthuses and up-skills the Sport Makers to go away and make sport happen for others.

Project Outcomes

The overarching aim of the Sport Makers Programme is to enthuse and inspire people that come to the workshops and conventions to undertake 10 hours of making sport happen for others. Of the 43 students that attended the convention, 41 have achieved 10 hours of Sport Making and if we take all of the hours that these 41 have done and add them together then we get 1,199 hours of Sport Making generated by South Staffordshire College!!

Case Study

Stafford Inspire Disability Club

What We Did and Why

The Sports Development Team at Stafford Borough Council has been working with SASSOT to plan and deliver the Inspire Disability Multi-Sport Club. The club has helped create increased sporting opportunities for disabled young people in the borough, giving them the chance to access regular activity in a fun, safe and enjoyable environment as well as develop their skills.

Who Was It For?

The club is open to disabled children aged 5 to 18, but their whole family are invited to join in the sessions. The club runs every other week and a different sport is provided at each session, giving the young people the chance to try new and varied activities alongside their parents and siblings. Wherever possible, participants are signposted to exit routes in each sport to encourage continued participation.

What Role Did SASSOT Play?

SASSOT have provided valuable admin and knowledge support and in particular guidance from the Disability Sport and Physical Activity Officer. They have also secured funding of around £5,000 from Aiming High, to deliver this project as well as coordinated data and statistics for monitoring purposes.

Project Outcomes

- Increased opportunities in their community
- Provided exit routes from the multi-sport club sessions to local sports clubs that have disability sections
- Created a network of individuals interested in developing opportunities in their community
- Aiming High programme
CASE STUDY

Gym Fitness

WHAT WE DID AND WHY
Across the 3 South Moorlands Leisure Centre sites of Brough Park Leisure Centre in Leek, Biddulph Valley Leisure Centre in Biddulph and South Moorlands Leisure Centre in Cheadle, we delivered a weekly Gym Fitness session.

The Gym Fitness sessions were tailored for 14-25 year olds to increase their participation in physical activity and improve their general fitness. Additionally, each of the participants were allowed access to the gym, fitness classes and tailored badminton sessions which resulted in more frequent visits. The project engaged 120 young people and retained 80% of the group of students have now formed a Ski Club with the support of the centre who have committed to offering reductions in their normal session fees and equipment hire rates as well as on-going encouragement from staff at Stoke-on-Trent Sixth Form College.

WHAT ROLE DID SASSOT PLAY?
SASSOT played a vital role in helping to develop the programme, with advice on the Sportivate funding opportunity as well as information on the application process. The funding was invaluable to kick-starting the project. It helped to pay for instructor time, marketing and promotion and to subsidise a discount on attendees joining as a member after the programme.

PROJECT OUTCOMES
- Great feedback received from participants across all 3 sites
- Excellent retention of up to 80% staying on using the gym sessions after the scheme had finished

WHO WAS IT FOR?
The programme was aimed at 14-25 year olds. It was particularly successful with Young Farmers at Brough Park Leisure Centre and with Youth Groups at Biddulph Valley Leisure Centre.

WHAT WE DID AND HOW
Through Stoke-on-Trent’s Sportivate Programme Stoke Ski Centre came up with an idea to encourage Stoke-on-Trent college students to experience skiing taster sessions.

Recognising the barriers to participation and that skiing is far from Stoke-on-Trent’s number one sport or holiday activity, Wilson Pendleton-Briers (Stoke Ski Centre Manager) developed a partnership with Stoke-on-Trent College and the Sixth Form College to encourage interest in the sport. The majority of the students consulted perceived skiing as a sport that they could not afford to participate in.

Following the feedback a six-week block of sessions was planned for those who had expressed an interest and met the Sportivate criteria.

The sessions went ahead with all equipment and expert tuition provided free of charge for the participants through Sportivate funding.

WHO WAS IT FOR?
Each session consisted of students from local colleges who were categorised as semi-sporty, aged 14-25, male or female and perceive skiing as an inaccessible sport.

WHAT ROLE DID SASSOT PLAY?
The funding and support from Sport Across Staffordshire & Stoke-on-Trent (SASSOT) via Sportivate proved invaluable. Without the Sportivate six-week project and SASSOT’s support, 20 of the students would not have continued to attend following the completion of the progressive course. The same group of students have now formed a Ski Club with the support of the centre who have committed to offering reductions in their normal session fees and equipment hire rates as well as on-going encouragement from staff at Stoke-on-Trent Sixth Form College.

PROJECT OUTCOMES
- Affordable progressive ski sessions offered
- Sportivate participation and retention rates met
- Multi organisation partnership approach
- Successful exit route strategy resulting in a formation of a club
- Stoke Ski Centre and Sportivate, Stoke-on-Trent College/ Stoke Sixth Form College have developed a strong working relationship

CASE STUDY

Sportivate: Stoke-on-Trent Get Skiing

WHAT WE DID AND WHY
Through Stoke-on-Trent’s Sportivate Programme Stoke Ski Centre came up with an idea to encourage Stoke-on-Trent college students to experience skiing taster sessions.

Recognising the barriers to participation and that skiing is far from Stoke-on-Trent’s number one sport or holiday activity, Wilson Pendleton-Briers (Stoke Ski Centre Manager) developed a partnership with Stoke-on-Trent College and the Sixth Form College to encourage interest in the sport. The majority of the students consulted perceived skiing as a sport that they could not afford to participate in.

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WHO WAS IT FOR?
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CASE STUDY
Tamworth Inspire Disability Multi-Sports Club

WHAT WE DID AND WHY
We organised and delivered 2-hour multi-sport sessions every fortnight on Saturday afternoons between 3pm and 5pm. 3pm until 4pm was in the swimming pool, followed by 4pm until 5pm in the sports hall for a range of activities that included trampolining, football, boccia, kurling, table cricket, bouncy castle and soft play.

WHO WAS IT FOR?
The sessions were aimed at children between 5 and 18 and their families. The aim is to get all of the family involved with the sessions.

WHAT ROLE DID SASSOT PLAY?
Funded by Aiming High the project was managed at a strategic level by SASSOT. We worked with SASSOT to develop and market the sessions and various administrative tasks that were necessary to report back to Aiming High.

PROJECT OUTCOMES
The aim of the project is to encourage family participation in sport and also to increase disabled participation in sport in the local area. Our best example of this is Phoebe Laker, an autistic girl who regularly attended the Inspire club and through the sessions enjoyed the trampolining element so much she joined ‘G-Force’ our local club. Phoebe is now a member of the squad and recently competed in a Gymnastic Multi-Sport competition and came third. Phoebe, her family, coaches, squad mates and the staff here at the Leisure Centre are very proud of her achievements.

Mike Stevenson | Community Leisure Manager | 01827 831 333 | mikes Stevenson@winecote-high.staffs.sch.uk
Karen Moss | Sports Development Manager | 01827 709316 | karen-moss@tamworth.gov.uk

Supporting School Sport Partnerships

Jane Kracke | Sports Manager | 01785 619187 | jkracke@staffordbc.gov.uk

There are 10 School Games Organisers (SGOs) in Staffordshire and Stoke-on-Trent, each working across a School Sport Partnership (SSP) area. All SGOs are nationally-funded for 3 days a week and some are full-time appointments as a result of additional funding that has been secured from within their localities and/or hub site schools.

CASE STUDY
Developing Leaders & Coaches - East Staffordshire School Sport Partnership

WHAT WE DID AND WHY
Established a programme of leadership courses for students aged 14+ that provided them with qualifications, confidence and competence to support the delivery of school competitions. All courses were aligned to the competitions which were run by local schools, the Primary and Secondary School Sports Associations and the SSP. Over 25 different courses were on offer during the course of the year and were attended by over 250 different individuals, giving a wide breadth of knowledge to those who attended. The training and qualifications then ensured we had young officials leading all our competitions so teachers could support and manage their teams.

WHAT ROLE DID SASSOT PLAY?
Funding was received from SASSOT through the DFE volunteer fund and the Change4Life coach bursary programme to contribute towards the coaching fees that enabled the courses to take place. This equated to approximately 10% of the total costs associated with the leadership programme.

PROJECT OUTCOMES
• Over 250 young leaders obtained sports coaching and leadership qualifications
• 15 teachers / sports coaches undertook NGB qualifications to support school sport
• Sustainable programme in place to ensure officials and leaders can support schools competitions

See page 52 for a list of the 10 School Sport Partnerships’ contact details.
CASE STUDY

Leading for the School Games - Tom Rolls, Platinum Young Ambassador (South Staffordshire SSP / Cheslyn Hay Sport and Community High School)

WHAT WE DID AND WHY

In my role as Platinum Ambassador in South Staffordshire I have had a range of experiences from Level 1-3 in the School Games.

At the inaugural School Games Level 3 finals at Keele I escorted the VIPs around the site telling them about the different roles of our Leaders.

In November Shaun Gauld and I from the South Staffordshire SSP were asked to lead a workshop for our peers at the County Young Ambassadors Conference run by the East Staffordshire SSP at Burton Albion.

I have refereed at the Futsal Level 3 finals for the last 2 years. In my own SSP I have delivered Team Manager training to 50 of our Leadership Academy and I continue to chair the Cheslyn Hay Olympic Organising Committee.

WHO WAS IT FOR?

The School Games touches a range of people. I have been an Ambassador spreading the word to participants of all ages. (Years 3-10). I have influenced teachers and Headteachers to become involved. I have been a role model to inspire leaders to take up the baton and join in leading sports events. I have assisted the NGOs, particularly the FA where I am part of their Young Referees Academy at St George’s Park, the National Football Centre

WHAT ROLE DID SASSOT PLAY?

SASSOT is part the structure that glues the events together

My highlights of a fantastic year of Level 1, 2, 3 and 4 School Games volunteering in Stoke-on-Trent and beyond - Jordan Leach

Year 2 Sport and Exercise Science student and Platinum Ambassador (City of Stoke-on-Trent Sixth Form College / North Stoke SSP and former student from Haden Lane High School / Hillside Primary School)

- Level 4 National School Games volunteering at the Olympic Park and Excel Arena in May 2012
- Ensuring Fitzy Fox attended the Stoke leg of the Torch relay in May 2012
- Volunteering at Stoke TOP Link Festival and Leadership presentation evening in National School Sport Week 2012 and 2013
- Delivering three workshops at the county Young Ambassadors Conference in October 2012
- Presenting to Stoke Primary Headteachers alongside Olympian Roger Black in October 2012
- Delivering an Olympic assembly to inspire youngsters into sport and leadership at my old school, Hillside Primary in February 2013
- Challenge South Africa international volunteering exchange with City of Stoke-on-Trent Sixth Form College in February 2013
- Event managing at the four nights of the Stoke-on-Trent Dance 2013 shows in March 2013
- Being the Staffordshire/Stoke young person’s representative on 2012-3 Local Organising Committee for the Level 3 School Games
- Being invited to represent North Stoke sports leaders at the Stoke-on-Trent Sports Personality Awards evening

- Bespoke workshops for the Headteachers of our local primary schools to help them become involved in delivering the School Games

PROJECT OUTCOMES

• To inspire young people to become involved in sport through participation in competition or leadership
• To be an advocate to Headteachers and demonstrate the School Games values of respect, teamwork, honesty, passion, self-belief and determination - values that are integral to all aspects of life
• To develop my range of leadership skills and give back to people

In March 2011 Staffordshire and Keele Universities were awarded joint funding of £107,313 from Sport England, as part of their Active Universities themed funding round, with the aim of encouraging 2,000 additional students to participate in a wide variety of sports on a more regular basis.

Two years on and the programme has been very successful and improved our student experience as a whole.

WHO WAS IT FOR?

Our programme was aimed at encouraging students that don’t currently get involved with the Universities sports clubs and societies, with the main focus of developing our intramural and Give it a Go programme on both campuses. Intramural sport is a great way to enrich students’ experience in sport by meeting new friends and staying healthy. Competitions are based around being fun, friendly and easy to play, providing all participants with the opportunity to socialise and play a variety of sports on a weekly basis through Just Play sessions, one-off tournaments and events or friendly leagues. This has broken down the barriers of students having to commit to structured training sessions or purchasing expensive kit as it was all provided.

WHAT ROLE DID SASSOT PLAY?

To make the programme sustainable it is important to ensure that there is an effective volunteer system in place. Through SASSOT we engaged with the Sports Makers programme to make the programme sustainable.

SASSOT have also played an important role in helping us create better links between Universities and Colleges which has allowed us to offer students across all organisations more opportunity to participate in a variety of activities.

ACTIVE UNIVERSITIES

WHAT WE DID AND WHY

- We have doubled the amount of students we had participating in year 1 from 600 to over 1,200 in a variety of sports
- Our intramural programme has increased, especially in the 5 a-side football league across both universities where we have increased from 4 leagues to 6 leagues. We have also developed an Indoor Cricket league and Dodgeball league with over 120 students participating week in week out
- We have run over 15 tournaments and a variety of off-campus activity including swimming, dry slope skiing and indoor climbing to encourage students to participate on a more regular basis at times best suited to them
- Both universities have run their first ever Glow in the Dark badminton and volleyball sessions to put a twist on the traditional sports with over 60 students getting involved
- Working closely with Sport Makers we have had over 60 students volunteer in campus sports and are now in the process of looking at developing a Sports Volunteer Academy
- Built stronger links with the local colleges and sports clubs in the area to allow students to gain valuable experience and develop their skills

PROJECT OUTCOMES

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For more information visit www.activeuniversities.co.uk

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CASE STUDY
Community Sports Leader Award

WHAT WE DID AND WHY
Stoke-on-Trent College and Sport Across Staffordshire and Stoke-on-Trent offered the Community Sports Leader Award to all students with an interest in developing their leadership skills and ultimately volunteering within the local community.

The five-day course enabled a number of students from the college to gain a range of practical skills including communication, teamwork and leadership.

The students involved had an opportunity to try out new activities and also deliver structured coaching sessions gaining vital experience in preparation for the delivery within the college and at local sports clubs.

WHO WAS IT FOR?
The course was offered to all students from Stoke-on-Trent College and Stoke Sixth Form College especially those with a real passion for sport. A wide range of Sport and Public Services students took up the offer to further develop their skills and enrolled on the five-day course that took place the Fenton Manor Sports Complex both in the May and October.

WHAT ROLE DID SASSOT PLAY?
SASSOT played a huge role in the success of the Community Sports Leader Award (CSLA). Through funding from the Coalfields Regeneration Trust, the course was subsidised to ensure it was accessible for all learners and delivered by passionate members of staff that ensured the programme was engaging, enjoyable and rewarding. SASSOT staff continued to support learners in the community with the monitoring and evaluating of the volunteering aspect of the award.

Further Education

Calvin Austin | Learner Involvement Coordinator, Stoke-on-Trent College | 07786 113853 | calvin.austin@stokecol.ac.uk

PROJECT OUTCOMES
The Community Sports Leader Award demonstrated excellent partnership working with local Colleges and SASSOT with additional opportunities/courses/events following the course. The most important outcome was, without doubt, the social and personal development of our students who really increased their confidence and leadership skills.

“Funding from the Coalfields Regeneration Trust allowed the young people to take part in the CSLA for free and also to gain a First Aid qualification. The partnership between SASSOT, Stoke-on-Trent College and Stoke Sixth Form College meant that we were able to use their sports facility at no cost keeping overall cost of the course to a minimum. Both of these factors were invaluable in breaking down the financial barrier to participating in the course, which ultimately resulted in the young people gaining a recognised qualification.”

Camilla Denham, Volunteer Development Co-ordinator, SASSOT

Links with Health

Increasing participation in physical activity promotes healthier lifestyles contributes to narrowing of health inequalities and can provide economic gains by reducing costs associated with physical inactivity. The Public Health Services working across Staffordshire have increasing levels of physical activity high on their agenda. Working with key partners involved in promoting participation in physical activity, SASSOT are uniquely positioned to boost delivery of this agenda alongside sport.

Sky Ride

WHAT WE DID AND WHY
Public Health Staffordshire are looking for ways to encourage more people to be more active in ways that they can build into their everyday lives on an on-going basis.

Cycling is an ideal activity to achieve this as most people can cycle, it is fairly inexpensive to access and it is an activity that families can do together.

The Sky Rides are an ideal way to get people into cycling on led rides that in the future may lead them to ride independently for leisure and for travelling to and from work where possible.

WHO WAS IT FOR?
There will be a range of rides available to suit all ages and abilities. Sky Rides will be held in East Staffordshire, Newcastle under Lyme and Stafford.

WHAT ROLE DID SASSOT PLAY?
SASSOT played a key role in making the project happen. With their partnership links across the county they were able to identify all the possible funding streams and partners, pull these together and then work with British Cycling in delivering the project.

Marc Neeld | Public Health Development Officer | 01785 278290 | marc.neeld@staffordshire.gov.uk

Public Health Staffordshire

Further Education

Calvin Austin | Learner Involvement Coordinator, Stoke-on-Trent College | 07786 113853 | calvin.austin@stokecol.ac.uk

PROJECT OUTCOMES
The project will provide up to 3000 bike riding opportunities over 45 organised rides. There will also be 12 new cycling routes identified and mapped for people to use. From this project we hope to see an increase in the number of people who take up cycling for recreation and travel.
CASE STUDY

Active Families

WHO WAS IT FOR AND WHAT ROLE DID SASSOT PLAY?

NHS Stoke-on-Trent Public Health (now Stoke-on-Trent City Council Public Health) and Stoke City Football Club have worked with SASSOT to develop a hub of accredited clubs that can support the needs of those engaged in the Active Families programme. Active Families (AF) is funded by the Public Health Directorate and the Premier League, via the Creating Chances funding theme.

LOOKING AHEAD TO 2013-14

We have another 12 months or so left of Premier League funding and are seeking links with quality assured clubs so that families and young participants can enjoy the mixed and varied offer of the local sporting landscape. If you are interested in adding your sport or club to this offer I am sure Richard or Paul would be pleased to chat with you. Further information can be provided by Richard Adams or Paul Salvatore at Stoke City Football in the Community Trust community@stokecityfc.com

SASSOT’s role has been to quickly identify those clubs that have ended.

The aim is to ensure families have an assured route into an approved sport organisation offering families an opportunity to continue their sporting activities. This is a growing provision and we aim to have at least 18 local sport organisations following their completion of the 10 week AF programme.

Providing a 10 week family weight management intervention is a way of encouraging families and children to continue their sporting activities and find new ways to be active, healthy and fit. This is a growing provision and we aim to have at least 18 local sport organisations offering families an opportunity to continue their sporting activities. This is a growing provision and we aim to have at least 18 local sport organisations following their completion of the 10 week AF programme.

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The 2012 Olympic and Paralympic Games were the best ever staged - and we are proud that here in Staffordshire and Stoke-on-Trent we played our part.

The cultural agenda was dominated by dance. In Stoke, over 23,600 people participated in World of Dance and in Staffordshire, 36 community dance groups worked with professional dance artists and choreographers to produce pieces that reflected the very best of dance potential.

The businesses of our area also benefited. The final figures suggested that at least 50 companies from the area, from large firms like JCB and Waterford Wedgwood to smaller companies, won Games-related contracts worth tens of millions of pounds. And then most memorably of all there was the Olympic Flame. On the 30 May 2012, Stafford and Stoke welcomed the Olympic Flame which was carried by local Torchbearers through streets thronged with enthusiastic flag waving crowds and crowds of people. That evening, Stoke’s Hanley Park hosted an evening celebration. And on the 30 June, day 43, it returned through Burton, to the National Memorial Arboretum before returning to celebratory mode through the streets of Streethay, Lichfield, Hopwas, onto Tamworth, and then to Great Wyrley in South Staffordshire. In August, it was Cannock’s turn to share the limelight as the town hosted the Paralympic Flame waving it goodbye to the Olympic stadium.

The Games themselves were the best ever and at a star studded event at St George’s Park in November, we celebrated with our Gold Medal Winners, Anna Watkins and Lee Pearson, and also launched our Staffordshire and Stoke-on-Trent 2012 Legacy.
**Sports**

This section will provide an account of achievements for Athletics, Badminton, Cricket, Cycling, Football, Golf, Hockey, Lacrosse, Netball, Rugby Football Union, Swimming and Table Tennis.

**CASE STUDY**

**Staffordshire Athletics Network (SAN)**

**WHAT WE DID AND WHY**

The network embraced the phenomenal Olympic and Paralympic year with our own celebrations at Shelburne Leisure Complex, Burton. With clubs relaying into Burton from their home venues, lots of fun followed with the children having their annual Quadkids competition. This was alongside an opening/ closing ceremony. The event was supported by Michelle Ross-Cope who is our Network ambassador, Olympic torch bearer, the Mayor of East Staffordshire and many other committed club members that made this day such a success. This was another excellent example of the clubs in the Network again working together to make things happen. The network’s projects continue to support athlete and coach development through appropriate workshops, as well as developing projects for endorsement and juniors. Beginner running groups continue to grow and provide immense satisfaction to the dedicated run leaders.

**WHO WAS IT FOR?**

Since the network started in 2009 the network has doubled in size, now having 10 clubs and having county-wide coverage. The clubs are: Burton AC, Cannock & Stafford AC, City of Stoke AC, Lichfield RC, Newcastle AC, Stafford Harriers, Stone Master Marathoners, Tamworth AC, Trentham Running Club, Washlands Women Runners.

**WHAT ROLE DID SASSOT PLAY?**

We continue to be grateful for the support of everyone in the SASSOT team that strengthens and underpins what we do. Again this year, the Sports Manager has given us the professional advice to put together our network funding bid, alongside other members of the team that have worked with us on our projects.

**PROJECT OUTCOMES**

- Committed chairmanship and dedicated committee and action groups continue to make sure that the network projects reflect what clubs want
- Network website ensures effective communication: www.ssan.org.uk
- Celebrating the Olympics and Paralympics with Network Relay and Junior Games
- Continued support for coach and athlete development through programme of workshops
- Through the network Endurance Action group support for the Beginner Running project
- Junior Mile Relay at Rowley Park
- Another successful Sportshall Athletics season with clubs selecting county team for regional competitions
- Two regional awards:
  - West Midlands Network of the Year 2012
  - West Midlands Project of the Year - for the work with East Staffordshire Borough Council and Washlands Women Runners, developing the 3-2-1 permanent marked running route and beginner running course.
- We believe the momentum of cooperation built up, year on year, between partners has developed valuable Network initiatives that have begun to deliver a step change in improving the quality of club athletics across our area.
- John Finney, Network Chair, Staffordshire Athletics Network Picture | Stafford Harriers relay team at the start of the relay route.

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**CASE STUDY**

**Run Staffordshire and Stoke-on-Trent Beginner Running Project**

**WHAT WE DID AND WHY**

Sport Across Staffordshire and Stoke-on-Trent (SASSOT), Staffordshire Athletics Network and Run England began creating opportunities for beginner runners to get into the sport in the sub-region in January 2012 with funding from Sport England.

The initial task of identifying and training 50 run leaders was achieved, resulting in leaders with a diverse spread of experience both from clubs and runners in the community. Groups and weekly courses soon followed, again from a variety of venues. A huge thank you must go to all run leaders who have made these groups possible by volunteering their time to enthuse and progress new runners.

There have been some amazing achievements and stories of people whose lives have been turned around through beginning to run (see quotes opposite).

**WHO WAS IT FOR?**

We are aiming to introduce (or re-introduce) 1000 people to running by creating 50 new running groups led by qualified and insured leaders, which will each run for a minimum of nine weeks.

**PROJECT OUTCOMES**

At present we have 50 leaders trained with 25 groups set up and approximately 400 new runners.

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**QUOTES FROM RUN LEADERS:**

The establishment of the Group has been a most positive contribution to the village community. Participants have commented about the new friendships running has led to, as well as cementing existing ones. The regular meeting has provided a discipline for occasional runners and every week I receive a comment about “I would still be in bed” or “I wouldn’t run on my own but running with company makes so much more fun.” After 6 weeks of the Group meeting we had gradually increased the run:walk ratio for beginners. I mentioned to the Group that they had all just run 1 mile and one 48 year old runner replied “I’ve never run a mile before”. That was a really pleasing moment for me as a leader.

Gareth Moss, Alrewas Inspired Running Group

I absolutely love being a qualified LRF instructor; it’s a real change from my profession as a pharmacist. I enjoy it so much that I prioritise it above extra hours at work where I can earn money. Thanks for the opportunity.

Helen Bates, Lichfield Parks Beginner Group

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Catherine Pendlebury | Staffordshire Athletics Network Coordinator | 07800 619841 | cpendlebury@staffordbc.gov.uk | www.ssan.org.uk

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CASE STUDY
Hosting Arrangement with SASSOT

WHAT WE DID AND WHY
The West Midlands regional team has had a hosting arrangement with SASSOT for the duration of the last whole sport plan funding period.

As the regional officer for Shropshire and Staffordshire it has been crucial to be based with SASSOT and our hosting here has benefited our regional team as whole.

WHO WAS IT FOR?
Badminton England regional team alongside colleagues from other NGBs to access a range of office services to enable the officers to operate effectively.

WHAT ROLE DID SASSOT PLAY?
SASSOT have been able to provide a local office base, with administrative support, alongside other NGB officers. This opportunity has enhanced the partnership we have as an NGB with SASSOT and helped ensure we are networking effectively in the sub-region. Primarily our hosting arrangement has ensured we are at the forefront of communications and first in the queue for opportunities available via SASSOT.

PROJECT OUTCOMES
• Closer partnership working with SASSOT and other NGBs
• Sharing of good practice
• Access to local advice, knowledge and support with planning
• Improved communication with local partners and organisations
• Funding opportunities

Mark Sellwood | Participation Manager & formerly Regional Officer for Shropshire & Staffordshire Badminton England | 07825 981924 | marksellwood@badmintonengland.co.uk

CASE STUDY
Sportivating Women’s Cricket

WHAT WE DID AND WHY
Staffordshire Cricket, with support from SASSOT and the Sport England’s Sportivate programme, provided coaching, development opportunities and cricket equipment for two groups of young women to help them access the game. The programmes ran initially, 6 sessions of coaching which was then supplemented by Staffordshire Cricket coaches as interest in the game and the willingness to continue became apparent. The projects were targeted to raise the profile of opportunities in the women’s game in higher education settings (Keele University) and to support growth in an existing women’s cricket league in South East Staffordshire.

WHO WAS IT FOR?
The two projects targeted young women aged 14-25 in the north and south-east of the county. There are key drop-off points for cricket when players move away to university and the uni’ project sought to address this age group in an important target location with a view to establishing a Keele University Women’s Cricket XI. The South-East Staffordshire Women’s Cricket League was recently established league and was keen to grow its numbers.

WHAT ROLE DID SASSOT PLAY?
SASSOT’s role as administrators of the Sportivate programme locally was to initially raise the profile of the project and encourage National Governing Bodies and community groups to access and develop appropriate sport and physical activity sessions. SASSOT analysed applications and financially supported the most effective projects to help them deliver a sustainable offer for the target groups, as well as providing monitoring and evaluation support for the programmes.

Jason Britton | Development Director, Staffordshire Cricket | 07827 307745 | jbritton@staffordshirecricket.co.uk

Badminton

Mark Sellwood | Participation Manager & formerly Regional Officer for Shropshire & Staffordshire Badminton England | 07825 981924 | marksellwood@badmintonengland.co.uk

Cricket

Jason Britton | Development Director, Staffordshire Cricket | 07827 307745 | jbritton@staffordshirecricket.co.uk

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CASE STUDY
Sky Ride Local

WHAT WE DID AND WHY
We organised 20 fun and free guided bike rides over the summer in East Staffordshire and Newcastle-under-Lyme. These were guided by British Cycling trained Ride Leaders from the local area. They support people getting out on their bikes with their friends, family or as an opportunity to meet new people.

We offered 4 different levels of ride from traffic free rides up to 6 miles long, through to challenging distances of 30 miles. We also trained a number of women to organise and lead some easy, fun, women only rides across the county as part of the growing Breeze Network.

WHO WAS IT FOR?
The Sky Ride Local rides are for all adults and children accompanied by a responsible adult. But they are particularly aimed at local residents in these areas who want to gain more confidence in bike riding. Breeze rides are for women only.

WHAT ROLE DID SASSOT PLAY?
SASSOT helped to develop the links and engagement with East Staffordshire and Newcastle-under-Lyme via a number of meetings to help us secure partnerships with these boroughs in 2012. They have also continued this process of engagement to help us secure a new partnership with Stafford Borough Council for 2013. SASSOT have continued to support the relationship with the new partner, which is greatly valued by us.

PROJECT OUTCOMES
The programme was a great success and will continue in 2013. Across the two boroughs we trained 18 ride leaders, 12 route planners and trained 4 Breeze Champions. We mapped and validated 12 new cycle routes and 278 people took part in the rides.

Picture | Local residents enjoy a Sky Ride Local in East Staffs/ Nul, with guidance from the British Cycling ride leaders.

CASE STUDY
Eccleshall Eagles and Staffordshire County Council

WHAT WE DID AND WHY
Due to the development of new houses on the old south site of Bishop Lonsdale School, Eccleshall, the county council were obliged to provide replacement pitches as part of Sport England’s conditions on loss of playing pitches.

The club, the local authority, the county council, SASSOT and The FA all worked together to develop a project plan for the site to identify different pots of funding to maximise the opportunities available.

The council’s obligation was to provide pitches only. This partnership work enabled us to provide a sustainable site for a club with a building that they could run.

WHO WAS IT FOR?
Eccleshall Eagles are a junior FA Charter Standard club in the town who have a number of teams playing all over the Stafford borough. The development of this site enables the club to have a base of their own where a number of their teams can now call ‘home’. This base will ensure the club can grow and develop, helping the club be more self-sufficient and less reliant on hiring other venues.

WHAT ROLE DID SASSOT PLAY?
SASSOT worked closely with all partners to help source additional funding streams. They were particularly supportive with helping secure a £50,000 Sport England Protecting Playing Fields grant and £30,000 from Staffordshire Environmental Fund. SASSOT also contributed to the development and usage plans on the site. The major funding of £448,967 was received from the Football Foundation.

PROJECT OUTCOMES
• Around £750,000 has been secured for this development from a number of different funding organisations.
• Football now has additional pitches and changing rooms
• Eccleshall Eagles has a base

Picture | Eccleshall Eagles Awarded £449k - January 2013
National Training Update

WHAT WE DID AND WHY

England Golf supports a network of 31 County Golf Partnerships (CGPs) who are responsible for developing the game and delivering national objectives at county level. To support our CGPs in becoming more financially autonomous and enhance their local delivery, we approached SASSOT to provide a workshop at our biannual County Development Officer (CDO) training day. The aim of the workshop was to develop the knowledge and expertise of our CDOs in applying for funding to support their CGP activities and to support them in their roles working with local golf facilities and hopefully instigating future funding applications.

WHO WAS IT FOR?

The workshop was targeted directly at our network of CDOs who actively engage and communicate with local golf facilities to provide them with support, guidance and direction to develop the game at county level. Enhancing the awareness and expertise of the available funding opportunities enables our CDOs to provide direct support to golf facilities in accessing and successfully completing funding applications. CDOs will also be looking to access funding to support their CGP in delivering their outcomes at county level.

WHAT ROLE DID SASSOT PLAY?

As part of the CDO’s national training day, England Golf were keen to include a County Sports Partnership figure with extensive knowledge and experience of the funding streams open to sports facilities and organisations. SASSOT’s Workforce and Investment Manager, was able to provide a concise overview of the funding opportunities available to the CGPs and golf facilities as well as providing training on how to write funding applications with enlightening examples of successful and non-successful bids.

PROJECT OUTCOMES

The national training workshop delivered by SASSOT provided our CDO network with an active awareness of potential funding opportunities available to them and enhanced their knowledge and expertise to facilitate them in their roles supporting golf clubs and facilities in successfully applying for funding streams.

WHAT WE DID AND WHY

The project was driven by the local hockey development group, including three local hockey clubs aimed at getting more women playing hockey and to continue to play hockey in the club setting.

The project involved eight coaching session of beginners/returners to hockey at Shobnall Leisure Complex.

The sessions were aimed at women and took place in partnership with three local hockey clubs in the Burton area.

WHO WAS IT FOR?

The aim of the project was to deliver an England Hockey, Back to Hockey course at Shobnall Leisure Complex. The sessions aimed were to provide a gentle introduction or re-introduction to the game of hockey. The sessions were open to all females who have previously played hockey either at school, college, university or who want to try the game for the first time. The course was a basic introduction without the pressure to perform. The project also worked in partnership with local clubs, Barton Hockey Club, Burton Hockey Club and Wulfric Ladies Hockey Club as exit routes.

WHAT ROLE DID SASSOT PLAY?

East Staffordshire Borough Council received a £1000 physical activity grant through SASSOT’s ACTIVITIES Across Staffordshire fund.

PROJECT OUTCOMES

The project was a huge success with:

• 11 women attending the sessions
• 11 women playing hockey and to continue to play hockey in the club setting
• 6 out of the 11 women have gone into the club structures

PHOTOGRAPHY

Photography by Tom Ward.
The county netball festival, now in its 11th year, comprised of 10 primary school high five netball teams representing each school sport partnership across Staffordshire competing to become Staffordshire County High Five and School Games Champions.

The tournament was initially set up by volunteers of the Staffordshire Netball Development Group and has for the last two years been delivered in partnership with Level 3 of the School Games.

High 5 netball is the entry game of netball which is designed specifically for young people, aged 9-11. High 5 can be for mixed or single-sex teams and with 5 players on court, and up to four off-court roles, it engages more children in the game. A key part of High 5 is players rotating positions. This means that all young people get to experience every position on court and makes for fitter more adaptable players as they get older.

The High 5 final comprised teams who had won the tournament organised by School Games Organisers in their local partnership.

Whilst the NGB co-ordinated the running of the event on the day, SASSOT provided essential support in the lead-up to the event; co-ordinating entries from each partnership, disseminating information and arranging the trophy and medals.

Most importantly, SASSOT worked with the School Games Organisers to recruit young leaders to support with officiating and scoring at the event. The young leaders were then mentored under the supervision of volunteers from the Staffordshire County Netball Association.

The outcome was a well-co-ordinated and well run event that allowed over 90 youngsters from all over Staffordshire to have the opportunity to participate in a county High 5 netball final.

The Sportivate programme has allowed a number of participants to access lacrosse, many for the first time. This has had a positive impact for development in the SASSOT area as we have seen an increase in the number of participants continuing with the activity. We have also linked with the County Sports Partnership to develop club links to give further opportunities for lacrosse participation.
Rugby Football

Simon Hincks | Rugby Development Officer, Staffordshire, Rugby Football Union | 07912 541471 | simonhincks@rfu.com

CASE STUDY
Young Leaders

WHAT WE DID AND WHY

School Tag Rugby delivery and competition has been and shall continue to be the gateway into club rugby, and as such it is vital that there are suitable and appropriately qualified and enthusiastic leaders and referees to accommodate this.

Several five-hour long young leaders’ courses ran across the county. Students identified what makes a good leader, the qualities needed to lead as well as how to run or support running events. Within the course each student learnt how to coach and referee tag rugby and gained a qualification.

WHO WAS IT FOR?

On offer to anyone aged 14-19 and in some areas colleges have included this course as part of their sports qualification. Students with some rugby knowledge or playing experience attended but pleasingly new to rugby volunteers also attended some of the courses. These young leaders were then able to further add value to their CV’s whilst also benefiting the local School Games Organisers (SGO) and local rugby development team by having a number of referees and volunteers to help run the tag tournaments.

WHAT ROLE DID SASSOT PLAY?

In most cases the SGOs were able to cover the cost of the student’s course with the help of funding that was provided by SASSOT via the Department for Education. The partnership of the local rugby club with the SGOs gave a joined-up approach with the club facilities being used with RFU tutors.

PROJECT OUTCOMES

Most, if not all the year 5/6 district tag events being held in Staffordshire are now heavily reliant on these young leaders refereeing the events, alongside local rugby club coaches and RFU community rugby coaches. It would be fair to say that if it was not for young leaders getting involved then in some cases the local district tag tournaments would not happen. This year, for the first time, the best of the young leaders will be given the opportunity to referee all the tag games at the County Finals at Lichfield RFC on 18th May 2013.

Swimming

Jodi Adams | Aquatic Officer, ASA West Midland Region | 07824 389746 | jodi.adams@swimming.org

CASE STUDY
NGB Forum

WHAT WE DID AND WHY

The National Governing Bodies of Sport (NGB) Forum meeting is held on a quarterly basis providing an opportunity for NGB representatives to communicate and engage with SASSOT and other local partners.

SASSOT present an overview of local activity and priorities including the School Games, Sportivate and coach education opportunities. Local partners are invited to share new programmes that could be of interest to NGBs and there is also an element of good practice where the NGB representatives discuss case studies and share ideas.

WHO WAS IT FOR?

NGB representatives from all sports are welcome.

WHAT ROLE DID SASSOT PLAY?

The Sports Manager from SASSOT leads on the organisation of the Forum, providing administrative support and acting as a liaison with local partners and NGB representatives who may contribute to the Forum. From time to time other members of the SASSOT team attend the Forum to update on new initiatives or their work programme.

PROJECT OUTCOMES

- NGBs can engage with SASSOT and other local partners in order to deliver their Whole Sport Plans
- SASSOT can effectively communicate information relating to their role and new programmes to NGBs
Table Tennis

Chris Newton | Regional Manager, English Table Tennis Association | 07904 115138 | chris.newton@etta.co.uk

CASE STUDY
Inspire 2 Succeed

WHAT WE DID AND WHY
As part of the Inspire 2 Succeed programme we offered a Table Tennis Talent Day. The day took place at a local club that was keen to establish a disability section. The session provided a coaching opportunity while also enabling talent identification to take place. There were a variety of fun skill games followed by some structured games. To ensure inclusion the tables were divided into polybat, no net and regular set up. This enabled structured games. To ensure inclusion the tables were divided into polybat, no net and regular set up. This enabled structured games.

WHAT ROLE DID SASSOT PLAY?
SASSOT were instrumental in ensuring the success of our Table Tennis Talent Day. By creating the Inspire 2 Succeed programme they provided confidence to parents and children that the event would be well structured, supportive and beneficial. With the support of SASSOT there were 8 children in attendance. From this 6 of the children joined a new regular club opportunity at Penkhull Table Tennis Club.

PROJECT OUTCOMES

- Identified disabled children with an interest in Table Tennis
- Developed a club opportunity to ensure a sustainable pathway
- Support through the Inspire 2 Succeed programme
- Provided personalised feedback to all attendees with clear support for them to develop

WHO WAS IT FOR?
The day was open to all of the children that had signed up to be part of the Inspire 2 Succeed programme. This was for disabled children from Staffordshire aged 7-16. The Inspire 2 Succeed programme was developed through Department for Education and Playground 2 Podium funding. It was established to create a more supportive, sustainable and complete programme that looks after the child in all aspects to become an athlete.
The Team

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

Sport Across Staffordshire and Stoke-on-Trent
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Stafford Borough would like to thank www.sportacrossstaffordshire.co.uk  email sportacrossstaffordshire@staffordbc.gov.uk
Sport Across Staffordshire and Stoke-on-Trent

The Team

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Abbreviations

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.

- ATP: Artificial Turf Pitch
- BAME: Black, Asian and Minority Ethnic persons
- CPD: Continual Professional Development
- CRT: Coalfields Regeneration Trust
- CSP: County Sports Partnership
- DIE: Department for Education
- DoH: Department of Health
- ECB: England and Wales Cricket Board
- FA: Football Association
- LOC: Local Organising Committee
- LSCB: Local Safeguarding Children Board
- NEET: Not in education, employment or training
- NGB: National Governing Body
- ONA/TNA: Organisation Needs Analysis/Training Needs Analysis
- RAG: Red, Amber, Green
- RFU: Rugby Football Union
- RUFC: Rugby Union Football Club
- SASSOT: Sports Across Staffordshire & Stoke-on-Trent
- SDOs: Sports Development Officers
- SGO: School Games Organiser
- SSP: School Sport Partnership
- WLCT: Wigan Leisure and Culture Trust
Sport Across Staffordshire and Stoke-on-Trent

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Scan this code to find out more.

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