



# Support Offer For National Governing Bodies

Sport Across Staffordshire and Stoke-on-Trent  
County Sports Partnership



“Working together to champion participation, enjoyment and success through sport, physical education and active recreation throughout Staffordshire and Stoke-on-Trent.”



# Support for National Governing Bodies

As the County Sports Partnership for Staffordshire and Stoke-on-Trent, SASSOT's core function is to develop and maintain strategic alliances and local networks, delivering services and programmes to increase participation and investment in sport, PE and physical activity within the sub-region. Support for NGBs underpins everything we do and includes:

## LOCAL NETWORKS

Linking NGBs to local partners and networks, including Local Authorities, Health, Education (Schools, FE and HE), workplaces, disability forums, non-sports organisations etc. through SASSOT events, through providing contacts / making introductions and through brokering meetings

Running the County NGB Forum - quarterly meetings focusing on key current themes / priorities, and offering an opportunity for NGBs to share good practice, receive updates, input into our work etc

## RESEARCH AND INSIGHT

Providing information about local demographics, participation rates, health data, dominant segments, current provision, workforce, local need, partner priorities etc. to enable NGBs to locate their interventions in the best places for maximum impact

Access to district level Sport and Physical Activity reports which detail current levels of provision and recommendations for future delivery

Providing insight and evidence via the Sub-Regional Facilities Framework (including Sport England Facility Planning Modelling) to inform facility developments and investment

## MARKETING AND COMMUNICATIONS

Promoting NGB news, activities, products etc, through:

- SASSOT website (over 40,000 unique visitors per year), which includes:
  - Club Finder search
  - Sport-specific pages
  - News pages
  - Job Vacancies
  - NEW 'Give it a Go' section
- E-newsletter, circulated monthly to over 3,000 recipients, including partners, MPs, press, public, clubs etc.
- Annual *Move More in May* campaign to promote beginner / recreational activities
- NGB Newsletter for School Games Organisers, circulated half-termly and containing NGB updates
- Direct mailings to partners
- Direct mailings to customer groups – c800 via our disability mailing list / monthly disability e-newsletter and c2000 via our workforce mailing list / monthly coaching and volunteering e-newsletter, which includes the latest industry updates and workforce opportunities

- Press contacts
- SASSOT Facebook (600+ likes) and Twitter (1600+ followers)
- Local marketing channels - we have a database of community facebook pages that we can send targeted local information to, which has a potential reach of over 300,000
- Regular bulletin flagging up the latest national sports development news

## FUNDING AND INVESTMENT

Supporting NGBs, clubs and other organisations to access funding through:

- Signposting to appropriate funding streams
- Dedicated funding opportunities page in SASSOT's monthly e-newsletter
- Running workshops for clubs / NGBs
- Providing insight / data (see Research and Insight section)
- Reviewing bids and providing feedback
- Brokering partnerships with local organisations to strengthen applications / secure additional investment

## WORKFORCE AND CLUB DEVELOPMENT

- Providing Coaching Development Grants and officer support to address identified gaps in coaching provision, including sourcing tutors / venues and handling bookings for relevant courses
- Supporting c1200 coaches via our database ([www.sassotcoaching.org](http://www.sassotcoaching.org)), enabling tailored communications, CPD opportunities etc.
- Providing support for workforce auditing including designing and distributing workforce surveys and identifying workforce needs
- Running a comprehensive Education and Training programme of generic workshops for coaches and clubs, and offering 'closed' courses where an NGB / club has sufficient attendees
- Supporting volunteers through the monthly coaching and volunteering e-newsletter. This includes ensuring they receive information on volunteering opportunities, courses and funding support
- Recruiting volunteers for specific events and promoting club vacancies to volunteers through the monthly coaching and volunteering e-newsletter

- Linking NGBs with Colleges and Universities to train student activators to support recreational tournaments, and potentially providing funding towards this
- Supporting clubs with accreditation through small grants, club development events and occasionally through one-to-one meetings
- Promoting accredited clubs and satellite clubs on the SASSOT website
- Advising and signposting clubs on a variety of other issues such as Governance, Community Amateur Sports Club status, Asset Transfer etc.
- Working with up to 50 clubs to utilise the online Club Matters resources, offering support through a network of Club Matters Advisors (through a Club Matters Innovation Fund project)

## NATIONAL PROGRAMMES

### Sportivate

Funding NGBs, clubs etc. to run blocks of activity that lead to an exit route - we allocate funding annually with applications due in at the end of December for the following financial year. However, we also invite expressions of interest throughout the year so that any underspend can be effectively reallocated as and when identified

### School Games

Level Three sports are reviewed annually and we can work with NGBs to investigate feasibility of their sport being included as a competitive, demonstration or 'come-and-try' event

For competitive sports, we work with the NGB to ensure pathways are in place and local delivery matches the NGBs' national competition framework

We support School Games Organisers with co-ordination of any leadership or umpire awards in a specific sport for their volunteers who support the Level 2 competitions. We also allocate some funding towards the cost of these courses.

### Satellite Clubs

Supporting NGBs to identify where best to run satellite clubs, making links with relevant schools and brokering planning meetings between schools and clubs

Part or fully-funding delivery of clubs, dependent on the NGB's own funding, and giving priority to NGB-driven applications

## Primary PE and Sport Premium

Promoting the NGB's offer via a Guide sent to all schools  
Working with clubs / coaches that are used by schools through this programme to ensure they are 'fit for purpose'  
Supporting School to Club links by sharing up-to-date information with schools regarding appropriate local clubs

## Safeguarding

Working with clubs involved in the above programmes to ensure that their safeguarding policies and procedures are robust and appropriate

## SPORTS EQUALITY AND DIVERSITY

Offering specialist advice and contacts to facilitate working with people with disabilities

Networking opportunities through localised disability sport forums and the SASSOT County Disability Sport Forum

Running the Inspire Multi Sports Club programme, which runs in six locations and offers NGBs the opportunity to deliver sessions to young people with disabilities

Supporting clubs to work through the EFDS Inclusive Club Health Check

Providing small 'ACCESS Across Staffordshire' grants for activity targeting priority groups

## HOSTING

Providing a menu of value-for-money services, including employment, desk space or office services, enabling the officer to benefit from close links with the CSP team

Offering free occasional hot-desking, giving NGBs somewhere to work between meetings in our area

## TAILORED SUPPORT

Through our NGB Activation Fund and Officer support, working with a small number of NGBs on specific local projects that will impact on participation - the details of this support and funding will be negotiated with NGBs on an individual basis

*Please note - we are happy to discuss other means of support beyond the above list, however if demand exceeds capacity for any of our services, we will prioritise support based on identified local need.*



# The Team

For general NGB engagement please contact Jane Kracke; otherwise please contact the relevant team member for specific areas of support.

## SPORT ACROSS STAFFORDSHIRE AND STOKE-ON-TRENT

Stafford Borough Council, Civic Centre, Riverside, Stafford ST16 3AQ | [www.sportacrossstaffordshire.co.uk](http://www.sportacrossstaffordshire.co.uk)

email [sportacrossstaffordshire@staffordbc.gov.uk](mailto:sportacrossstaffordshire@staffordbc.gov.uk) | [Twitter.com @SASSOTCSP](https://twitter.com/SASSOTCSP)

[www.facebook.com/SportAcrossStaffordshireandSoT](https://www.facebook.com/SportAcrossStaffordshireandSoT) | [www.facebook.com/SASSOTDisabilitySport](https://www.facebook.com/SASSOTDisabilitySport)



Partnership Director

**MARK THORNEWILL**

T 01785 619896 M 07800 619896  
E [mthornewill@staffordbc.gov.uk](mailto:mthornewill@staffordbc.gov.uk)



Workforce & Coaching Development Manager

**LEE BOOTH**

T 01785 619730 M 07800 619695  
E [lbooth@staffordbc.gov.uk](mailto:lbooth@staffordbc.gov.uk)



Sports Manager

**JANE KRACKE**

T 01785 619187 M 07800 619187  
E [jkracke@staffordbc.gov.uk](mailto:jkracke@staffordbc.gov.uk)



School Games Coordinator & Club Development Manager

**NADINE BARNARD**

T 01785 619726 M 07800 619308  
E [nbarnard@staffordbc.gov.uk](mailto:nbarnard@staffordbc.gov.uk)



Strategic Partnerships, Investment and Workforce Manager (on secondment)

**BEN HOLLANDS**

T 01785 619693 M 07812 351083  
E [bhollands@staffordbc.gov.uk](mailto:bhollands@staffordbc.gov.uk)



Knowledge, Communications & Equalities Manager

**NAOMI BIRD**

T 01785 619585 M 07800 619843  
E [nbird@staffordbc.gov.uk](mailto:nbird@staffordbc.gov.uk)



NGB Activation & Volunteer Development Officer

**CAMILLA DENHAM**

T 01785 619694 M 07772 223059  
E [cdenham@staffordbc.gov.uk](mailto:cdenham@staffordbc.gov.uk)



Disability Sport Officer

**RAJINDER BHO GAL**

T 01785 619398 M 07800 619693  
E [rbhogal@staffordbc.gov.uk](mailto:rbhogal@staffordbc.gov.uk)



Satellite Club Links Officer

**CHLOE GROVES**

T 01785 619177 M 07814 131074  
E [cgroves@staffordbc.gov.uk](mailto:cgroves@staffordbc.gov.uk)



Sportivate Administrative Officer

**NICOLA HILL-GREGORY**

T 01785 619599  
E [nhill-gregory@staffordbc.gov.uk](mailto:nhill-gregory@staffordbc.gov.uk)



Youth Sport Manager

**CHRIS MILWARD**

T 01785 619681 M 07800 619681  
E [cmilward@staffordbc.gov.uk](mailto:cmilward@staffordbc.gov.uk)



Administrative Officer

**LEIGH MORTON**

T 01785 619349  
E [lmorton@staffordbc.gov.uk](mailto:lmorton@staffordbc.gov.uk)



Sportivate Manager

**CLAIRE GREENWOOD**

T 01785 619258 M 07772 223015  
E [cgreenwood@staffordbc.gov.uk](mailto:cgreenwood@staffordbc.gov.uk)

