A Year of Progress, Impact and Achievements

2008-2009

MERSEYSIDE SPORTS PARTNERSHIP

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Welcome to Merseyside Sports Partnership's third Annual Report and Accounts 2008-2009.

As we approach the final 3 year preparations for the 2012 Olympic and Paralympic Games and welcome Lord Coe to the Merseyside Primary Games this June it is important to take stock of progress in creating sporting opportunities in Merseyside.

The health benefits of sport and physical exercise have not been forgotten: Department of Health has provided funding to the partnership to continue the good work that has benefited many Merseyside residents over the last few years.

Working to improve the people within Merseysid physical activity

In order to do this the Merseyside Sports Partnership Board devoted a day in March to re-examine our key purpose, structure and priorities for the next 3 years. This was against a backdrop of a major investment by Sport England of over £180m (over 3 years) into 46 National Governing Bodies of Sport, announced at the end of 2008.

At the same time Sport England entered into a new contract with Merseyside Sports Partnership and the other County Sports Partnerships to deliver a common set of services, necessary to support National Governing Bodies of Sport to deliver their Whole Sport Plans at a local level.

The outcome of our deliberations as a Board is to:

- re-focus on what we can do to add value, for example: to supply the staff, support and additional finance to assist clubs and coaches in both school and community settings to provide more sporting experiences for young people and adults
- to utilise the experience and skills of Board members as champions for specific programmes of action across Merseyside which will help deliver our aim of increased participation in sport and physical activity
- to streamline our decision-making and be more responsive to every opportunity to increase the sports offer on Merseyside

The re-focusing of our Board and the Core Team led by Director Jean Stephens will help us to rise to the challenge of increasing participation in sport during the recession, and encouraging National Governing Bodies of Sports to invest in Merseyside. That is work for the year ahead.

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e through sport and

This report gives case studies, facts and figures to illustrate the continuing success of sports partnership work in Merseyside. Crucial to this success is the continuing commitment of our partners, supporters and sponsors investing in and promoting sport for their communities across Merseyside.

The inclusive nature of this work is reflected in the aspirations for Paralympic success in hosting Paralympic Teams at Greenbank Sports Academy and the support of The Partnership for the Playground to Podium initiative for disabled young people.

I commend this report to you and hope that you will enjoy reading it.
My thanks to all board members and staff for their enthusiasm, time and professionalism over the past year.

John Bell

Chair of Merseyside Sports Partnership Board

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Board Members

JOHN BELL
Chair of Merseyside Sports Partnership Board

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

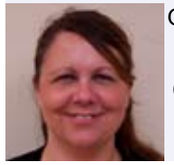
SARAH PICKFORD
North West Regional Equity Officer (Women and Girls Sport & Physical Activity) Representing Equity Alliance Partners

GERRY KINSELLA
Chief Executive Greenbank Project Advisor of Social Enterprises

COLIN LEWIS
Police Inspector Representing Merseyside Police Authority

Dr. DYMPNA EDWARDS
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

JOHN GIBSON
North West Area Squash Manager Representing National Governing Bodies of Sport

NEIL EDWARDS
Voluntary Sector Representative Representing Merseyside Sports Councils

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

SUE SMITH
Sporting Ambassador Representing Merseyside Sporting Talent

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

PAULINE MANNING
Project Officer Representing Merseyside Sports Councils

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Core Team

JEAN STEPHENS
Director

PAM JERVIS
Head Teacher
Brookfield Sports College
Representing North West
2012 Steering Group

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

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

KERRY STEWART
Development Manager
Business and Performance

ANDREW WILEMAN
Development Manager
Workforce

NATALIE WOODFORD
Development Manager
Sport

JULIE LEASOR
Development Manager
Community

KATIE CROZIER
Senior Development Officer
Marketing and Research

STEVE SULLIVAN
Senior Development Officer
Events

COLETTE SHARKEY
Business Support Officer
Finance and Information

EILEEN FLETCHER
Business Support Officer
HR and Clerical

TERI WAINWRIGHT
Business Support Officer

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Market Segmentation – Merseyside's Additional Intervention

One of the most important National Indicators is that of 'increasing adult participation' within sport and active recreation. To achieve this, it is crucial to understand our sporting market. Sport England has developed a segmentation model made up of nineteen 'sporting segments'.

Merseyside Sports Partnership (MSP) have commissioned Liverpool John Moores University (LJMU) to produce a tool in order to understand the attitudes, motivations and perceived barriers to sports participation held within this data. The system, which has been specially designed for this project is called GUSS – General Urban Sport Simulator.

GUSS is a computer based Geographical Information System that will support partners in the provision of sport. GUSS will provide Merseyside Sports Partnership with a fully interactive search facility for examining Market Segmentation Data around any given postcode e.g. Local Authority Leisure Facilities, National Governing Body Clubs, School Sports Partnerships, Schools, Community Centres.

Potentially, MSP can produce information to help support planning applications as we will be able to introduce changes to the data, area and view the outcomes of these actions e.g. social data describing criminal behaviour, drug abuse, and poor integrations into the community amongst immigrants.

In addition, we can also study trends and conditions prevalent to your Local Authority area and simulate the effects of introducing these changes e.g. Active People over a 5 year period.

Discussions with National Sport Agencies have established that this project by MSP is unique and innovative in this area of work. It has demonstrated new methods of increasing and sustaining participation in sport in Merseyside.

For example, the Merseyside local authorities have identified MSP to provide:

1. Catchment profile of each local authority facility within a 1, 2 and 3 mile radius.

2. Overall catchment profile for each local authority.

Market resea

3. Overlay of Active People Data (6 KPI's) with selected sports which are priority for that Local Authority.

As a partnership, we have now found ourselves to be very data rich. Sport England has produced a comprehensive Active Places database, which is updated annually. The Active People Survey has a commitment to be conducted annually until 2012. By entering this project, the segmentation model will allow MSP to tailor interventions, communicate more effectively to our target market, to ultimately increase participation.

Liverpool Building Schools for the Future

As part of the Building Schools for the Future (BSF) Wave 2 and 6 programmes, Liverpool City Council is supporting the development of young people through transformational learning, with such an impact that will contribute to their personal enrichment, raise their self confidence, self esteem, attendance and raise their level of achievement. Their aim is to ensure sufficiency of suitable places across Liverpool Schools that promotes parental preference, maintains diversity and acts as a resource which adds value and responds to the needs of the local community and the economic regeneration of the City.

The third training day held at the BT Convention Centre, with Head Teachers, PE Teachers, National Governing Bodies of Sport, Sports Development, Neighbourhood Managers, Sport England and Youth Sport Trust came together to understand 'what's in your community' and how effective partnership working can achieve the '5 hour offer' and promote community cohesion across Liverpool.

Mick Daley, BSF Learning Transformation Team: "During the course of the academic year 2008-2009, Merseyside Sports Partnership has become an integral partner in the delivery of Sport and Physical Education as part of the BSF programme in Liverpool. It is the intention of the city that BSF should address some of the more persistent, often intransigent issues around Sport and PE in Liverpool and the link with colleagues from MSP has had a catalytic effect on our rate of progress.

The Partnership has taken the lead in communication and developing an integrated approach to provision and resources, initially as part of the BSF Sports Stakeholder Group. This has led to a greater understanding of the position of all the different stakeholder groups and will undoubtedly lead to a speedier resolution of the city's aim of developing the concept of the Liverpool Campus."

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The BSF Stakeholder group has held a number of interface days with key partners in order to meet the aims of the programme. The first training day held the theme of 'Transformation in Physical Education and Sport'. This was aimed at Head Teachers within Secondary Schools to help them agree a vision for achieving the community offer in order to be better equipped to respond to a complex and changing future.

Specific to Sport, a further engagement day was held with National Governing Bodies of Sport, Partnership Development Managers, Neighbourhood Managers and Sports Development.

The purpose of the day was to understand both facility and developmental needs and aspirations of NGB's with the City of Liverpool and how these could be transformed in the new generation of schools/community settings.

Our Customer Satisfaction Survey asked:

How would you rate your own understanding of the Research and Information work completed by Merseyside Sports Partnership?

- 55% said Excellent or Good
- 5.4% said Fair

So how are we going to improve?

- Promote General Urban Sport Simulator (GUSS)
- Generate capacity to meet the needs of GUSS intelligence
- Evaluate the impact of GUSS as a tool in supporting interventions

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Everton Volunteer

Ian Kaufman is a 36 year old Evertonian who was born with cerebral palsy and epilepsy, and because of his disabilities was never allowed to play football at school. He joined the Everton in the Community (EITC) disability team in September 2000, having left school with no qualifications, and continues to play today having received numerous honours and having played for England's cerebral palsy team.

In 2006 Ian had a chance to volunteer with the EITC Volunteer Programme and was involved in a number of roles and duties receiving numerous accredited training courses over a two year period. It was through Ian's volunteering that he secured a full time job working for the EITC team.

Ian was awarded Volunteer of the Year 2008 on the EITC Volunteer Programme and continues to volunteer despite working full time for EITC in partnership with the Liverpool School Sports Partnership. His role involves delivering multisport activities in mainstream and special education needs schools.

"To come into a volunteer programme gives you confidence. Not just confidence for the workplace but also in your social life. It makes you feel like 'I'm not going to be the one who sits back and says I could have been involved.' It's actually getting up and saying I am involved. I would recommend volunteering to anyone."

Scott Black, EITC Volunteer Co-ordinator said:
"Ian has been a great asset to our programme, he has worked tirelessly on projects and has been an inspiration to other volunteers. I was delighted for Ian when he secured his job. He still volunteers, which again shows the dedication of such a great person and it was a pleasure to award Ian with Volunteer of the Year, I wish him every success for the future."

Community Sports Coach

Darren Carr joined Sefton Leisure Services from an initiative called Intermediate Labour Market (ILM). The ILM scheme is designed to help unemployed residents from South Sefton to get back into work.

Having spent a year helping coaches and attending training courses, Darren applied for a vacancy as Development Officer (Coaching), funded by Merseyside Sports Partnership and Positive Futures. Darren has developed a number of opportunities including football and basketball coaching sessions, health and social awareness days plus one-to-one personal training for some of the most vulnerable children and young people from across Sefton.

Workforce de within Merse

There has been an increase of sessions developed and delivered and a significant increase in young people attending coaching sessions with good retention levels.

During the last 12 months Darren successfully passed an NVQ level 2 in Sport & Fitness and he is currently working towards an NVQ level 3 in Sports Development and the UEFA B football award. Two girls from Darren's football sessions have now signed for Liverpool Football Academy and have also become the face of Street Games.

The Positive Futures project is helping to reduce youth crime and anti social behaviour and raising confidence and self esteem in young people.

Streetcage Soccer – A base to develop coaches for the future

Streetcage Soccer provides opportunities for young people of all ages and abilities to participate in football and receive coaching to develop their skills. Focused on taking football to the community, through the use of cages, directors Matthew Shannon and David McDermott are passionate about maximising the positive and varied experiences which young people can gain from sport.

Recognising the unique opportunity to build relationships with their 'captive' audience, Streetcage has established its own programme to support those young people who demonstrate an interest in coaching to develop.

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Building upon his experience gained working as a curriculum leader at West Cheshire College, where for three years he was responsible for delivering and assessing NVQ coaching qualifications, Matt has used this knowledge to develop the Streetcage Soccer Support Pack.

Matt passionately says:
"Why can't we educate kids to become coaches? Communicating with staff, listening, collecting and checking equipment, preparation as well as setting ground rules are all things that we are taught as a child, however they also play a major part in becoming a great coach. The programme will challenge those youngsters."

Headline Figures

Developing Sports Coaches

- 41 community sports coaches employed within Merseyside for 2008/09
- 25 partners involved with a total of £2,651,797 invested into 3 phases over 5 years.
- Full time equivalent equates to 33 coaches
- 31,967 coaching hours in 2008/09
- 23,976 new coaching hours in total
- 174,993 young people received quality coaching
- 83,222 young people who are female received quality coaching
- 8,975 young people who are disabled received quality coaching
- 11,065 young people who are from ethnic minority groups received quality coaching

Developing Education, Training, Leadership and Empowerment opportunities

- 44 young people aged 14-19 years attended the Merseyside Leadership Academy Conference
- 483 people attended minimum operating standard workshops (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 completed by Merseyside Sports Partnership?

- 67.2% said Excellent or Good
- 21.9% said Fair

So how are we going to improve?

- Combine resources to support coaches into 'Get Qualified'
- Communicate and evaluate 'Get Qualified' programmes

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Liverpool Aquatics Centre and Swimming Development

Partnership working led to the construction of Liverpool's first 50m pool and is now a London 2012 training camp.

Joe Twamley, Facility Manager:
"Liverpool Aquatics Centre demonstrates a unique partnership between facility management and swimming development, which provides the best training opportunities for our performing elite, enabling grass roots sports development to take place."

In preparation for his Olympics, Stephen Parry was travelling to Stockport every day. Media interest in Stephen's training helped highlight an elite need in Liverpool. Victorian baths on the site of the new Liverpool Aquatics Centre were being closed down - creating a community need, and research showed that 60% of eleven year olds in Liverpool could not swim – highlighting a school and junior club need.

Colin Stripe, Swimming Development Officer:
"The Aquatics Centre became a catalyst for us to review the delivery of swimming across the city. It had been fragmented between schools, community and competitive sport. Swim Liverpool was created to bring all activities together and to manage the strategic development of swimming in Liverpool. Before 2006 the number of children at key stage 2 able to complete 25 metres swimming was 40% and now 82% of Liverpool children are able to achieve this."

At its first birthday (15th March 2009) over 380,000 customers had used the centre and currently there are 11,000 customers per week. 154,000 casual swims have taken place and 129,000 customers used the lifestyles fitness suite in the first year. There have been 29,000 school swimming lessons, 18,000 community swimming lessons and over 200 adults have learned to swim at Liverpool Aquatics Centre.

St Helens Golf School to Club Links

A golf programme was developed for Primary and Secondary age pupils and their teachers with Eccleston Park Golf Club, in order to increase participation in the sport and create quality school to clubs links. Over 2,000 young people have now participated, 90 Sports Leaders and 94 Teachers have been trained and there are 43 Schools with Golf on their curriculum.

At Eccleston Park Golf Club 60 new junior participants have played in the last 12 months and there are 48 new junior members. The professional club coach now holds open access group lessons for young people age 4-11.

Ethan Davies a young gifted and talented pupil from Year 9 has been mentored by the professional and has since been selected for the European Team to play against the USA.

Sports devel within Merse

Golf was identified as a priority sport for the school sports partnership, competition manager and the partnership development manager. Tri Golf sessions were introduced in primary schools while Extreme Golf was brought into secondary school within the curriculum.

The club supported development of Golf Sports Leaders and Teachers to create a more sustainable programme. The club was also able to achieve Clubmark accreditation and Sutton School Sports Partnership won the Golf Foundation's Laddie Lucas Award for the best partnership to club links in the country.

Merseyside Funding Bids aid International Success

Jade Carr had a heart transplant as a child, and has since had a pace-maker fitted after she was diagnosed with the serious heart condition, Dilated Cardiomyopathy. She now competes and trains in 3 different sports on the international stage. Training for approximately 14 hours a week Jade's medal tally is 42, but along with her parents' support, it's also the assistance of the Merseyside Sports Partnership that has helped Jade to excel and compete at this level.

Jade's parents completed bids for; Merseyside Sports Council Bursary, Halton Sports Development Bursary, Halton Sporting Excellence, Halton Housing Trust and Halton Voluntary Youth Grants to cover transportation to competitions, coaching, sports hall hire, transport and accommodation.

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Jade's achievements this year include:
Transplant Sport Racquets Tournament April 2008: GOLD Medal and Best Female Badminton player
Transplant Sportshall May 2008: GOLD Medal
Clubs for Young People : Table Tennis – Runner up
European Heart and Lungs Games June 2008 (G.B. team) in France: 5 GOLD medals (Badminton singles & doubles, Table Tennis, Long Jump and 100m) & 1 BRONZE Medal (womens adult 4 x 100m Relay)
British Transplant Games Sheffield August 2008: 3 GOLD medals (Badminton, Table Tennis & Long Jump) and 2 SILVER medals (100m & Ball Throw) achieved 3 pb's.
Avon Trophy – Best Junior Athlete (2nd year running)
"Young Sports Person of the Year" at the Halton Sports Awards Sept 2008.
Harefield Hamster's Cup for the Best Junior Competitor for the 3rd Year running.
Merseyside's Future Sporting Champion 2008 "Young Sports Person of the Year ": finalist.

Headline Figures

Developing Sports Clubs

- 244 accredited clubs within Merseyside
- 154 clubs working towards accreditation
- 31 National Governing Body Accredited Club Schemes

Developing Sporting Talent

- 140 young disabled people "spotted" for Gifted and Talented Programme
- 70 disabled young people from Merseyside participated as part of the North West Team
- 16 talented students part of Liverpool John Moores University Scholarship Programme
- 42 talented students part of Liverpool University Scholarship Programme
- 43 MSP Bursary Awards, administered by Merseyside Sports Council to a value of £4,075

Developing School Sport

- 89.6% of young people receive 2 hours high quality PE (PSA 1 Merseyside average), National figure 90%
- 39.5% of young people participated in inter-school competitions (National figure 41%)
- 36.8% of schools have forged links with community clubs (National figure 32%)
- 18% of young people participated within the Leadership and Volunteering programme National figure 16%)
- 454 schools achieved Activemark accreditation
- 68 schools achieved Sportsmark accreditation
- 15 School Sports Partnerships within Merseyside
- 7 Competition Managers and 1 Senior Competition manager employed within Merseyside to develop Competition
- MSP has secured over £246,750 of investment to deliver the Sports Unlimited programme (Extending Activities) in Merseyside which has increased opportunities in a wide range of sporting activities
- 279 Sessions were delivered across Merseyside from September 08 – March 09
- 9,120 Young People participated
- 6,480 Young People were retained

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The Sports Unlimited work strand is an integral part of the Government's 5 Hour Sports Offer for Children and Young People, that will provide a range of attractive and sustainable opportunities in sporting activities for young people from the '50% semi sporty population segment' to take part in during term time.

The programme will aim to get 900,000 young people taking part nationally in attractive and sustainable sporting activities over the delivery period 2008 to 2011. In Merseyside Sport Partnership the roll out of the Sports Unlimited programme has gathered pace and traditional and non-traditional partnership working is continuing to work at a local level.

David Price Boxing Academy

David Price (bronze medal winner in Super Heavyweight Boxing, Beijing 2008) wanted to use his increased profile to fulfil another of his ambitions - to create a network of amateur boxing academies across Liverpool.

By working with Liverpool sports development team and school sports network, funding was identified to assist the launch of his first academy at Cardinal Heenan Sports College.

A Sport Unlimited programme began with 24 participants and a 100% retention rate. As a result the Cardinal Heenan Boxing Club was launched and it now has over 30 members, 8 of the Sport Unlimited starters have now competed in club competitions.

"Boxing has given me so much; it gave me confidence at a time in my life when I needed it. This helped me in my academic and personal life. The aim of the academy is to give other young people the opportunity to try the sport and in doing so find something for themselves."

The Sport Unlimited concept and resources have been fully maximised by getting young people into a sport of their choice and keeping them engaged. David Price has secured money to develop a further 3 academies and is hopeful that other Merseyside boroughs will include boxing in the third year of Sport Unlimited so that there can be at least one boxing academy in each of the 6 local authority areas.

Liverpool St Helens Rugby Union Under 15's Girls Club

Liverpool St Helens Rugby Union club identified a need to develop a girl's under 15's team. Due to a lack of activities available for girls of this age the Rugby Football Union (RFU) applied for Sport Unlimited funding to deliver a 10 week block of coaching in 6 different schools for girls in year 7/8.

At the end of the 10 weeks of coaching a Girls Rugby Festival was held at Liverpool St Helens Rugby Club to encourage participants to join the club, complemented by a Rugby Leaders Course to help train young leaders to assist in future coaching.

From the initial interest of 20 girls who trained throughout the Winter, there is now a girls under 15's team established at the club with around 15 girls regularly taking part.

Involved in the programme was Rugby Football Union, Liverpool St Helens Rugby Club, Merseyside Fire and Rescue Service (part of the World Firefighter Games Legacy Programme) and Sports Unlimited.

Stanley High School Cheerdance

Sefton's Active Sports Unlimited programme provides children and young people with the opportunity to participate in sport and physical activity.

The aims of the programme were to increase physical activity levels of girls and young women within the North Sefton Partnership, provide a 10 week programme of cheerleading, retain a minimum of 60% of participants for the duration of the programme and establish sustainable exit routes.

There were 30 participants per session with 100% retention levels and now a Community Cheerleading Club has been established within Dunes Leisure Centre.

Partners involved in the programme were Sefton sports development team, Stanley High School Sports Partnership, Partnership Development Managers, Dunes Leisure Centre, casual coaching staff, youth services and British Cheerleading.

In terms of development Sefton wish to operate Active Sports Unlimited in new venues in all the school sports partnerships. Due to the success and demand of the programme a number of seasonal staff are currently completing a Level 2 coaching course – ensuring greater access for children and young people throughout the borough.

Our Customer Satisfaction Survey asked:

How would you rate your own understanding of the work with National Governing Bodies (NGB's) completed by Merseyside Sports Partnership?

- 73.4% said Excellent or Good
- 12.5% said Fair

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

- 75% said Excellent or Good
- 14.1% said Fair

So how are we going to improve?

- Support NGB's to enable successful delivery of whole sport plans
- Support partners to increase the number of accredited sports clubs
- Continue to develop and maintain strong partnerships

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Jon Parker Lee Photography Ltd

Community development Merseyside

Older Peoples Fun 'O'lympics

Older Peoples Fun 'O'lympics is an event for over 50's, from 4 areas of Knowsley, where they compete in a range of activities including, badminton, bowls, darts and swimming.

The 2008 event took place at Kirkby Sports Centre, with over 95 competitors, overall 150 were involved in the run up to the competition.

55.5% of Knowsley adults are either overweight or obese. Active People survey indicates that people over the age of 55 in Knowsley are 3% less likely to be active than the Merseyside average. Cardio Vascular Disease (CVS) kills 1/3 of the Knowsley population, life expectancy for women is 2 years lower than the national figure and 3 years for men.

The main focus of the intervention is the activity on the run up to the event, where older people can increase wellbeing and mental health, from meeting new friends, and decrease the chance of developing CVD related illnesses.

Young Leaders from local schools are being encouraged to get involved with the weekly training sessions as well as being supported to help run the event.

Leading up to 2012 it is an aspiration that boroughs across Merseyside could develop a similar older people's competition and hold a county wide event.

Phys Kids Project

The Phys Kids Project funded partly through the Community Investment fund aims to build upon the Wirral 0-5 years Physical Activity Strategy. The project aims to enthuse 5 to 7 year olds to continue to enjoy sport and physical activity by providing them with the opportunity to further develop FUNdamental movement and co-ordination skills through a range of positive experiences in gymnastics and dance.

The project has appointed a new Phys Kids Co-ordinator and Project Manager who are responsible for implementing a 3 year development plan for gymnastics and dance.

Phys Kids was identified as one of Wirral SPAA projects as figures from the National Childhood Obesity findings for Wirral 2006 reveal that 12.3% of girls aged 5 on the Wirral are overweight and 9.2% are obese, whereas 13.4% of boys the same age are overweight and 10.7% are obese.

This project has so far exceeded expectation with over 40 schools taking part in the programme and 12 schools have started the gymnastics programme with 208 participants involved in out of schools learning clubs, this includes 114 girls and 14 pupils with Special Educational Needs.

In terms of the dance programme, 13 schools have started Phys Kids out of schools learning clubs with 240 youngsters taking part in a 6-week project, culminating in a dance display around the theme of the environment.

Halton Sports Participation

The sports participation programme in Halton is part funded through Community Investment Funding identified by the Halton Sport and Physical Activity Alliance.

Following consultation with older adult groups, part of the programme was to develop community classes and taster sessions in Boccia and New Age Kurling delivered in Kingsway Leisure Centre.

Eileen who had just completed the Halton's 'Recipe for health exercise on prescription scheme' came along to try the activity. Within a few weeks she had taken on the role as volunteer, leading the session and welcoming new participants to the group with support from Paula Parle, Health and Physical Activity Development Officer.

within

The community classes are linked to the established Active Aging Programme which aims to create local sessions to increase physical activity levels in a fun and social environment.

There are now over 15 members who practice with the club for 2 hours per week.

By working in partnership with Kingsway Leisure Centre, and the participants of the group, it has been possible to sustain what has become a thriving physical activity with a strong social element.

To improve their skills, Level 1 training courses in both boccia and new age kurling have been organised for March 2009 and efforts are underway to set up friendly matches with other similar groups in neighbouring boroughs.

Headline Figures

Developing Delivery System for Community Sport in Merseyside

- 1 MSP Board Development Day successfully held in March 2009
- 6 well established Sport and Physical Activity Alliances
- £2,103,510 of funding was available from the Community Investment Fund
- £1,998,778 of funding was secured from the Community Investment Fund
- 17 projects successfully awarded
- 6 posts created in Merseyside
- £4,207,180 of partnership funding had to be identified as part of the 2:1 criteria
- £18,600,000 of partnership funding has been invested through the delivery plans across Merseyside

Developing Facilities

- 4 Local Authority PE, Sport Health Building Schools for the Future Stakeholder groups established

Our Customer Satisfaction Survey asked:

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

- 68.8% said Excellent or Good
- 14.1% said Fair

So how are we going to improve?

- Provide advice and support on resources available to sustain SPAA's priorities

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Events, Sponsorship & Marketing across Merse

Panathlon Challenge Events

The Panathlon Challenge is a multi-sports event that provides competitive opportunities for disabled children from 6 local authorities. Children receive coaching in table tennis, boccia, football and indoor athletics in 2 age groups 7-11 (primary) and 12-14 (secondary) in the run up to the competition.

The two county events, for both primary and secondary age young people, involved almost 200 disabled young people from across Merseyside. Over 400 young people received coaching at local schools and took part in local authority led competitions and assessment days.

Penny Moorfield, senior competition manager for Merseyside explained:
"The Panathlon Challenge is a great way of bringing together young disabled athletes from across Merseyside. The event provides the opportunity to participate in different sports as well as a vehicle to develop sporting talent on the run up to 2012 Paralympics."

Ashley Iceton from Panathlon Challenge attended the Merseyside events this year and commented.
"The relationship with Merseyside Sports Partnership is the best model in the country. It is an example of an initiative like the Panathlon being picked up and run by a county sports partnership where the core essence of the original idea nine years ago is retained and improved at a local level."

Disability Events Programme

From April 2008 to the end of March 2009, 2,162 disabled young people took part in 21 competitive sporting events and 1,067 disabled adults participated in 11 competitive events across Merseyside.

Merseyside Sports Partnership's aim was to provide a structured programme of events, enabling schools and resource centres to timetable disability sport into their calendars. Coaching was provided in curriculum time or as part of the extended activities for schools project. Talented individuals could then be identified at the events and progress on a performance pathway.

70 disabled children from Merseyside represented the North West in athletics and boccia and 7 disabled children have gone into England training camps during this year.

The events programme is funded by sponsorship, with thanks to Capita Business Services, Merseytravel, Select Education, Awards for All and Liverpool Culture Company.

Capita Sponsors Disability Coaching Programme

With funding received from Capita Business Services, Merseyside Sports Partnership has been able to engage with coaches who have little or no experience of working with disabled athletes to raise awareness of disability issues and to increase participation by increasing the number of sessions offered.

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- 8 coaches are now running football sessions in after school clubs
- 10 coaches support after school Boccia sessions
- 10 volunteers are working with adult clubs using knowledge acquired at the courses
- 20 mainstream football coaches are now qualified to work with disabled people
- 3 volunteers who took a course are now employed

The funding was also utilised to provide opportunities for disabled people to access coaching courses, empowering them to run their own sessions and up skilling them, improving employability for the future. 51 disabled people took advantage of this offer.

The programme has been successful in encouraging more disabled people to access courses, look at the next level of coaching qualifications available and become more aware of issues related to participation in disability sport either as a coach, volunteer or competitor.

Headline Figures

Developing Major Events

- 2,162 young disabled people actively participated in 21 competitive opportunities
- 1,067 disabled adults actively participated in 11 competitive opportunities
- 30,000 young people participated in all year round training and tournaments leading to Merseyside Youth Games
- 973 young people attended Merseyside Youth Games
- 423 young people attended Merseyside Community Youth Games
- 143 adults participated in Tall Ships Sporting Event

Developing Sponsorship and Investment Opportunities

- £112,000 total investment which contributed to Merseyside Youth Games, Merseyside Community Games, Future Sporting Champions Dinner Disability Coach Education, Disability Events Calendar
- £966,500 investment supported and endorsed by MSP Board

Raising Profile

- £170,346 worth of publicity achieved
- 174,229 visits to the website
- 4,000 disability brochures, 3,500 Merseyside Youth Games programmes 2,000 Community Games programmes, 1,000 Sports Events Wallplanners and 500 Merseyside Future Sporting Champions Dinner programmes produced and distributed - worth £15,947
- 4 electronic newsletters produced and distributed to key networks and partners within MSP

Our Customer Satisfaction Survey asked:

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

- 73% said Excellent or Good
- 11.1% said Fair

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

- 77.4% said Excellent or Good
  12.9% said Fair
- 85.7% said MSP are Excellent or Good at communicating clearly and effectively
- 73.5% said MSP are Excellent or Good good at keeping you informed of National issues
- 75% said MSP are Excellent or Good at keeping you informed of Regional issues
- 76.1% said MSP are Excellent or Good at keeping you informed of Local issues

So how are we going to improve?

- Explore and secure event management projects
- Evaluate methods of communication

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Investment into Merseys

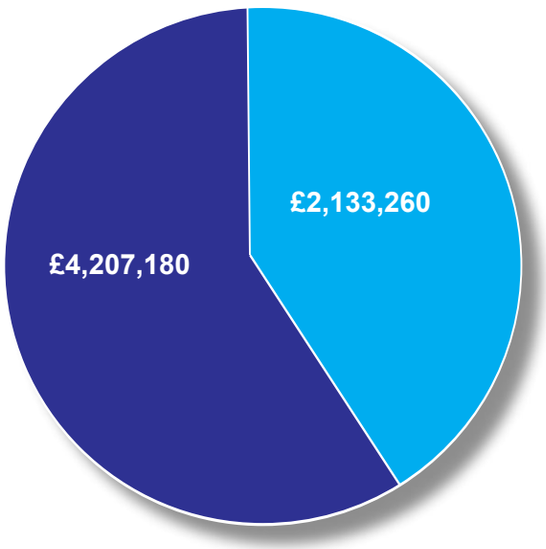
Merseyside CIF Allocation To Date

Merseyside Sports Partnership Funding Bids - Supported and Endorsed

	Region	Funding Request
Neston Cricket Club House Improvements	Wirral	£125,000
World Academy of Sport	Merseyside	£ 50,000
Development of Cheshire Sports Facilities	Liverpool	£ 80,000
Over 50's on the Move	Liverpool	£ 36,000
Breckfield Sports and Activity Centres	Liverpool	£210,000
Get Connected	Merseyside	£ 60,000
Cheshire Jets Community Sports Project	Wirral/Merseyside	£200,000
Bootle Community Sports Stadium	Sefton	£100,000
Get Qualified in Sport and Active Leisure	Merseyside	£ 93,000
Merseyside Somali Sport and Culture	Liverpool	£ 12,000
	Total:	£966,500

Community Investment Fund (CIF)
£2,133,260

Partnership Funding
£4,207,180



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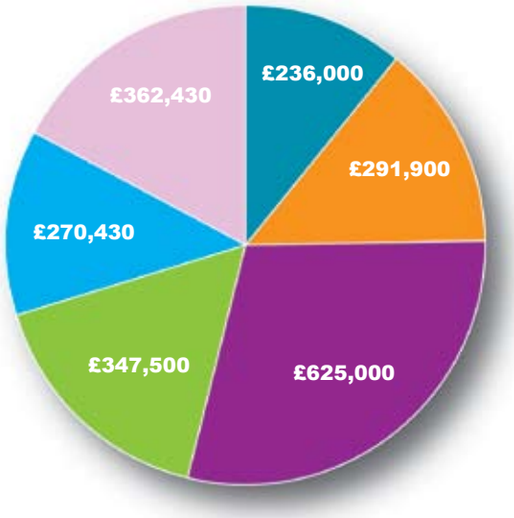
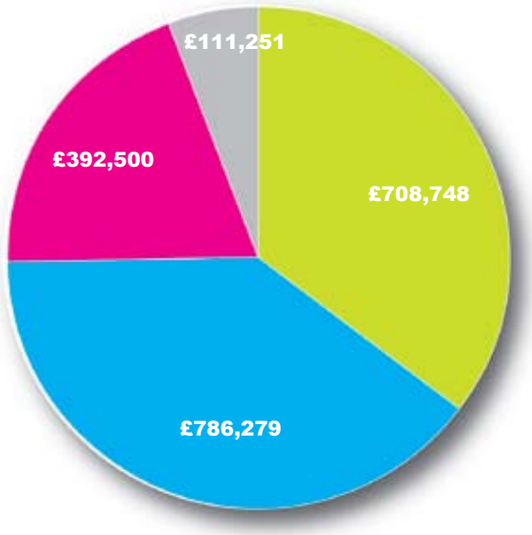
Sport and Physical Activity Alliances Financial Investment

Halton	£236,000
Knowsley	£291,900
Liverpool	£625,000
Sefton	£347,500
St Helens	£270,430
Wirral	£362,430



Merseyside SPAA CIF Funded Projects

Club and Volunteer Development	£708,748
Participation (Over 60's)	£786,279
Participation (Under 16's)	£392,500
Pathways	£111,251



Our Customer Satisfaction Survey showed:

- 54.7% said MSP are good at understanding your objectives, 28.1% said excellent
- 51.6% said MSP are good at meeting deadlines, 32.8% said excellent
- 59.4% said MSP are good at responding to problems, 26.6% said excellent
- 51.6% said MSP are good at meeting objectives, 32.3% said excellent

So how are we going to improve?

- Review srategy 2006-2010 and produce new strategy 2010-2015

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The principle activity of Merseyside Sports Partnership Core Support Team has continued to be that of strategic coordination, performance measurement and marketing of sport and physical activity.

Through its Strategic Board, it has continued to deliver through its partners, the outcomes for the year 2008-2009 within budget.

Merseyside Sports Partnership Board and its Core Support Team are committed to investing in a wide range of projects for the benefit of 2009-2010 in line with its strategic priorities – Strategy 2006-2010

Merseyside Sports Partnership: Core Support Team is employed by Liverpool City Council (LCC), Sport and Recreation, within Culture, Media and Sport portfolio on behalf of the Partnership and is required to comply with LCC HR and Financial processes and procedures as per Memorandum of Understanding and Co-operation. The Core Support Team is located in the premises of Liverpool John Moores University, I M Marsh Campus as per lease agreement.

Merseyside Sports Partnership Board is currently a voluntary body, which operates under the terms of a Memorandum of Understanding and Co-operation.

Governance and Accounts

Summary of Financial Statements for the year ended 31st March 2009

Funding	**Income**
Sport England	£ 633,350
Local Authorities	£ 60,000
Operational Income	£ 233,076
Re-profiled from 2007/08	£ 226,737
Total	**£1,153,163**
Expenditure	
Employees	£ 444,635
Supplies	£ 432,227
Services	£ 209,755
Total	**£1,086,617**
Income over Expenditure	**-£ 66,545 ***

**Monies re-profiled from committed expenditure for Community Volunteering, Disability Sport, Coach Education, Step into Sport*

Reserves

On-going reserves stand at £257,000

- To continue to develop and sustain a skilled workforce of coaches, volunteers and students across Merseyside
- To continue to improve the number and quality of voluntary sports clubs (and multi sports clubs) offered to young people across Merseyside

Priorities for 2009-10

- To continue to improve the quality of the links between schools and clubs across Merseyside
- To continually work towards improving accountability and communications of the MSP Board and its structure
- Maximise the benefits and opportunities of the 2012 London Olympics and Paralympics - support to talented individuals, coaches and volunteers
- Raise the profile of sports participation by sharing great practices to become common practices through an inclusive structure across Merseyside
- Maximise on usage and promotion of research data on behalf of the Partnership to inform decision making at policy level

Our Customer Satisfaction Survey showed:

- 54.7% said MSP are good at working with your team, 35.9% said excellent
- 65.6% said they had a good understanding of the role of MSP
- 62.5% said the MSP Board are excellent or good at providing leadership and support, 25% said they didn't know

In rating the quality of services we provide:

- 56.3% said good
- 26.6% said excellent

When asked what level of confidence you have in MSP to deliver the services you require:

- 56.3% said they had 'A lot of confidence'
- 23.4% said they had 'Complete confidence'

So how are we going to improve?

- Restructure strategic board to include 'Functional Action Groups'
- Improve 'accountability' and 'communications' of the Board and its structure
- Continue to celebrate success, impact and achievement

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Merseyside Sports Partnership sponsors and supporters for all

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

would like to thank all our their help in 2008-2009...

sport unlimited

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

46 National Governing Bodies of Sport:

Angling
Archery
Athletics
Badminton
Baseball
Basketball
Boccia
Bowls
Boxing
Canoeing
Cricket
Cycling
Equestrian
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
Watersking
Weight Lifting
Wheelchair Basketball
Wheelchair Rugby
Wrestling

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For further information contact

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