



Merseyside Strategy for Sport and Physical Activity 2006-2010



Working to improve the quality of life for the people within Merseyside through sport and physical activity

Foreword



Welcome to the Merseyside Strategy for Sport and Physical Activity, a strategy which reflects national and regional policies, government direction and how Merseyside is proudly working in partnership, to achieve world class success!

Over the years, many organisations have contributed to sport and physical activity on Merseyside. There are many vibrant sports clubs, dedicated coaches and volunteers, increasingly developing strong school links. People of all ages are engaged in sport and physical activity many of whom have excelled in their chosen sport at County, National and Olympic level.

There has been an increasing realisation that sport and physical activity can have a huge impact on individuals and the wider community. This has resulted in lifestyle changes for all, by improving health and providing opportunities for lifelong learning, developing skills, qualifications, and helping to build stronger, safer communities.

Organisations within Merseyside, including public service and the voluntary sector, have experienced the benefits from working together. The results can be seen by the emergence of the 'Merseyside Sports Partnership' (MSP); a partnership committed to working together, in order to create a unified infrastructure for sport and physical activity, which aims to create added value and benefit all people within Merseyside.

Merseyside Strategy for Sport and Physical Activity has been produced in consultation with all partnership members. The aim is to provide a framework for the development of sport and physical activity at a local level. It seeks to identify clear priorities for the next five years, ways in which these priorities will be achieved, how the success of the strategy will be measured and also assist partners within Merseyside in meeting their own priorities through sport and physical activity.

I believe the Merseyside Sports Partnership is the national leader in promoting sport and physical activity. This is due to its successful partnership working, strong infrastructures and sheer determination to be an 'excellent' organisation!

I hope you enjoy reading our strategy.

*Chair of Merseyside
Sports Partnership Board*

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Merseyside Sports Partnership



Merseyside Sports Partnership (MSP) is a network of agencies committed to establishing a fully inclusive structure that will enable people of all ages within Merseyside to benefit from sport and physical activity.

The Merseyside Sports Partnership:

- is driven by a commitment of working together, to improve the quality of life for the people within Merseyside
- achieves quality standards through continuous improvement in order to demonstrate impact
- takes national and regional policy and makes it work at a local level
- fully embraces the values of equity and inclusion

Partnership foundations were laid in the early 1990's, when the original five Local Authorities of Merseyside came together to stage a 'Youth Games' event. 'The Partnership' has now developed to include six Local Authorities, Local Sports Councils, National Governing Bodies of Sport and their County Associations and Clubs, School Sport Partnerships, Further and Higher Education Institutes, Greater Merseyside Connexions Partnership, Learning and Skills Council Greater Merseyside, Primary Care Trusts and other Local Health Agencies, Crime Reduction Agencies, English Federation of Disability Sport, Womens Sport Foundation, Sporting Equals, Sports Coach UK, Sport England, and Youth Sport Trust.

The Partnership is supported by a core team of professional officers, who have a key advocacy role for sport and physical activity across the county.

They are strategic brokers between sport and the wider agenda, and support local partners in specific areas of activity including; club development; coach development; school club links; event management; volunteer development; disability sport.

They also collate data and other evidence to assist MSP to make informed decisions on further investment in sport and physical activity within Merseyside. By sharing good practice, they promote the benefits; raise the Partnerships profile and link into regional and national networks.

Merseyside Sports Partnership Board

The principle aim of Merseyside Sports Partnership Board is:

‘To promote the Merseyside Sports Partnership as a strategic, dynamic, flexible and progressive body, capable of supporting and influencing partners to improve the quality of life for people of all ages within Merseyside through sport and physical activity.’

The roles and responsibilities of the Board are:

- To develop and facilitate common aims, joint priorities, shared commitments and potential funding opportunities within the membership of MSP
- To provide a forum that will lead on policy and strategic direction that links to, and influences, regional and national sport and physical activity policies
- To monitor and evaluate the implementation of Merseyside Strategy for Sport and Physical Activity
- To stay abreast of new developments and trends to ensure that MSP is able to respond positively and effectively to them
- To coordinate research to demonstrate measurable impact
- To establish task groups to work on specialist projects as determined by the Board

The MSP Board includes representatives from the following sectors:

- Local Authorities, including Education, Leisure and Regeneration
- Merseyside Sports Council
- National Governing Bodies of Sport
- Public Health
- Greater Merseyside Connexions Partnership
- Learning and Skills Council Greater Merseyside
- Higher and Further Education
- Private Sector
- North West Sports Board
- Sport England (North West)
- Crime Reduction Partnerships
- Equity
- School Sport Partnerships

Additional representatives will be identified and recruited by board members as appropriate, in order to ensure that all agencies are involved in the provision and development of sport and physical activity within Merseyside.



National Context



The Merseyside Sports Partnership Strategy has been developed in the context of national and regional policies in response to be a healthier and successful nation. Within this document, it describes ways in which the Partnership can develop a co-ordinated system for promoting lifelong participation in sport and physical activity. It identifies ways in which sport can be utilised to promote health, crime prevention, social inclusion, economic regeneration and lifelong learning.

Game Plan

In 2002, the Department for Culture, Media and Sport (DCMS) and the Government's Strategy Unit published Game Plan. This identifies the two overarching objectives for government as:

- a major increase in participation in sport and physical activity, primarily because of the significant health benefits and to reduce the growing costs of inactivity
- a sustainable improvement in success in international competition, particularly in sports that matter most to the public because of the 'feel good factor' associated with winning

Three distinct aims arise from these objectives:

- to encourage a mass participation culture, with a target for 70% of the population to be reasonably active (for example, 30 minutes of moderate exercise five times a week) by 2020
- to enhance international success, with a target for British and English teams and individuals to sustain rankings within the

top five, particularly in more popular sports

- to adopt a different approach when hosting mega sporting events, which should be seen as an occasional celebration of success rather than as a means to achieving other Government objectives

Choosing Activity: a physical activity action plan

In 2005 the Department of Health produced an action plan in support of the 'Choosing Health' White Paper. This represents the first truly cross government plan to coordinate action aimed at increasing levels of physical activity across the whole population – as recommended by Game Plan in 2002.

The principle aims of 'Choosing Activity Strategy' are to:

- ensure that people from all areas of society get the information they need to understand the links between activity and better health and where the opportunities exist in daily life to be active
- encourage activity in young children
- encourage activity in schools
- further extend the use of educational facilities as a community resource for sport and physical activity
- create and maintain a wide range of opportunities for activity through sport
- ensure NHS providers and Primary Care Trusts (PCTs) work more closely with other sectors, to create access to opportunities for physical activity
- encourage employers to engage and motivate staff to become more active

Every Child Matters

Change for Children (2003) is a new approach to the well-being of children and young people from birth to 19 years of age. The Government's aim and universal ambition is for every child and young person, whatever their background or circumstances, to have the support they need to:

- be healthy
- stay safe
- enjoy and achieve
- make a positive contribution
- achieve economic well-being

Improving outcomes for all children and young people underpins all of the development and work within children's trusts. This means that the organisations involved with providing services to children - from hospitals and schools, to police and voluntary groups will be teaming up in new ways. By sharing information and working together, they will protect children and young people from harm and help them achieve what they want in life. Children and young people will have far more say about issues that affect them as individuals and collectively.

Youth Matters

In July 2005, the Department of Education and Skills (DfES) published 'Youth Matters', a Green Paper building on the proposals outlined in 'Every Child Matters'. The Government's objective is to provide greater opportunity and support for young people with respect to the five key outcomes of Every Child Matters, coupled with greater emphasis on young people's responsibilities. The proposals also recognise the importance of teenagers enjoying good emotional and physical health, which are inseparable from learning and achievement.

Some of the key issues identified in the Paper include:

- young people will have more choice and influence over services and facilities that are available to them
- young people will be encouraged to volunteer and contribute to their local community
- national standards will be set for the activities available to young people
- Local Authorities will be supported to develop innovative approaches to facilities for young people

Physical Education, School Sport and Club Links Strategy (PESSCL)

Launched by DfES in 2002, the overall objective of the PESSCL strategy is to enhance the take up of sporting opportunities by 5-16 year olds.

The aim is to increase the percentage of school children in England who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum to 75% by 2006. This target has now been extended with the Government ambition, that by 2010 all children will be offered four hours of sport. This should be made up of high quality PE and school sport, with the expectation this will be within the curriculum, and two to three hours of sport beyond the school day, delivered by a range of school, community and club providers.

20th Century Skills - Realising Our Potential

This National Skills Strategy, produced in 2003, aims to ensure that employers have the right skills to support the success of their businesses and individuals have the skills they need to be both employable and personally fulfilled.

The strategy is not predominantly about new initiatives. It is about making more sense of what is already there, integrating what already exists and focusing more effectively.

Some of the key aims of this strategy are to:

- commit to align publicly funded provision, in order to meet the skills required for employers
- provide better information, advice and guidance on skills, training and qualifications
- safeguard within each local area, the provision of a wide range of learning opportunities for adults in the areas of culture, leisure, community and personal fulfilment, in order to encourage adults back into learning
- commit to provide individuals the entitlement to achieve Level 2 qualification

Regional Context



North West on the Move

The North West Plan for Sport and Physical Activity was produced in 2004, with the support of a wide range of regional partner organisations and sets out the context for sport and physical activity in the North West.

The focus is to encourage more people to get involved in sport and physical activity and also to identify and encourage those individuals who have talent, to improve and progress to higher standards.

The plan seeks to promote the key issues that will influence these stakeholders to use sport and physical activity as tools to promote health benefits and social and economic well being.

The two main outcomes of the Strategy are:

- To increase participation in sport and physical activity by 1% each year thus increasing participation rate in the North West to 50% by 2020
- To widen access and reduce inequality in participation amongst priority groups

North West on the Move strongly acknowledges that sport and physical activity has a major role to play in positively affecting peoples quality of life. In order to use sport and physical activity to benefit other key sectors, the following five themes will be delivered:

- Improved health and well being
- Create stronger and safer communities
- Develop education and skills
- Enhance the sporting infrastructure
- Benefit the economy

North West on the Move will:

“Create the conditions to empower a thriving network of sporting and non sporting agencies to help position sport to deliver increased participation, sporting success and a cultural shift in the way organisations and communities perceive sport and physical activity”

Sport and Active Leisure Skills and Productivity Alliance

The Sport and Active Leisure and Productivity Alliance (SALSPA) was formed in 2003. The Alliance brings together representatives from key public sector organisations who support the sport and physical activity sector. They are able to influence, and potentially fund, skills, employment and business support in the North West. Partners include Sport England, Skills Active, Learning and Skills Council, Northwest Development Agency, Jobcentre Plus, Regional Intelligence Unit and Business Link.

During 2004, in consultation with 234 sports organisations and 69 public sector organisations, SALSPA highlighted the following key findings:

- Sport and active leisure in the North West generates £3 billion in annual turnover and £1.1 billion in annual value added in the region. This accounts for about 1% of our local economy
- Approximately 706,000 people participate in organised sports clubs alone, which are estimated to have an annual income of around £425 million
- 'High-profile' sports events and other sport-related activities attract 275,000 people and £28million into the region
- The sector already provides paid employment for nearly 50,000 people in the region and this will rise by at least 9,000 new jobs by 2010
16,000 jobs will need replacing in the same time period owing to staff turnover, retirement and people moving into different jobs
- The sector is confident of growth. 40% of 234 sports organisations interviewed were planning major investment, and 46 projects were mentioned by public sector organisations as potentially creating new employment and training opportunities in the region
- The North West has the strongest regional concentration (19%) of learners (35,000) in further education (FE) studying sport and active leisure related courses
- In the next 5 years, over £100 million is likely to be spent on sport, active leisure - related further education and work based learning by the Learning and Skills Council

- Social enterprises and business start-ups will require different types of support than more traditional organisational models

New opportunities will emerge for some businesses as sport works with other sectors on major initiatives, such as culture and tourism developments e.g. Liverpool Capital of Culture

Regional Economic Strategy

The North West Regional Economic Strategy published in 2003 is currently under review. The revised strategy will be based on strong evidence that will inform future policies from the world of sport. It will make clear how sport can impact upon the economy within the North West.

The strategy has the potential to make a significant difference to the lives of individuals and communities across the North West and Merseyside Sports Partnership Strategy will take account of the revised Regional Economic Strategy for the North West and seek to maximise the role of sport in contributing to the five key themes of:

- Business Development
- Regeneration
- Skills & Employment
- Infrastructure
- Image



Local context



National Framework for Community Sport

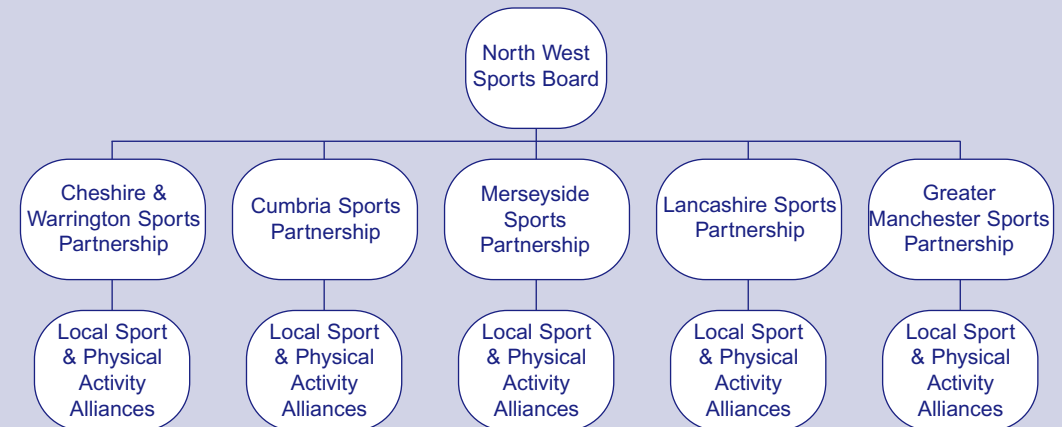
A key objective for 'all' agencies within the Merseyside Sports Partnership is to increase participation, widen access and have more success in sport and physical activity. Sport England, working with the (DCMS), has developed a national model which outlines how best to achieve these objectives, and also links the investment from government and lottery funding, to grassroots sport and physical activity.

The North West Sports Board is collectively responsible for the success of sport and physical activity, in the North West, by directing Sport England activities in the region. It works in partnership with key agencies and other regional partners, to advocate the power of sport and physical activity, to offer support, guidance and expertise in order to generate

resources. This includes regional investment of lottery and exchequer funding.

A County Sports Partnership (CSP) is a partnership of agencies committed to providing a high quality single system for people to benefit from sport and physical activity. CSP's are county level decision makers, who will be pivotal to the delivery of an annual 1% increase in participation in sport and physical activity by strong strategic coordination and planning, effective marketing and communication and robust performance measurement.

Local Sport and Physical Activity Alliances ensure action is based on local needs. By identifying and meeting these needs through its partners they build capacity to increase participation and are being accountable for local investment.



Participation in Sport and Physical Activities within Merseyside

Extracted from the North West Development Agency research document "Participation in Sport, the Arts, Physical and Creative Activities in England's North West" (2005). Two parallel surveys were conducted between March and July 2004, with 2,700 adults and 10,167 year 9 pupils from across Merseyside.

Key facts from survey include:

- 97.7% of young people take part in PE/games at school
- 39.1% of adults on Merseyside participated in a sport or physical activity during the 12 months prior to the survey
- 63.9% of young people are members of a sports club or regularly attend an organised session
- 6.4% of adults are members of a sports club, society or league that they attend on a regular basis
- 57.3% of young people take part in sport and physical activity for 60 minutes or longer on three or more occasions per week
- 13.4% of adults take part in thirty minutes exercise on five or more occasions in a week
- 12.4% of adults take part in thirty minutes exercise on three or more occasions in a week
- 42.7% participate in competitive sport at school, 31.3% represent their schools and 35.3% play competitive sport for clubs
- 4% of adults participate in competitive sport
- 8.1% of young people currently contribute to sport in a voluntary capacity
- 2.7% of adults are involved in sport in a voluntary capacity for an hour or more each week
- 37.2% of young people would like to contribute to sport in a voluntary capacity in the future
- 66.4% of young people visited a local leisure centre in the four weeks prior to the survey
- 26% of adults visited a local leisure centre in the four weeks prior to the survey
- 78.6% of young people feel healthier when they take part in sport and physical activity
- 52.8% of adults feel healthier when they take part in sport and physical activity
- 71.4% of young people would like to continue playing sport after they have left school
- 42.8% of adults have continued to participate in sport or physical activity since leaving school



The Vision - What we will do to achieve the vision

“Physical activity not only contributes to well being, but is also essential for good health”

*Chief Medical Officer,
Department of Health,
2004.*

“PE and sport in schools, both within and beyond the curriculum, can improve pupil concentration, commitment and self esteem, leading to higher attendance and better behaviour and attainment”

*Physical Education,
School Sport and
Club Links, 2004*

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1 Use sport and physical activity to improve the physical and mental health and well being and to encourage a healthy lifestyle for people within Merseyside by

- raising awareness and promote existing opportunities for participation in sport and physical activity
- developing innovative sporting and physical activity programmes
- encouraging people to accept sport and physical activity as an integral part of daily life
- increasing the number of people of all ages taking regular exercise
- increasing the number of people with chronic illnesses participating in regular exercise
- maximising the interest and enthusiasm for sport generated by the Liverpool Capital of Culture 2008 and the London 2012 Olympic and Paralympic Games

Case Study Liverpool Sportslinx Project

The Sportslinx Project represents a key investment by the City of Liverpool, Sport and Recreation Department, in developing the next generation of citizens. The project has become the largest, most innovative and comprehensive, health, fitness, and talent identification study in Europe.

The programme has become a rite of passage for all Liverpool schoolchildren, who are asked to complete a dietary and physical activity questionnaire at school, with assistance from teachers. The programme then delivers a series of scientifically developed aptitude

tests, which are conducted at local sports centres and involve around 70-100 children per testing session. These testing regimes are based on the existing Eurofit battery of tests and provide accurate information regarding flexibility, strength, endurance, hand/eye co-ordination and athletic ability.

Acting on information collated from the sports preference section of the questionnaire, Sportslinx organised 80 taster days with 3,600 children attending. 150 after school sport and nutrition clubs were organised with over 2,500 children involved. This has led to increased levels of physical activity across the city through the delivery of sport and health after school clubs. It has created opportunities for children who performed below average on the physical fitness tests and encouraged parents to act as positive role models, offering them free advice and guidance in sport & health and opportunities to participate in a range of activities.

2 Use sport and physical activity to promote lifelong learning and the development of skills to

- support the delivery of quality PE and Sport in schools
- support the development of a skilled workforce in sport and active leisure
- use sport and physical activity to engage with the community and promote access to lifelong learning
- develop leadership and key skills to promote capacity building within the voluntary and community sector

Case Study Wirral Metropolitan Borough Council 'Youth Sports Night'

Wirral Metropolitan Borough Council's "Youth Sport Night" project currently provides twelve sessions per week across nine locations enabling young people to learn in a new environment and achieve awards and qualifications in sport through training and educational programmes. The principal aim of WMBC's Youth Sport Night Project is to raise the educational aspirations and levels of physical activity of disengaged young people, who might otherwise be marginalised from society.

This project highlights the benefits of sport and physical activity and the sessions are enhanced by a health education programme. Through the attainment of awards, young people are able to make a positive contribution, both for themselves and for the communities in which they live.

Between April and September 2005, as a result of this project, 2727 young people have been engaged in sport and educational activities with 43 instructors now involved in the scheme. Courses have commenced for co-ordinators in community sports management with exit routes and pathways being developed for young people. The project plans to extend its work by providing further opportunities for disengaged young people to access physical activity and educational programmes that will enable them to further develop their knowledge and skills.

Case Study St. Helens Volunteering Programme

A multi agency volunteering programme was set up to address the short fall within sports volunteers and develop the personal, social skills and employability of young people within St. Helens.

Key achievements so far include:

- 55 volunteers trained within the first 8 months
- 20 volunteers signed up to the Sports Volunteering Database
- 244 hours of voluntary service given in the first 8 months

Partners which were involved include Council for Voluntary Services, Connexions, Youth Service and District Sports Councils. This project has enabled a large number of young people to support, officiate at all primary school events organised within the Borough. The young volunteers themselves have established new clubs and have gained employment within the sports sector.

3 Use sport and physical activity to develop safer and stronger communities to

- target hard to reach groups and potential offenders
- provide innovative diversionary activities in sport and physical activities
- advocate the profile of sport and physical activity on the wider agendas of crime reduction agencies
- engage all sections of the community in the wider agendas of the partners

- facilitate safe environments for sport and physical activity

Case Study- Sefton Positive Futures

Sefton Positive Futures is managed by the Sport and Recreation section of Leisure Services and works in partnership with a number of key agencies including Children Services, Connexions and local communities. The aim of the initiative is to encourage children and young people at risk of social exclusion to take part in sporting and leisure pursuits as a means of improving their immediate quality of life and long term prospects. The project has been developed in response to the recommendations and objectives contained within numerous local, regional, and national strategies and action plans.

As a result of young people's involvement in the Positive Futures programme, there has been:

- a reduction in offending behaviour for young people on the programme allowing a substantial saving to the local authority and council taxpayer
- a significant reduction in crime and anti social behaviour reported by the police at key pressure times during school holidays
- a significant, noticeable improvement in the behaviour of young people allowing for the reintegration of young people into mainstream schools
- improved relationships between pupils and teachers leading to better attendance and attainment in school
- improved mental health of young people due to increased self esteem and confidence

"Culture and sport are powerful tools for building community cohesion. They break down barriers between diverse groups and can help create a sense of local pride and belonging"

*Tessa Jowell,
Secretary of State for
Culture,
Media and Sport.
2004*

"Sport is exceptionally well placed to catch disadvantaged young people who slip through other safety nets and win their interest."

*Street Games – a
report into young
people's participation
in sport. ODPM, 2004.*

The Vision



“Sport can lead regeneration, whether urban or rural, by engaging the communities in the improvement of their area and can create employment and training opportunities for a wide range of interest and skills”

East Midlands Development Agency, 2004

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4 Widen access to sport and physical activity for all members of the community by

- increasing the number of people taking part in sport and physical activity from traditionally excluded groups and those at risk of exclusion
- developing capacity building in traditionally excluded groups and those at risk of exclusion
- developing innovative programmes to encourage wider access and opportunities for participation in sport and physical activity
- developing a strategic approach to the provision of a range of facilities offering sport and physical activities
- using sport and physical activity to assist partners to engage with the community in order to meet their own priorities
- influencing other organisations' strategies to encourage participation in sport and physical activity

Case Study Halton Lunchtime

Halton Borough Council's "Lunchtime Health Walk" project has enthused over 100 local authority staff to become involved in physical activity since its launch in May 2005. An urban walks leaflet was designed and published, illustrating six urban walks and highlighting the many benefits of incorporating moderate physical exercise within everyday activities.

The leaflets are designed to support individuals to become habitually active within their local environment and to demonstrate

that walking is easy, cheap, needs little experience and can lead to increased work productivity and efficiency as well as the general feel good factor.

Diane started the lunchtime health walks when the project was launched and has since lost 10lbs in weight, decreased her heart rate by 14bpm and feels much healthier. Diane credits the leaflet and the programme with being "her inspiration to stop thinking about it and get started!"

5 Use sport and physical activity as a vehicle for regeneration to

- develop and open up employment opportunities within sport and physical activity
- provide support and skills to enable individuals to take advantage of the employment opportunities
- provide a catalyst to develop social enterprises
- maximise investment into sport and physical activity from local businesses
- maximise the impact and legacy of the Liverpool Capital of Culture 2008 across Merseyside as a whole
- promote major sporting events on Merseyside, particularly in the build up to London 2012 Olympic and Paralympic Games

Case Study Knowsley Inclusive Fitness Initiative

Knowsley Borough Council is committed to improving access to its services to traditionally excluded groups, especially disabled users. By engaging with the

Inclusive Fitness Initiative an additional £80K has been secured from local partnerships to make a difference to local people. Knowsley Primary Care Trust contributed £50,000, and Social Services Directorate contributed £30,000, to provide the matched funding for the inclusive gym equipment.

A strategic approach was adopted that takes a holistic look at services and facilities and not just the fitness suite. This included:

- all gym instructors attended a Level 2 disability instructor course
- 25 pieces of accredited inclusive equipment were purchased for Halewood Leisure Centre and similar equipment was provided at a second site
- embedding the principals of inclusion in future tendering of fitness equipment
- the production of a Sports Development Plan that focuses on access to all services

As a result of this initiative there has been a 50% increase in the number of people using Halewood Leisure Centre on a weekly basis.

The project has also strengthened the relationship between the Leisure Department and Social Services and as a result, Social Services are now keen to be based at the Leisure Centre permanently.

6 Maximise opportunities for sporting success for all members of the community by

- clearly identifying and promoting the existing development structures and pathways from local to regional or national programmes

- identifying existing funding schemes and promoting better use of resources to support individual development
- developing clearly signposted pathways for the gifted and talented athletes and sportspeople
- developing high quality, fully accessible sporting venues

Case Study – Athletic Talent Identification

In October 2004 an Athletics Talent Identification Day, coordinated by the Merseyside Schools, in partnership with Local Authority Sports Development Units, School Sports Partnerships and Local Athletics Clubs, was held at Cardinal Heenan Sports College, Liverpool. Over 100 young athletes were nominated to attend by their school or local club. This was the first stage of a strategic plan to develop and sustain a county athletics squad for 11-14 year old talented athletes and provide high quality coaching and lifestyle guidance.

On the talent identification day, UK Athletics, the National Governing Body for the sport, staged a series of tests, the results and achievements of which were recorded and analysed. A squad of potentially talented athletes was then invited to a series of coaching sessions at Sutton St Helens Athletic Centre. Athletics Coaching NW provided these young people with expert coaching and guidance on training techniques and dietary regimes.

The squads have proved very successful and popular with the young athletes, teachers and parents. Pathways have now been developed to link this emerging junior squad with the senior county squads, which already include athletes with national and international potential.



“Sporting success depends upon having a structure in place that supports talented young performers every step of the way. Creating a linked progressive system of talent development is vital if we are to provide an opportunity for the very best to emerge”

A Sporting Future for All. DCMS 2000

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How we will achieve the vision

Whilst it is clearly recognised that the management and implementation of many of the programmes and initiatives will be retained by the individual. Merseyside Sports Partnership will offer combined expertise to support and assist partners in meeting the requirements of their own priorities and bring added value to the development of sport and physical activity on Merseyside.

As a Partnership we will:

- develop an effective and representative decision and delivery making infrastructure which will actively encourage joint strategic planning across the education, health, community and sports sectors
- develop and support a network of local sport and physical activity alliances across Merseyside, whereby local needs influence and shape the membership and resources of the alliance and the local delivery of the strategic aims
- coordinate research to demonstrate the measurable impact of sport and physical activity in order to influence national and regional policies and programmes and support key partners in the management and implementation of objectives set out in local area agreements
- develop effective communication channels for sharing evidence of successful achievements and examples of good practice through sport and physical activity which can be used as advocacy tools at a local and national level
- raise the profile of sport and physical activity by direct promotion and advocacy, supporting partners when communicating within their own organisations, promotion of activities within other agencies and broker and sustain partner networks
- work with partners, using existing data collection processes where possible, to collate data, benchmark performance measurement and disseminate and share good practice to partners on behalf of the Merseyside Sports Partnership
- support partners to develop a skilled workforce with the appropriate expertise to meet the increasing demand for high quality sport and physical activity, increasing the number and quality of coaches, leaders, volunteers and officials
- develop a Merseyside facilities strategy in order to ensure the appropriate range of high quality, fully accessible venues are available across Merseyside to meet the needs of local people and to attract national and international teams and events to Merseyside
- attract additional funding from both within, and to Merseyside, for the development of sport and physical activity. By staying abreast of new development and trends this will ensure that MSP is able to respond positively and effectively to new initiatives and opportunities

- assist and support partners in developing proposals and preparing and submitting bids, to achieve the vision of the Merseyside Sports Partnership
- carry out a comprehensive, ongoing, monitoring and evaluation process to assess the effectiveness of the strategy implementation and evaluate impact

Details of specific roles and responsibilities in the delivery of the above objectives, in particular those of the core team, are included in the Merseyside Sports Partnership Implementation Plan which supports this strategy.

How we will measure impact and success

One of the principal aims of Merseyside's Strategy for Sport and Physical Activity, is to contribute towards the Government target of an annual 1% increase in the number of people participating in sport and physical activity and in doing so assist partners in attaining other sector specific targets.

In order to measure the impact and success of the strategy Merseyside Sports Partnership will develop a robust, evidence based, monitoring and evaluation process. MSP will use existing data collection processes where possible, collating data and evidence from a wide range of partners to provide a comprehensive performance management system.

MSP will collate current baseline information and the impact and success of the strategy will be measured by the following criteria:

- an increase in number of adults participating in sport and physical activity
- an increase in number of young people participating in sport and physical activity
- an increase in the number of active coaches, leaders, officials and administrators
- an increase in the number of sport driven social enterprises established within Merseyside
- an increase in the number of jobs both full and part time, within the sports industry
- an increase in the number of people achieving selection for regional and national squads and talented athlete scholarships

- an increase in the number of accessible facilities within Merseyside
- an increase in the number of sporting events held on Merseyside
- A halt in the increase in obesity levels of young people and adults
- an increase in the number of young people accessing 2 hrs of high quality PE in schools
- an increase in participation within sports learning across all age groups
- an increase in the number of young people successfully re engaged with education and training
- a reduction in truancy and exclusion levels from schools and in the number of young people dropping out of education
- a reduction in the number of crimes and reported anti social behaviour
- a reduction in the number of young people treated for alcohol and drug abuse

Details of specific targets for each of the above criteria are included in the Merseyside Sports Partnership Implementation Plan which supports this strategy.



Partners who will help us achieve the vision



- Local Authority Cultural and Leisure Services
- Local Authority Children's Trusts
- Local Authority Regeneration and Social Services
- Schools and School Sport Partnerships
- Higher and Further Education Institutes
- Greater Merseyside Connexions Partnership
- Learning and Skills Council Greater Merseyside
- Merseyside Sports Councils
- Sports clubs and organisations
- Private sector
- Merseyside Health Authorities
- Primary Care Trusts
- Merseyside & Cheshire Police Authorities
- Local media agencies
- Sport England North West
- National Governing Bodies of Sport
- Youth Sport Trust
- English Federation of Disability Sport
- Sports Coach UK
- Sports Volunteering North West
- Merseyside Fire Service



For further information contact

Merseyside Sports Partnership
Core Support Team

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