

# A Year of Progress, Impact and Achievements 2009-2010





## Welcome to Merseyside Sports Partnership's fourth Annual Report and Accounts

As I write, we have a newly elected coalition government and our local authorities face major change as they grapple with reduced budgets. All this will have a significant impact on sport over the coming years. We recognise that Merseyside Sports Partnership can continue to make the case for sport and physical activity and help make limited resources go further through promoting effective partnership working across the region.

Below are some examples of the Action Groups' impact:-

### **2012 Legacy Action Group**

Has successfully co-ordinated and produced a Liverpool City Region Sport Legacy Framework for London 2012 Olympic Games and Paralympic Games on behalf of the local authorities of Liverpool; Wirral; Knowsley; St. Helens; Sefton and Halton – "achieve the potential of the games."

# Working to improve the people within Merseyside physical activity

The Partnership serves a diverse population of 1.5 million people. We believe that sport is a key element in building healthy and cohesive communities. In the final two years of preparation for the London 2012 Olympic Games and Paralympics Games, we will continue to use the magic of the Games to turn opportunities and inspirations into real life actions – as our case studies in this report illustrate.

### **Performance Improvement Action Group**

Has produced a series of sports specific fact sheets for 33 National Governing Bodies of Sport to provide a greater understanding of 'what makes up Merseyside Sports Partnership' to enable the sport to prioritise and deliver their sport plan much more effectively and efficiently.

Last year we successfully restructured our strategic board to include five functional action groups led by Board members supported by the Core Team of Merseyside Sports Partnership. This has streamlined our decision making and enabled Merseyside Sports Partnership to be much more responsive to every opportunity to increase the sports offer.

Has brokered a deal on behalf of all fourteen school sport partnerships to buy into the same online monitoring system. This has brought economies of scale to each school with over a 50% cost saving. The impact of the system allows key partners to effectively target resources to meet the demands of individual schools and year groups.

### Physical Activity Action Group

Has worked closely with Engage2Change and Wirral Hospital Trust to promote sustained behaviour change to improve the health and wellbeing of the local NHS workforce; NHS employees will be able to access a unique, web-based offer of sport and physical activity opportunities locally to enable them to reach their personal fitness targets.

### Conclusion

Merseyside Sports Partnership is uniquely placed to unlock the power of sport and the wider benefits it can bring to local communities. Merseyside Sports Partnership is the only body that can plan strategically and create partnerships, with the public, private and third sectors across our region.

# quality of life for the 2 through sport and

### PE and Community Sport Action Group

Has built an understanding of the National Governing Body of Sport plans and how they impact across Merseyside, through actively engaging with 37 NGBs. Delivery plans have been signed with 30 NGBs.

### Workforce Action Group

Has successfully established Coaching Systems Support Network (CSSN) for addressing coaching related issues in Merseyside. The Network is underpinned by a sophisticated coach web database, with 531 coaches accessing online support to training, education and future employment opportunities.

This report illustrates the benefits of doing this for the people of Merseyside and I hope that you enjoy reading it.

John Bell



*Chair of Merseyside Sports Partnership Board*

## Contents

Board Members	4
Core Team	5
Market Research and Data Capture	6
Workforce Development	8
Sports Development	10
Inspire Mark Projects	12
Community Development	14
Event Sponsorship and Marketing	16
Governance and Structure	18
Accounts	20
Priorities 2010 - 2011	21
Sponsors and Supporters	22



**JOHN BELL**  
Chair of Merseyside Sports Partnership Board

# Board Members



**PAT SHENTON**  
Director of Quality and Strategic Development  
Advisor of Higher & Further Education Institutes and 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 North West 2012 Steering Group



**KAREN KEOHANE**  
Regional Strategic Lead for CSP's Advising Sport England North West



**SUE DREW**  
Deputy Director of Public Health  
Representing Merseyside Primary Care Trusts



**DAN KEEFE**  
Partnership Development Manager for Pensby SSP  
Representing 15 School Sports Partnerships



**SALLY YEOMAN**  
Chief Executive  
Officer St Helens CVS  
Representing the Voluntary and 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



**NEIL EDWARDS**  
Voluntary Sector Representative  
Representing Merseyside Sports Councils



**STEPHEN TIFFANY**  
School Improvement Officer for PE and PHSE  
Advisor of Local Education Authorities



**DAVE SOUTHERN**  
Regional Development Manager RFU  
Representing National Governing Bodies at Regional Level



**HOWARD COCKROFT**  
Operational Director, Culture and Leisure Services, Halton BC  
Representing Merseyside Cultural Forum and 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 and Chief Leisure Officers



**HANNAH SIMPSON**  
County Development Manager FA  
Representing National Governing Body Forum



**COLIN LEWIS**  
Police Inspector  
Representing Merseyside Police Authority



**PAULINE MANNING**  
Project Officer  
Representing Merseyside Sports Councils

# CoreTeam

JEAN STEPHENS  
Director



KERRY STEWART  
Development Manager  
(Business and Performance)



STEVE SULLIVAN  
Senior Development Officer  
(Events)



BRIONY FARRELL  
Development Officer  
(Sport Unlimited and Step into Sport)



ANDREW WILEMAN  
Development Manager  
(Workforce)



COLETTE SHARKEY  
Office Manager  
(Compliance and Governance)



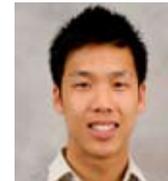
JOANNE SCHUMANN  
Business Support Officer  
(Administration, Clerical and Information)



CALUM DONNELLY  
Development Manager  
(Sport)



EILEEN FLETCHER  
Business Support Officer  
(HR and Clerical)



KENNY CHU  
Business Support Officer  
(Research)



JULIE LEASOR  
Development Manager  
(Community)



TERI WAINWRIGHT  
Business Support Officer  
(Workforce)



KATIE CROZIER  
Senior Development Officer  
(Marketing)



ANDY SOMERS  
Coaching Development Manager



## Facilities Planning

Merseyside Sports Partnership (MSP) was commissioned by Knowsley and Wirral Council to complete a comprehensive analysis of all the local authority leisure facilities in their borough.

The production of maps clearly demonstrating the location of facilities, and the proportions of each of the sporting segment profiles in each area allowed MSP to challenge the programme of activities delivered to the community, in the catchment areas of the facilities.

This resulted in:

- re-programming of sports provision. By understanding their audience better, Knowsley Sports Development was able to programme specific sporting activities to better meet the community's needs and wants
- re-focussing of marketing budgets to better target the population with promotions on the sporting provision, based on Sport England's sporting segmentation profiles
- an opportunity to re-train the workforce to raise their awareness and knowledge of the local communities, based on their sporting profiles

A noticeable increase in participation is now expected in the next Active People results for Knowsley as Mark Fox explains:

"Using the market segmentation information, matching it to our area and profiling real local people in our marketing materials is really making a difference to the take up of physical activity and sport."

*Mark Fox, Sport and Physical Activity Alliance Manager, Knowsley MBC*

## Making Sense of the Data

Large amounts of information are now available to the sports sector through tools such as the Active People and Taking Part surveys, Active Places and the sporting segmentation model. They detail the nation's activity patterns, their attitudes to sport, their motivations for doing or not doing it and their perceived barriers to participating in sport and physical activity.

Having this information available is one thing but doing something meaningful with it requires an understanding of the sporting landscape locally. To build up a picture of a local community's sporting patterns, needs and aspirations, it is necessary to interrogate and overlay the many data sources which can then be used to direct sporting provision on the ground.

# Market research

MSP commissioned Liverpool John Moores University (LJMU) to develop a bespoke Geographic Urban Sports System (GUSS) which would build up an understandable picture of the local sporting landscape. Using Sport England's 19 sporting segments (personality profiles or stereotypes) they then plotted this data against the landscape and complemented this by adding national and locally derived data and facility intelligence.

This data intelligence provides us with a greater understanding of the local community's needs and desires set against the existing provision of sport and physical activity.

Merseyside Sports Partnership's research team has been commissioned to undertake a number of research projects over the last 12 months - as listed opposite:

## Sport Unlimited Consultation

Merseyside Sports Partnership (MSP) commissioned the Comedy Trust to conduct consultations with young people in all six local authority areas in Merseyside to establish when and where they take part in sport and physical activity, what qualities are important to them in coaches and what sports would they like to participate in now or in the future.

The Comedy Trust used humour as a tool for getting the young people to open up and talk about their thoughts and suggestions. They recorded quantitative information on when and where young people would prefer to take part in sport and physical activity and qualitative information about the coaching and activities they would enjoy.

36% of 11-15 years olds would prefer to do sport at a specialised club, 26% in school, 20% said they don't mind, 16% said sports centre and 2% said youth club.

29% of 16-18 year olds said they don't mind where they do sport, 28% said at specialised clubs, 19% at school, 19% at sports centres and 5% at youth clubs.

It is clearly more important to the 11-15 group to take part in sport at a club, and although most in the 16-18 group didn't mind where they took part in sport, school is second to clubs if given a choice.

# Research and data capture

The consultation was necessary to ensure that activities offered through the Sport Unlimited Programme were going to appeal to semi-sporty young people. The results can now be used to influence future sports development programmes in each local authority area.

Workshops took place with 18 groups and there were visits to 14 schools across Merseyside with over 300 young people taking part.

48% of 11-15 year olds prefer to take part in sport during the evening, 26% during school and 19% at the weekends, 7% don't mind.

38% of 16-18 year olds prefer to take part in sport during the evening, 38% during school and 19% at the weekends, 5% don't mind.

These results show that evenings and during school are the most popular times and it matters more to the 11-15 group that sports take place in the evening.

## Our Customer Satisfaction

### Survey asked: How would you rate your own understanding of the Research and Information work carried out by Merseyside Sports Partnership?

- 75.9% said Good or Fair
- 12.1% said Excellent

### So how are we going to improve?

- The research and information team has been growing organically over the last 12 months as demand in this area increases.
- Case studies on research projects already undertaken will be made available to the partnership to both share best practice and raise awareness of the breadth of services available.

## 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
Market Segmentation	Detailed data and information around Sport England's 19 Sporting Segmentation types	Wirral Council
Building Schools for the Future	Collated data and information for all 27 Wave 6 schools in Liverpool, co-ordinated and presented a 1 day conference around 'Understanding your Community'	Liverpool BSF Transformation Team
Rampworx Feasibility Study	Study to evaluate a second site for Rampworx	Rampworx
Stockton-on-Tees Market Segmentation	Detailed data and information around two segments for Stockton-on-tees to identify barriers to female participation	Liverpool John Moore's University and Stockton-on-Tees PCT
National Governing Body Sports Facts Sheets	Production of sports facts sheets tailored to individual sports identifying local data and information	Sport England
Sport Unlimited Merseyside	Evaluation of data and information for a young person programme helping to increase participation after school	Sport England
Sport Unlimited Cheshire and Warrington Sports Partnership	Evaluation of data and information for a young person programme helping to increase participation after school	Sport Unlimited - Cheshire and Warrington Sports Partnership
County Sports Partnership Network	Conduct and collate a questionnaire to all County Sports Partnership Directors to ascertain the current provision by CSP's around data and information	County Sports Partnership Network and Sport England



### From Youth Games Participant to Community Sports Coach

Andrew Soutar attended Merseyside Youth Games in 1992 and was inspired by competing in Merseyside's largest multi sports event. Coaching in school, on the run up to the games, had been Andrew's first taste of rugby and after taking part in the competition he was compelled to join a club.

Andrew achieved a Rugby Scholarship at Rishworth School 2001 – 2004. In 2004 Andrew became a community sports coach for rugby union, and has since become head coach for the Merseyside Development Squads for under 13's and 14's. Having played for Lancashire from under 13's to under 20's and completed a BA in Sport Studies and Physical Education at Edge Hill University, he then became Liverpool's Rugby Development Officer in 2009.

## Workforce development

This development demonstrates what can be possible to all those taking part in competitive sport. The Merseyside Games was a catalyst to that development as Andrew explains:

"Merseyside Youth Games gave me the first chance to take part in rugby union. Without this opportunity I do not feel I would be playing the game or have the career I have. This is all thanks to the Merseyside Youth Games"

"I really enjoy giving children the opportunity to take part in rugby union for the first time. Many of the children have since continued to play rugby at local clubs and at their secondary school. This will hopefully lead to the children taking part in rugby union throughout their life. Whether that's playing the game, officiating or volunteering."

### Youth Sports Activities Nights for Girls

Sonny is a 14 year old who lives on the Leasowe Council Estate. She has been attending Youth Sports Activities Nights for Girls (YSANG) since the age of 9 and enjoys playing basketball and table tennis. Sonny first attended YSANG with one of her sisters, as she had no other real friends. Coming from a large family, on a low income and with lots of siblings, Sonny can't afford the latest clothes and trainers. Local young people bullied and ridiculed her as she also has cleanliness and hygiene problems, and with very low confidence and self esteem she was an easy target for them.

Youth Sports Activities Nights for Girls, a Sport and Physical Activity Alliance (SPAA) project, promotes health and fitness in a safe environment for girls 14+. The nights are free and encourage girls to engage in sports and activities, with a natural progression into sports clubs and associations.

Youth Sports Activities Nights for Girls (YSANG) is run across the local authority recreation and community centres and provides a comprehensive range of activities.

It was noticed that Sonny always liked to help staff when setting up equipment and dealing with functional problems, so she was asked if she would like to become a young volunteer for (YSANG). Sonny gladly accepted and now manages the registers, helps set up sessions and solves issues or problems that other young people may have by talking to and reassuring them. Sonny has become someone her peers can talk to; they see her as having authority and this has helped her massively with confidence issues.

Sonny was delighted when she was approached to become a young volunteer and now wants to become a qualified sports coach in the future.

## Starting Coaches Young in Halton

Residents as young as 9 years old are being trained as sports leaders in an innovative new scheme launched by Halton Borough Council, in partnership with Sports Leaders UK.

More than 100 young people have qualified this year and they are now helping their peers in a variety of activities.

The course, for 9 to 13 year olds, takes four hours to complete and is organised with Sports Leaders UK. Young people of 14+ undergo a four day course plus voluntary hours at Level One in Sports Leadership. Over 16's take a full week course plus two evenings for the first aid element and voluntary hours in the Community Sports Leadership award at Level Two.

Halton Borough Council's Community Sports Coach Stephen Wood said: "The sports leaders are trained as leaders from the age of nine, through to adults so the pathway starts at a very young age. Hopefully the children will go onto the other levels and eventually into employment as coaches or teachers."

One of these leaders is former Everton and Liverpool Ladies star Sarah Weir, aged 20, who started at 14, went through level one and two and then took level one in football coaching before working at Camp America teaching football.

She returned to Halton and became a lifeguard at Brookvale Recreation Centre and is now at university studying Sports Development. She also works as a casual coach for Halton delivering activities on the Splash holiday programme.

"These courses really set me off on my chosen career," she said. "I really would recommend anyone interested in taking the sports leaders course to have a go. Who knows where it may lead?"

## Headline Figures

### Developing Sports Coaches

- 39 community sports coaches employed within Merseyside for 2009/10
- 17 partners involved with a total of £159,871 invested in 3 phases over 6 years
- Full time equivalent equates to 23 coaches
- 30,948 coaching hours in 2009/10
- 18,683 new coaching hours in total
- 191,766 young people received quality coaching
- 106,443 young females received quality coaching
- 8,325 disabled young people received quality coaching
- 8,038 young people from ethnic minority groups received quality coaching
- 14.8% of adults received sports coaching in the last 12 months
- 4.3% of adults are volunteering in sport for at least 1 hour a week

### Developing Coach Education

- 531 coaches registered on Coaching Merseyside
- 458 people attended minimum operating standard workshops organised by Merseyside Sports Partnership core team (Safeguarding and Child Protection, Equity in your Coaching, Club for All, Emergency First Aid)

## Our Customer Satisfaction Survey asked:

**How would you rate your own understanding of the Coach Development work carried out by Merseyside Sports Partnership?**

- 67.4 % said Excellent or Good
- 27.4% said Fair

## So how are we going to improve?

- Appointment of a full time Coach Development Manager
- Development of the Coaching Merseyside website
- Continued promotion of opportunities for coaches



### Talented Athlete Beth Tweddle (MBE)

City of Liverpool gymnast, Beth Tweddle, MBE is 2009 World Champion on floor and 2010 European Champion retaining both floor and bars titles. Beth was the first British gymnast to win a medal at the World and European Championships and is considered to be the most successful British gymnast. She is also seven-times British National Champion having won the title every consecutive year from 2001 to 2007.

Beth began competing in gymnastics at the age of seven and was named in the British junior national team in 1994. In 1997, Beth moved to the City of Liverpool Club, located at Park Road Gymnastics Centre of Excellence (designated a 2012 pre games training facility) where she was coached by 1984 Olympic gymnast Amanda Kirby (nee Harrison). Together, they have achieved phenomenal results, including the 2004 and 2008 Olympics.

Beth graduated from Liverpool John Moores University in June 2007 with a 2:1 in Sports Science and is currently balancing training and Foundation to Health Studies at the University of Liverpool on their sports scholarship programme.

Beth was nominated for, and finished in third place, in the 2006 BBC Sports Personality of the Year. She is also the City of Liverpool sporting ambassador and a role model.

Beth Tweddle added: "This year has been an amazing one for me and for my career, but I couldn't have done it without the support of my family, my coach, volunteers and Park Road Gymnastics Centre of Excellence. I am also very grateful to the University of Liverpool and Liverpool John Moores University for being part of their scholarship programmes and to Liverpool City Council for their support this year. I hope I can do you proud in 2012."

### Crosby Lakeside Adventure Centre

Idyllically situated in the Crosby Coastal Park, Sefton, this £10 million waterfront adventure centre features a state of the art fitness suite, meeting and conference facilities, café and restaurant area, bar and residential accommodation in addition to outdoor water pursuits including windsurfing, rowing, canoeing, dragon boating and kayaking.

As demand within the leisure industry for fully accessible leisure facilities expands, this facility within Sefton has gone one step further to provide a fully inclusive leisure and sports facility that goes the extra mile to cater for work, rest and play. In November 2009, the Crosby Lakeside Adventure Centre became the second facility within the Leisure Services portfolio to be awarded Inclusive Fitness Initiative (IFI) accreditation for its inclusive facilities on offer which have been designed specifically for disabled visitors and users.

# Sports develop

Paralympian athlete Jamie Burdekin, said:

"As an athlete, these facilities are second-to-none. The staff are great in their fields and I'm sure it will play a big part in my training for the 2012 Games."

For further information on Crosby Lakeside Adventure Centre and disability friendly activities within Sefton, please visit [www.activesefton.co.uk](http://www.activesefton.co.uk) or email [crosbylakeside@leisure.sefton.gov.uk](mailto:crosbylakeside@leisure.sefton.gov.uk)

## Rounders in Liverpool Parks

Liverpool Sport and Physical Activity Alliance worked together to draw down funding for 5 new positions in Liverpool - Active City Coordinators. The Alt Valley Coordinator Michael Salla was tasked with devising an initiative to increase the uptake of people using parks for physical activity, increase physical activity levels of female adults and also to develop a culture of staff taking part in physical activity together.

Michael worked with Mike from Canterbury Belles Rounders Training and, with funding from the Active Parks programme, they were able to put on a programme of rounders sessions in Alt Valley Parks including Walton Hall Park and Croxteth Park. These sessions were followed up by a rounders development meeting which created a more structured approach to the sessions, raised awareness of the initiative and recruited more participants and workplace members.

# opment

This group sourced funding to have members trained to become qualified rounders coaches, purchased rounders equipment and set up matches between workplaces in the area. Indoor sessions also took place at Lifestyles Alsop and Archbishop Beck Tennis Centre.

There were 50 projects in total, taking place across all 5 neighbourhood areas of Liverpool. Over 2,000 individuals were involved, many of whom were inactive before the initiative was launched. In Alt Valley over 100 took part in the sessions which are now sustainable. More teams are forming each year with minimal costs needed and numerous benefits gained.

## Headlines Figures

### Developing Sports Clubs

- 301 accredited sports clubs within Merseyside
- 170 clubs working towards accreditation
- 201 clubs affiliated to local sports councils
- 25.2% of adults are members of community sports clubs
- 66.8% of adults are satisfied with sports provision in their local area

### Developing Sporting Talent

- 47 Merseyside Sports Partnership Bursary Awards administered by Merseyside Sports Council, to a value of £3,975
- 12.5% of adults in Merseyside have taken part in competitive sport in the last 12 months

### Supporting National Governing Bodies

- 37 NGB's engaged and active throughout Merseyside Sports Partnership
- 30 Delivery Plans signed
- 33 Sports Factsheets produced

## Our Customer Satisfaction Survey asked:

How would you rate your own understanding of the work with National Governing Bodies carried out by Merseyside Sports Partnership?

- 68.9% Excellent or Good
- 27.4% said Fair

How would you rate your own understanding of the Club Development work carried out by Merseyside Sports Partnership?

- 77.5% said Excellent or Good
- 25.8% said Fair

## So how are we going to improve?

- Continue to develop and maintain strong partnerships with NGB's and their clubs
- Support partners to increase the number of accredited sports clubs



## **Merseyside Disability Events Programme**

The disability events programme provides opportunities for participation and competition in a number of sports for disabled people across Merseyside. The aim of the programme is to identify talented individuals and ensure they are on the right pathways to achieve their potential.

The programme also creates a need to recruit coaches and volunteers to assist with sessions of coaching and to support competition. This experience improves their knowledge and awareness of disability sport and inclusivity. Community sports clubs are also involved and often attend competitions to recruit new members, creating sustainable increases in participation and improving skill levels.

Although the programme has been running for several years, it now focuses on delivering paralympic sports, enabling participants to reach their full potential. We are also working with the Special Olympics and Mencap to ensure participants are signposted to clubs and competitions suitable for their impairment group. The project works with quality facilities and qualified coaches in an environment which best identifies abilities, not disabilities. The coaching and competitive elements are also social activities which bring together disabled people from across the county who may not have otherwise met as some young people are based in mainstream schools.

During local school sports forums, young people are actively encouraged to input into the delivery of the Programme. Young people who have gone into further or higher education, and have expressed an interest in volunteering and coaching, are assisted to become qualified through available funding streams. This helps increase the sustainability and size of the programme for future participants.

These people are from groups who do not traditionally volunteer, and as the programme is delivered by Merseyside Sports Partnership, we are in a strong position to signpost further volunteering opportunities to them through our strong network of partners.

There are over 3,000 opportunities in both coaching and competitions annually and we would expect an increase year on year, due to former participants taking on coaching and volunteering roles.

Merseyside Sports Partnership is also looking to assist in the development of quality clubs to meet the increased need that this programme creates. Both these elements combined will directly lead to an improved performance in the Paralympic medal table in the 2012 Games and beyond.

# Inspire Mark

## **Halton's Get Inspired Received Inspire Mark**

Get Set is the 2012 Games education programme, with resources, ideas and opportunities to help schools and colleges make the most of the 2012 Games.

Merseyside Sports Partnership has been promoting the programme to local authorities, schools and colleges. Halton Borough Council developed the Get Inspired programme to assist with promotion locally.

With just 18% of schools registered on Get Set in Halton in January 2010 the programme offered a direct incentive to schools to sign up.

Schools receive an assembly delivered by Paralympic Silver Medalist and Disability Officer, Mark Eccleston.

The assembly presentation outlines the Olympic ethos, showing clips of past and present Olympians and Paralympians in action, and exploring different sports. A class vote then takes place to establish the most popular two sports.

These sports are delivered in two sessions and teachers are educated in delivering that sport so that it can continue to be coached in the school. Children are then given information leaflets, so that they can access their chosen sports at a local club.

Ideally this will reach whole school assemblies with a minimum of one year group taking part in the practical sessions. Local sports clubs will also be involved, to assist with the sessions and strengthen and/or introduce school-club links.

# Projects

Already the penetration of Get Set schools in Halton has increased to 46%. 54 sports sessions have already been delivered, Supporter 2 Reporter has reported on the initiative and Steve Parry has interviewed Mark Eccleston as part of BBC North West Tonight.

This project demonstrates how partnership working helps to reach more than one objective: increase sign up to Get Set; increase participation in sport; increase membership in community sports clubs and increase and improve school to club links.

## St Helens Club Conference 2009

St. Helens Council Sports Development team organised the boroughs annual sports club conference in October. The conference theme was 2012 and the impact the London 2012 Olympic Games and Paralympic Games will have on clubs in St. Helens. The conference was the first event or initiative in Merseyside to be awarded the Inspire Mark.

Over 60 of the boroughs sports clubs were represented at the conference, which was attended by over 100 coaches, officials and volunteers. The evening was a mixture of keynote speeches and table discussions.

The Sports Development team secured the services of two speakers with National reputation; Andy Worthington MBE, Chair of the NW 2012 Steering Group and former member of the Sport England Board and David Shaw, who recently retired as the Director of Academies at the Rugby Union.

This annual event is used by the Sports Development team to both update the clubs on development opportunities in sport and secondly to consult with clubs on the development of policy and future services.

As a direct response to urgent needs identified on the night, safeguarding courses were arranged and within two months 30 volunteers had completed training courses. Other outcomes from the 2009 conference have been; the development of a winter sports pitch allocation policy, a review of the council's junior pricing policy - to extend the eligibility age up to 21 years for those in full time education and the creation of an annual club recruitment week to run in September each year.

Many of the priorities identified by the clubs have been included in the new Active St. Helens Strategy, which sets out the boroughs inspiration for physical activity and sport up to 2015.

## Merseyside Inspire Mark Projects April 09 – March 10

**Total 15**  
**Funding £1,413,600**  
**Participants 54,550**

MAY 09	Liverpool City Council (Culture) Places of Public Transport
AUG 09	St Helens Council (Sport) St Helens Club Conference
AUG 09	Folly Fact & Cornerhouse (Culture) Abandon Normal Devises
OCT 09	Merseyside Fire & Rescue Service (Sport) Firefit
OCT 09	Disability & Deaf Arts (Culture) Dadavisons
NOV 09	Clatterbridge Centre for Oncology (Health) On Track
NOV 09	Halton Borough Council (Education) Get Inspired
NOV 09	Knowsley MBC (Volunteering) Knowsley Local Sporting Heroes
NOV 09	Brouhaha International (Culture) Cultural Conversations
JAN 10	Sefton MBC (Sport) Active Sports
MAR 10	St Helens Council (Sport) St Helens Dance Week
MAR 10	Halton Council (Sport) Sporting Excellence Programme
MAR 10	Halton Council (Sport) Halton Sport Programme
MAR 10	Knowsley MBC (Sport) Proud & Spirited
MAR 10	Knowsley MBC (Sport) Golden Sports



### Back to Sport in Knowsley

Back to Sport was established to engage adults in fun, informal sport sessions within the local community. The project used Sport England market segmentation information to actively target the most prevalent segments with the most popular sports for those groups. Paula's and Kevin's were Knowsley's largest segments, so Football and Netball sessions were delivered.

Sessions were established in Huyton, Kirkby, Halewood, Prescot and from April 2009 have involved 110 women. The Netball club in Huyton is now fully constituted and is working towards accreditation, several members of the club have also enrolled on a Level 1 Netball course to be hosted in Knowsley. Back to 5 a side football sessions have been established in all 4 localities of Knowsley too involving 68 men from April 2009.

These projects involved key partners from the Knowsley Sport and Physical Activity Alliance and were delivered by Knowsley Sport Development. It was funded by a Sport England CIF bid to cover coaching, facility hire, promotion, marketing and training.

The project involved close work with Knowsley Council/NHS marketing team to ensure promotion material was relevant to the audience and looked at social aspects of sport with the slogans 'Monday netball is my time with the girls' and 'It's great meeting up with the lads every week.'

3 new members are now qualified Run Leaders and plan to organise beginner running sessions in 2 other areas. Plans for the future include the development of more 'Back to' sports sessions following consultation with the community.

### The Fire Fit Programme

The Firefit programme involves fire fighters and volunteers, using their unique role in society to lead and engage communities through a variety of sporting and cultural initiatives. These initiatives are targeted at those people least likely to be involved in such activities.

Activities typically include sports such as: athletics; basketball; boxing; cricket; football; wheelchair handball; tennis; dodge ball; rugby; tug of war and the fire fighter challenge. The three key cultural initiatives focus on music, reading and creative innovation. This list is by no means definitive.

Firefit UK, being an umbrella brand for activities that get people more active, is developed in partnership with local communities. The sports are mainly delivered to young people through Street Cages (mobile multi-sport outdoor arenas that are set up in communities with the greatest needs). Firefit UK's three key cultural initiatives are delivered at 26 community fire stations.

# Community development

Merseyside Fire and Rescue Service (MFRS) delivered the World Fire Fighter Games in 2008. It is an 'Olympic Games' for fire fighters and attracted over 3000 competitors from over 70 countries around the world. MFRS decided to link Firefit UK's reputation for being fit and strong enough to carry out the rescue part of the role, to helping inspire a generation to become fitter and stronger, eat healthier and get active in building community cohesion through cultural activities. The 2012 Games legacy goals fit perfectly with MFRS.

## Free & Active in Sefton (part of the Active Sports Inspire Mark project)

Free & Active provides free access to positive leisure activities for children and young people during the school holidays. Whilst a major focus of the programme is participation in positive activities, Free & Active also addresses wider priorities including safer and stronger communities, children's health and well-being and worklessness.

Sefton's aim is to increase participation in sport and physical activity, promote community cohesion and help young people enjoy recreation time and achieve their potential.

In excess of 250,000 visits have been made to the programme, 60,000 of which were made during 2009. That's around 625,000 hours of physical activity and a £1.25m saving to Sefton residents. Every child in Sefton has been registered on the programme and invited to take part.

Active Volunteers (another CIF funded Project) is designed to recruit, train and mentor local volunteers into a career in sport and physical activity. Volunteers form a major part of the workforce engaged to deliver the Free & Active programme.

To date 120 volunteers have been registered, of which 25% have worked on the Free & Active programme. These volunteers (aged 14 +) are able to gain nationally recognised qualifications through the Active Sefton Coach Education Programme. Many of the voluntary staff engaged to deliver the programme also progress onto paid employment, both within and external to Sefton.

Using figures provided by the Community Safety - Analysis and Intelligence Management (AIM) team, Sefton neighbourhoods experienced a 17.5 % reduction in anti social behaviour during the Free & Active period when 2009 figures are compared with those of 2008.

## Headline Figures

### Developing School Sport

- 89.6% of young people receive 2 hours high quality PE
- 39.5% of young people participated in inter-school competitions
- 14 school sports partnerships
- 7 competition managers and 1 senior competition manager employed
- 17% of young people on the Leadership and Volunteering programme
- 484 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 and 2 Competition Managers

### Sport Unlimited

- MSP secured over £368,588 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:

### How would you rate your own understanding of the Sport and Physical Activity Alliances work carried out by Merseyside Sports Partnership?

- 56.3% said Excellent or Good
- 27% said Fair

### So what are we going to do to improve?

- Continue to support the Sport and Physical Activity Alliances in the delivery of local priorities.



### Merseyside Sporting Champions Dinner 2009

The Merseyside awards dinner started in 2000, funded by table sales and sponsorship, the dinner also utilises a raffle to raise money for the Merseyside Sports Partnership Bursary Fund. This fund assists young sports stars of the future to help cover transport and accommodation costs associated with competitions, and funding for professional coaching and sports equipment.

The dinner has also become an annual networking opportunity for people across the sporting infrastructure of Merseyside, as well as a celebration of our award winners and an entertaining night out for our sponsors. Nominees have all been winners at local sports awards, organised by the 6 local authority sports councils. The panel who judge the winners from the nominees are made up of 3 of the local sports council members, (alternates each year) and a member of Merseyside Sports Partnership core team. A strict criteria is followed.

All five awards were sponsored at the event and over 36 tables were sold including the 6 sports councils and 5 businesses from outside of sport.

£5,162.00 was generated, which has been added to the local bursary funds. The dinner also played host to 3 world champions; Dennis Taylor, Beth Tweddle and John Farnworth.

"I have attended the Merseyside Sporting Champions Dinner on five previous occasions and 2009 was the best. My guests were all impressed with the quality of the live performances and the award to world champion Beth Tweddle, from the leader of Liverpool City Council, put the icing on an outstanding year."

*Stephen Tiffany, Senior School Improvement Office, Liverpool City Council*

### School Sports Co-ordinator Conference 2010

The annual Merseyside School Sport Co-ordinator (SSCo's) conference for 2010 took place at Partnership for Learning in Speke on the 9th February 2010. The conference brought together SSCo's from across Merseyside, providing a blend of national and local information and sharing best practice along with networking opportunities around the theme of - Delivering a Sustainable Legacy.

Now in its second year, the conference continues to offer a wide range of development opportunities for the physical education and sport network along with an excellent motivational speaker and event facilitator.

Here is a breakdown of the people who attended:

- 57 SSCo's in attendance
- 14 School Sports Partnerships (SSP's) were engaged
- 10 Network facilitators
- 8 Partnership Development Managers (PDM's)
- 5 Further Education Sport Co-ordinators (FESCO's)
- 3 National Governing Body (NGB) Officers
- 3 Workshop facilitators
- 2 Competition Managers

# Events, Sponsorship and

"As a new SSCo, I found the day very, very useful in embedding the knowledge that I need to make an excellent start. Kath Merry's inspirational talk was fantastic, food delicious and workshop choice was excellent. A thoroughly enjoyable day that inspired me to make the most impact as an SSCo. Thank you. Also, the only thing I would change is to perhaps have the conference/or an alternative conference in Sept - Oct for new SSCo's like myself."

*Kev Teasdale, Hibre High*

All attendees completed an evaluation form and 86% of respondents said that they enjoyed the day and found it worthwhile.

## Merseyside Primary Games 2009

A review of the Merseyside Primary Games took place in 2008, to re-align the event's purpose and positioning within the National Governing Body of Sport competition framework.

After consultation with key partners, to establish a sustainable high quality inclusive event for young people, two reports were produced:

REPORT 1: The continual development of the Merseyside Primary Games from 2009 onwards.

REPORT 2: Merseyside Primary Games  
- Consultation to the barriers to inclusive participation.

During this process, a fantastic opportunity arose, linking Merseyside to London 2012 Olympic Games and Paralympic Games, with an official visit from Lord Sebastian Coe.

To maximise on this opportunity, the event was planned for 25th June 2009 at Wavertree Sports Complex, incorporating the inaugural 'Playground 2 Podium' talent development county assessment camp for disabled athletes.

# Marketing

The coverage generated by Lord Coe's visit was valued at £204,244.38, and was included online, in newspapers and on radio stations across Merseyside. Steven Parry also produced a piece for BBC North West Tonight giving us the best coverage of the event that we've been able to achieve in years.

In 2010, we will coordinate the event in partnership and with the support of Merseyside Competition Managers, Development Managers, Partnership Managers, National Governing Bodies of Sport, Liverpool John Moores University, Merseyside 2012 Legacy Group, Heads of Services and the Merseyside Sports Partnership Core Team.

## Headline Figures

### Developing Major Events

- 1,497 young disabled people actively participated in 10 competitive events
- 940 disabled adults actively participated in 7 competitive events
- Up to 30,000 young people participated in year round training and tournaments leading to the Merseyside Primary Games
- 907 attended Merseyside Primary Games
- 365 attended the Merseyside Sporting Champions Dinner

### Developing Sponsorship and Investment Opportunities

- £25,500 sponsorship raised by Merseyside Sports Partnership Core Team for events such as Merseyside Primary Games, Merseyside Disability Events Programme and Merseyside Sporting Champion Dinner
- £4,067,176 investment supported and endorsed by the Merseyside Sports Partnership Board

### Raising Profile

- £268,715.12 worth of publicity achieved
- Coverage in 2 regional journals
- Coverage in 5 national journals
- 174,796 visits to the website
- 4,000 Merseyside Disability Sports Directories produced and distributed
- 2,500 Merseyside Primary Games programmes produced and distributed
- 2,000 Invitations to the Merseyside Sporting Champions Dinner
- 500 Merseyside Sporting Champions Dinner programmes produced and distributed
- Total value of sponsored publications £7,310
- 4 electronic newsletters produced and distributed to key networks and partners

## Our Customer Satisfaction Survey asked:

### How would you rate your own understanding of the Marketing and Communications work completed by Merseyside Sports Partnership?

- 60.6% said Excellent or Good
- 31.9% said Fair

### How would you rate your own understanding of the events work completed by Merseyside Sports Partnership?

- 68.1% said Excellent or Good
- 29.8% said Fair
- 84.2% of respondents said MSP are Excellent or Good at communicating clearly and effectively
- 73.4% of respondents said MSP are Excellent or Good at keeping you informed of National issues
- 81.3% of respondents said MSP are Excellent or Good at keeping you informed of Regional issues
- 72.9% of respondents said MSP are Excellent or Good at keeping you informed of Local issues

### How would you rate the usefulness of the following communication tools in demonstrating the strength of partnership working:

- Website: 75% said Vital or Very Important
- Newsletter: 52.1% said Vital or Very Important
- Publications such as Annual Report: 42.7% said Vital or Very Important
- Media Releases and Press Coverage: 61.5% said Vital or Very Important

# Governance and Structure

Merseyside Sports Partnership (MSP) Core Team is employed by Liverpool City Council (LCC), Sport and Recreation, within the Culture, Media and Sport portfolio on behalf of the Partnership. The MSP Core Team is required to comply with LCC human resources, procurement and financial processes as per Memorandum of Understanding and Co-operation. The MSP Core Team is located in the premises of Unit 1, Dakota Business Park, Skyhawk Avenue, Garston, Liverpool, L19 2QR, under a lease agreement between LCC (on behalf of MSP) and Priority Sites Ltd.

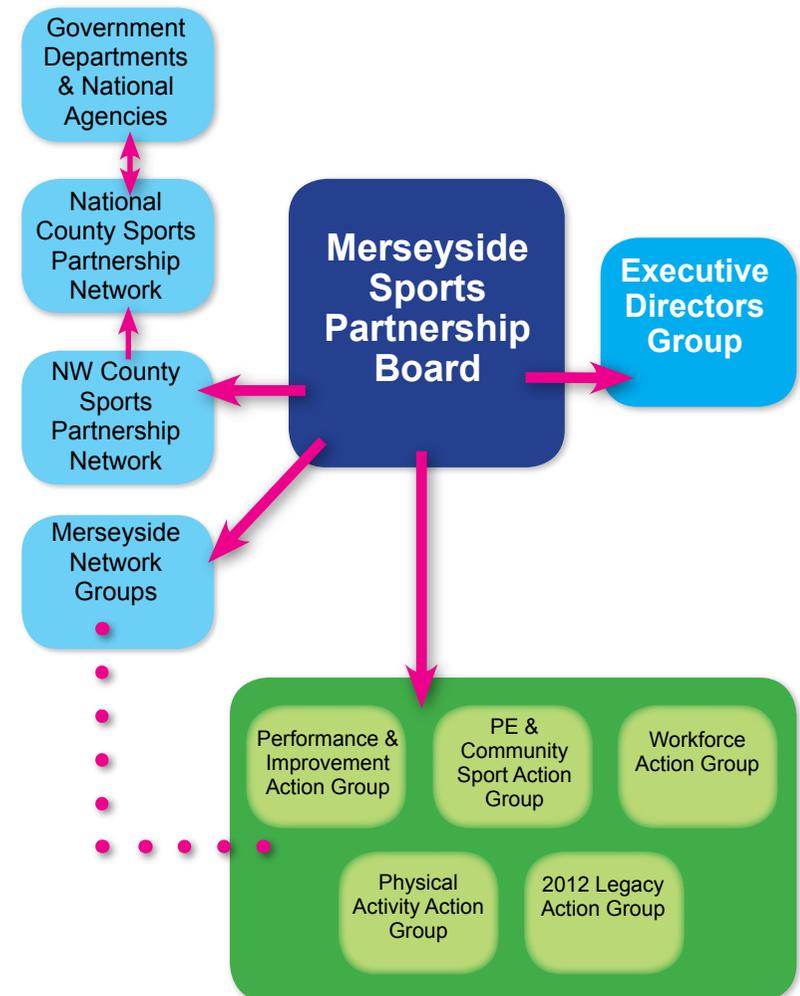
The Merseyside Sports Partnership Board (MSPB) is currently a voluntary body, which operated under the terms of a Memorandum of Understanding and Cooperation. In line with their strategic priorities\*, the Core Team principle roles are:-

- Leadership and innovation
- Strategic planning & coordination
- Partnership development & connectivity
- Capacity building
- Excellence & continuous improvement
- Research and development
- Generating investment
- Advocacy and promotion
- Safeguarding and equity
- Event management

Through a co-ordinated structure (diagram 1), Merseyside Sports Partnership Board and its Core Team continues to invest in its vibrant network of agencies committed to establishing an inclusive sports system to improve the quality of life for the people of Merseyside through sport and physical activity.

\*Merseyside strategy for sport and physical activity 2006-2010

**Merseyside Sports Partnership Board Structure 2009-2012**



## Merseyside Sports Partnership Board and Core Team Development Day

In March 2009, our annual MSPB and Core Team development day demonstrated progress to date by the functional action groups and, in doing so, provided key priorities to help shape and refresh our Merseyside Strategy for Sport and Physical Activity 2010-2015.

Results of the development day showed that:

- 94.3% have an excellent/good understanding of all the functional action groups – (their purpose and priorities)
- 88.9% had an excellent/good experience of actively contributing to, shaping and implementing the functional action group priorities over the next 12 months
- 94.4% felt a sense of strong partnership working and pride

To complement the development day, members were asked “What Merseyside Sports Partnership means to you?”.

“It is an effective partnership which is dedicated to improving an inclusive sports system across Merseyside for the whole population”

“Merseyside Sports Partnership is the conduit for all of those on Merseyside who have sport at their heart, to channel their energies and enthusiasm”

“Partnership opportunity to work with like minded individuals committed to sport, physical activity and health and the development of the people of this region”

“Together we can be more effective at making a difference to improving people’s lives. Working as a team, to get results and win at all costs! I believe that we achieve these successfully by always thinking about what the impact and benefits would be for all partners concerned. It is about turning ‘opportunities’ into reality”

“A partnership of people who are personally passionate and committed to promoting sport and physical activity, opportunity and inclusion and who require a link into health services in order to achieve their vision”

“An umbrella organisation dedicated to support, sustain, educate & facilitate sport throughout Merseyside in whatever environment, be it Local Authority or Voluntary Sector”

“An organisation which provides a forum for genuine strategic partnership, exchanges of good practice and information”

“MSP provides the opportunity to work collaboratively sharing experiences, resources and energy in order to improve outcomes for the citizens of Merseyside, working on the principal that the whole is greater than the sum of its parts”

“A collective of individuals and organisation that want to use sport and physical activity to improve the health and wellbeing of the Merseyside population. Together we can achieve more with the resources at our disposal and increase our profile and impact”

“Merseyside Sports Partnership is a collection of individual Partnerships that can and do shape the work of physical activity and sport, both strategically and locally, to inevitably increase the opportunities for participation in local communities”

“A feeling of sense of pride to be part of a successful County Sports Partnership, by working with likeminded people and organisations, gives great satisfaction in knowing that we collectively make a difference to the quality of life for the people of Merseyside through sport and physical activity”

“Merseyside Sport Partnership is a powerful network behind what is, and will continue to be, a world class system for sport in a local area. Engaging and empowering key partners, agencies and individuals to achieve their goals through sport and physical activity”

“Provides me with the opportunity to work closely with a like minded group of professionals who can help me to carry out my own role and function more effectively. Enables me to gain additional knowledge and expertise from my peers and colleagues. We are stronger as a group than as individuals”

“The opportunity of sharing good ideas, good practice and good hats! Opportunity of promoting Team Merseyside and influencing Sport England and others on the importance of sport. For the people of Merseyside, sport it is not an optional extra, it’s important for inclusive communities”

“To surround myself with good, knowledgeable people who inspire me to forget the politics of the day job and reinforce the trust and ambition that, as a collective of people who truly care about the future of sport and the power it has, we can affect change that people see, feel and are proud of”

“Merseyside Sports Partnership brings together a number of highly motivated, committed individuals seeking to provide a better quality of life for people through sport and physical activity. Importantly, it can and does make a difference and I want to be a part of that: people realising their potential, getting on in work and life and succeeding”

“Being part of a group of like minded people, interested in the health and wellbeing of the people of Merseyside. Being part of a structure that enables people to develop in sport and in coaching, encouraging them to reach their full potential. Just being part of a professional group of people”

“To support all individuals to develop their skills, knowledge and experience and fully realise their potential: through inspiring and raising aspirations for everyone to be the best they can”

“The opportunity to use my skills, knowledge and experience to lead a powerful Board supported by a dedicated Director and staff.”

Merseyside Sports Partnership Board and its Core Team are committed to investing in a wide range of projects in line with its strategic priorities – Strategy 2006-2010

# Accounts

## Summary of Financial Statements for the year ended 31st March 2010

<b>Funding</b>	<b>Income</b>
Sport England	£ 703,467
Local Authorities	£ 50,496
Operational Income	£ 414,380
Re-profiled from 2007/08	£ 48,136
<b>Total</b>	<b>£1,216,479</b>
<b>Expenditure</b>	
Employees	£ 390,840
Supplies	£ 59,424
Services	£ 528,237
<b>Total</b>	<b>£ 978,501</b>
<b>Income over Expenditure</b>	<b>-£ 237,978 *</b>

*\*Monies re-profiled from committed expenditure for Community Volunteering, Disability Sport, Coach Education, Employee's, PCT, Sport Unlimited*

### Reserves

On-going reserves stand at £250,451



20

# Priorities for 2010-11

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**





# Merseyside Sports Partnership sponsors and supporters for all

The logos displayed are:

- Liverpool City Council
- Knowsley Council
- WIRRAL
- Sefton Council
- St. Helens Council
- HALTON BOROUGH COUNCIL
- CAPITA
- liverpool JMU
- Merseytravel
- connexions GREATER MERSEYSIDE
- Wirral CVS
- ChildLine 0800 1111
- ST HELENS DISTRICT COUNCIL FOR VOLUNTARY SERVICE
- halton
- LCVS
- CVS council for voluntary service Knowsley service

# would like to thank all our their help in 2009-2010...



English Federation  
of Disability Sport



Leading learning and skills

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 and 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

T: 0151 427 3889

F: 0151 427 3779

E: [admin@merseysidesport.com](mailto:admin@merseysidesport.com)

W: [www.merseysidesport.com](http://www.merseysidesport.com)