



Image courtesy of Alan Edwards Photography

A Year of Progress, Impact and Achievements 2013 / 2014



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



“ MERSEYSIDE: Making A Difference ”



CONTENTS

Foreword	4
Headline achievements	6
<hr/>	
Merseyside Sports Partnership:	
Meet the Board	12
Meet the Core Team	13
<hr/>	
Impacts:	
Participation	14
People	22
Places	28
Partnership	30
Profile	32
<hr/>	
Financial headlines	38
<hr/>	
Funding	40
<hr/>	
Priorities 2013 - 2014	42

FOREWORD



Welcome

In 2014, Merseyside Sports Partnership has demonstrated significant successes and made great progress on new developments – all which I and my fellow board members are proud of. Within this annual report you will witness those successes and the impact they have made on the people of Merseyside.

Merseyside Sports Partnership continues to provide the leadership, inspiration and motivation to enhance the provision of sport and physical activity across the region and continues to have a positive impact on the lives of so many. During 2014, 57% of 14 to 25 years olds in Merseyside took part in at least 30 minutes of activity per week, equating to nearly 145,000 young people, on par with England's average - which is great progress. This has been made possible through strong partnership working. I would like to say our job is done - but it's not - we need to do more to ensure these behaviours carry on and create a sporting habit for life. We passionately believe in our vision to “improve the quality of life for the people of Merseyside through sport and physical activity” and whatever our motivations are to be more active – we know that sport and physical activity can have a positive effect on health and wellbeing of the residents of Merseyside.

As chair, I would like to take this opportunity to say thank you to all our partners, funders, supporters, sponsors and our dedicated board members. I also would like to say a special thank you to the Director and her team for the excellent work throughout the year and working through effective partnership “making sport and physical activity happen” here in our partnership. Inside this year's report you will find a flavour of our activities and the achievements we have enabled others to make.

I do hope you enjoy reading our 2013 -2014 annual report and take the opportunity to share in our celebrations.

A handwritten signature in black ink that reads "Stephen Tiffany". The signature is written in a cursive, flowing style.

Stephen Tiffany
Chairman
Merseyside Sports Partnership



HEADLINE ACHIEVEMENTS 2013/14

PARTICIPATION

ADULT PARTICIPATION (16+)

35.8%

of adults in Merseyside are taking part in sport and physical activity

32.4%

of adults in Merseyside have taken part in organised sports competition

Source: Active People results

66,030

people have attended 27 community games events in 2013/14 throughout Merseyside

625

volunteers have assisted with these events, 249 of which were new volunteers



= £29,250 *

worth of in-kind voluntary assistance at these events

* Monetary value based on volunteers dedicating 5 hours of volunteering time at a rate of £13 per hour

PARTICIPATION > TALENT

51

sports scholarships awarded in Merseyside (from University of Liverpool and Liverpool John Moores University)

= £98,922

worth of funding support for athlete scholars

NOTE: All the statistics provided in these headline achievements 2012/13 have been taken from Merseyside Sports Partnerships monitoring systems unless otherwise stated.

YOUNG PEOPLE PARTICIPATION (0-19)

4,875

young people (aged 14-25 years) participated in Sportivate activities in Merseyside

81.9%

3,994 young people were retained in these activities for 6, 7 or 8 weeks (i.e. missed only one out of 6, 7 or 8 weeks of coached activity)

SCHOOL GAMES

1,045

young people participated at the Summer 2013 School Games

1,067

young people participated at the Winter 2013 School Games



135

young people were engaged in the events as a volunteer

= £8,775

worth of in-kind voluntary assistance at these events

* Monetary value based on volunteers dedicating 5 hours of volunteering time at a rate of £13 per hour

PEOPLE

COACHING

1,361

coaches currently registered on Coaching Merseyside

534

attended MSP Coach Education classes

22

Open courses

12

Group specific courses

65%

of participants engaged were from priority wards across Merseyside.

Courses organised for the benefit of the partnership:

An Introduction to long term athlete development

Equity in your coaching

How to coach disabled people in sport



Safeguarding and protecting children



Emergency first aid



Multi skills club in practice

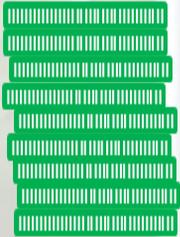


Introduction to Fundamentals of Movement



PLACES

PLACES



£123,770

worth of capital funding achieved in Merseyside with support and advice from MSP



347

Clubmark Accredited Clubs in Merseyside

PARTNERSHIP

INWARD INVESTMENT

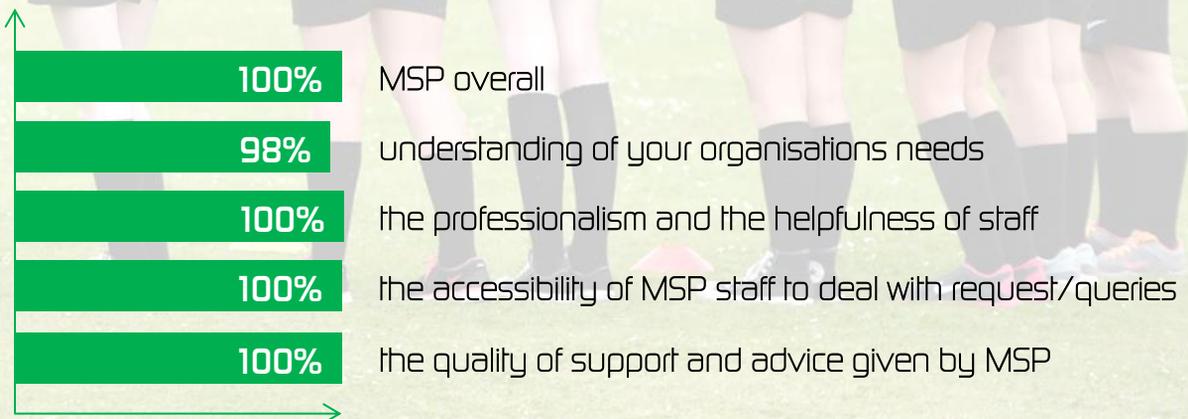
£2,308,297

worth of funding bids invested* into Merseyside for the financial year 2012/2013

* directly and indirectly secured, supported or endorsed by Merseyside Sports Partnership

PARTNERSHIP WORKING

Partners who were either satisfied or very satisfied with:



PROFILE

SOCIAL MEDIA



514

fans on Facebook



2,507

followers on Twitter



30,999

clicked online to visit
merseysidesport.com
between 1st April 2013
and 31st March 2014

97%

of customers said they were
satisfied with MSP's marketing
and promotion of sport and
physical activity

56%

were new visitors to
the website

Source: Google Analytics (2013)



91

Likes of Sportivate
Merseyside

428

MSP Facebook Page

70

Likes of Ping
Liverpool

2.17 mins



average visit time

PUBLICATIONS

6,040

Funding and update
newsletter distributed

755

Individuals and organisations
subscribed to newsletters

Source: Sonex Publications (2013)

MEDIA AND SPONSORSHIP

Merseyside Sporting Champions Dinner

31 tables sold

4 sponsorship packages sold

= £6,394

profit made which is reinvested into local authority bursary funds in Merseyside



1

BBC Radio 5 Live - Andrew Wileman guest on the Live Sporting Day Out Panel

1

Interview on Radio Merseyside - Jean Stephens and Roger Philips for half an hour on the legacy of the London 2012 Olympic and Paralympic Games in Merseyside

7

Items of coverage in Liverpool Echo

4

In Educate Magazine

1

Items in Southport Herald

1

Item in Wirral News

1

Item in Wirral Globe

= £357,606

value of media coverage

* Figure based on Advertising Equivalent Value x by a factor of 3

MEET THE BOARD

STEPHEN TIFFANY

Chairman

Advisor on Local Education
Authorities PE & School Sport

JOHN BELL

Vice Chairman

Advisor on Efficiencies and
Business Development

JULIE TIERNEY

Member

Advisor on Public Health

DAVE BOOOCK

Member

Representing 6 Merseyside
Local Authorities Sports and
Recreation

PAM JERVIS

Member

Advisor on Further Education
Provision and Regional
Community Sport Champion

DAVE SOUTHERN

Member

Representing National
Governing Bodies at Regional
Level

BRIAN BOYLE

Member

Representing Merseyside
Sports Councils

PAULINE MANNING

Member

Representing Merseyside
Sports Councils

GERRY KINSELLA

Member

Advisor on Social
Enterprises and Equality

SUZANNE RAMSEY

Member

Representing 14 School Games
Organisers in Competitive Sport

LEAH SINGLETON

Member

Representing National
Governing Bodies of Sport

Louise Gray

Liverpool City Council Host

Assistant Director of
Community Services

BEN WILLIAMS

Advisor

Sport England

MEET THE CORE TEAM

■ JEAN STEPHENS

Director
(Leadership & Advocacy)

■ KERRY STEWART

Development Manager
(Business & Performance)

■ ANDREW WILEMAN

Development Manager
(Workforce)

■ JULIE LEASOR

Development Manager
(Community)

■ CALUM DONNELLY

Development Manager
(Sport)

■ JOANNE SCHUMANN

Office Manager
(Compliance & Finance)

■ MATTHEW DALY

Business Support Officer
(Apprentice)

■ LAUREN MURPHY

Business Support Officer
(Apprentice)

■ KENNY CHU

Business Support Officer
(Research)

■ TERI WAINWRIGHT

Business Support Officer
(Workforce)

■ STEVE SULLIVAN

Senior Development Officer
(Events)

■ KATIE CROZIER

Senior Development Officer
(Marketing)

■ JENNIE PLATT

Sports Development Officer
(Sport)

PARTICIPATION

YOUNG PEOPLE Fire Fit Hub

The Fire Fit Hub Toxteth is part of a major Government programme which arose from the Aiming High for young people: a ten year strategy for positive activities. The programme sought to establish local community places for young people to access positive activities and a range of services.

Their mission is to *"inspire people to take responsibility and encourage them to explore their potential through sport, exercise and performing arts, as well as developing people and communities through our healthy eating and cooking projects"*. With a philosophy and belief that young people have a right to a safer, stronger and healthier future; the Fire Fit Toxteth Hub places young people at the centre of all aspects of the Hub's development and operation. It is a place where young people can come to get healthy and have fun in a safe environment.

One particular programme of significant interest and impact has been the Olympic Weightlifting Club at the Hub. The club is hosted Monday, Wednesday and Friday and operates as the link sports club in the youth centres anger/behaviour management programme set up in order to instil positive and constructive attitudes into the participants, helping them to develop into constructive members of the community.

The club engages young people by using positive motivation strategies along with focused and goal directed learning in order to encourage the young people to become consistent and disciplined in sport and in their personal/school lives. The club has achieved a great deal across a variety of levels as a number of members have gone on to join semi-professional football clubs, basketball

academies and join various other sports club such as the Liverpool Harriers as a result of their improved confidence, mentality and physical ability. One of the key achievements is the development and progression of Omar Mohammed, a 14 year old Somali Muslim teenager who had previously been engaged in a number of violent incidents inside and outside of the centre and was facing a permanent ban from the centre unless he showed significant change. As a result of his engagement and internalisation of the values demonstrated in the club he has gone on to win the 'Sport England North West Satellite Club Participant of the Year Award' in recognition of his personal and social development. This is an excellent achievement for Omar and the staff at the Fire Fit Hub.

It was made possible by the support from Merseyside Sports Partnership who created the weightlifting club through Sport England funding. The grant financed the start-up of the programme; allowing for the purchase of specialised gym equipment needed to deliver Olympic Weightlifting sessions i.e. Bumper plates, Olympic lifting bar, Olympic lifting platform and staff training.

The complete change in Omar's behaviour has seen him become an influence on other local young people across Toxteth. Omar now volunteers his time to support the coaches at the Weightlifting club; he passes on his learning by helping his peers develop through weightlifting. His achievements have been visible across the Hub and he leads by example, engaging in positive activities and leading by example in his improved behaviour. Omar is an excellent example of the power of sport on the lives of young people across Merseyside.



ADULTS Liverpool YMCA

Merseyside Sports Partnership and Liverpool YMCA have created an innovative partnership as a result of Sportivate Archery sessions at Dutch Farm in Garston.

As a result of a working closely with clients Archery was chosen by 33 clients who attend Liverpool YMCA, Ullet and Lister Hostels. Archery Sportivate sessions were delivered at Dutch Farm primarily a horticultural outdoor facility, every Tuesday the full programme also included arts and sessions on horticulture.

By working with Blundelsands Archers and Merseyside Sports Partnership, the YMCA were able to bid for Sportivate funding to cover the cost of equipment and coaching they needed to offer the sport. John Boarse from Blundelsands offered YMCA staff training on how to deliver sessions including basic health and safety and the stance required.

28 people have taken part and 8 people, 6 members of the staff and 2 volunteers have been trained to deliver the sessions by the Archery GB.

Karen Mower support worker at YMCA has been instrumental in organising the Sportivate sessions and consequent training, she explained that the sport has been so successful because the people taking part lacked confidence and often have complex needs. By working together they have learned a new sport together and thoroughly enjoy taking part. Karen explained that clients need to be clean to take part, no drink or drugs as Archery could be perceived as a dangerous sport. This gives them their incentive to stay clean, because they want be part of the group. Individuals with low esteem are really coming out of their shells and engaging more with one another and with other activities on offer at the farm. A sport that required this level of concentration and in an environment like the farm seems to have a calming influence. Moving forward the YMCA are looking at offering other sports at the farm and to continue to suffer Archery to all clients.

ADULTS Dame Kelly Holmes Legacy Trust

There are estimated to be almost *5,000 young people not in education, employment or training in Merseyside (NEET). In Liverpool this equates to *9.3% of the 16-18 age group. As part of measures to help tackle this, Get on Track was introduced.

*Figures from the Department for Education, Local Authority NEET Figures for 2012

The Get on Track programme provides stepping stones into community sport, volunteering, training and employment for young people aged between 16 and 25 years old and is part of Sport England's Youth and Community Strategy and as such is funded by The National Lottery.

In Merseyside the young people were mentored through a five stage sport and personal development training programme by Jenna Downing – In line Skater, British Champion and X Games silver medallist (2002) and Courtney Fry – Boxer, 2001 ABA Light heavy weight champion and 1998 Commonwealth Gold. Merseyside Sports Partnership worked closely with the Get on Track team to help recruit young people for the programme, most were recruited from sessions in Toxteth Job Centre Liverpool and from the Merseyside Youth Association.

The long term aim for young people on the Get on Track programmes is to explore, with their mentor, how sports participation can fit into their everyday lives to benefit both their physical and social development. Considering that many young people supported in these programmes have a history of disengagement from formal structures of education and employment.

Prior to Get on Track one of the young people Ashley having recently moved to Liverpool from Burton on Trent was referred through his local Job Centre onto the programme. To begin with, he was one of the quieter members of the group but over the course of the programme he really excelled and showed his fantastic leadership qualities. Ashley has a real passion for cycling and has volunteered for Wheels for All Cycling projects since completing his work experience day there and is hoping to secure some full time employment.



TALENTED ATHLETE

Georgina Evans

After a hugely successful Merseyside Swimming Teachers Conference in which over a hundred Merseyside swimming teachers and coaches were provided low cost professional development, based on their needs; Merseyside Sports Partnership and the Merseyside Aquatics Forum created a calendar of subsidised continued professional development to maintain support for an ever developing and improving teaching/coaching network.

The target audience were those teachers and coaches already active in the Merseyside aquatics network and those engaged with the participant pathway at all levels; from grassroots to elite. Creating better coaches leads to improved club provision.

The Merseyside Aquatics Forum empowers the aquatics network in Merseyside - the club, the coach and the volunteer – to improve the experience of swimmers across the county. Part of this not only means investing in the infrastructure and development but creating a clear pathway for participants of any age to reach their potential, whatever the level.

Arguably there is no better example of this than through the City of Liverpool Swimming Club and Georgina Evans. Georgina learnt to swim with Garston Swimming Club and joined the Swim Liverpool Training Scheme at the age of 10 training with Ian Ingman at the IM Marsh College pool. She quickly progressed to swim for the City of Liverpool Swimming Club at all levels of competition and qualified for the ASA National Championships at the age of 11, at her first opportunity. Georgina then progressed into the "B" Squad and trained with Brenda Fagan and finally transferred into the Senior Swimming Squad where she works with Mike Roberts, the Chief Coach at City of Liverpool Swimming Club.

Georgina's weekly training program comprises of training sessions in the pool in the morning between 6.00 - 8.00 am before school on 3 days a week, after school at 5.00 - 7.00 pm five days a week; a weekly pool schedule totalling sixteen hours.

In addition to this, there are two land training days in which Georgina spends nearly three hours in the gym. A total schedule of over twenty hours a week; those that are familiar with Long Term Athlete Development will see the principles and pathway to her 10,000 hours embedded in this workload.

Georgina has represented herself, her club, her city and now the country at all levels of competition and championships. Locally and at County Championships, Georgina swims for her local swimming club; Garston Swimming Club. In the Inter-County Championships, Georgina has represented Lancashire Swimming Association and as part of their winning team including 2013, the Lancashire Squad have won the Inter-County Championship for a total of 12 years in a row. Regionally and Nationally, Georgina has represented the City of Liverpool Swimming Club, under the watchful, nurturing guidance of Liverpool's, Ian Ingham and Mike Roberts.

Over the last twelve months Georgina has won the national breaststroke title again and she was selected by Great Britain to swim in the World Junior Swimming Championships in Dubai. In the individual events, Georgina finished 12th in the 50m Breaststroke and 7th in the final of the 100m Breaststroke; a great achievement in her first major international championships. Add this to her being placed 10th on the all-time best Female Breaststroke Rankings for Great Britain with a time of 1.08.61 and she is one of the youngest swimmers ranked in the top 10. It has been a great year for Georgina and all those involved in here development.

Over the last six years, Georgina has won at least one national title every year, and other than a 4th place in 2012, she has never been placed lower than 2nd, an outstanding achievement for anyone. Georgina and her peers are an outstanding example of how a clear pathway from grassroots participation can enable each of us to reach our potential, at whatever level that may be. As long as there are systems in place such as the Merseyside Aquatics Forum to support, develop and improve the infrastructure behind these pathways.



DISABILITY Athlete Luke Nisted

18 year old Luke Nisted is a member of the GB Deaf Swimming Team and the North West and Cheshire Country Squads. Luke started swimming at the age of five at Thing wall SC. At 11 he joined Everton SA and started swimming competitively for the club. After a short stay he moved to Halton, his current club The Huyton teenager has had to overcome some difficulties that are simply not encountered by swimmers with complete hearing.

His mum, Tracey, recalled some of these problems:

“They (Halton) have been amazing. Club coaches Neil Flaherty and Brian Plumpton have adapted their techniques so Luke, as a deaf swimmer, can feel included and part of the team. Being deaf means that in training, he has to pay that little bit more attention to coaches instructions. Neil and Brian have learned to speak clearly and directly to Luke to tell him what they want him to do. This is instead of walking up and down the pool issuing instructions with their backs turned like most swimming coaches do.”

“It is impossible for him to hear the gun or the whistle at the start of the race. He must look at a light that is situated on top of a box called the Horn Start Unit. This tells him when to go. Halton was given a grant by the local authority to help buy one of these units, at the cost of around £1000. This has enabled him to train and get used to using a light to start the race.”

“Luke is a very quiet and committed young man. My husband Colin and I are extremely proud of him. For not only does he have to cope with being deaf, but also a very scheduled life. He has always had the dream of one day being an Olympian and hopefully he can live his dream.”

At his first Deaf National Swimming Championships, his talent was evident when he broke three under-13 national records. The GB Team coach, Angela Holmes, advised him to give up playing football for his beloved Everton to concentrate on swimming.

He was selected for 2011 World Deaf Swimming Championships, in Portugal – achieving the qualification times in the backstroke and individual medley.

In 2013 Luke represented Great Britain in the World Deaf Olympic Championships Sofia, Bulgaria, He won six gold medals at the DSE Junior and Youth Swim Championships and two silver medals at the British International Disability Swimming Championships and five gold in the DSE North West finals.

In addition, these notable triumphs helped him to become the Knowsley Disability Sports Personality of Year and win a place on the prestigious ASA regional talent programme.

In March 2014, Luke took part in the DSE National Junior & Youth Swimming Championships in Sheffield. Luke picked up 4 Gold and 2 Silver Medals in a fantastic performance of the two day event. Luke’s Gold Medals came in the 50m & 100m Freestyle, 100m Individual Medley and 100m Breaststroke whilst his silver medals came in the 100m Backstroke and 200m Individual Medley. Luke’s Long Course 50m freestyle time was a new personal best.

In June 2014 Luke will take part in the 11th European Deaf Swimming Championships, Saransk, Russia and in 2015 will compete in World Deaf Swimming Championships in Texas, USA.



PEOPLE

ENGLAND HOCKEY Hockey Club Coaching Mentors Project

In order to increase the number of qualified coaches available to support hockey in Merseyside, England Hockey have developed and implemented a project focused around the appointment of dedicated club based coaching mentors in Merseyside.

This project has seen a small number of highly experienced coaches from the hockey community identified to act as coaching mentors within their respective clubs. Each mentor – initially identified by England Hockey - has been recruited with a specific remit of supporting aspiring coaches, providing a focal point for leading coaching development within their respective clubs and ensuring each mentee has every possible opportunity to progress and succeed.

At Southport Hockey Club, Pete Thomas has been mentoring eight new coaches at the club. The coaches receiving mentoring support a range of club sessions from beginners and junior age groups through to the senior teams. In addition to supporting Pete in his role as head coach for the club, two of these coaches have directly supported the Lancashire South Junior Development Centre and Junior Academy Centre activities as part of England Hockey's Single System – the performance development structure for the sport. As a result of developing these coaches, the club has increased the workforce which it has available and is better equipped to provide high quality coaching to all its differing sections and respond to increased demand from new members.

Formby Hockey Club have also been involved in the project where mentoring has been provided by experienced international coach Marc Bourhill. Marc has been working directly with four coaches at the club and with his support and guidance two have progressed to successfully gain their Level Two coaching awards. Increasing the number of qualified coaches has helped ensure the club are in a stronger position to meet the demands for coaching from its members and supporting local schools from Sefton who have enjoyed significant success in the School Games competition structures.

Another club involved in the project is West Derby Hockey Club where Matt Gotts has fulfilled the role of mentor. Working closely with England Hockey, Matt has taken on responsibility for mentoring all the other coaches at the club, overseeing their development and ensuring they are supported to progress. Alongside mentoring coaches, he also works closely to support newly qualified umpires who are equally important to the club. This year West Derby have also implemented a Back 2 Hockey session and Matt and his coaching team are widely credited with helping the club to increase its membership to over 70 members through this programme and other recruitment initiatives. As a result of increasing its membership the club have successfully established a second ladies team in order to respond to the increased demand for opportunities to play competitively.



Continued...

“Working closely with these dedicated mentors has had a significant impact in supporting the individual coaches within their respective clubs to develop and progress. As a result of the mentors coaching experience, commitment and enthusiasm for our sport, this project has provided a structure through which they have been able to share their knowledge and passion. The mentors have been fundamental in ensuring that the individual coaches have progressed, achieved additional qualifications, remained motivated and enthusiastic and that their contribution is recognised and valued within their individual clubs.

Not only have the coaches had the chance to work alongside a highly experienced and knowledgeable coach, it has also enabled each club to build their own workforce capacity. Expanding the coaching workforce has been really important to the clubs as it has enabled them to respond to increased local demands from people wanting to play our sport, including those adults who have returned as a result of our Back 2 Hockey campaign. It has also ensured the clubs involved are now in an even stronger position to help support schools to provide competitive opportunities for children and young people, in Merseyside.

In addition to supporting their own clubs, I am really pleased that some of the coaches have also had the opportunity to become involved in our Lancashire South Junior Development Centre and Junior Academy Centre; these are integral elements of the Single System and fundamental to our performance pathway. This is a really significant opportunity as it provides the coaches with the chance to gain additional experience and work with players and coaches - from other clubs - in order to further develop their skills and knowledge. It also enables the opportunity for them to be directly involved in our performance pathway and is fundamental to the sport in terms of identifying and developing our potential elite performers of the future.”



LIVERPOOL COUNTY FA Female Coach Development Programme

Following consultation undertaken by Liverpool County FA (LCFA) with existing local female players a number of barriers were identified as potentially preventing them from entering the coaching pathway. With increasing interest and demand to play football from both women and girls in clubs, community sessions and schools, a coach development and mentoring programme was established. The aim of this programme is to increase the number of qualified female coaches who are available to further support the growth of the game, in Merseyside.

In order to address the barriers for female players to become coaches – highlighted during the consultation process – LCFA’s programme focused on:

- Organising two female only courses to address a specific concern expressed about the potential of feeling intimidated having to undertake a course with male players.
- Using a female tutor to take the lead for delivering all the practical elements of each course and in turn acting as a role model, for the participants.
- Delivering the courses at dates and venues selected to minimise clashing with the existing commitments of the participants to ensure they had every opportunity to successfully complete the course.
- Reducing the costs of the qualifications for the course participants.

Ensuring each coach taking part in the programme was already actively involved in a local club, in a position to set up or support a female team or directly involved in the sport within a school setting. Identifying a club mentor to provide additional and ongoing support to the newly qualified coaches.

As a result of this coaching development and mentoring programme, an additional ten teams or sessions have been established within community clubs offering increased opportunities for both juniors and adults to play the game.

The programme has also directly enabled four secondary schools to develop and expand the opportunities for their pupils to get involved in coached football. Three of the schools where coaching is now taking place are female only and there is significant scope to further expand the game, through the support of the newly qualified coaches.

Reflecting on the programme Anna Farrell, Women & Girls Development Officer at the Liverpool County Football Association (LCFA) had this to say, “*The women and girls game is really growing across the country and locally which is great news. We are seeing more and more interest from schools and the community wanting to get involved in our sport and provide opportunities for females - of all ages – to play the game. Implementing this targeted coach development programme has really helped increase the number of active female coaches in Merseyside and they are enabling us to provide more opportunities to meet the increasing local demand.*

These newly qualified coaches are proving to be invaluable. Not only are they delivering high quality sessions but we are also seeing them acting as positive role models through the rapport that they are able to build, particularly with younger children. In addition, these new coaches are also helping to provide players with increased confidence and inspiration to show that football is a sport which is really accessible for females; this in turn is helping to attract more players to the sessions which they are delivering.

I would put the success of the programme down to a combination of factors. The desire and motivation of the individual players coming forward, wanting to be involved and having the opportunity to develop as coaches has been paramount; as has the on-going support from the mentors. From the perspective of co-ordinating the programme, I believe taking the time to undertake the consultation before we started was an equally important factor for our success. We’ve made every effort – based on the feedback - to remove or reduce the potential impact of the barriers identified; this is reflected not only in the number of coaches who qualified but also in the high number who are actively involved in delivering sessions.”



PLACES

Satellite Clubs

Satellite clubs are extensions of community sports clubs which are established in a new venue, usually a secondary school or college, and specifically target the 11-25 age group. Satellite clubs are usually run by sports clubs who bring their expertise and enthusiasm to places where young people already meet.

Research has shown that the step from school or college sport to community sport is often too great for young people. This is one of the main reasons why so many 11-25 year olds drop-out. Satellite Clubs make it easy for young people to stay in sport, or to start playing for the first time.

In Knowsley the project was delivered at a local level by the Sport Development team; with leadership and management from Merseyside Sport Partnership. The initial research phase gathered information on the use of the Schools sports facilities usage, sports on offer, and sports which are in demand in the local area. The list of deliverable sports and potential Hub Clubs was generated using this research and advice from the local NGB officers.

The Sport Development Officers, one based at each of the centres used the information generated through the research along with their own local knowledge to assist local Hub Clubs in the development of new Satellite Club sessions. Coaches and volunteers from a local community club, work in partnership with the satellite clubs host venue to create a new community satellite club to engage a wider audience of young people.

Through the sports development team in Knowsley we were able to create 24 new clubs, of which 14 have completed the satellite club programme and 100% of which have been sustained as long term community clubs. This is an outstanding achievement and enhances the community sport offer for the residents of Knowsley. More than 400 young people have been engaged in community activity. In addition, six schools sites have had their sports facilities community offer enhanced with over £16,800 worth of income generated from facility hire and over 480 hours of community leisure space filled. Satellite Clubs delivered has been in the following sports; football, athletics, netball, dance, taekwondo, gymnastics, and hockey.

Satellite Clubs in Knowsley have provided a stepping stone into a community club, or regular participation through the creation of relevant, appealing and convenient sporting opportunities on local school sites. Satellite clubs may have a range of different objectives, determined by local need and insight. These could include:

- Enhancing the school sport offer by providing connection and transition to community sport.
- Increasing existing community club capacity due to high levels of demand for a particular sport.
- Broadening the scope of what a club can offer to attract a wider range of young people to the club.
- Focusing on opportunities for specific groups, such as disability sport or gender or age specific sessions.

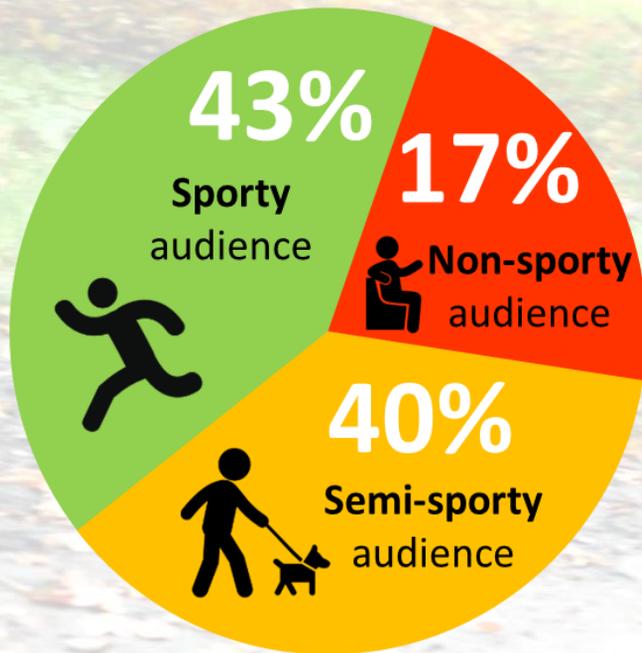


PARTNERSHIP

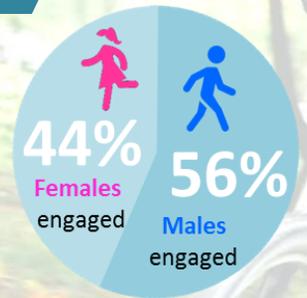
Sportivate 4 Year Analysis

Partnership working has provided the synergy for sport to happen across Merseyside with the help of multiple agencies and the 6 Merseyside local authorities. The Sportivate analysis evaluates participation and engagement rates for the Sportivate Programme for years 1 to 4 (Oct). The infographics below focus on the number of young people retained by various demographics such as: gender, disability, age and activity levels.

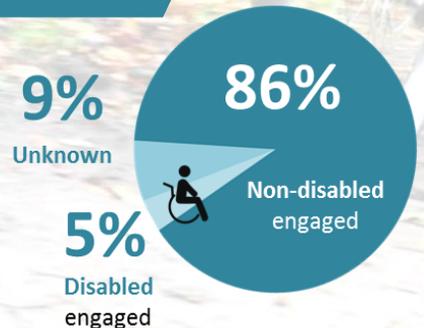
Active Breakdown

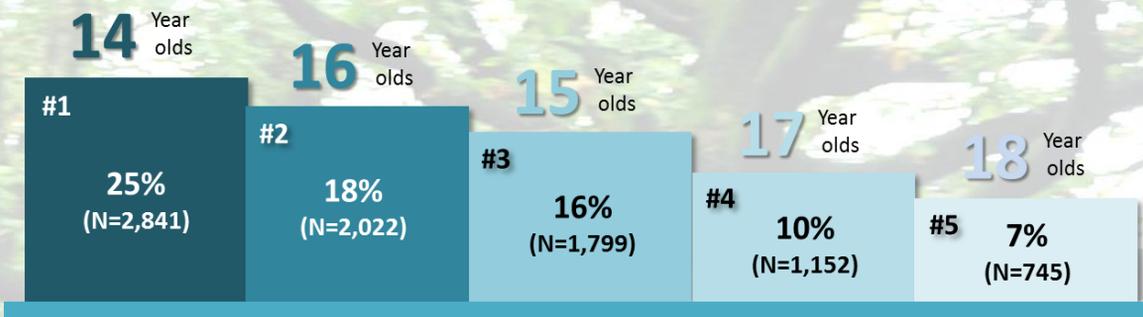


Gender Breakdown



Disability Breakdown



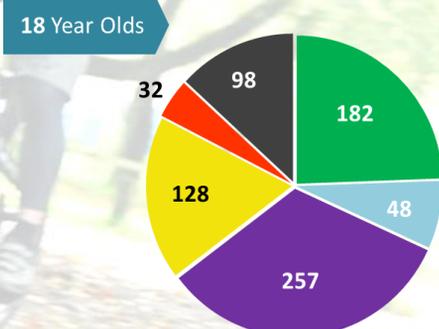
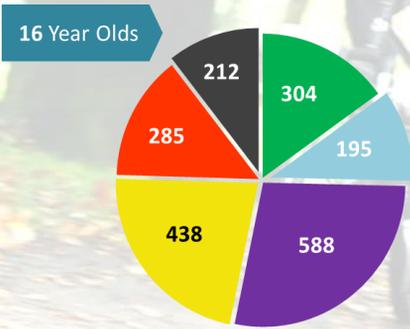
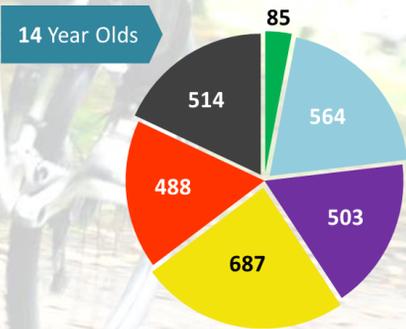
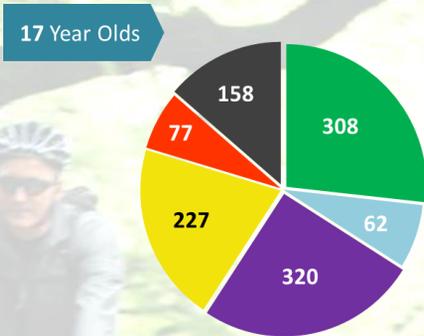
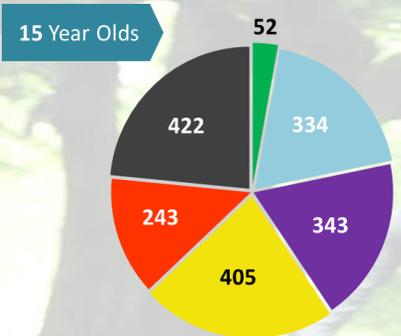


Top 5 age groups with highest retention rates* across 4 years of the Sportivate programme.



KEY

■ Halton	■ Sefton
■ Knowsley	■ St Helens
■ Liverpool	■ Wirral



PROFILE

Disseminating Research

The Active Play Project was a social marketing campaign aimed at increasing active play in early years children (birth to five), across Sefton.

Bespoke training was offered to practitioners working with this target audience to advocate active play as a means of physical activity for young children under 5. Strong emphasis was placed on developing their fundamental movement skills, to allow children to develop their physical literacy that would crucially impact upon their physical activity habits and behaviours as adults.

This was delivered systematically with a borough-wide social marketing campaign aimed at raising the awareness of benefits of active play during the early years.

The project was successful in making active play a higher and overt priority within early year's settings, contributing to the knowledge of the practitioners and influencing changes in practice settings.

In addition to a robust and academic evaluation from Liverpool John Moores University's research team, the evaluation results were submitted to the Early Years Educator article which was successfully accepted for publication. Dissemination of the research and campaign principles as a model of good practice was made available to key early years practitioners that actively subscribe to the magazine annually. Through this, MSP has achieved local reach, whilst making a national impact.





Stakeholder Survey

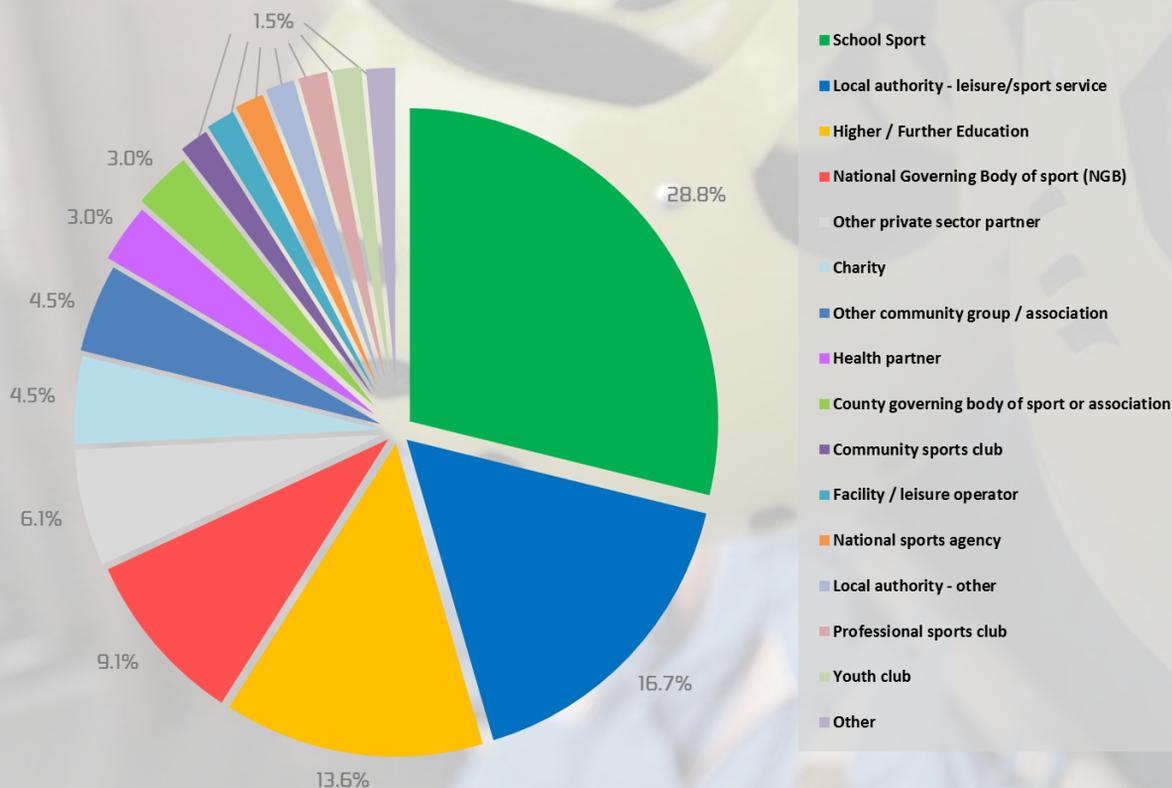
Merseyside Sports Partnership have been conducting a satisfaction survey for the past five years with its key stakeholders and partners. The data results and information have been presented in their annual reports year on year. The information provided from the survey provides MSP Board and the Core Team with areas of recognition and areas for improvement, which have proved to be very useful.

See www.merseysidesport.com for a full breakdown of results from this and previous years **Customer Satisfaction Survey**.

HEADLINE RESULTS

Q

Please choose the response that best describes the organisation/agency you represent?



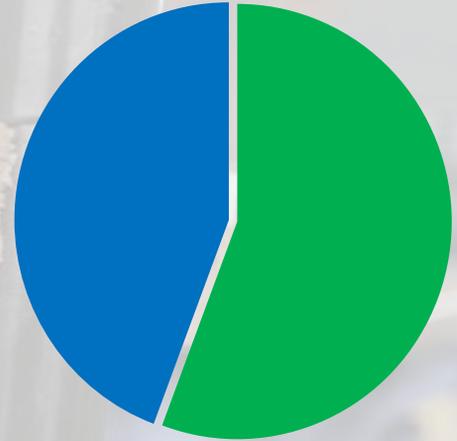
Q

Overall, how satisfied are you with MSP?

- Very Satisfied
- Dissatisfied
- Satisfied
- Very dissatisfied

44%

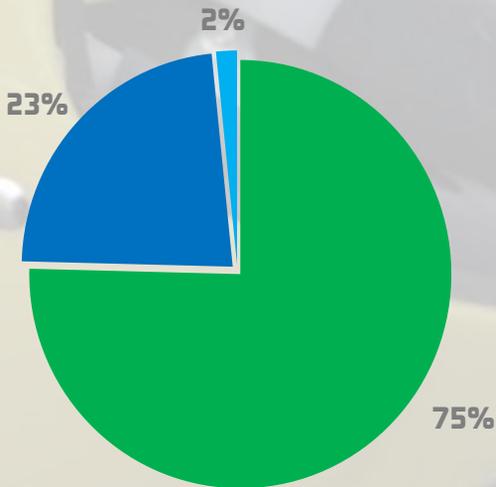
56%



Q

In relation to your contact with MSP, please indicate your level of satisfaction in:
- Professionalism and helpfulness of staff

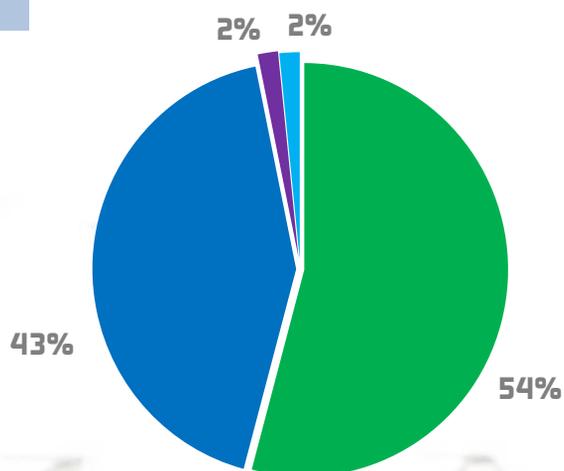
- Very Satisfied
- Dissatisfied
- Satisfied
- Very dissatisfied
- Not Sure
- Don't know



Q

In relation to your contact with MSP, please indicate your level of satisfaction in:
- *Understanding your organisations needs*

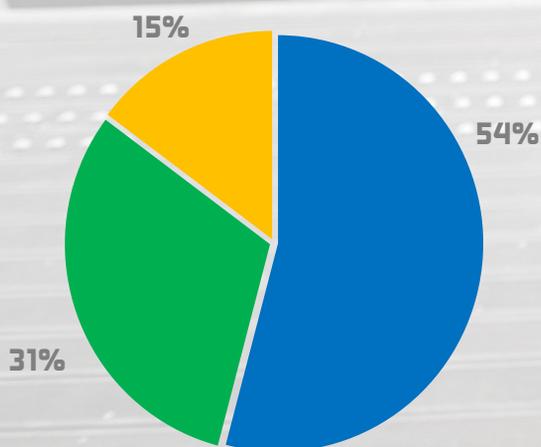
- | | |
|--|---|
|  Very Satisfied |  Very Dissatisfied |
|  Satisfied |  Don't Know |
|  Dissatisfied | |



Q

Overall, how do you rate your understanding and knowledge of the role of CSPs?

- | | |
|---|---|
|  Very Good |  Very Poor |
|  Good |  Not Sure |
|  Fair | |



SUBJECTIVE INFORMATION FROM THE SURVEY

“ Any contact I have with MSP is always organised and the relevant information given. ”

“ Good personal working relationship with each officer. Confidence that we can pick up phone and discuss any issue. As though we are one big team. ”

“ Good communication, always helpful and reliable. ”

“ Great feedback from the people within Knowsley, with whom MSP have dealt with. Equally great support with regards to Access to Schools. ”

“ The core team at MSP are helpful, well qualified and supportive of my needs as a School Games Organiser. ”

“ The CSP is a key partner and actively looks to engage with ourselves as the NGB. ”

“ Merseyside Sports Partnership know their stuff and provide excellent development and networking opportunities. All the team, without exception are friendly and helpful. ”

“ Wide range of support available, very satisfied with their engagement with me and the support they provide ”

“ MSP represents a very committed, efficient and effective organisation. I have always found them to be incredibly knowledgeable and committed to the task. ”

“ They are a small team who produce big results in getting people active and they encourage young people to take part in competition and achieve their best by organising sporting events and competitions. ”

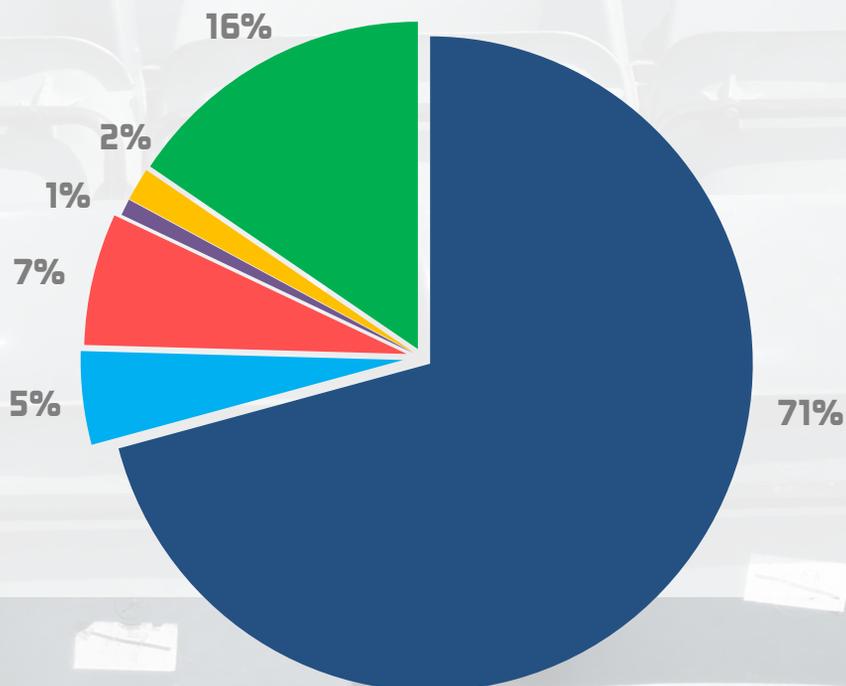
NOTE: This subjective commentary from the survey does not cover all comments received.

FINANCIAL HEADLINES

Summary of financial statements for year ending March 31st 2013

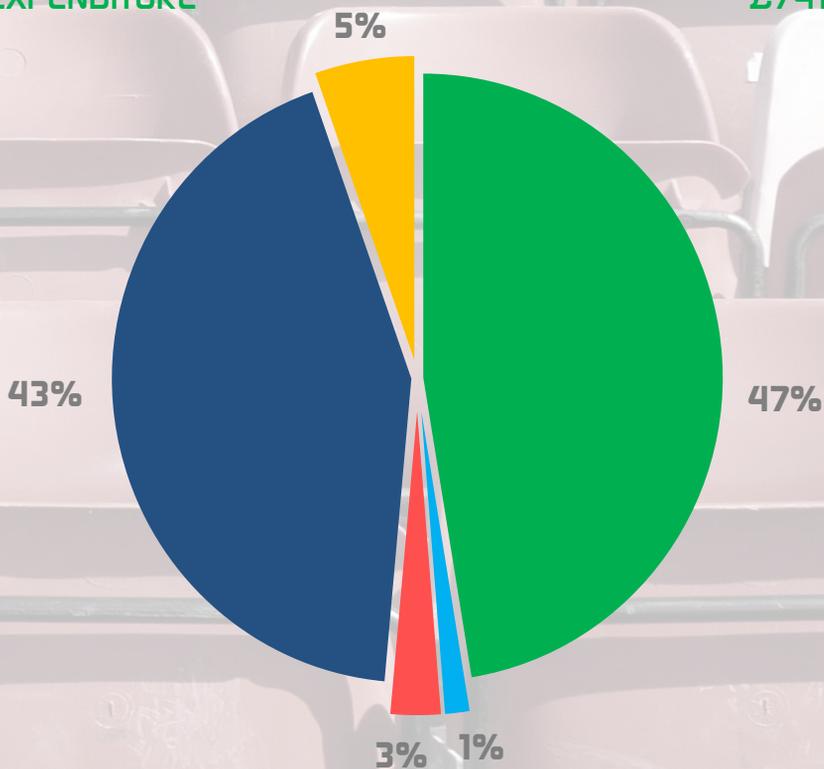
INCOME

 Sport England	£855,752
 Earned income and sponsorship	£55,676
 Commissioning	£78,800
 National Governing Bodies	£9,882
 Other	£19,830
 Commitments from 2012/2013	£188,258
TOTAL INCOME	£1,208,198



EXPENDITURE

■ Employees	£351,446
■ Transport	£9,747
■ Supplies	£20,005
■ Services	£320,216
■ Departmental Support	£39,768
TOTAL EXPENDITURE	£741,182



Carried forward commitments into 2014/2015 = **£467,016**

FUNDING

Funding received successfully on bids either directly or indirectly - secured, supported or endorsed by Merseyside Sports Partnership for the year ending March 31st 2013

Table 1 - Summary of funding bids that Merseyside Sports Partnership have indirectly secured, supported or endorsed

Funding bids	Area	Funding
Venture Expansion Plan 2012	Wirral	£5,500
Chestnut Lodge Inclusive Sports Club	Halton	£9,784
Sulton Manor Mini-Miners	St Helens	£9,876
Liverpool University Windsurfing Club	Sefton	£6,673
Runcorn Rowing Club	Halton	£2,920
Swords Fencing Club	Wirral	£10,000
A C Hoylake JFC	Wirral	£50,000
Halton Street Soccer and Futsal CIC	Halton	£5,330
Merseyside Nighthawks American Football	Liverpool	£9,980
Involve Northwest	Wirral	£5,270
West Wirral Boys Club ABC	Wirral	£7,560
Fire Support Network	Sefton	£52,640
Sefton Softball Club	Sefton	£3,241
Liverpool Taekwondo Academy	Liverpool	£9,895
Pilkington Sailing Club	St Helens	£9,337
Southport RUFC Ltd	Sefton	£50,000
Mesnes Park Pensioners Association	St Helens	£1,813
Crosby Sailing Club	Sefton	£7,767
Knowsley Challenge Club	Knowsley	£9,984
Moorside Park Bowling Club	Sefton	£3,944
Calday Grange Grammar School	Wirral	£7,360
Thorndale LTC	Wirral	£45,150
Gemini Police Community ABC	Liverpool	£50,000
Upton Cricket Club	Wirral	£49,826
Liverpool Sailing Club	Liverpool	£50,000
Birkenhead Park Cricket Club	Cricket	£3,852
Wirral Rockets Basketball Club	Wirral	£6,060
Aintree Amateur Boxing Club	Sefton	£9,350
Speke Garston Community Handball Club	Liverpool	£10,000
Early Years Educator (Magazine)	Sefton	£200
Dame Kelly Holmes Legacy Trust	Merseyside	£17,363

Table 1 - Continued

Funding bids	Area	Funding
The John Eddleston Field Society	St Helens	£50,000
Sefton Rugby Union Football Club	Liverpool	£50,000
Sefton Rugby Union Football Club	Liverpool	£14,286
Olympic Bowling Club Company Limited	Liverpool	£9,905
Liverpool University Boat Club	Liverpool	£10,000
Waterloo Table Tennis Club	Sefton	£9,036
Brackenwood Ladies Golf Club	Wirral	£5,000
Runcorn Bowling Club	Halton	£10,000
Southport and Ormskirk Hospital NHS Trust	Sefton	£2,581
University of Liverpool	Liverpool	£450
University of Liverpool	Liverpool	£850
Merseyside Doorstep Sports Clubs	Merseyside	£17,500
TOTAL		£700,283

Table 2 - Summary of funding bids that Merseyside Sports Partnership have directly secured, supported or endorsed

Funding bids	Area	Funding
Liverpool City Council	Liverpool	£148,405
Liverpool City Council	Liverpool	£26,631
Liverpool City Council	Liverpool	£84,000
Liverpool City Council	Liverpool	£45,000
Carmel College	St Helens	£75,000
Liverpool City Council (Liverpool CSN)	Liverpool	£334,590
Kensington and Fairfield Multi Sports Club	Liverpool	£8,790
Knowsley Community College	Knowsley	£46,581
Greenbank Project	Liverpool	£32,354
St Helens MBC	St Helens	£106,600
Toxteth Firefit Hub	Liverpool	£194,640
Liverpool City Council	Liverpool	£478,000
Liverpool Wheelchair Handball Club	Liverpool	£8,100
Merseyside Youth Association Ltd	Liverpool	£9,323
Knowsley Challenge Club	Knowsley	£10,000
TOTAL		£1,608,014



PRIORITIES 2014-2015

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:-

Participation

To provide and promote high quality opportunities for all people of all abilities to become involved in sport and physical activity on a regular basis

People

To support the ongoing development of coaching and volunteering capacity within the sport and physical activity sector

Places

To ensure that there is access to a range of quality places to play sport and take part in physical activity

Partnerships

To maintain and develop the culture of partnership working that delivers on its promise to customers, local communities and funded bodies

Profile

To raise the profile of and celebrate, sport and physical activity



Merseyside Sports Partnership sponsors and supporters for all



46 National Governing Bodies of Sport:

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

would like to thank all of our their help in 2013-2014...



Other partners:

- School Games Organisers and Partnerships
- Further and Higher Education Institutes
- Public Health Partners
- Merseyside Fire and Rescue Service
- Merseyside Police Service





Images courtesy of MSP/Alan Edwards Photography



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September 2014