



A Year of Progress, Impact and Achievements 2011 - 2012



WELCOME



Foreword

Welcome from the Chairman of Merseyside Sports Partnership, John Bell

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

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

The 2012 Olympic Games and Paralympic Games offer a great opportunity to promote sport; this has been grasped through the sports legacy framework, ‘Achieve the Potential of the Games.’ A legacy has already been felt in Merseyside since the bid to run the Games was announced in 2005, adult participation in sport has increased from 19.6% to 22.4%.

(Based on Active People 2005 – 2006 to Active People 2010 – 2011)

Be Inspired is the strap-line of the Games and on Merseyside we have many projects which have been awarded Inspire Mark. One example is the new £5.2m fire station in Toxteth – Fire Fit – which, whilst fulfilling an

operational role, also doubles as a major sports facility in Toxteth and a focus for work with young people in particular.

The Partnership has helped clubs across Merseyside to access Inspired Facilities grants from Sport England. These grants are to help with much needed improvements, to changing rooms for example, and over £350,000 has been awarded from Sport England across our region.

Health has continued to be a key partner and the report describes two projects MSP was commissioned by NHS Sefton to deliver. The first was to identify new ways of reducing obesity during pregnancy using exercise and the second was to design a marketing and training scheme to enable those who care for the under 5’s to keep that age group active in their critical early years.

National Governing Bodies of Sport are another key partner and MSP has worked with many of the 46 sports, supported financially by Sport England. Running for sport and health is increasingly popular (especially after Team GB medal successes!) and Run England have worked with the Partnership and Liverpool City Council to fund a Run England Activator.

England Netball have been assisted to host a Back to Netball Officer in Liverpool. Social media such as Facebook and twitter have proved important in reaching women to encourage their return to sport.

Learning to swim is as important as ever and MSP helped organise and fund a Learn 2 Swim Conference for the North West which attracted 110 delegates.

I am pleased that MSP has been able to assist young coaches across Merseyside to gain financial support and qualifications, which will enable them to both help other young people and add to their own C.V's.

Pink Panters (a name chosen by the members) is a great name for a women's running club and they have, with the aid of Sportivate grant funding gained through MSP, managed to become a self-sustaining running club for new runners. Members of the club have reached their own goal of running a race – the Race for Life in aid of cancer charities.

Finally, I am proud to highlight MSP support for disabled athletes. We have increased participation in events for disabled young people, with over 1200 competitors this year. Playground to Podium is designed to encourage competition and identify talented athletes. In June 2011 a multi-sports day was held

in Kirkby for athletes to participate in table tennis, wheelchair basketball, football and athletics. Not only was it a great day for 62 disabled athletes and their supporters, but new future champions were identified as well.

This will be my last year as Chairman of Merseyside Sports Partnership Board, although I am continuing on the Board as Vice Chairman. I would like to thank all the Board members and staff of Merseyside Sports Partnership and wish my successor, Stephen Tiffany, and enjoyable and successful time in the role.



John Bell
Chair of Merseyside Sports Partnership

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Board Members

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Chief Executive Greenbank
Project Advisor of Social
Enterprises

PAT SHENTON

Advisor of Higher Education and
Academies

ROBERT LYALL

Divisional Manager
Sport and Outdoor Recreation
Representing Liverpool City
Council
Host Authority for MSP Core Team

SUE DREW/JULIE TIERNEY

Deputy Director of Public Health
Representing Merseyside Primary
Care Trusts

KEV BYRNE

School Games Organiser
Representing 14 School
Competitive Sport Networks

PAM JERVIS MBE

Regional Champion for Sport
England

STEPHEN TIFFANY

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

DAMIAN WALSH

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

BRIAN BOYLE

Voluntary Sector Representative
Representing Merseyside Sports
Councils

PAULINE MANNING

Project Officer Representing
Merseyside Sports Councils

DAVE SOUTHERN

Regional Development Manager
RFU Representing National
Governing Bodies at Regional
Level

HANNAH SIMPSON

County Development Managers
FA Representing National
Governing Body Forum



Core Team

JEAN STEPHENS
Director



KERRY STEWART
Development Manager
(Business & Performance)



STEVE SULLIVAN
Senior Development Officer
(Events)



COLETTE SHARKEY
Office Manager (Compliance
& Governance)



ANDREW WILEMAN
Development Manager
(Workforce)



KATIE CROZIER
Senior Development Officer
(Marketing)



TERI WAINWRIGHT
Business Support Officer
(Workforce)



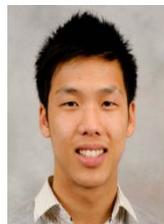
EILEEN FLETCHER
Business Support Officer
(HR & Clerical)



CALUM DONNELLY
Development Manager
(Sport)



JULIE LEASOR
Development Manager
(Community)



KENNY CHU
Business Support Officer
(Research)



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



Fire Fit Hub, Liverpool

Funding for the new Toxteth Fire Fit Hub was secured through the £2.3 million Department for Education MyPlace initiative with an additional £2.8 million funding from Merseyside Fire and Rescue Service and £500,000 from Liverpool City Council.

Work involved demolishing Toxteth Sports Centre and relocating Toxteth Fire Station to the Upper Hill Street site which will be known as Toxteth Firefit. The facility will meet the needs of the local fire service as well as meeting the needs of its community as Cllr Dave Hanratty, vice Chairman of the Merseyside Fire and Rescue Authority explained:

"There is a clear connection between fire risk and health and fitness which is why we have been working with health providers to promote healthy lifestyles. A Fire Fit hub like this would be a really valuable way for us developing this further."

The Fire Fit Hub is a £5.2 million state-of-the-art fire station as well as a youth and community hub and a major sporting facility in the heart of Toxteth. The facilities include football pitches, martial arts studio, dance studio and a new gym.

Fire Fit has successfully been awarded the coveted Inspire Mark which demonstrates that the project has been genuinely inspired by the London 2012 Olympic Games and Paralympic Games.

Merseyside Disability Events Programme

In Merseyside the Disability Events Programme has been contributing to an increase in participation year on year. In 2011, 1,238 competitors participated in athletics, boccia, cricket, football and swimming.

This year round programme of events works with special and mainstream schools to provide opportunities for young people with physical and learning disabilities, helping many to join local clubs and sessions and maximising the sporting opportunities available to them as Event Organiser Steve Sullivan explains:

"Every year we are providing more opportunities for young disabled people to participate in sport and more chances for talent identification too."

"The North West Boccia Squad comprises of 10 members from Merseyside, reclaiming their national champion status again this year, proving that the opportunities are being taken and future Paralympians are being placed on appropriate talent pathways for their development."

Table 1 – Successful Inspired Facility applications from across Merseyside

Organisation	Project Title	Project Cost	Requested from Sport England	Project Description
Mossley Hill Athletics Club (Liverpool)	Bowling Green installation	£96,000	£50,000	Mossley Hill Athletics Club provides facilities for football, rugby, archery, athletics and tennis. The funding is to support the cost of installing a new artificial bowling green to enable the club to establish bowls as an additional sport at the venue.
The Hightown Club (Sefton)	Proposed Club House/ Pavillion	£250,000	£50,000	Hightown Club is a Community Amateur Sports Club. The club was established in 1907 and provides cricket, crown green bowls, racquet ball, squash and tennis. In January 2011 the pavilion and clubhouse were destroyed by fire and this project aims to build a new club house to prevent current members leaving and encourage new members to join.
Irby Cricket Club (Wirral)	Club House refurbishment	£48,876	£45,876	Irby Cricket Club is a formally constituted club located in Wirral. The clubhouse and facilities are also used by Cheshire Disability and Learning Difficulty cricket squad and Oxtun Hockey Club. The project seeks an extension to refurbish the existing clubhouse, including changing rooms and shower facilities to meet ECB standards and to update the lounge/bar area.
Southport Argyle Lawn Tennis Club (Sefton)	Tennis Clubhouse remodelling	£56,831	£50,000	Southport Argyle Lawn Tennis Club is a formally constituted club. This project aims to renew the roof and make the building weather proof; remodelling the clubhouse to make it a more user friendly space to include fitness room, remodelling the changing rooms to allow more indoor activities to take place and to enable disabled users to use the facilities.
Sefton Rugby Club (Liverpool)	Legacy floodlighting	£63,350	£28,350	Provision of floodlighting.
Billinge FC (St.Helens)	New changing rooms	£96,000	£48,000	<p>Billinge FC based at Billinge Community Sports and Soccer Centre were successful in a joint grant aid bid to Sport England Inspired Facilities and Cory Environmental Trust. totalling £96,000.</p> <p>This investment enabled the build of a new changing room facility that complied with the regulations and level 7 standard required by the Cheshire league and Football Association and one that will accommodate the increasing demand.</p>
Blackbrook Rugby & Recreation Club (St.Helens)	Facility Development	£50,582	£48,182	Blackbrook Rugby and Recreation Club is a Community Amateur Sports Club based in St Helens, Merseyside in the North West Region.
Higherside ABC (Knowsley)	Regeneration and refurbishment	£29,316	£29,316	Higherside ABC is a formally constituted club based in Whiston, Merseyside. This project aims to refurbish a recently renovated and extended building, putting in changing rooms as well as fitting a safety floor, boxing ring and equipment.



Obesity in Pregnancy, Sefton

In 2011, Merseyside Sports Partnership (MSP) was commissioned by NHS Sefton to deliver the scoping phase of a project to tackle Obesity in Pregnancy and provide recommendations.

The project was initiated in response to: i) growing evidence that obesity is associated with increased morbidity and mortality to mother and baby; ii) the need to address the issue of obesity and pregnancy with a specific focus on promoting greater physical activity; iii) to reduce long term health inequalities in Sefton. The project must therefore aim to increase levels of physical activity amongst pregnant women.

Initial obesity and pregnancy research findings conducted by Jo Owen Public Health Development Nurse/Midwife, Sefton indicated that as many as 50% of women of childbearing age are overweight and that 18% of women are obese at the start of their pregnancy.

Primary Care Trust (PCT) evidence has proven that the figure for overweight and obese women in Sefton is closer to 42% (overweight 28% and 13% obese). This results in 9,272 women aged 16-44 years who are overweight and 4,360 women aged 16-44 years who are classified as obese and on average 2,500 women in Sefton are pregnant per year.

Between December 2011 and March 2012, one workshop and several follow-up

interviews were conducted by MSP to gain knowledge about the issue and forge constructive links with other key stakeholders. Extensive desktop research was conducted to further assess the issue based on available statistics, information, data reviews and current service delivery.

Insight on the views, knowledge, attitudes and behaviours of pregnant women were gathered from a mix of focus groups and questionnaire surveys in various community settings (including: hospital, children's Sure Start centre and GP surgeries).

Following analysis of all of the research, MSP highlighted the opportunities and barriers to improving service delivery. MSP also made recommendations, based on the budget, resources and assets available, which included a physical activity and pregnancy social marketing campaign.

Active Play (0-5), Sefton

Tackling childhood obesity is a key priority for Sefton as obesity in reception and year 6 children rose slightly in 2009-2010. Encouraging physical activity in early years promotes the development of good habits which can have an impact on immediate and long term outcomes.

Merseyside Sports Partnership (MSP) was commissioned by NHS Sefton to deliver a project designed to increase physical activity levels for 0 – 5yr olds. This work was driven by a working partnership of MSP, NHS

Sefton and Sefton Early Years service.

The project had one clear aim - to create a 'movement' to promote greater physical activity through Active Play in early years children from 0 to 5 across Sefton. Structured Active Play can be described as 'P.O.W' - Pulse, Out of Breath, Warm – planned play that can take place at any time, within any setting that gets children 'huffing' and 'puffing.'

Through consultation with partners involved in the project and desk top research, MSP was able to plot out the provision currently available in Sefton and identified two main opportunities for development – to improve people's knowledge of physical activities available and applicable for early years and to design resources to promote physical activity in childcare settings.

MSP developed the following interventions:

- Social marketing campaign
- Active Play Training package and resources including physical activity guidelines for Sefton reflecting the National Physical Activity guidelines
- Active Play Charter mark accreditation scheme
- Active Play NHS Lifestyle cards

Good practice included: nurseries introducing 'POW' into their daily routine, using the ideas from the training, rolling out the training to other members of staff

to deliver, identifying one member of staff to be the Active Play coordinator, involving parents in Active Play sessions, using more the outside environment i.e. parks beach, woods, getting the children outside and providing more structured activity not just running around.

The social marketing campaign included posters and a bus stop campaign in August 2011 to coincide with the school holidays. Another 2 bus stop campaigns were planned for April and July 2012, again to coincide with schools holidays.

Active Play training was delivered to 112 nursery staff, 55 childminders, 6 children's centre staff, 4 Sefton early years staff and 2 health visitors. Active Play NHS Lifestyle cards were developed to support Health Visitors across Sefton with specific Active Play messages and information. A mobile phone application, or app, and website will be developed for May 2012.

Liverpool Echo reported on one of the first success stories when 'The Little Things' nursery adopted an original approach to creating an active environment for nursery children, by removing chairs.

Stage 2 will deliver training into under 5's settings such as church halls and with organisations such as One Vision Housing and faith groups. MSP will develop a Fundamental Movement Skills Poster, Newsletters and Passport book – which will promote to parents the importance of these foundation skills.

Commissioned Research, Data and Information Projects

Project	Description	Client
Market Segmentation Training	A 1-day workshop guiding Liverpool City Council's sports development team in using Sport England's online market segmentation toolkit to understand the sports segments around their facility areas and how to market and attract these target populations.	Liverpool City Council
Rampworx Feasibility Study	Feasibility Study to evaluate a second site for Rampworx. - The aim of this study was to demonstrate the best case for the 'project' and explore all options available by examining several areas including current operations and latent demand of Rampworx users. Coupled with the project's compatibility with the local community and assessment of the financial viability, this information will allow the key decision makers to have all the relevant, accurate data and information needed to make better, more informed choices.	Rampworx Skatepark
Active Play Project	Social Marketing and research study within Sefton to identify priority areas where birth-5 year olds are at risk of high levels of obesity. The scoping research generated key insights which informed the development of several campaign activities to engage child-care settings and parents. These included social marketing campaign posters, training package, training resources (guidelines for practitioners, resource cards and charter mark), microsite and smart phone app.	Sefton PCT



Svitzer invests in Community Sport

Svitzer UK has sponsored the provision of a range of sports equipment for Merseyside Sports Partnership. The equipment was used to offer sporting activities to parts of the local community that might not otherwise have had access. This included cricket sets, tennis equipment and a range of golfing materials. All of the sets are used to play games and matches but can also be adapted for urban settings, restricted spaces and used by people with mobility issues.

The sports equipment was distributed to local authority development officers for activities across the sub-region. Debbie Rose, Leisure and Culture Development Officer for Halewood Area used them to deliver Community Sports Leadership Award (CSLA) courses, to help up-skill coaches in Knowsley. Plus Mark Gardner, Sports Development Officer for Sefton, used the equipment in Summer Camps with Primary age children.

Calum Donnelly from Merseyside Sports Partnership said: "It's thanks to the generosity of Svitzer and of Factory Eleven who produce these sports kits, that we are able to bring them to the local communities across Merseyside. We've been really happy with the sessions delivered and will continue to use the equipment across the county." Barry Mears, Svitzer Tug captain added; "It's great to support a community project like this. Our local office supports lots of local

activities and we are hoping that we can work with Merseyside Sports Partnership to use this equipment in the community, introducing local people to some of the sports we enjoy."

Svitzer UK is global leader in the world of towage. The company's tug boats help ships to berth safely in and out of the Mersey.

Engagement with National Governing Bodies of Sport

Merseyside Sports Partnership (MSP) aims to provide a diverse and comprehensive service to National Governing Bodies of Sport (NGB's) including securing additional funding and investment. MSP worked with Run England to secure resources for a Run England Activator role within Liverpool City Council. This position will be important in driving the development of the Run England programme throughout the city.

MSP also secured £30,000 delivery funding in March 2012 from Sport England to support local partners to capture and retain a running audience. This funding will be distributed evenly across Merseyside partners during 2012/13.

MSP worked with England Netball to seek investment for Liverpool City Council to host a Back to Netball Officer. Once in place, MSP also offered marketing support which included publicising sessions on the website, Facebook page and through Twitter.

Marketing support was also offered to promote and drive the No Strings Badminton programme across Merseyside.

The Football Association (FA) approached Merseyside Sports Partnership to drive a pilot initiative to increase participation in children and young people. Using local data and intelligence, MSP identified an area of significant demand and brought together a range of local stakeholders – including; local authority, education and deliverers - who could support The FA in this research. The result brought about active consultation with young people aged 14-19 which has helped shape the FA's youth programme.

We were approached by the Cheshire County Tennis Association and asked to help them educate and develop their affiliated clubs, so that they could better understand their communities and local market - whether or not understanding the market meant driving provision away from traditional tennis. Merseyside Sports Partnership created and delivered a session on market segmentation which enabled each club to access and make the most from Sport England's toolkit. This looked in detail at each clubs local community and audiences needs and wants. Each club produced a plan – which went beyond traditional tennis – to capture and retain its local community into tennis type activity and LTA interventions.

A facility audit, including market segmentation, was completed across key areas in Merseyside, to identify opportunities

for delivering, and ways to promote, RUSH Hockey. This data and intelligence empowered a Sportivate application and placement of RUSH activity in Liverpool and Wirral.

Learn 2 Swim Conference

Swim North West commissioned Merseyside Sports Partnership to develop and organise their county Learn 2 Swim Conference for 2012, an essential part of Swim North West's support for workforce development.

MSP attracted additional investment into the conference, increasing the available budget to £7,060, through local investment and partnership funding, mainly through Merseyside Aquatics Forum (MAF). The funding enabled places to be subsidised and improved the quality of delivery.

To ensure the conference met the needs of the audience, we gained valuable insight (via MAF) which enabled MSP to understand that - 90.4% of private, public and independent delegates required support in their day to day delivery of the Learn 2 Swim programme and 52.6% identified Integrating Autistic Children into Mainstream Lessons and Working with Children with Educational Difficulties as a requirement.

110 delegates attended the successful Learn 2 Swim Conference at Knowsley Leisure and Cultural Park.

Headline Figures

Developing Sports Clubs

- 361 Clubmark clubs within Merseyside
- 82 clubs working towards Clubmark
- 90 Change 4 Life Clubs
- 21.6% of adults are members of community sports clubs

Developing Sporting Talent

- 14.4% of adults in Merseyside have taken part in competitive sport in the last 12 months
- 17.8% of adults 16+ participating in at least 30 mins of sport and physical activity of moderate intensity on three or more days a week (i.e. 3 x 30)



Get Qualified Programme

Chris Edwards (19) from Caldy, Wirral is one of many sports coaches that have benefited from Get Qualified funding via Merseyside Sports Partnership and Wirral Council.

Chris has had a great deal of success as a cricketer, representing Cheshire from age 9 to age 17 and playing for the England Learning Disability Squad from the age of 15. In 2010, he was awarded the ECB Disability Cricketer of the Year and, in 2011, won three Man of the Match awards at the Tri-nations Tournament in South Africa, having scored the most runs and being the second highest wicket taker of the tour. Chris also plays regularly for Caldy Cricket Club 1st X1.

Having completed his education at Birkenhead 6th Form College with a BTEC in Physical Education, Chris achieved his L2 Cricket Coach Award in 2011. He has since been working as an assistant coach in schools and Caldy, Irby and Chester Broughton Hall cricket clubs, alongside his mentor Keith Beggs.

This year Chris had the opportunity to obtain regular employment for Cheshire Cricket Board as a Cricket Development Officer but needed additional coaching qualifications to fulfil the role. Get Qualified funding enabled him to obtain his Club Coach and Coaching in Schools awards and, as a result, he was able to take up the post of part-time Cricket Development Officer in April.

“The funding awarded to the MBDG has enabled us to support individuals to gain essential qualifications for coaching our sport, removing barriers, such as cost, which may prevent individuals from developing.”

**Felicity Vaughan
Merseyside Basketball Development
Officer**

Employable Communities Fund

As a result of the continuing relationship between Merseyside Sports Partnership and the Community Foundation for Merseyside, a number of voluntary sport development groups have directly benefited from accessing financial support through the Employable Communities Fund (ECF).

One of the voluntary groups to benefit from a successful application to ECF is the Merseyside Basketball Development Group (MBDG), which was awarded £5,450. The funding has enabled the Group to directly support individuals from within local clubs who may not have previously had the opportunity to access development opportunities through helping to remove barriers. Aspiring coaches have been supported to access training courses, gained specific coaching qualifications and received

mentoring support from within the Group, all aimed at further improving their opportunities of gaining employment.

Charlotte Kelly from Huyton is one of the coaches to receive support and mentoring from the MBDG. Through the funding available Charlotte, who is passionate about coaching sport, has been supported to gain her Level 2 coaching qualification and complete a sports coach UK course in Safeguarding and Protecting Children, both pre-requisites for a lead coach. As a result of gaining these qualifications, Charlotte has been able to secure work delivering coaching for the Mersey Tigers and Merseyside Disability Association. In addition, gaining the qualifications has opened up other coaching opportunities for Charlotte to deliver basketball sessions in schools.

Felicity Vaughan, Merseyside Basketball Development Officer, commented:

“The funding awarded to the MBDG has enabled us to support individuals to gain essential qualifications for coaching our sport, removing barriers, such as cost, which may prevent individuals from developing.

As a result, Charlotte and other coaches who may not have had the chance to develop, or progress, have received support from the Group. Through supporting the development and up-skilling of coaches, this funding is directly helping us to support the club structure in Merseyside”

Get Qualified Programme

Darren Dillon first came into contact with Wirral Sports Development Department through the Positive Futures Project. At this time Darren was not in any form of employment, education or training (NEET).

Through Darren's commitment, and a willingness to learn more about young people in sport, he was offered the opportunity to up skills himself (funding via Wirral Sports Development and the 'Get Qualified Programme) and successfully gained qualifications in:-

Lifeguarding: Darren has since gone on to gain a part time contract at Europa Pools, Birkenhead.

A Guide to mentoring Sports Coaches: Darren now mentors new coaches or volunteers moving through the process as he experienced first hand.

Positive Behaviour Management: Darren is equipped with the skills to deal with and harness more challenging behaviour.

The opportunities provided by the Get Qualified Programme not only opened up a new career for Darren but also shaped his personal skills. Darren said: *“I have gained an awful lot, I feel I have got a lot more confident in myself”.*

Darren also won the Wirral Young Volunteer of the Year Award 2011.

Employable Communities

The following projects have been awarded Employable Communities Funding:

- Saints Community Development Foundation
- St Helens District Sports Council
- The Famous Grapes FC
- Liverpool 8 United Football
- Knowsley Football Futsal Development Group
- KFCA
- South Sefton Gymnastics
- St Helens Service Area
- Merseyside and Halewood Junior League
- Vi-Ability Educational Programme
- Eastham & District Junior Football League
- Wallasey Junior Football League
- JM Sports in the Community
- St Helens and Rainhill Junior League
- Merseyside Youth Association
- Bebington High Sports College, Cooperative
- Community Trust
- Phoenix Community & Youth Project
- Everton in the Community
- Crosby Lakeside Adventure Community Forum



Change4Life Club Charter

Change4Life is a National campaign designed to encourage healthy eating and increased activity. It's key messages are "eat well, move more, live longer." The Change4Life Charter is an initiative designed to bring those national messages into local community sports clubs.

£15,000 was brought into Merseyside and Cheshire CSP's to deliver the project which involved joint working between Merseyside Sports Partnership, Sport Cheshire (CSP) and CHaMPs (Cheshire and Merseyside Public Health Network). The group was 1 of 17 who successfully bid for funding from the Change4Life Community Fund, over 90 applications were received Nationally.

The project began with an online survey to 280 clubs in Merseyside, for which 64% were aware of the Change4Life campaign but of those clubs, 91% had not engaged with the campaign.

The charter is a three stage process which allows Clubmark accredited or Charter Standard clubs, to work with their club development officer to increase the number of participants, coaches and volunteers in their club and thus actively improve the health of their members and of the community as a whole.

In Merseyside 93 clubs attained Bronze level, 13 attained Silver and 5 attained Gold. The project helped to strengthen partnership

working between Club Development Officers in Merseyside and Health colleagues in Primary Care Trusts.

Using the familiar messages and marketing resources of Change4Life, clubs have benefited from better engagement with the community by connecting with partners in health and sport, the potential to attract new members through online promotion on the Change4Life website and increased capacity to deliver community sessions.

Sport Makers - Inspiring the Next Generation

Sport Makers is one strand of the Sport England Places People Play 2012 legacy programme. Its aim is to inspire 40000 adults across the country to take up the challenge of organising and leading sport and physical activity opportunities for their friends, family, colleagues and local communities for a minimum of 10 hours. Since the launch of the programme in October 2011, Merseyside Sports Partnership has co-ordinated a series of open and closed Sport Makers workshops, aimed at providing the inspiration to help make sport happen in the community.

In March 2012 Merseyside Sports Partnership organised a closed workshop specifically for the sixth form at Childwall Sports College in Liverpool. The workshop was led by sporting ambassador Bryan Steel, an elite cyclist who experienced

success at Olympic, World and Commonwealth levels both as an individual, and as a member of a team. Along with the opportunity to meet Bryan and hear at first-hand his story, the participants gained a unique insight into the vital role which volunteers play in making sport happen at all levels. Throughout the workshop 44 young people from the 6th Form and 4 members of staff participated in four sessions with Bryan, and two other facilitators, which focused on equipping them with the skills, knowledge and confidence to be successful in leading sport and the value in becoming Sport Makers.

In recognition of the commitment which Sport Makers such as the young people and staff from Childwall Sport College are making to help support an increase in participation, the programme is backed locally by Liverpool City Council who are supporting the initiative by offering every Sport Maker who completes a minimum of 10 hours volunteering 3 months free membership of the Lifestyles Fitness Centres. Merseyside Sports Partnership were one of the first County Sports Partnerships in the country to be able to offer an additional incentive of this nature in support of the Sport Makers programme.

Inspire Mark Projects

Merseyside has 57 Inspire Mark projects - which have been inspired by the London 2012 Olympic Games and Paralympic Games.

Here are some of the sports projects in Merseyside:

- Free Swimming
- Get Inspired
- Halton's Sporting Excellence
- Halton Table Tennis 4 U
- Knowsley's Sporting Heroes
- Proud and Gifted
- 2012 Open Day
- NHS Challenge
- Pigs Bladder Football
- Sport Liverpool in 2012
- Active Sports
- Moorside Park Olympics
- Be a Sport
- Physical and Stroke Mentor Scheme
- St Helens Club Conference
- St Helens Dance Week
- St Helens Sports Festival
- The Go Active Games
- Motiv8 Wirral
- Wirral Play Games
- Merseyside Elite Athlete Scheme
- Fire Fit Merseyside
- Walk to School Merseyside
- Sportivate
- On Track: Inspired by Clatterbridge
- Merseyside Disability Events

Headline Figures

Volunteering

6.5% of population 16+ volunteering in sport and active recreation for at least one hour per week

31 volunteers at the Merseyside School Games

183 volunteers involved in Merseyside Disability Events programme

Coaching

14.6% of population 16+ received tuition from an instructor or coach in the last 12 months

6,726 coaches benefited from Get Qualified funding

831 Coaches registered on CoachWeb

Continued Professional Development Courses (CPD)

23 courses were arranged during this periods

311 participants took part in these courses



Pink Panthers, St.Helens

This project was started by Sports Development with the aim of setting up a beginners running session for ladies. There were 3 running groups currently operating, but none who could accommodate the complete beginner. Sports Development linked with the Health Improvement Team to lead the weekly sessions.

The aim of the group was to offer those females that would like to improve fitness in a free and social environment and provide the stepping stone from beginner to club runner. The long-term aim was for the group to become self-sustaining. The sessions were structured to allow routes for those who could only run a short way and those whose fitness levels were slightly higher.

Initially the session operated from Victoria Park, but when the dark nights came, it could be off-putting and the car parking was quite difficult to find. With the opening of the newly refurbished Queen's Park Health and Fitness centre, the decision was made to base the session there, providing an obvious and dry meeting area, surrounded by routes lit by streetlights.

The participants were kept informed that the session was never going to be permanently sustained by Sports Development and they would be looking for volunteers to continue delivery. Three ladies volunteered to lead the group and completed the Leadership in Running Fitness course, agreed the name of the 'Pink Panther's' and opened a bank account.

The Pink Panthers then delivered a further session as part of the Sportivate programme, with Sports Development simply assisting with promotion of the session: to get those attending to a minimum of 5 out of 6 sessions, to develop their fitness and most of all their confidence and to get the group to become self sustaining.

Coaching courses were covered through Sportivate, which allowed the club to receive payment for delivering further sessions. The club has put all funds into their bank account to further develop the club and raise awareness.

The club became self-sustaining, leaders became qualified, the club also registered as a Change 4 Life club. Seven participants recently completed the St.Helens 10k race – something they never thought possible when they first started out. A number of participants have also registered for the Haydock Park Race for Life in June 2012.

The Pink Panthers continue to operate and have a number of social events planned for over the summer months. They are also looking to run a second weekly session providing further development for participants.

The project was a great success with the borough gaining a new self-sustaining sports club. This is the ultimate aim when running any new projects, that a new club, team or session will evolve.

Eight4Sport, Wirral

Eight4Sport in Bromborough, Wirral, ran a Sportivate project in Summer 2011 for 6 weeks for young males aged 16-21. At a reduced cost of just £2 per person the weekly 5 a side football session provided opportunities for matches and attracted 39 men to the course.

This number has been retained and increased to 50 (10 teams). Following the success of the Sportivate Project, Eight4Sport wanted to continue offering the reduced price league to local young men and worked with Cheshire Football Association's Get Into Football Officer, Jennifer Brookes, to draw down funding from the FA's Small Sided Development Fund.

A new Youth Small Sided Respect League for 16-21 year olds started in February, in partnership with the Cheshire County FA. The league is called 'U:2:1 League' which aims to encourage young males, who are not currently playing in a local club, to get back into playing affiliated, regular, competitive football. The 50 already engaged are expected to continue in this league and that number will increase with marketing activities planned, including newspaper advertising.

The success of the Sportivate session showed that local young people wanted this opportunity and Eight4Sport wanted to

ensure it continued to attract them to the facility. With the Partnership working between the facility and Cheshire County FA they were able to continue to offer low price 5 a side football and linked to the Respect League which provided a Respect Code of Conduct for players, officials and spectators to be signed by all before the league commenced.

The success of the initial project with Sportivate and then the commitment to continue to offer cut price competitive league football for the local young men shows good practice and that the ethos of Sportivate, to first attract non playing footballers and then to keep them engaged in sport, has been achieved in this project. The organisers aim to engage between 80 – 112 players in total by the end of the year (approx x16 teams). Jennifer Brookes hopes that keen young players will be attracted into playing for 11 a side football leagues in the future by working with local clubs and inviting them to come along to sessions and talk to the players.

By working together and considering the needs of the local community – here, providing an affordable opportunity for competitive football – these partners were able to attract and sustain participation in sport.

Headline Figures

Sportivate

- Merseyside Target for retain = **1,184**
- Merseyside actual figure for retain = **2,356**
- Merseyside actual figure for throughput = **16,872**
- Merseyside actual figure for engaged = **2,696**

(We are not given a target for throughput and engaged on a year by year basis)

Figures for retain can be broken down into –

- Male / Female split = **1,534/872**

Nationally

- Young people (14-25 yrs) retained = **80,870**

Figures based on the information within the portal on the 30th April 2012 (official close of Year 1)



Merseyside School Games

Merseyside Youth Games first took place in 1992 and was one of the largest multi sports events for young people in the UK. With a year round school/community sport development programme involving up to 30-40,000 young people in training and competitions, the Merseyside event was the culmination of local trials.

In its 20th Year, the Games has made a difference to one million young people and 2,000 volunteers and officials. The county wide event also provided a pathway to excellence for many young people and a sense of identity between participants and the local authority they represent.

Phil Keating, PE Coordinator Our Lady Star of the Sea commented:

“It’s important for Merseyside schools to be part of the Merseyside School Games so that they can be part of a much wider experience. Such opportunities will stay long in their memories and hopefully spur them on to continue with a chosen sport, realise their true potential, have fun and lead a long and healthy life.”

Our sponsor Shaun King, Capita, Divisional Director said:

“We’re incredibly proud to be able to support Merseyside Sports Partnership in developing programmes that give young people wider access to sport and physical activity. The

Games offers a wonderful chance for thousands of young people to have fun and enjoy themselves. We’ve seen the event grow in stature each year and we’re delighted to have done what we can over the last 8 years to help.”

Liverpool Primary Care Trust also sponsored the 2011 event. Gideon Ben-Tovim, Chair of Liverpool PCT, added:

“We’re delighted to be supporting the Games. Through the 2020 Decade of Health and Wellbeing we’re encouraging everyone – including the city’s youngest residents – to get involved in activities which have a positive impact on the way they feel, and this event should be a great way to put this into practice.”

Playground 2 Podium

Playground to Podium is a national initiative designed to improve identification, support and monitoring of young talented disabled athletes. The programme, which is led by Sport England (in partnership with the English Federation of Disability Sport), the Youth Sport Trust and Paralympics GB, will help to create a clear and professional disability sport pathway from school sport, through to club participation and onto elite performance.

In Merseyside a County Athlete Assessment Day took place on the 6th May 2011 to identify talented swimmers from Merseyside,

30 took part. On the 20th June 2011 a multisport CAAD day was held at Kirkby Sports College involving 62 young people in table tennis, wheelchair basketball, football and athletics.

All the national governing bodies at the multisport event found at least one athlete who should be on a talent pathway, so the events were deemed a success.

Event organiser Steve Sullivan remarked:

“The coaches were from the local clubs, which made signposting extremely simple and a young volunteer who was part of the My Games project also supported the CAAD, which helped demonstrate the numerous possibilities within swimming.”

Marie Dixon visited the multisport event:

“Boccia was held as a separate day enabling the partnership to specifically target electric wheelchair users. This day was a particular success with over 21 young people taking part.”

With the additional wheelchair event in February that equates to 118 young people involved in county assessment as part of the Playground to Podium programme in Merseyside.

Utilising Social Media

Merseyside Sports Partnership has embraced social media during 2011-2012 by introducing Sport Makers and

Sportivate pages on Facebook. MSP has had a company page since 2010 which has 140 ‘Likes’ Sport Makers has 21 and Sportivate has 36.

Twitter has become increasingly important. Merseyside Sports Partnership now has 1,070 followers, Sport Makers Merseyside has 57 followers and Gold ChallengeKT has 102 followers.

It has become common practice for Merseyside Sports Partnership to update the website, Facebook and Twitter daily to keep the information fresh. We include hashtags and @addresses where possible so that our partners know when we are tweeting about them.

This has helped to increase communication with the general public too, which has in turn led to additional bookings onto our courses, registration of Sport Makers and hits to our website.

Our partners are happy with our reach too because it helps them to promote news, events, courses and jobs, in fact Dr Zoe Knowles at Liverpool John Moores University said:

“JMU Research Institute for Sport and Exercise Sciences passed on advertisements for a research officer and part time coach and received 6 and 25 requests for information respectively following the viewing on MSP website. We have had some excellent applicants which is testimony to the calibre and connectivity of MSP.”

Headline Facts

Numbers	Developing Major Events
1,927	Young disabled people actively participated in competitive events.
839	Attended Merseyside School Games.
288	Attended the Merseyside Sporting Champions Dinner.
Numbers	Developing Sponsorship & Investment Opportunities
£28,500	Sponsorship raised by Merseyside Sports Partnership core team for events such as Merseyside School Games, Merseyside Disability Events Programme and Merseyside Sporting Champions Dinner
£89,600.00	Investment supported and endorsed by the Merseyside Sports Partnership Board.
Numbers	Raising Profile
£319,584.35	Worth of publicity achieved
1	Pieces of regional coverage
4	Pieces of national coverage
176,880	Visits to the website
2,000	Merseyside School Games programmes produced and distributed - worth £1,180
2,000	Invitations to the Merseyside Sporting Champions Dinner - worth £500
500	Merseyside Sporting Champions Dinner programmes produced and distributed – worth £1,380
£3,060	Total value of sponsored publications
4	Electronic newsletters and Funding updates produced and distributed to key networks and partners within the Merseyside Sports Partnership.

Funding Bids

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

Supported / Endorsed - Successful	Area	Funding
Small Grants - Fitness	Liverpool	£10,000.00
Small Grants - Football	Liverpool	£10,000.00
Small Grants - Cycling	Wirral	£9,600.00
Sefton NHS - Pregnancy brief	Sefton	£40,000.00
Big Lottery - Cricket	Liverpool	£20,000.00
Total		£89,600.00

* additional to grants received or sourced

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

Supported / Endorsed - Unsuccessful	Area	Funding
Big Lottery - Cricket	Liverpool	£2,000.00
Total		£2,000.00

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

Co-ordinated / Lead on - Successful	Area	Funding
Change4Life Community Fund	Cheshire & Merseyside	£15,000.00
Sefton PCT	Sefton	£74,000.00
Total		£89,000.00



Accounts

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

Funding	Income
Sport England	£712,579
Operational Income	£392,830
Re-profiled from 2010/11	£82,390
Total	£1,187,799
Expenditure	
Employees	£450,815
Supplies	£39,848
Services	£697,136
Total	£1,187,799

Note: In line with LCC financial regulations, income over expenditure drawn to zero balance with programme funding re – profiled as committed expenditure in 2012-2013 budgets and cash flow.

Priorities 2012 - 2013

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:-

Five P's	Call To Action
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

Each of our five P's is underpinned by a series of "call to actions" and "outcomes" located in Merseyside Strategy for Sport and Physical Activity 2012-2017. This can be found on our website www.merseysidesport.com

SPONSORS & SUPPORTERS



Merseyside Sports Partnership sponsors and supporters for all



Knowsley Council



factory eleven



Volunteer Centre
St Helens

would like to thank all of our
their help in 2011-2012...



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

46 National Governing Bodies of Sport:

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



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