

Coventry, Solihull & Warwickshire Sport and Physical Activity Partnership Strategy

2009 - 2012

SPORTING SUCCESS

ACTIVE LIFESTYLES



VISION

'The Coventry, Solihull and Warwickshire sub-region will be;

Active

Leading & Innovative

Successful in Sport'

Contents

Page 3 - Forward

Page 4 - Executive Summary & Headlines

Page 5 - Sub-Region

Page 6 - Who is our Partnership?

Page 7 - Challenges

Page 8 & 9 - Goals and Partnership Approach

Page 10 & 11 – Partnership Approach & Actions

Page 12 - Milestones

Page 13 – Acknowledgment

Page 14 - Acronyms

'To accomplish great things, we must not only act but also dream, not only plan but also believe'.....(Anatole France)

Chair - *Terry Monnington*

The prospect of the Olympic and Paralympic Games coming to the UK in 2012 has inevitably raised the profile of sport and physical activity in the psyche of a large percentage of the British public. Such individuals are becoming more aware of the benefits of sport and physical activity and also the opportunities that are potentially available to pursue them. Our County Sports Partnership is well equipped to support such activities, but the underlying challenge to the Partnership is substantial. To fulfil the ambition of many to participate requires much organisation and the establishment of a comprehensive support infrastructure. We need more volunteers and coaches to guide the participants. More facilities and clearly identified pathways to progress from being a beginner to being the best the individual can be. The need for a detailed strategic plan is essential; one that is clear in terms of direction and substantive in content. We believe that our strategy for the next three years is such a plan. Please join us on our journey in supporting our sub-regional community in becoming more active and more fulfilled.

Director - *Vanessa Brown*

This Strategy was developed as a response to comments sought through a Partnership Strategic Event held in January 2009 and a customer wide survey conducted in November and December 2008. The feedback and direction provided by Partners and key stakeholders of Coventry Solihull & Warwickshire Sports Partnership (CSW Sport) was the backdrop to develop the new strategy that will drive the Partnership forward for the next 3 year business cycle. The Strategy also responds to the funding arrangement for Sport and Physical Activity into the Sub-region over the next 3 years. The Partnership will be required to respond to the new 3 year approach for 'community sport' and National Governing Bodies, (NGBs), as well as being able to support the role of sport and active recreation within the landscape of Local Authorities. Sport, Physical Activity and Active Recreation all can play featured roles in the development of young people and the community at large.

It was extremely pleasing to have County Sports Partnerships (CSPs) recognised by a new Government Department in 2009, namely the Department of Health (DOH). Set out in the National Strategy for Physical Activity, 'Be Active, Be Healthy', the DOH has now funded CSPs to provide an ongoing role to lead the strategic development of physical activity, supporting local delivery and encouraging increased investment in physical activity.

I would like to thank all of those who helped to develop this Strategy. With a complex mixture of stakeholders and partners within the CSP, that challenge for the Partnership is to ensure that we have a clear vision and approach to meet, not only our current, but our future needs. I am confident that working together, CSW Sport can provide a sub-region that is more active and has sporting success.

Executive Summary

With the London 2012 Olympics placing sport in the minds of so many people, the time for action is now. Such action must be coordinated, evaluated and placed within a strategic framework to ensure that over the next three years we will keep our eye firmly on the prize.

A huge amount of work has been undertaken to get the County Sports Partnership to this point. We are not at the starting line, but we are in the race and how we end will depend on our decisions and actions from now until 2012. There will be challenges and opportunities and this strategy identifies both in readiness to identify actions required to take us strongly towards 2012 and our Vision.

It is clear that the Partnership must take the lead and in doing so look to develop the role itself, to be adventurous, self critical, externally scrutinised and to work closely with other key organisations.

The Strategy has provided Headlines that it will aim to achieve over the next three years. These 10 Headlines are critical if we are to reach our vision. The Strategy has identified Challenges that as a Partnership we will face, but we are aware that many Challenges are yet to be known and future proofing is only successful by ongoing review and evaluation. From the Headlines set and the Challenges identified it provides the setting in which this Strategy sits.

The Strategy continues to provide 3 Goals for the Partnership as a whole, with identified responses to support each Goal. Each response requires greater detail of actions that fall within the Business Plan of both the Core Team and funding Partners. The Strategy provides a summary of these responses and key actions for reference.

Headlines

- To grow and retain participation in Sport, Physical Activity and Active Recreation
- Investment for training and supporting volunteers and the paid workforce in sport
- Train our coaches to the highest standards, so in turn we produce better athletes and give as many people as possible a quality experience
- Grow infrastructure for sport with a focus on improving access and quality of facilities
- Create pathways between grassroots and elite and create enhanced levels of participation
- Maximise opportunities for sport, physical activity and active recreation around 2012
- To work cohesively as a Partnership in order to add value to Partner outcomes
- To provide a leading CSP of the National Network.
- Secure and increase investment in order to achieve our milestones
- Sport, Physical Activity and Active Recreation to be seen as an asset of the sub-region

The Sub-region

The Sub region for Coventry Solihull and Warwickshire is outlined below;



The Partnership

Who is the Partnership?

The Partnership is made up of those stakeholders who have a vested interest in working or supporting Sport, Physical Activity and Active Recreation. Key organisations include:

- Sport England (SE)
- Local Authorities:
Coventry City Council, Solihull Metropolitan Borough Council, Rugby Borough Council, Warwick District Council, Nuneaton and Bedworth Borough Council, North Warwickshire District Council, Stratford-on-Avon District Council, Warwickshire County Council
- National Governing Bodies (NGB) within the Sub-region
- Department of Health (DOH)
- Education Networks
- Sports Development Providers
- Higher Education (HE)
- Further Education (FE)
- Volunteer Agencies
- English Federation of Disability Sport (EFDS)
- Youth Sport Trust (YST)
- sports coach uk
- Primary Care Trusts (PCTs)
- Community Sport Networks (CSNs)

Challenges

- Funding – level and sustainability
- Confusion in the market place
- Quality Facility access
- Cost to participate at all levels and to train to improve skills and knowledge
- To provide a safe sporting environment
- Changing of Funding Partner's agendas
- Lack of trust by Partners that lead to silo working
- Access to an effective sporting club environment

To respond to our Challenges we have established 3 Goals, the relevant outcomes and the Partnership's response to achieve the Goal.



Goals to achieve our Vision

Outcomes that will achieve our Goals.....

The Partnership Approach to success.....

Goal

To be trusted to lead by our Partners.

Outcomes

To provide effective relationships, advocacy and planning for Sport, Physical Activity and Active Recreation.

Have an efficient and learning organisation.

To maximise finance to achieve strategic outcomes.

Partnership Approach

Lead with confidence to deliver strategy.

Invest into highly skilled/diverse volunteers and staff.

Advocates for Sport, Physical Activity and Active Recreation at the highest levels of key organisations within the Sub-region.

Strong communication systems and networks.

Regional responses on behalf of the sub-region.

National and regional leading CSP.



Goal

To create a winning sport culture.

Outcomes

Athletes, coaching officials and administrators to be world class.

Inspire achievement for sport in the sub-region and for it to be recognised as a high achieving sub-region for sport.

Partnership Approach

To develop better players, coaches and volunteers.

To promote an ever improving education and training programme.

To support elite events in the sub-region.

Celebrations of success.

Goal

To increase participation.

Outcomes

To improve quality and quantity of coaches, clubs and volunteers.

To work with partners to promote accessible and safe opportunities in sport for young people.

To increase opportunity and quality of Physical Activity and Active Recreation.

Partnership Approach

Grow and retain participation.

Raise standards and behaviours.

Increase access to quality facilities.

Access key funding programmes to increase opportunities.

Sub-regional approach to develop local knowledge to increase physical activity levels.

Develop infrastructure, both human and physical to improve access for participation in Sport, Physical Activity and Active Recreation.

Increase new investment to increase access of opportunities.

Our Actions for our Partnership Approach.....

Partnership Approach

- Lead with confidence to deliver
- Invest into highly skilled/diverse volunteers and staff
- Advocates for Sport, Physical Activity and Active Recreation at the highest levels of key organisations within the Sub-region
- Strong communication systems and networks
- Regional responses on behalf of the sub-region
- National and regional leading CSP

Actions

- >Governance and Representation
- >Investment and promotion of development opportunities
- >Reward and Recognition
- >Representation and Communications
- >Events
- >Provision and/or support for key networks
- >Annual Communication plan with annual delivery plan
- >Representation and Communications support and provide key events
- >Benchmarking/Evaluations
- >National/Regional working groups
- >Effective communications & PR



- To develop better players, coaches and volunteers
 - >NGB Services
 - >Third Sector - Volunteer partnerships
 - >HE/FE Partnerships
 - >Local Authority Partnerships
- To promote an ever improving education and training programme
 - >Skill Sector Partnerships
 - >Education Partnerships
- To support elite events in the sub-region
 - >Support Providers
 - >Communication and PR plan
- Celebrations of success
 - >Communication and PR plan
- Grow and retain participation in Sport, Physical Activity and Active Recreation
 - >LA Partnerships
 - >Dept of Health and PCT work
 - >Trusts and Foundation partnerships
 - >Funded Programmes
 - >NGB services
- Raise standards and behaviour
 - > 'Fit for Purpose' Organisation
 - >Communication plan and PR plan
- Grow access and quality of facilities
 - >Building Schools for the Future (BSF)
 - >Support SE Facility team with local knowledge
- Access key funding programme to increase opportunities
 - >Sport England Grants
 - >Funded programmes
 - >Promotion of new funding



- Sub-regional approach to develop local knowledge to increase Physical Activity (PA) levels
 - >Department of Health programme
 - >2012 PA legacy plan support
- Develop infrastructure, both human and physical to improve access for participation in Sport, Physical Activity and Active Recreation
 - >Building Schools for the future
 - >Support SE Facility team with local knowledge
 - >Education and Training opportunities
- Increase new investment to increase access of opportunities
 - >SE Grants
 - >Funded programmes
 - >Promotion of new funding



Milestones Reached by 2012

- Improving NGB Services.
- Workforce development opportunities provided.
- A sub regional approach to support Physical Activity to support local delivery.
- Increase volunteer placements.
- Improved quality of clubs and coaches.
- Current and effective communications.
- Effective and growing Networks.
- A 'Fit for Purpose Organisation' and governance.
- Effective monitory and quality assurance approaches

Partners Acknowledgement Page

CSW Sport would like to thank the following Partners for their support:

- Sport England
- Department of Health

We would especially like to thank the following who have supported our strategic planning:

- Advent Communications
- Badminton England
- Coventry City Council
- Coventry University
- CSW Sport Board
- England Netball
- Gymnastic England
- North Warwickshire Borough Council
- Nuneaton and Bedworth Borough Council
- Partnership Development Managers across CSW
- Rugby Borough Council
- Senior Competition Manager - CSW
- Solihull Metropolitan Borough Council
- Stratford-on-Avon District Council
- sports coach UK
- The Football Association
- The Football Foundation
- The Lawn Tennis Association
- V
- Warwickshire County Council
- Warwick District Council
- 2012 Steering Group for Coventry & Warwickshire

Acronyms

CSP	-	County Sport Partnership
NGBs	-	National Governing Bodies of Sport
BSF	-	Building Schools for the Future
PA	-	Physical Activity
DOH	-	Department of Health
PDMs	-	Partnership Development Managers
LA	-	Local Authorities
HE	-	Higher Education
FE	-	Further Education
EFDS	-	English Federation of Disability Sport
YST	-	Youth Sport Trust
scUK	-	sports coach UK
PCT	-	Primary Care Trusts
CSNs	-	Community Sport Networks

