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## 1. Chair's Message

It has been another very busy year and in many ways, a challenging one for Sport Hampshire & IOW and its partners. The May General Election provided a new coalition Government with a new agenda and the tough financial climate led to some very deep cuts in public funding. Local authorities have had to make large savings and will need to continue to do so and PE and School Sport saw Government investment reduce by as much as 75%.

Despite this, partners within the County Sports Partnership have demonstrated just how resilient, creative, hard working and committed they can be by ensuring we achieved 99% of our challenging Sport Unlimited target. Over the three years of the project, an investment of £977,000 was made into sports activities ranging from Street Dance to Street Surf, from Tchoukball to Football. 31,600 young people aged 5 to 19 years enjoyed these activities. Partners worked hard to recruit these young people, latterly in some very difficult times where many were uncertain about their futures. I cannot thank partners enough for this mammoth effort.

Another good news story has been the £2million plus investment that has been attracted into Sport Hampshire & IOW in 2010-11. We were grateful for the early decision by Sport England to continue to invest in County Sports Partnerships until 2015 which afforded some stability amongst the mêlée of changes. Add to this our local authority partners' continued financial commitment as well as their energy, drive and commitment to improve sport and physical activity opportunities in Hampshire and the Isle of Wight, and we continue to have the right ingredients to build on our progress.

There are two other investments that I want to highlight, the Future Jobs Fund, £229,000, and Aiming High for Disabled Children, both revenue funding supporting the delivery of sport and outdoors activities, £446,000, and capital funding into leisure facilities and equipment, £425,000. When we look at the impact of our work on people, these two projects can evidence real change. In the case of the Future Jobs Fund, 40 young peoples' lives changed through the experience of work based learning and formal training in coaching settings. 85% of these young people have gone on to full-time employment opportunities either with the employer they were working, with or without other employers.

Aiming High has led to a cultural change. Young people with disabilities and/or additional needs being given opportunities to engage in safe, fun and interesting activities within mainstream settings. Again, partners have demonstrated a genuine desire to bring about change that has and will continue to lead to inclusion for these young people and their families.

Finally, next summer, the country will be gripped by Olympic and Paralympic fever and Sport Hampshire & IOW and its partners will be working hard to encourage new participants into sport and physical activity; to recruit, train and deploy volunteers, coaches and leaders; to deliver the School Games and of course to give our talented young people the very best opportunity to achieve their dreams of becoming Olympic and Paralympic athletes themselves. Whether you will be watching from your armchair or are lucky enough to have some tickets to enjoy events live, enjoy, I know I will!

**Richard Millard**  
Advisory Board Chair

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## 2. Purpose of the Annual Report

1. To provide an overview of the services and programmes delivered by Sport Hampshire & IOW.
2. To provide a summary of the key achievements.
3. To celebrate successes and good practice.
4. To highlight the main challenges for 2011-12.



inspiring more people to be more active, more often

# PARTNERSHIPS

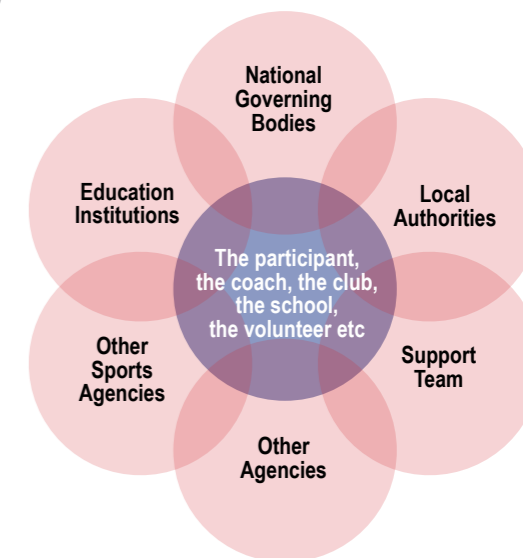
## 3. Sport Hampshire & IOW

Sport Hampshire & IOW is one of 49 County Sports Partnerships across England commissioned by Sport England to develop networks that increase participation in sport and physical activity.

One of the largest and most successful County Sports Partnerships in England, Sport Hampshire & IOW is dedicated to **inspiring more people to be more active, more often.**

### The Partnership's aims are to:

- inspire and sustain greater **participation** in physical activity and sport, enabling all to fulfil their potential.
- support activity at all levels through the development of a **quality workforce**; coaches, instructors, leaders, volunteers, officials and administrators.
- plan strategically and provide a range of high quality, active **environments** and appropriate **facilities**; supporting introductory activities, participation and performance sport.
- implement a strategic and co-ordinated approach to **marketing and communications**, enabling information to be communicated more effectively.



The Partnership consists of a core team working to deliver the core services as outlined in the agreement with Sport England and a number of other partners who provide a vast array of other services in support of the overall vision. Local authorities, National Governing Bodies of Sport (NGBs), National Health Services and other organisations and agencies all work towards inspiring our communities to be more active, more often.

## Advisory Board – Membership

Peter	Amies (Vice Chair)	Head of Community	Rushmore Borough Council
Julie	Amies	Partnership Director	Sport Hampshire & IOW
Stuart	Barlow	Assistant Principal	Sparsholt College Hampshire
Jamie	Burton	Sports Development Officer	New Forest District Council
Michael	Coker	Athletics Coaching and Performance Officer	Sport Hampshire & IOW
Phil	Green	Director of Sport	Southampton Solent University
James	Hinves	Senior Development Officer	Canoe England
Christine	Jackson	Deputy Director of Public Health	NHS Hampshire
Roger	Johnson	Senior Broadcast Journalist	Journalist BBC
Richard	Millard (Chair)	Client Relations and Sports Development Manager	DC Leisure
Sacha	Nicholas	County Development Manager	Hampshire FA
Dawn	Saunders	Associate Director of Public Health	NHS Portsmouth
Clare	Syvret	Relationship Manager - Community Sport	Sport England
Sarah	Taylor	Development Manager	Youth Sport Trust
Kevin	Way	Assistant Head Teacher	The Toynbee School



## 4. Key Achievements

### 4.1 Inspire and Sustain Participation

- Successful bid to Sport England for £1.3 million. The funding will maintain the core team until 2015 as well as provide for: children and young people, the Sportivate programme, Coaching and Sport Makers
- £1.18million Lottery funding secured as part of Sport England's four year (2011-15) national initiative, Sportivate, to support local projects in increasing participation levels of 'semi sporty' 14 to 25 year olds.
- 13 NGBs supported to deliver whole sport plans in Hampshire and the Isle of Wight and discussions with a further eight underway.
- New-look Hampshire Games for Olympic year agreed by Hampshire County Council Children's Services, Sport Hampshire & IOW and partners. Schools and communities will work together to host an even bigger Games event in 2012. Golf and Judo have already confirmed their involvement alongside the existing 11 sports. Under the schools umbrella, Athletics, Cycling, Taekwondo and Rugby will host competitions.
- 216 nominations received for the 2011 Hampshire & IOW Sports Awards; £2,100 sponsorship raised and approximately £5,000 in kind support obtained to support the running of the event.
- Four new County Associations supported to access partnership funding through the Grants to Voluntary Bodies Fund who will now work with targeted groups to deliver activity.
- Run in England County Activator Katherine Jones and Hampshire County Council named as "Run in England's Best Project" at the England Athletics National Awards Ceremony in October 2010.
- 18,000 young people participated in up to 10 weeks Sport Unlimited activity. Overall 31,600 young people participated between 2008-2011.
- 99% of our target to motivate 28,710 young people over the course of the three year programme to attend sessions regularly was achieved.
- Healthy Weight Coordinator appointed.
- Funding secured for three projects to increase physical activity levels within the Local Public Service Agreement (LPSA2) schools: cycle storage, Xbox Kinect and the Activate Programme.
- 63 projects supported by Big Lottery Fund through Chances for Change during 2010.
- 52 Return to Sport projects supported.
- All talented athlete services amalgamated into the Hampshire Talented Athlete Scheme (HTAS), making it clearer and easier for athletes to apply.

- 304 applications received for the 2011 HTAS scheme, a 12% rise from 2010. 218 athletes awarded support services.
- 117 talented athletes, parents and coaches attended the HTAS Sports Science Conference at Southampton Solent University.
- Successful Wheelchair Basketball festival held leading to follow-up competition events.
- Over 85 revenue grants allocated to sports clubs and leisure centre providers in Hampshire, totaling over £200,000.
- 20 sports/leisure capital projects funded from an additional £300,000.
- 7 changing facilities have been developed, some include height adjustable changing tables with hoists to increase accessibility of leisure centres for young people with more complex needs.
- 'Inspiring You: activities for all' fund supported over 100 inclusive projects increasing leisure and recreation activities for children and young people with disabilities.
- The Hampshire Games saw over 1700 participants enjoy fun sports activity over 2 days in June 2010.

### Hampshire and Isle of Wight Sports Awards Sponsorship

CASE STUDY



#### What were the issues?

The Hampshire and Isle of Wight Sports Awards had been held for six years but had never been sponsored. In recognition of the unique marketing opportunity the awards offers to local business and in order to help raise the profile of the event, whilst making it bigger and better than before, sponsorship support was the natural next step.

#### What did we do?

A sponsorship package was produced which included three new categories of sponsorship. We wanted to partner with businesses that shared our values and so researched the backgrounds of local and national companies, to identify businesses with a good fit with the Awards.

### Hampshire and Isle of Wight Sports Awards Sponsorship continued

#### What were the results?

Successful partnerships were agreed with five different companies, generating sponsorship income of £2,100. Our partners were Active Nation, Biscoes Solicitors, Coaching Hampshire & IOW, Promo Logo and Sport Structures.

We also secured in-kind support from several other companies: Halo Conferences & Events (£3,000 reduction of venue package), Toucan Design (design of all publicity and promotional material), Hampshire 2012 (2012 promotional gifts for all guests), BBC Radio Solent (extensive pre and post coverage of Awards).

### Childhood Obesity

CASE STUDY

#### What were the issues?

Obesity levels are rising. The proportion of children classified as obese in Reception Year is 9.6% and this rises to 18.36% in Year 6. By 2050 the prevalence of obesity is predicted to affect 60% of adult men, 50% of adult women and 25% of children (Foresight 2007). Areas of deprivation are associated with obesity levels and in Hampshire there was an LPSA2 target to try and stem the rise of unhealthy weight in targeted Hampshire schools.

#### What did we do?

A Healthy Weight Coordinator was appointed to work in two priority areas, Rushmoor and Basingstoke, with the role of supporting LPSA2 schools and coordinating services. A brief needs assessment was conducted with the schools and areas of improvement were identified. In partnership with Rushmoor Healthy Living, the Healthy Weight Coordinator supported the implementation of the Fit 4 Life Programme which was specifically for children with an unhealthy weight.

#### What were the results?

The LPSA2 healthy weight target was achieved and as a result reward funding was secured to support future work. Schools benefited from an increased awareness of healthy lifestyles and information to support their healthy schools curriculum. Opportunities for children to be physically active have increased and schools now know where to gain further resources. Children in the Rushmoor schools benefited from one to one support through the Fit 4 Life programme. The Healthy Weight Strategy has been updated accordingly.



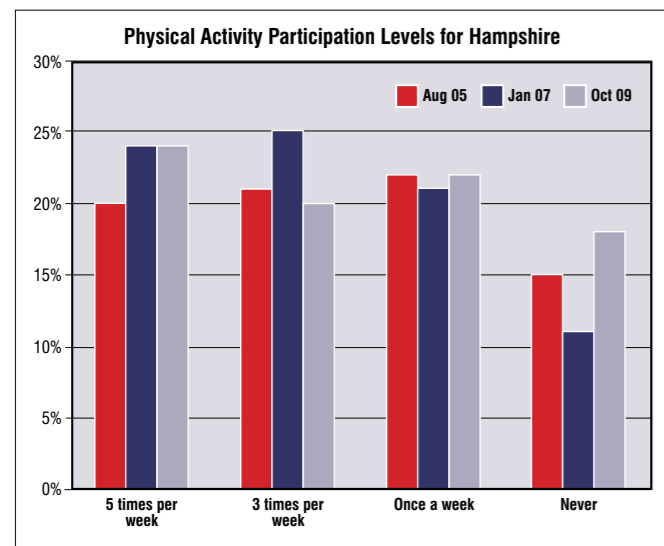


## Increasing Levels of Physical Activity



### What were the issues?

According to a Hampshire County Council IPSOS Mori survey, levels of participation in the recommended level of physical activity amongst adults increased from 20% in 2005/6 to 24% in 2009/10. However, during this time, those undertaking no physical activity increased from 15% to 18%.



Physical inactivity places a major economic burden on society. The estimated cost to NHS organisations in Hampshire, Portsmouth, Southampton and Isle of Wight of treating physical inactivity in 2006-7 was £7.2million (source: *Be Active Be Healthy, DoH, 2009*).

### What did we do?

In 2010/11 Sport Hampshire & IOW agreed a joint strategic framework for physical activity with NHS Hampshire, Portsmouth, Southampton and the Isle of Wight. This led to closer ties being formed between Sport and Physical Activity Alliances (SPAAs) and Health and Well Being Partnerships, in addition to the following:

- Continued coordination of the Chances 4 Change Well Being Project through which SPAAs have engaged and helped disadvantaged groups of the population to become more active.
- A series of 'Active Living! Healthy Hampshire & IOW' road shows conducted at local Asda stores to raise awareness of no cost/low cost activities which can be built into everyday life.
- Multi-agency group formed to deliver 'Better Balance' cascade training and resources for staff in residential and sheltered housing.
- Winchester City Council supported to increase the capacity of the exercise referral programme enabling delivery of community classes across a wider geographical range.
- On-line cycle travel planning facility for Eastleigh residents funded.

### What were the results?

To date, 209 projects have been supported through Well Being Funds that have increased physical activity levels amongst 15,130 beneficiaries. Secondary outcomes that have been reported include increased self confidence, self esteem, friendships and increased ability to return to work.

Return to Sport projects continue to be hugely popular and are often over subscribed. Early indications show that the 'Active Living! Healthy Hampshire & IOW' no cost/low cost campaign is popular amongst health professionals and residents, based upon high levels of demand for pedometers and other campaign resources. Better Balance resources and training have also been well received amongst those working in sheltered accommodation and care homes.

Whilst the Active People Survey is not yet yielding statistically significant results, the take up and results of local projects and programmes are hugely promising. It is anticipated that there will be much greater involvement from the third sector over the coming months in providing local opportunities and maximising the interest generated through the 2012 Olympic and Paralympic Games.

## HTAS Sports Science Conference



### What were the issues?

Having identified the need to provide sports science support for members of the Hampshire Talented Athlete Scheme (HTAS), it was felt that an interactive one day conference would be the most efficient and successful way of providing this support. We needed to find a suitable venue which would have the capacity and expertise to host and deliver sports science workshops on key topics of psychology, biomechanics, physiology and nutrition.

### What did we do?

Following discussions with local universities, Southampton Solent University offered to help provide a sports science day tailored specifically to the needs of the HTAS athletes. The HTAS Sports Science Conference was held at the university, making use of their sports science labs, equipment and expertise. Each of the HTAS athletes were invited to attend, along with their parents and coaches. Third year students from the university's sports courses provided assistance to the lecturers throughout the day.

### What were the results?

Over 100 athletes, coaches and parents attended. Athletes were able to select sessions from 21 different workshops. Athletes were split into two age groups in order to better cater for their needs.

After the conference, athletes were invited to put themselves forward to work with third year students to develop their performance further, using sports science techniques. Feedback from athletes, parents and coaches was positive and demonstrated a demand for sports science support.

*'The nutrition workshop was relevant to me as a mum responsible for feeding my athlete offspring!'*  
**Parent**

*'The psychological workshop was very interesting and really well presented. I have learnt from going and really enjoyed it.'*  
**Athlete**

*'Psychological skills training - gave me something I could take away and apply immediately.'*  
**Athlete**

*'The nutritional workshop was useful, I thought I was getting the right amount of food but it turns out I need to eat more iron.'*  
**Athlete**

## Wheelchair Basketball Festival



### What were the issues?

Although there were three established Wheelchair Basketball clubs in the county, all doing great work in recruiting and supporting members and providing an opportunity for people to try an exciting, fun and competitive sport, they were doing so very much in isolation. When the sport was identified through Playground to Podium and with the arrival of new Change for Life clubs, it was time to consider a more strategic approach to the delivery of the sport across the county.

### What did we do?

With the ultimate aim of getting more people playing Wheelchair Basketball, the three established clubs, together with the new Change for Life clubs were invited to a festival in March 2011. All but one club attended making it an ideal opportunity for the 50 participants to link into their nearest club. Club information and contact details were available for people to take away. Coaches from the established clubs, along with assistant coaches and leaders, delivered skill stations in the morning, which led into a mini tournament in the afternoon. Two international players attended to lend their support to the event and talk with and inspire the players by playing in a demonstration game.

### What were the results?

There was a very positive response to the day with many participants seeking information on how to continue playing the sport. As a result of this demand, a follow-up event was held in late summer 2011 to help keep people engaged in the sport, to provide a coaching opportunity for existing players, and to provide a great exit route for players identified through Playground to Podium.





## Inspiring You and the Inspiring Inclusion Conference

CASE STUDY

### What were the issues?

There were a variety of inclusive activities for children and young people with disabilities across the county, and we wanted to encourage the sharing of best practice. Although all had positive intentions there were some districts, organisations and services more proactively involved than others.

Alongside this, many activity providers highlighted that they were struggling to understand the needs and wants of disabled young people and their families.

### What did we do?

In December 2010 we ran the Inspiring Inclusion Conference. The conference targeted mainstream leisure and recreation providers in Hampshire, both managers and front line staff. The conference aimed to:

- Increase understanding of the potential barriers faced by disabled young people and their families.
- Challenge attitudes and beliefs.
- Provide professional training and development.
- Build skills and confidence.
- Offer practical ideas and solutions.

The conference provided the opportunity for disabled young people to express their views and the two keynote speakers, Ally John (consultant and trainer) and Francesca Martinez

(comedian, writer and actor) to deliver challenging messages to all. Workshops throughout the day provided more practical solutions, with the opportunity for participants to share ideas and best practice.

Other relevant organisations had information stands with supporting materials and good practice case studies such as Mencap Changing Places campaign.

### What were the results?

Over 200 people attended the conference, and overall feedback from the day was excellent.

*'It was a really fantastic day all round, one of the best conferences I've attended.'*

*'Fantastic conference, highly relevant'*

*'Inspiring and exciting atmosphere for learning. It was great that so many disabled people could attend as their honest views during discussions were really useful.'*

Since the conference, there have been a number of services and organisations that have reported a much higher level of engagement, taking proactive steps to increase inclusion and give a more welcoming message to families. Individuals highlighted how their 'thinking' and 'beliefs' had changed about what inclusion truly means.

There has been an increase in partnership working, with organisations making direct links to Parent Voice and local family support groups.

## 4.2 Develop a Quality Workforce

- 1,000 coaches registered with Coachweb, creating an online and dynamic database of the local coaching workforce.
- Successful online application process introduced for scholarship funding for coaches, officials and volunteers.
- Young Coach Scholarship launched to support students on leadership programmes undertaking Level 1 qualifications.
- £229,000 secured to deliver the Future Jobs Fund coaching project with 16 partners engaged to create 40 jobs to help unemployed young people enter the long-term job market.
- Approximately 15,000 new coaching hours delivered and long-term employment secured by over 85% of Future Jobs Fund coaches as a result of the programme.
- LOCOG Inspire Mark awarded to Mission Possible project - launched December 2010.
- A variety of sports supported in delivering bespoke coach development programmes e.g. Hampshire Golf Partnership's County Academy Coach Development Programme.
- Inaugural Coach Education Month delivered in March 2011 comprising a series of county wide workshops and seminar.
- £21,000 awarded towards sports leadership for 16 -19 year olds enabling the Partnership to support Leadership Academies and run several conferences helping to train and upskill sports leaders at colleges around the county.
- 5 leadership roadshows run at local colleges attracting over 150 young leaders.
- Club database survey sent out to over 1500 clubs and as a result 740 club details updated on the popular 'Find a Club' online tool.
- Sport England funding award for coaching confirmed, representing a further £40,000 investment for 2011-12.
- Draft Coaching Strategy for Hampshire and the Isle of Wight put out for consultation.

Whilst we will always rely on the expertise and knowledge of local sports providers and coach managers, it is vital that we also have reliable intelligence direct from coaches themselves. We needed to develop a user-friendly method to capture this information.

### What did we do?

The Coaching Hampshire & IOW website was selected as the preferred method through which to obtain this information. An online profiling facility was developed, where coaches were able to update their details, their coaching status and experience, as well as personally assess the qualities necessary to achieve the status as a 'high quality coach'. The system allowed Sport Hampshire & IOW to build a picture of the coaching demographic as well as identify areas where additional support was required such as coach education, professional development, deployment standards, reward and recognition and funding. In order to encourage coaches to use this system, the site was enhanced to make it more intuitive and easier to navigate and ultimately to increase user satisfaction.

Designated areas on the website were provided for both coaches and recruiters, which allowed us to create a dialogue with a variety of stakeholders involved in coaching delivery.



### What were the results?

With the development in functions and services available through the Coaching Hampshire & IOW website, and the re-organisation of online information in a more intuitive format, we not only improved user experience, but also created a more robust data capturing tool.

The website now boasts over 1,000 registered coaches, which is growing daily and statistics have shown that there are a significant number of visits to all areas of the site on a daily basis.

The current profiling system has helped us map coaching activity, to create a database of coaches and to provide coaches with a 'go to' website for their own personal development.

However, this system relies heavily on maintaining and creating strong partnerships with key stakeholders such as Governing Bodies, Higher Education and private coaching providers, to ensure that the system is widely promoted to active coaches and used effectively by the Coaching Support Network in Hampshire and the Isle of Wight.

## Coaching Workforce Intelligence

CASE STUDY

### What were the issues?

Hampshire and the Isle of Wight is home to a significant coaching workforce and it was recognised that in order to continue to meet local demand for coaching services, a more detailed understanding of the individuals who make up the workforce was needed. Intelligence was required on the number of coaches working across the county, the proportion of paid and volunteer coaches, whether they coach on a full-time or part-time basis, the type of coaching they are involved in i.e. participation, talent development or elite and the variety of services, support and development they require to meet the needs of the participants they are coaching.



## Future Jobs Fund

CASE STUDY

### What were the issues?

A local research study completed in March 2010 highlighted a number of strengths and weaknesses in the local network designed to support the recruitment, development and deployment of local coaches. Gaps were highlighted in curriculum delivery, after-school clubs, community clubs and private provider led sessions. The report also highlighted the difficulty young people experienced in accessing paid coaching opportunities.

### What did we do?

Sport Hampshire & IOW bid for grant funding from the Department of Work and Pensions via the National Skills Academy for Sport and Active Leisure. The Future Jobs Fund (FJF) grant, awarded in May 2010, allowed Sport Hampshire & IOW to create 40 jobs for young people. The FJF eligibility criteria meant that candidates had to be aged between 18 and 24, and to have been on Job Seekers Allowance for six months or more.

The grant funding received enabled 40 posts to be created. Sport Hampshire & IOW employed a Project Administrator to support the management of the scheme and worked with 16 partners who provided 39 coaching jobs. Six hours per week were dedicated to training and development giving the post holders the opportunity to gain formal NGB qualifications and attend employability training e.g. First Aid, Coaching Children and Equity training, as well as receive on-the-job training and mentoring support.

### What were the results?

Over the course of the project approximately 15,000 coaching hours were delivered and 34 out of the 40 young people gained a Level 1 NGB qualification. By the close of the project over 85% of the young people either had been offered long-term employment with their original employers or had gone on to find other jobs, both within and outside of sport. Not only did the trainees overcome a number of personal and professional challenges, they also made a significant contribution to the number of high-quality coaching hours delivered in schools, clubs and private sports provision throughout the county.

#### Jess, 19, was one of the candidates:

*"My personal experience from this six month work placement has done nothing but made me a better person overall. As well as getting my diving qualification I also managed to get my NPLQ (National Poolside Lifeguard Qualification) which has given me further employment after the six months and a whole new qualification which I can use anywhere in the world... The people I worked with have been exceptional considering I was completely new to this sport and I've done nothing but enjoy myself and take full advantage of this experience. If it wasn't for the Future Jobs Fund, I never would have grown as a person and expanded my qualifications and knowledge."*

## 4.3 Active Environments

- 6 out of 11 original Play Builder sites installed across Hampshire - Havant, Fleet, Basingstoke and Deane, Manor Farm and Fareham (2) - despite a reduction in the original programme allocation by the coalition government from £448,656 to £280,410
- Joint collaborative tender process implemented saving 12.5% per site and allowing extra equipment to be purchased.
- Legacy from Play Builder site specification achieved meaning that children will be able to enjoy a new era of play equipment that encourages natural risks.
- Five 'Inspiring Canoeing' Hampshire Canoe Trails produced.

## Hampshire Canoe Trails

CASE STUDY

### What were the issues?

Novice or weekend paddlers often have many questions which may act as a barrier to them enjoying the local waterways.

For example, they may not know which sections of water can or cannot be used, the difficulty ratings of different sections of water, where parking is available, points of local interest, suitable refreshment stops, accessibility for wheelchair users or suitability for children.

We wanted to produce user-friendly guides which would help answer these questions and support and inspire people to enjoy using the water by kayak or canoe.

### What did we do?

We spoke with local Clubmarked canoe clubs to obtain tried and tested canoe trails, complete with difficulty ratings, local area information, Ordnance Survey mapping information and more. This information was then condensed into user-friendly formats and in liaison with our designer, we created visually appealing guides, crammed with useful information.

### What were the results?

Five exciting 'Inspiring Canoeing' Hampshire Canoe Trails have been produced. These trails cover the Beaulieu River, the Saltwater Itchen, Portsmouth Harbour, Upper Hamble River and the Basingstoke Canal.

All trails have been designed with new paddlers in mind with a detailed map, suggested kit checklist, difficulty rating and an informative guide of the local area. They also attempt to encourage safe and sympathetic usage of our waterways and best practice amongst paddlers in the area.

Hard copies of each of the trails have been produced as A5 waterproof and rip-proof leaflets. These can be purchased online for £2.50 and will be available to buy from local Harbour Masters, Information Centres, Libraries and outdoor centres. The map section of each trail can also be downloaded from the Sport Hampshire & IOW website.

A further four trails covering the New Forest (3) and the Isle of Wight (1) are planned, with more on the horizon. These trails form part of the National Canoe England programme, designed to help more people identify where they can paddle and encourage them to canoe regularly.





## 4.4 Marketing and Communications

- Sport Hampshire & IOW, Coaching Hampshire & IOW and The Hampshire Games brand identities were updated.
- New Sport Hampshire & IOW website and e-newsletter developed and launched.
- New Hampshire & IOW Sports Awards branding and collateral developed and launched.

### Sport Hampshire & IOW website and newsletter rebuild



#### What were the issues?

A review of the Sport Hampshire & IOW website indicated that considerable improvements were required in relation to content, usability and look and feel. The site was dated and navigation complex. As the website is often the first point of contact an individual has with the Partnership, it was important that it more accurately reflect the quality of our work, as well as our vision of 'Inspiring people to be more active, more often'.

#### What did we do?

The Sport Hampshire & IOW site was migrated into Hampshire County Council's template content management system. This enabled us to have a more structured site layout and benefit from a good Search Engine Optimisation framework.

The design was updated to tie in with the fresh new brand identity, whilst content was reviewed and improved. Dated content was deleted or replaced with links to partner sites, to help increase referral traffic, as well as reduce the risk of our pages becoming dated in the future. Unused pages were deleted and navigation entirely reworked. The website is now vastly improved aesthetically, whilst user-experience is more efficient and satisfying.

Alongside the website, we also redesigned our monthly public and partner newsletters to bring them in line with the new site, and to help create a more interesting, clearer communication tools.

#### What were the results?

Since the website went live and the newly designed newsletter launched, our website unique page views have steadily increased month on month to over 7,000 and our newsletter is reaching over 2,500 people. Feedback from partners using our website has been very positive and we are continuing to look at ways in which we can improve the delivery and content online and in our newsletters.

# CHALLENGES

## 5. Challenges for 2011-2012

- Continuing to support National Governing Bodies of Sport to deliver their whole sport plans.
- Supporting the delivery of Level 3 School Games.
- Planning for the potential withdrawal of funding due to the current economic climate.
- Achieving challenging targets for some of our programmes, with reduced capacity in some partner organisations.

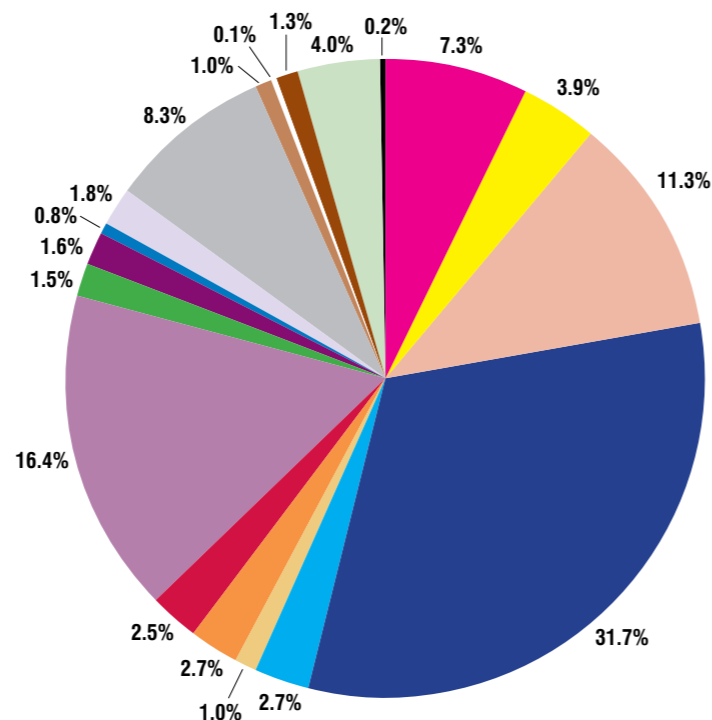


## 6. Financial Summary

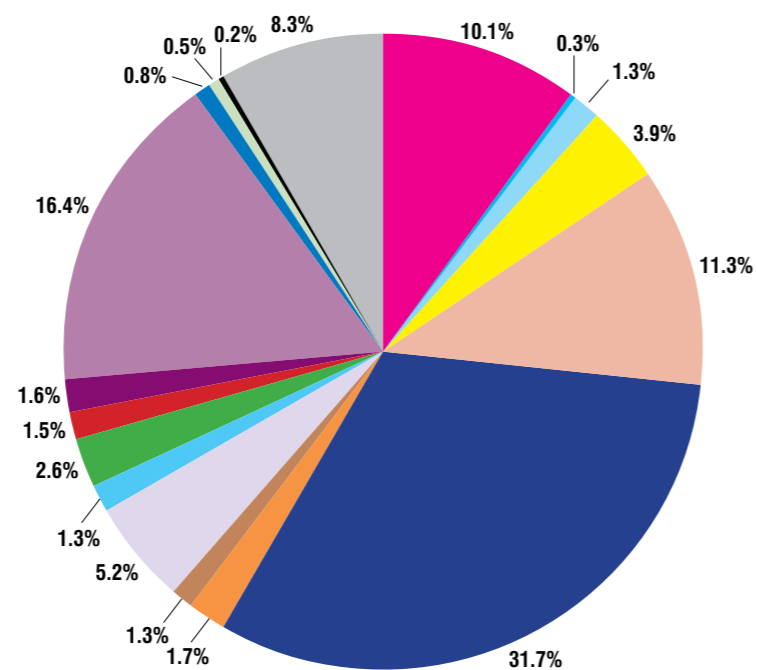
Sport Hampshire & IOW raised more than £2,750,910 of investment which has been used to deliver a wide range of projects aimed at increasing participation in sport and physical activity. The charts set out the nature of investment.



### Income



### Expenditure



Source of funding	What the funding is for	Value £
Sport England Lottery	Support to National Governing Bodies of Sport	200,000
National Governing Bodies of Sport	Sports specific development	106,300
Playbuilder	Capital and revenue play builder projects	311,110
Aiming High for Disabled Children	To develop the recreational activity offer for disabled children, young people and their families	871,000
Local Authorities	Provision of core services and partnership activity e.g. The Hampshire Games	75,000
Local Authority	Contribution towards adult physical activity	26,600
Local Authorities	Coaching, talented athlete and other sports development projects	75,200
Well Being Fund	To provide sport and physical activity for hard to reach groups	68,700
Sport England	Sport Unlimited	452,200
Sport England	Community Sports Coach Scheme	43,000
Sport England	Coaching Development	41,800
Sport England	Leadership & Volunteering	21,500
Sport England	Adult Physical Activity Grant	50,000
National Skills Academy	Future Jobs Fund	229,000
Local Public Service Agreement pump priming	Healthy Weights	26,600
Sponsorship	Sports Awards	2,600
LPSA2	Healthy Weights	34,800
LPSA2 reward funding	Physical Activity and Healthy Weights Strategy, co-ordination and support	109,000
English Federation of Disability Sport	Playground to Podium	6,500
<b>Total</b>		<b>2,750,910</b>

How the funding was spent	Value £	
Management, administration and networks	279,000	
Marketing and communications	9,300	
Sport and physical activity delivery	36,200	
NGB Sport specific development	106,300	
Playbuilder management and capital	311,110	
Aiming High for Disabled Children	871,000	
Hampshire Talented Athletes Scheme	47,500	
Healthy Weights (children)	34,800	
Adult Physical Activity	143,200	
Hampshire Games	35,900	
Coaching development	71,400	
Well Being Fund	40,000	
Community Sport Coach scheme	43,000	
Sport Unlimited	452,200	
Leadership & Volunteering	21,500	
Return to Sport	13,000	
Playground to Podium	6,500	
Future Jobs Fund	229,000	
<b>Total</b>		<b>2,750,910</b>