



A Year of Progress, Impact and Achievements 2010 - 2011



WELCOME



Foreword

Welcome from the Chairman of Merseyside Sports Partnership, John Bell

Merseyside Sports Partnership brings together the public sector (the six local authorities in Merseyside, Health, Education, Police and Fire services), the private and third sector together with all our sports volunteers to make sport happen in Merseyside.

Our vision is *“To improve the quality of life for the people of Merseyside through Sport and Physical Activity”*. We do this by adding value to sports activity in Merseyside by drawing in extra resources from bodies like Sport England and by supporting our partners to deliver more and higher quality sport and physical activity to our local communities. Inside this report you will find a flavour of our activities, and the achievements we have enabled others to make.

The 2012 Olympics and Paralympics offer a great opportunity to promote sport; this opportunity has been grasped through the Sports Legacy Framework *“Achieve the potential of the games”*, which was launched last year. *“Be Inspired”* is the strap line for the games legacy which provides programmes such as Olympic themed after school sports clubs, further described on page 7.

A key concern of the Health service is childhood obesity and last year Sefton Primary Care Trust commissioned MSP to assess provision of sport and physical activities for children under 5, and to produce a campaign to help reduce childhood obesity levels.

Work with National Governing Bodies of sport is a main aim of the Partnership; we want to help NGB's to deliver more of their sport to the people of Merseyside. An example described in the report is the *“No Strings”* Badminton project which aims to overcome the barriers that are known to deter people from taking up their sport.

Sports volunteers are invaluable in keeping clubs going, as well as coaching and supporting sports participants. The securing of funding from Sport England by the Partnership has enabled Get Qualified Merseyside to be established, a project which provides financial support to volunteers to help them obtain coaching qualifications and attend leadership and volunteering courses.

•Sport in communities is delivered by volunteers who can experience real difficulties when running a sports club. This report describes the support given to West Wirral Amateur boxing club by members of the Partnership, firstly to avoid closure and then to develop from strength to strength. It now stands at over forty young people

Board Members



JOHN BELL

Chair of Merseyside Sports Partnership Board



PAT SHENTON

Director of Quality and Strategic Development
Advisor of Higher & Further Education
Institutes & Vice Chair of MSP Board



GERRY KINSELLA

Chief Executive
Greenbank Project
Advisor of Social Enterprises



PAM JERVIS MBE

Head Teacher Brookfield Sports College and
Regional Champion for Sport England
Representing NW 2012 Steering Group



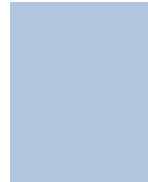
KAREN KEOHANE

Regional Strategic Lead for CSP's Advising Sport
England NW



SUE DREW

Deputy Director of Public Health
Representing Merseyside Primary
Care Trusts



KEV BYRNE

Partnership Development Manager
for Pensby SSP
Representing 15 Schools Sports Partnerships



SALLY YEOMAN

Chief Executive Officer
St Helens CVS
Representing the Voluntary & Community Sector in Merseyside



CHRIS BRIGGS

Assistant Executive Director, Culture, Media and Sport
Representing Host Authority for MSP Core Team



DAMIAN WALSH

Head of Sport and Recreation
Representing sports development in 6 Local Authorities



BRIAN BOYLE

Voluntary Sector Representative
Representing Merseyside Sports Councils



STEPHEN TIFFANY

School Improvement Officer for PE & PHSE
Advisor of Local Education Authorities



DAVE SOUTHERN

Regional Development Manager RFU
Representing National Governing Bodies at Regional Level



HOWARD COCKCROFT

Operational Director, Culture and Leisure Services, Halton BC
Representing Merseyside Cultural Forum & Chief Leisure Officers



ANDREW FRITH

Economic Development Manager
Representing Learning and Skills Council Greater Merseyside



GRAHAM BAYLISS

Director Leisure Services Sefton MBC
Representing Merseyside Cultural Forum & Chief Leisure Officers



HANNAH SIMPSON

County Development Managers FA
Representing National Governing Body Forum



COLIN LEWIS

Police Inspector
Representing Merseyside Police Authority



PAULINE MANNING

Project Officer
Representing Merseyside Sports Councils

Core Team



KERRY STEWART
Development Manager
(Business & Performance)



STEVE SULLIVAN
Senior Development Officer
(Events)



COLETTE SHARKEY
Office Manager (Compliance
& Governance)



ANDREW WILEMAN
Development Manager
(Workforce)



KATIE CROZIER
Senior Development Officer
(Marketing)



TERI WAINWRIGHT
Business Support Officer
(Workforce)



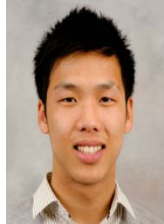
EILEEN FLETCHER
Business Support Officer
(HR & Clerical)



CALUM DONNELLY
Development Manager
(Sport)



JULIE LEASOR
Development Manager
(Community)



KENNY CHU
Business Support Officer
(Research)



JOANNE SCHUMANN
Business Support Officer
(Administration, Clerical &
Information)

JEAN STEPHENS
Director





Beth Tweddle MBE



Lucy Martin

Achieve the Potential of the Games

Merseyside Sports Partnership (MSP) launched the Liverpool City Region Sport Legacy Framework for London 2012 Olympic Games and Paralympic Games 'Achieve the Potential of the Games' in May 2010.

Working in consultation with the 6 local authorities of Merseyside and the wider partnership, the document was produced to outline our plans for the 2012 legacy, demonstrating that we are committed to working together to achieve the sporting, economic and social benefits from the London 2012 Olympic Games and Paralympic Games.

Liverpool City Region Elite Athlete Programme

The Liverpool City Region Elite Athlete Programme is aimed at supporting and profiling elite athletes from across the Merseyside area (Liverpool City Region) to inspire others to take part in sport and physical activity. MSP achieved an Inspire Mark for this project in October 2010.

Sports men and women from across the 6 local authorities were given free access to local authority sports training facilities across the county (subject to status). The MSP core team worked with all 6 local authorities to ensure the access would be throughout the county without boundaries.

Athletes in the programme are expected to make personal appearances at local and county events and awards ceremonies. These local sports stars will champion the importance of local support for potential sporting talent and talk about their own achievements and ambitions to inspire more young people in Merseyside into sport and physical activity.

Halton Council...

- Aimed to increase the number of club achieving accreditation and broke its target of 34 by achieving 52 Clubmark clubs.
- Planned to provide 530 sports qualifications including NGB, Running Sport and Sports Leaders, and achieved 1,235.
- Inspired young people to participate in sport through Get Inspired programme. 75% of Halton schools are now registered on the Get Set schools programme.

Knowsley Council...

- Had a target of £25m spend on new facilities before 2012. With Knowsley Leisure and Culture Park, My Place youth facility, 400 metre outdoor cycling velodrome and national BMX track plus Stockbridge Village Centre and Prescot Leisure Centre, £30.5m has been secured and signposted so far.
- Wanted to increase participation in activities at the new Centre for Learning and a 5% increase achieved so far.

- Aimed to recruit 94 volunteers for deployment before 2012 and acquired 120 new volunteers in 2010-2011.

Liverpool Council...

- Training Camps – negotiations are in progress with Oceania Group countries to use Liverpool Aquatics Centre and the city boxing facilities for pre-Olympic training camps.
- Discussions are continuing with regards to the Park Road Gymnastics Centre as a training base.
- Participation in sport and recreation increased by over 170,000 (4%) in 2010/2011.
- Major Sports Events - the addition of a World Class Arena to the city venue portfolio coupled with the development of a proactive sports events partnership has enhanced Liverpool's offer. As a direct result, the city sporting event programme has grown year on year. In 2010 the Echo Arena's sporting programme amounted to 30% of the total programme.

Sefton Council...

- Over 5,000 adults have registered on the Active Workforce programme.
- Active Totz, Active Kidz, Free and Active and Sport Specific Academies attracted over 25,000 participants during the last 12 months totalling 150,000 visits.
- Sefton Olympians have been supportive in

attending and showcasing many programmes from Quad Kids Athletics to Open Weekend celebrations.

St. Helens Council...

- Aimed to increase the number of accredited clubs to 62 and achieved 91.
- Wanted to increase the number of sports coaches trained to 300 in the year and achieved 471.
- Increased percentage of children participating in 2 hours of physical education each week to 91%

Wirral Council...

- In Wirral 47% of 5 to 16 year olds are now taking part in 5 hours high quality physical education and sport per week.
- The number of free swim visits by elderly people is now at 64,000 per year.
- 15 Wirral swimmers are nationally ranked.

Wirral has 70 sports clubs with accreditation and a further 30 working towards the standard.

Liverpool City Region

Across Merseyside there have been 34 inspire mark awarded projects up to the end of March 2011. This has brought in £2,242,606 funding and engaged with 90,164 participants.



Tom Stalker



Dean Akay



Merseyside School Sport Survey

In 2009 Merseyside Sports Partnership proactively looked into possibility of developing a pan Merseyside questionnaire to measure physical education and school sport across the county.

It was identified that a consistent form of questioning would make comparisons and county wide measurements easier and that by working together they could benefit from cost savings too. The scoping exercise looked into the benefits and associated costs of a pan Merseyside approach for Partnership Development Managers, Local Authorities and Local Education Authorities. When looking at the variety of options available, using a number of different potential suppliers, one organisation emerged as the most favourable, 'SSP Web Solutions.'

Their questionnaire was cost effective, flexible and met the needs of the project. Wirral Partnership Development Managers had commissioned this organisation in 2009 with positive results and were eager to continue working with them. Merseyside Sports Partnership presented the option to the other 5 local authorities in Merseyside.

With a vision to survey every young person within Merseyside to gather data and information around sports participation SSP also sought to gather insight into the types of

sport young people would most like to participate in, when and where. By continuing to survey young people year on year, the data and information becomes more robust and allows resources to be targeted more effectively and efficiently.

In the first year of the SSP questionnaire 104,129 young people were surveyed out of a possible 149,067, which is 70%. The survey reached 354 Primary Schools and 96 Secondary Schools in Merseyside. The results top 3 requested sports for Merseyside were Swimming (38,097 young people), Football (37,970 young people) and Dance (25,844 young people).

Research into levels of physical activity reached by Birth to 5 year olds in Sefton

Obesity challenges children of all backgrounds and is linked to a number of negative health outcomes including: type 2 diabetes, adverse social and psychological consequences, cardiovascular disease, some cancers and osteoarthritis.

The biggest risk factor to childhood obesity is family lifestyle: in families where both parents are overweight or obese, children are six times more likely to be so too, compared to children whose parents are of a healthy weight.

In 2010, NHS Sefton allocated a budget from its Health Inequalities Programme to improve

the levels of physical activity with 1-3 year olds most at risk of becoming obese in Sefton, in an effort to reduce long term health inequalities.

Merseyside Sports Partnership was commissioned to undertake this project and work began with a thorough assessment of the current provision of sport and physical activity for the birth to 5 years age range in Sefton, with a view to ensuring resources could be targeted at those most at risk in the future.

A wide range of data and information was gathered as part of the research using a variety of methods. This included Stakeholder Interviews, Focus Group Questionnaires, Desktop Audit, Mystery Shopping within Early Years nurseries, Sure Start children centres, local community centres, church groups, childminders, private providers and leisure providers.

The key results to emerge from the scoping research highlighted both parents and Early Years practitioners as the target audiences best positioned to influence the play and physical activity behaviour of birth to 5 year olds in Sefton. Based on the insight data, all the stakeholders noted that a prominent barrier to promoting physical activity in Early Years children was a general lack of understanding around what constituted physical activity for young children and also the benefits of promoting activity to this age range.

In order to address these educational needs - the Start4Life project has formulated interventions needed to bring about the desired behaviour change.

Firstly, a social marketing campaign with substantial marketing and PR work looked to promote simple play messages to parents to target the family unit.

Additionally, to create a greater impact from a community perspective, training opportunities for Early Years practitioners have been designed to help provide the workforce with the knowledge and the practical skills to confidently deliver and promote greater Active Play to pre-school children.

This training will also incorporate guidance on how to embed physical activity guidelines for the Early Years into policies and strategies within their settings.”

From this research Merseyside Sports Partnership will develop a fully integrated social marketing campaign, including a Resource Pack for Nurseries, Children’s Centres, Childminders and Health Visitors and training, to be delivered to anyone who works directly with young people aged Birth to 5 years, plus messages targeting parents around the benefits of physical activity.

Commissioned Research, Data and Information Projects

Project	Description	Client
Market Segmentation	Detailed data and information around Sport England’s 19 Sporting Segmentation types	Knowsley Council And PCT
Sefton PCT ‘ Active Play for Birth to 5 year old children’	Social Marketing research study to identify priority areas where birth to 5 year olds are at risk of obesity. This has led to a training and development programme, bus stop advertising campaigns, focus group work and further monitoring and evaluation.	NHS Sefton
CSPN Research	Audit of capacity within County Sports Partnerships linked to data intelligence.	CSPn
Cardinal Heenan Business Plan	Production of a five year business plan to support an Iconic Facilities Bid	Cardinal Heenan Catholic High School

Headline Figures

- In total, **21.5%** of adults in Merseyside are taking part in sport and active recreation for at least 30 minutes on 3 days a week

Our Customer Satisfaction Survey asked our partners to record their level of satisfaction with Merseyside Sports Partnership core team: Undertaking Research and Providing Information

- **70%** are Very Satisfied or Satisfied



Wirral Run in England works wonders for Laura

In March 2009 Laura weighed 23½ stone and by her own admission, would never have thought about running. A year and a half later she's completed her first 10K and credits Run in England for helping to give her a new lease of life.

Laura, from Wirral, explains: "I went to my local doctor's for a medical and they told me about a weight management scheme. I started to lose weight and eventually built up the courage to join a gym. I stuck with it, but eventually started to feel like I wasn't achieving."

Laura needed something different and that's where Run in England came in. Laura first saw a running poster at her local gym. Although sceptical and nervous she emailed the local Run in England leader voicing her concerns.

"The response I got could not have been more encouraging," said Laura. "She called me and explained that beginners really did mean beginners."

Laura attended her first session on Saturday May 15th 2010, managing to jog for a minute with a 2-3 minute gap between each burst. Despite being tired and sore, Laura was determined! She now attends a running group three times a week having discovered how flexible the offer is with 10 sessions throughout the week in Wirral.

Laura entered the Birkenhead Park 5K Race For Life alongside other members of Wirral running groups and managed to run 3k without stopping.

"I was so pleased with how my first race had gone, the atmosphere was great and running with one of the leaders from the club and some of the other club members really spurred me on," she said.

Spirits were high as the group had come a long way since their first session. For the majority, running was no longer a chore but a hobby. Leaders Zoe McNee and Fiona Hanik advertised the Hoylake 10k on September 12th to their West Kirby Concourse group, and 12 members of Run in England signed up for the run, including Laura!

"Just over 4 months since starting running, I completed my first 10k race and I ran the whole thing!" said a justifiably proud Laura.

'No Strings' Badminton

Badminton England met with Merseyside Sports Partnership in September to discuss the No Strings initiative. No Strings offers new badminton players the chance to play without the commitment of joining a club.

It has been shown that common barriers to playing badminton are: no partner to play with, exclusivity in clubs in terms of club environment. No Strings Badminton was created to overcome these barriers but no

Merseyside clubs had signed up to the initiative.

Following discussions with Badminton England, Merseyside Sports Partnership arranged a meeting with the Sports Development Managers and some facility managers to encourage take up in the county.

This also allowed strategic discussions to take place between facilities as they could save money when bulk buying franchises through the local authority. Two franchises have now been sold and ten more are in discussion. During this process two Community Badminton Networks have also been set up.

There is a Merseyside No Strings Badminton Roadshow planned for 2011 and it is hoped that No Strings will be available in each borough of Merseyside over the next 12 months.

Clubmark Accreditations in Merseyside

Merseyside Sports Partnership (MSP) successfully increased the number of its Clubmark Clubs by 104.71% within twelve months from 170 to 348 (source Knight Kavanagh and Page).

170 Clubmark Clubs from Merseyside was only a 19% contribution to the North West total and MSP was keen to provide the community with high quality, child safe and

friendly sustainable clubs. By working closely with Club Development Officers, School Sports Partnerships, National Governing Bodies and Knight Kavanagh and Page, MSP increased the number of Clubmark clubs across a range of sports. The inclusion of Football Charter Standard also supported this increase.

Through the Merseyside Clubs Development Network, MSP trained a team of Clubmark assessors within local authorities and National Governing Bodies. This gave clubs working towards Clubmark access to assessors, who can check and challenge their progress, ensuring files are signed off immediately.

This process also supported Merseyside Sports Partnership in ensuring that those sports without a Licensed National Governing Body area were able to access local authority Clubmark accreditation - resulting in a number of Ten Pin Bowling clubs achieving Clubmark in Wirral.

Clubmark is now a quarterly agenda item on the Club Development Network (CDN) meetings, with opportunities for sharing good practice, to share and overcome challenges and for National Governing Bodies to highlight clubs in need of support. As a result the CDN created the Merseyside Club Promise, from our network to community clubs, outlining the support available to them.

Headline Figures

Developing Sports Clubs

665 accredited sports clubs within Merseyside

195 clubs working towards accreditation

201 clubs affiliated to local sports councils

22.6% of adults are members of community sports clubs

69.9% of adults are satisfied with sports provision in their local area

Developing Sporting Talent

13% of adults in Merseyside have taken part in competitive sport in the last 12 months*

Our Customer Satisfaction Survey asked our partners to record their level of satisfaction with Merseyside Sports Partnership core team:

Supporting Local Partnerships with Governing Bodies

85% are Very Satisfied or Satisfied

Understanding and Signposting Community Partners to Local School Sports Opportunities

75% are Very Satisfied or Satisfied



Sports Leaders St Helens

Lauren Lynch has volunteered at the St. Helens Centre for Gymnastics for a number of years and is now integral to the coaching team.

Lauren joined the Step into Sport programme at Rainhill High School and has logged over 600 hours of sports volunteering. In fact she has dedicated 1,500 hours of her time to volunteering at the Centre over 18 months.

As a member of the Step into Sport programme, which encourages young people to volunteer in sport and achieve qualifications and gain valuable experience for their career and development, Lauren has also completed a Leadership and Volunteering course. Since taking the course she has volunteered most evenings and regularly on Saturdays at the club, to provide younger children the opportunity to develop their skills in gymnastics, and she supports the qualified coaches at the St. Helens Centre. Her Physical Education teacher and sports volunteering mentor Mrs Andrea Walsh spoke to Briony Farrell, Development Officer (Sport Unlimited & Step into Sport), who advised her to nominate Lauren for the Diana Award.

The Diana Award recognises the hard work and dedication of young people who selflessly give their own time to help others. This award reminds us how much young people positively contribute to their communities.

At a ceremony in Rainhill High School in July 2010 Lauren was presented with the coveted Diana Award in front of her peers and teachers.

One of the parents of the children who attends sessions with Lauren, Marie Wilson commented: *“I have known Lauren for two and a half years, as a coach at St. Helens Centre for Gymnastics. She has shown commitment and dedication to the girls in her group. Each child has progressed with the help of Lauren’s knowledge and encouragement. She has set high expectations, challenging their abilities and encouraging them to work within their capabilities.”*

Employable Communities Fund: Making a real difference for Community Sport

Over the past year the partnership agreement between MSP and the Community Foundation for Merseyside (CFM) has seen almost £200,000 committed to supporting voluntary sports groups from the Employable Communities Fund (ECF) of the European Union.

The Employable Communities Fund provides financial support to individuals who are looking to progress towards employment, gain sports qualifications and access accredited development opportunities.

Under the partnership agreement, a dedicated sports panel of Sport Development Officers from across Merseyside was established to review and assess all applications utilising sport to ECF. The specific knowledge and experience of the panel members has helped CFM to develop a greater understanding of the voluntary sporting community and sporting structures and ensured that the investment available has been maximised.

“This funding stream has helped to make a real difference in Merseyside, to both the projects and the individuals receiving training and to the people who benefit from the knowledge and skills gained”.

Andrew Wileman
Workforce Development Manager

Get Qualified Merseyside

As a result of securing funding from Sport England’s Community Investment Fund, Merseyside Sports Partnership has established Get Qualified Merseyside.

Working in partnership with our Local Authorities, Get Qualified Merseyside provides financial support to volunteers, towards accessing coaching qualifications and continuing professional development

opportunities. Volunteers may be active with local sports clubs or in providing physical activity opportunities for their local communities.

Get Qualified Merseyside allowed Knowsley’s Sports Development Team to provide support to a number of local volunteers including Mike Wade. Mike is a 40 year old gentleman with Down’s Syndrome who signed up as a sports volunteer in August 2010. Mike volunteered at the weekly Older Peoples Olympics sessions where he made a positive impression with attendees. On average Mike volunteers two hours a week, more when there are festivals and competitions taking place.

Get Qualified Merseyside also enabled Mike to complete a Community Sports Leaders award. He received really positive feedback from the tutors and the assessor due to his high level of motivation, energy and his attitude. As a result, Mike will be supported, through the programme, to gain further coaching qualifications due to the commitment and dedication he has shown. It is hoped that as a result of the support received, Mike will be able to realise his aspirations of gaining employment as a sports coach.

As a result of his contribution and the positive impression and impact made by Mike, he was nominated for Volunteer of the Year at the Knowsley Sport & Physical Activity Awards.

Employable Communities

The following sports projects have received funding in Merseyside:

- Southport District Scout Council
- Knowsley Aquatics Development Group
- Wallasey Junior Football League
- Hype
- Liverpool Sports Forum
- The Everton Foundation
- The Bridge Chapel Centre
- Liverpool Rugby Development Group
- Knowsley Cricket Development Group
- Target Football CIC
- Liverpool 8 United
- Kenya Community Association
- Disability Football Advisory Group
- Liverpool St Helens RFC
- More To Do Community Group
- Wirral Sports Forum
- Wirral Rugby Development Association
- Merseyside Basketball Development Group
- Merseyside and Cheshire ABA
- Sefton Sports Council
- Craven Minor Junior FC
- St Helens Cricket Development Group
- Merseyside Gymnastics and Trampoline Group



Liverpool Sport and Physical Activity Alliance - Active Lifestyles Project

After being awarded £410,000 in 2008 by Sport England's Community Investment Fund, five Active City Coordinators were appointed to help residents and local workers create a wide range of new physical activity sessions in deprived communities in Liverpool. The project was a major part of the Liverpool Primary Care Trust 'Active City' campaign, which ran alongside other PCT initiatives such as Taste for Health.

The project was designed to support local people to organise the programmes themselves for sustainability. Additional grants for the project were received from Heart of Mersey and Liverpool First.

The programme aims were to:

- engage 4,500 new participants into physical activity programmes
- engage 750 volunteers into physical activity programmes
- procure £120,000 in external grant applications in partnership with local community groups

Two of these aims were far exceeded with;

- 7,631 participants engaged
- over £540,000 procured through external grants

- engaging volunteers proved to be more challenging however, with only 50% of the target number being engaged, however, 371 Volunteers were engaged which is still a very positive outcome.

Phys Kids Development Project

The Phys Kids Development Project increases opportunities for 5 to 7 year olds across Wirral to participate in extra-curricular Gymnastics and Dance Programmes. A Wirral 5 to 7 sub group was set up to meet regularly and monitor developments. This group included Partnership Development Managers, School Sport Co-ordinators and deliverers of the project; JM Sports Coaching, Liverpool John Moores University and Wirral Youth Theatre.

In Jan 2009, 40% of 5 to 7 year olds in Wirral accessed physical activity and sport in organised clubs. Parental feedback from extended schools consultation exercises suggested that it was largely due to a lack of convenient, accessible and affordable provision.

After year 1 of the Project; 47 Primary Schools received a 6 week Dance Programme and 45 schools had received 6 weeks of Gymnastics. In total 1,528 5 to 7 year olds had participated and eight community clubs were set up. These well attended clubs provide a clear and safe

pathway from schools to community clubs. Feedback from Headteachers, teachers and parents has been extremely positive and due to this success, the number of schools wishing to participate in year 2 has increased. 57 schools have signed up to the Gymnastics Programme and 53 to the Dance Programme. The 8 Community Clubs will also continue to run and further promotion will take place to continue to improve the link between the School Programmes and the Community Clubs.

West Wirral Boxing Club

At the Wirral Boxing Development Group, Ray Aistrop asked for help for West Wirral Amateur Boxing Club in Moreton. His club was in decline and he feared closure within weeks. With only half a dozen members he opened just two evenings a week. Ray was struggling to pay the insurance, his main coach was due to be posted to Afghanistan, the building was falling apart and a new local gym was running 'opening offer' rates taking away some his gym users.

Sonia Chadwick, Volunteer Development Officer, funded a coaching course through their Active Clubs Project (Sport & Physical Activity Alliance), for a parent who showed an interest in coaching. She also provided Ray with a place on a 'Safeguarding and Protecting Children' course. This meant Ray became a Child Protection Officer achieving some of the minimum standards required for Clubmark accreditation.

Melinda James, Club Development Officer, put Ray in touch with Julie Smith, the Community Sports Development Officer. Julie supported the club through Sports Unlimited funding. The club had to engage fifteen individual young people for a period of eight to ten weeks. At the time as there were only six young people coming to club sessions. Sport Unlimited sessions were advertised locally and with the help of other agencies, such as the Youth Service, Police and local school the sessions ran successfully for two rounds reaching 31 young people - all of whom are now new members.

Julie also introduced Ray to the local councillor who was able to attract £2,700 funding from the 'Funds for You' programme. This paid for new windows, which in turn encouraged new members to join. The club was also allocated £2,500 through 'Your Wirral' to upgrade the showers.

The Boxing Development Group achieved funding from Sport England's Small Grants scheme to create a Wirral Representative Boxing Squad and deliver a showcase of their talents. Ray took some of the young people to squad training and one of them boxed in the show which Ray compèred for.

The show featured in several local newspapers and is part of an 'Inspire Mark' project. West Wirral Boxing Club now has forty young members. Ray is working towards Clubmark accreditation, making more funding opportunities available to them.

Headline Figures

Developing School Sport

89.6% of young people received 2 hours high quality PE

39.5% of young people participate in inter-school competitions

14 school sports partnerships

7 competition managers and **1** senior competition manager employed

484 young people on the Leadership and Volunteering programme
Young people attended local Leadership Academy Conferences

57 attended School Sports Co-ordinator Conference

14 School Sport Partnerships

8 Partnership Development Managers,

5 Further Education Sports Co-ordinators

3 National Governing Bodies

2 Competition Managers.



Sport Unlimited success in Merseyside

Merseyside Sports Partnership (MSP) achieved one of the highest retention rates in the country for term 9 of the Sport Unlimited programme. Nationally the target was to provide 900,000 semi sporty young people with sporting opportunities outside of school hours and retain them in the programme for 60% of the sessions.

The Sport Unlimited programme in Merseyside involved the delivery of 8-10 week blocks of out of school activities for 5-16 year olds, delivered both on school sites and in the community, with a view to developing sustainable increases in sport and physical activity.

The average retention rate across all 49 CSPs for the spring term was 84.5%. The highest retention rates were achieved by Living Sport, Northamptonshire Sport, Tees Valley Sports Partnership, Merseyside Sports Partnership, Active Devon and WESPORT.

In Merseyside the programme reached 40,410 young people over 3 years and 28,710 were retained during the life of the programme. This year's retention figure was 17,070, increased from 9,939 in year 2. Briony Farrell, Development Officer (Sport Unlimited and Step into Sport) commented: "Our success is thanks to the fantastic partnership working in Merseyside. Research

prior to delivery enabled us to identify popular sessions and our partners delivered quality coaching ensuring a high participation and retention rate. This shows how we really have made the Sport Unlimited initiative work for Merseyside!"

To see this year's full report with breakdown of participation and retention rates per sport visit MSP website, download Library and MSP documents.

Basketball

Sport Unlimited funding started the first community Special Educational Needs (SEN) Basketball Club in England. Mersey Tigers piloted the club in Liverpool in January 2011 at a local SEN school and currently have 17 regular members aged between 14-19 years.

Previously there was no club for this group in England and the aim is to expand on this initiative and to create several SEN community clubs that will feed into Merseyside and National leagues programmes. The club has been supported by Mencap and Special Olympics to create pathways beyond the community sessions.

The project involved Mersey Tigers, Merseyside Basketball Development Officer, MSP, Competition Managers and School PE Teachers. Coaches received specific training and qualifications to enable them to deliver appropriate and enjoyable sessions.

Mersey Tigers are the only Basketball club to have an SEN strand to their club and are planning to host a further three community sessions in three boroughs pan Merseyside and develop a Merseyside club. Players will be invited from Merseyside schools league.

Rampworx in St Helens

This project, which introduces inline skating, skateboarding and BMXing on ramps, was first piloted in St. Helens in the Summer of 2009. It proved very successful, gaining a lot of interest from those who are not usually attended on by traditional sports.

It was decided to run the project for a second time in 2010 as there were still not enough activities of this kind in the borough. Consultation was undertaken with young people in the area, at community events, meetings and during existing projects and this was an activity chosen by them.

The aim was to target those young people who already use Mesnes Park, St. Helens or live in the area and to provide semi-structured sessions with coaching and advice available - to encourage use of skate parks.

Attendees were present at a minimum of 6 sessions, as this was the project's downfall the previous year, and to sustain their participation at the end of the initial 10 week project. Retention rates overall were high at

93%. Participants did not pay for activities as it was felt that use of the parks is free and the ramps in Mesnes Park would be free to use from then on, but that the offer of coaching from Rampworx would incentivise young people to take part in these activities in the future.

A festival was organised on the 15th August 2010 which was very successful. Around 100 people attended and all participants had a go at skateboarding. This was an opportunity to provide a showcase for the participants to display their new skills and promote opportunities to others. All participants were given the contact details for Rampworx should they wish to join or receive further coaching. The main objective was to encourage the use of the skate ramps at Mesnes Park in St. Helens.

With help from the Youth Service, some participants submitted a bid to the Youth Opportunities Fund to improve the skate ramps at Mesnes Park. This bid was successful and work is due to start soon. As a result of a number of agencies working together on the Sport Unlimited programme, the coaching with Rampworx and the subsequent improvements made to the Park, this project should encourage continued participation.

Headline Figures

Sport Unlimited

- MSP secured over **£324,000** of investment to deliver the Sports Unlimited programme
- **634** Sport Unlimited projects were delivered in Merseyside
- **12,561** young people participated
- **9,939** were retained

Our Customer Satisfaction Survey asked our partners to record their level of satisfaction with Merseyside Sports Partnership core team:

Providing Facility Development Advice

64% are Very Satisfied or Satisfied

Brokering Relationships and Providing Support for Local/County Networks (e.g. Sport and Physical Activity Alliances)

78% are Very Satisfied or Satisfied

Distributing Funding for Specific Programmes (e.g. SU Funding)

79% are Very Satisfied or Satisfied

Providing Support and Information for Specific Programmes (e.g. Step into Sport and/or Sport Unlimited)

86% are Very Satisfied or Satisfied



Press Coverage

During the year 2010/2011 £303,379.60 worth of publicity was generated in terms of coverage in both newspapers and on radio, up considerably from £268,715.12 generated in 2009/2010.

The majority of the coverage was received in the Liverpool Echo and other local papers including Runcorn and Widnes World, City Magazine (Liverpool) Southport Visitor, Formby Times and the Wirral Globe, which all covered the Merseyside Primary Games in 2010.

National magazine, The Leisure Review, covered four separate articles on Merseyside Sports Partnership and three slots were secured on BBC Radio Merseyside. The majority of coverage was generated as a result of key events taking place in the county such as the Merseyside Primary Games and Merseyside Sporting Champions Dinner.

Newsletter

Since 2010-2011 the Merseyside Sports Partnership newsletter has been included in CHAMPS (Cheshire and Merseyside Public Health Service) Healthy Weight e-Bulletin and the North West Physical Activity Forum Newsletter, due to continued improvements in our relationships with partners.

Since the e-newsletter service began in 2006 the number of recipients has increased from

510 to 2,590 and the reach is incredible. One newsletter has been known to have reached a Government advisor, so the content is vitally important.

Among the key information included are the latest initiatives and reports from Sport England, reviews of the success of events and programmes, forthcoming conferences and competitions and generic sports news from Merseyside.

The newsletter is distributed quarterly and in between those dates. Funding Updates are also circulated to the same group. We intend to create separate circulation lists in the future to improve targeting of the communication.

If you would like to ensure you receive copies of the newsletter and funding update directly to your PC please email web@merseysidesport.com with your request.

Website and Social Media

There have been 122,027 visits to the website during 2010-2011, which has decreased from 174,796 in 2009-2010. However, since we launched our social media presence on Facebook in 2009 and Twitter in 2010, many of our followers will have been able to pick up information from here rather than the website.

Merseyside Sports Partnership has drafted a Social Media Policy to support the core team

and it is our aim to update our website, Facebook and Twitter pages at least once a day to keep the content changing and attract new followers. On Facebook we have over 1,600 friends, over 100 members of the group page and 67 'Likes' of our Company Page.

Panathlon Challenge

Attending the Panathlon Challenge could be the beginning of a young person's sporting career, at primary or secondary age.

Many of the young people taking part will have been coached in a school setting before they represent their borough at this event and it is the experience of competition at county level that really helps with the identification of talented individuals.

The Panathlon Challenge, now in its fourteenth year, engages with around 2,500 young disabled people as part of its many competitions. In Merseyside the Panathlon Challenge takes place at Greenbank Sports Academy, the North West's leading sports and leisure facility for disabled people.

The two county events, for both primary and secondary age, involve almost 200 disabled young people from across Merseyside. In the run up to the event however, over 400 young people have been coached at local schools, taken part

in borough led competitions and assessment days and it is this development activity that helps Merseyside Sports Partnership stand out. Sports on offer are sports hall athletics, boccia, pan disability football and table tennis. Players are selected to play the sports most suitable to their impairment group.

A decision was made 4 years ago to change the competitive sports available through the Panathlon Challenge in Merseyside to fit in with the club development programme and where we have a performance pathway, that proved to be the basis of our Playground to Podium identification process.

This has been an advantage locally as we have processes in place to talent spot our young disabled people from an early age and engage with them by providing coaching in schools and subsequently, in after school clubs.

Funding for this is provided through the Panathlon Association and we are one of the few regions outside of London to receive this invaluable support for the development of disability sport.

Headline Facts

Numbers	Developing Major Events
1,545	Detailed data and information around Sport England's 19 Sporting Segmentation types.
1,051	Disabled adults actively participated in 6 competitive events.
660	Attended Merseyside Primary Games.
290	Attended the Merseyside Sporting Champions Dinner.

Numbers	Developing Sponsorship & Investment Opportunities
£23,500	Sponsorship raised by Merseyside Sports Partnership core team for events such as Merseyside Primary Games, Merseyside Disability Events Programme and Merseyside Sporting Champions Dinner / investment supported and endorsed by the Merseyside Sports Partnership Board.

Numbers	Raising Profile
£303,379.61	Worth of publicity achieved
3	Pieces of regional coverage
5	Pieces of national coverage
122,027	Visits to the website
4,000	Merseyside Disability Sports Directories produced and distributed worth - £3,350
2,000	Merseyside Primary Games programmes produced and distributed - worth £1,180
2,000	Invitations to the Merseyside Sporting Champions Dinner - worth £500
500	Merseyside Sporting Champions Dinner programmes produced and distributed – worth £1,380
£6,410	Total value of sponsored publications
4	Electronic newsletters and Funding updates produced and distributed to key networks and partners within the Merseyside Sports Partnership.

Funding Bids

Summary of funding invested into Merseyside.

Table 1 - Summary of funding bids that Merseyside Sports Partnership have supported / endorsed

Supported / Endorsed - Successful	Area	Funding
Stage 2 - <i>Active Women's Bid</i>	Liverpool	£859,400.00
Rugby Football League	Merseyside	£50,000.00
Small Grants - Handball	Merseyside	£5,000.00
Small Grants - Cricket	Wirral	£6,982.00
Small Grants - Boxing	Wirral	£5,350.00
Small Grants - Taekwondo	Wirral	£3,040.00
Small Grants - Tennis	Wirral	£9,292.00
Small Grants - Cricket	Liverpool	£4,445.00
Small Grants - Gymnastics	St Helens	£10,000.00
Small Grants - Cricket	Wirral	£10,000.00
Small Grants - Merseyside Youth Association	Liverpool	£9,620.00
Small Grants - Liverpool Sea Cadets	Liverpool	£8,162.00
Small Grants - Football	St Helens	£5,000.00
Small Grants - Cricket	Liverpool	£7,795.00
Total		£994,086.00

Table 2 - Summary of unsuccessful funding bids that Merseyside Sports Partnership have supported

Supported / Endorsed - Unsuccessful	Area	Funding
Stage 1 - <i>Active Universities Bid</i>	Liverpool	£211,109.00
Stage 1 - <i>Active Universities Bid</i>	Liverpool	£86,954.00
Sport England - Iconic Facilities Fund	Liverpool	£1,660,000.00
Small Grants - Football	Liverpool	£10,000.00

Total **£1,968,063**

Table 3 - Summary of funding bids that Merseyside Sports Partnership have actively led on

Co-ordinated / Lead on - Successful	Area	Funding
Liverpool Adult Learning Service	Liverpool	£45,000.00
Community Foundation	Merseyside	£200,029.00
Cardinal Heenan Business Plan	Liverpool	£6,000.00
Change4Life Community Fund	Cheshire & Merseyside	£15,000.00
Sefton PCT	Sefton	£74,000.00
CSPn Research	CSPn	£5,000.00

Total **£345,029**



Accounts

Table 4 - Summary of financial statements for year ending March 31st 2011

Funding	Income
Sport England	£931,624
Local Authorities	£24,374
Operational Income	£346,799
Re-profiled from	£94,920
Total	£1,397,717
Expenditure	
Employees	£487,932
Supplies	£31,924
Services	£662,384
Total	£1,182,240
Income over expenditure	£-215,477 *

*Monies re-profiled from committed expenditure for community volunteering, disability sport, coach education, employees, PCT, Sport Unlimited.

Priorities 2011 - 2012

Merseyside Sports Partnership Board and its Core Team are uniquely placed to unlock the power of sport and the wider benefits it can bring to local partners and their communities.

Through strategic planning and partnerships, Merseyside Sports Partnership brings together public, private and voluntary sectors by driving actions in pursuit of shared goals. In doing so, the partnership continues to be a platform to inspire people to be more active and continue in sport and physical activity.

Our priorities continue to be:-

More people to take part and continue in sports participation

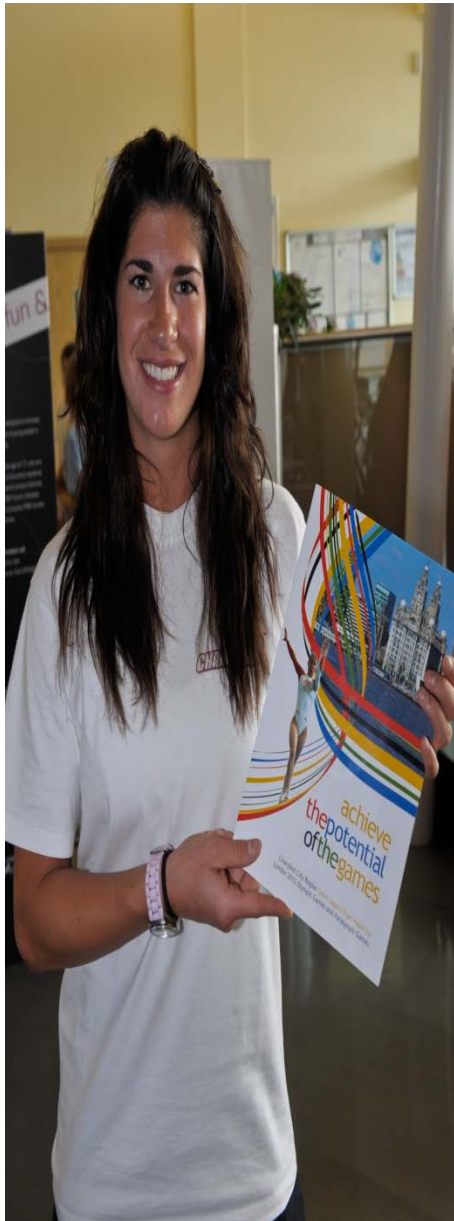
More and improved access to:

- Quality sports clubs
- Quality coaches and coaching
- Quality Volunteers
- Physical activity opportunities
- Support for people with sporting talent
- Quality facilities
- Celebrating success and recognising achievements



SPONSORS
& SUPPORTERS

24



Merseyside Sports Partnership
sponsors and supporters for all



would like to thank all of our
their help in 2010-2011...



sport unlimited



School Sports Partnerships
Further and Higher Education Institutes
Public Health Partners
Merseyside Fire and Rescue Service
Merseyside Police Service

46 National Governing Bodies of Sport:

Angling	Modern Pentathlon
Archery	Mountaineering
Athletics	Netball
Badminton	Orienteering
Baseball/Softball	Rounders
Basketball	Rowing
Boccia	Rugby League
Bowls	Rugby Union
Boxing	Sailing
Canoeing	Shooting
Cricket	Snowsport
Cycling	Squash
Equestrian	Swimming
Exercise Movement & Dance	Table Tennis
Fencing	Taekwondo
Football	Tennis
Goalball	Triathlon
Golf	Volleyball
Gymnastics	Waterskiing
Handball	Weight Lifting
Hockey	Wheelchair Basketball
Judo	Wheelchair Rugby
Lacrosse	Wrestling



For further information contact:

**Merseyside Sports Partnership
Core Team**

Unit 1 Dakota Business Park,
Skyhawk Avenue,
Garston,
Liverpool,
L19 2QR.

T: 0151 427 3889

F: 0151 427 3779

E: admin@merseysidesport.com

W: www.merseysidesport.com