Foreword

This is the first Annual Review of the newly created Get Berkshire Active – the County Sports Partnership – established to increase the number of people participating in sport and physical activity. It has been an incredible year in which to establish a new sport and physical activity organisation for Berkshire.

With the interest and excitement created by the London 2012 Olympic and Paralympic Games as a backdrop, Get Berkshire Active has focused on bringing sports and physical health organisations together to plan and deliver new activities that will lead to a genuine sporting and physical activity legacy in the county. In particular we must focus on using the inspiration of 2012 to break down barriers to sport and physical activity for everyone locally.

In the past twelve months the Get Berkshire Active Team has developed new relationships with a broad range of organisations that are able to influence and support sport and physical activity across Berkshire. We are beginning to make a difference with the ultimate objective of driving up participation of Berkshire residents through our work.

In the last year Get Berkshire Active has been recognised for its excellent organisation of the Berkshire School Games, involving 2922 children as part of the National School Games programme. It has successfully engaged over 2,000 people in Sportivate and 350 volunteers in the Sport Makers programme, designed to get volunteers to support sport and physical activity.

Since May it has supported 28 events of the Community Games programme across the county and I would like to thank Mark Lawrie our CEO, his team, the Board Members and all who have supported Get Berkshire Active in achieving so much in such a short time, whilst at the same time creating a partnership with effective relationships.

Our stakeholders and partners are critical to achieving our vision to ‘Get more people, more active, enjoying the benefits of more and better sport in Berkshire’. We need your support to change the landscape for sport and physical activity in Berkshire for the better. It is a complex county with varied and challenging demographic characteristics within rural and urban environments.

This review reflects the first step on our journey.

We hope that if you are involved in sport in Berkshire that you will recognise your achievements within it. If you are new to Get Berkshire Active, we hope that you will identify how you or your organisation might get involved, influence and help to make our county healthier through sport and physical activity.

John Bolan, Chair, Get Berkshire Active
The year in numbers

2012 A unique year for sport in Berkshire, the Olympics & Paralympics, a New CSP

355 Sport Makers in Berkshire

2000 Sportivate participants

146 coaches registered on coachweb

20 NGBs intensively supported

197% Performance against Sportivate target

2922 School Games participants

100 Young people involved in Sportivate cheerleading project in Windsor

85 Young people in Sportivate golf project in Slough

49 Disabled participants attended Playground to Podium Talent ID

98 Attendances at Sport Forums

How it all happened

It has been a successful, enjoyable and rewarding year at Get Berkshire Active: in spite of external challenges, we have found creative ways to make a difference with our partners.

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Aug</td>
<td>Get Berkshire Active incorporated</td>
</tr>
<tr>
<td></td>
<td>Sep</td>
<td>New Team set up</td>
</tr>
<tr>
<td></td>
<td>Oct</td>
<td>Sports Forums initiated</td>
</tr>
<tr>
<td></td>
<td>Nov</td>
<td>School Games launched</td>
</tr>
<tr>
<td></td>
<td>Dec</td>
<td>NGB Agreements in place</td>
</tr>
<tr>
<td>2012</td>
<td>Jan</td>
<td>New Board and Chair in place</td>
</tr>
<tr>
<td></td>
<td>Feb</td>
<td>Get Berkshire Active Launch</td>
</tr>
<tr>
<td></td>
<td>Mar</td>
<td>Disability Sport Conference</td>
</tr>
<tr>
<td></td>
<td>Apr</td>
<td>School Games at Bradfield</td>
</tr>
<tr>
<td></td>
<td>May</td>
<td>Coach Bursary Launch</td>
</tr>
<tr>
<td></td>
<td>June</td>
<td>School Games in Windsor</td>
</tr>
<tr>
<td></td>
<td>July</td>
<td>CanRow Launch</td>
</tr>
</tbody>
</table>

What we do

Get Berkshire Active is one of a national network of 49 County Sports Partnerships across England. We work with and through a variety of local, regional and national partners to secure increased participation in sport and physical activity in Berkshire. We are also tasked with improving the quality of sport opportunities on offer. Our partners and stakeholders include:

- Sport England
- National Governing Bodies (NGBs)
- Sports clubs
- Local Authorities
- Schools Sports Partnerships
- Public Health Organisations

Get Berkshire Active is funded by the Sport England Lottery Fund as part of the government’s Places People Play Legacy Plan.
Our vision

Get more people, more active, enjoying the benefits of more and better sport in Berkshire.

Our mission

To support, enable and improve the work of organisations developing and delivering sport and physical activity in Berkshire.

Get Berkshire Active is the officially appointed lead for delivering key elements of Sport England’s Strategy at a county level. We do this by:

1 Making sport happen – Supporting NGB delivery, providing local intelligence, advocating for sport in local landscape, directing funding, partnership building.

2 Making sport better – Provision of sports training, information, advice, funding information.

3 Getting more people involved – Delivery of national government programmes locally including Sportivate, Sport Makers, School Games, Community Games, Change 4 Life.

Our values

- **Making a difference** – We focus our energy and resources on projects and programmes that make a tangible difference to the lives of Berkshire residents through sport and physical activity.

- **Innovation** – We challenge ourselves to do things in new and better ways and to regularly ask ourselves if we can do things differently.

- **Quality** – We deliver our services with quality at the forefront of our thinking and aim for the sporting experience of Berkshire residents to reflect that belief.

- **Inclusion** – We collaborate with organisations and individuals with an interest in sport and physical activity and develop productive two way relationships underpinned by professionalism, integrity and respect. We believe in removing the barriers to sport and physical activity for those who are under-represented.
Our county

Berkshire is an extremely diverse county. With a growing population currently estimated at 816,000 across
our six unitary authority areas the range of opportunities are significant as are the challenges and issues.
Participation in sport also varies across the boroughs as illustrated in the latest Active People Survey results
below. For more information on Berkshire refer to Appendix 2 on page 15.

Active People Survey:
Participation levels – once per week*

<table>
<thead>
<tr>
<th>Borough</th>
<th>% Activity Rate Year 1</th>
<th>No survey Year 2</th>
<th>% Activity Rate Year 3</th>
<th>% Activity Rate Year 4</th>
<th>% Activity Rate Year 5</th>
<th>% Activity Rate Year 6</th>
<th>% Rate Year 7 (6 month period)</th>
<th>Statistically Significant Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bracknell Forest</td>
<td>43.5</td>
<td>–</td>
<td>43.6</td>
<td>44.6</td>
<td>44.1</td>
<td>38.1</td>
<td>39.9%</td>
<td>No change</td>
</tr>
<tr>
<td>Reading</td>
<td>38.0</td>
<td>–</td>
<td>40.7</td>
<td>42.2</td>
<td>38.1</td>
<td>42.3</td>
<td>40.3%</td>
<td>No change</td>
</tr>
<tr>
<td>Slough</td>
<td>40.0</td>
<td>–</td>
<td>35.8</td>
<td>37.4</td>
<td>40.5</td>
<td>40.6</td>
<td>38.9%</td>
<td>No change</td>
</tr>
<tr>
<td>West Berkshire</td>
<td>35.2</td>
<td>–</td>
<td>33.1</td>
<td>28.4</td>
<td>35.4</td>
<td>34.7</td>
<td>29.1%</td>
<td>Decrease</td>
</tr>
<tr>
<td>Windsor &amp; Maidenhead</td>
<td>39.7</td>
<td>–</td>
<td>39.2</td>
<td>37.8</td>
<td>35.7</td>
<td>37.5</td>
<td>38.3%</td>
<td>No change</td>
</tr>
<tr>
<td>Wokingham</td>
<td>40.3</td>
<td>–</td>
<td>41.3</td>
<td>44.3</td>
<td>38.5</td>
<td>40.4</td>
<td>42.2%</td>
<td>No change</td>
</tr>
</tbody>
</table>

Participation levels – three times per week*

<table>
<thead>
<tr>
<th>Borough</th>
<th>% Activity Rate Year 1</th>
<th>% Activity Rate Year 2 &amp; 3</th>
<th>% Activity Rate Year 4 &amp; 5</th>
<th>% Activity Rate Year 6 &amp; 7</th>
<th>% Change Year 1 – Year 7 Percentage point change</th>
<th>Statistically Significant Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bracknell Forest</td>
<td>24.3</td>
<td>23.6</td>
<td>24.5</td>
<td>23.7</td>
<td>-0.60</td>
<td>No change</td>
</tr>
<tr>
<td>Reading</td>
<td>24.1</td>
<td>19.7</td>
<td>24.6</td>
<td>22.2</td>
<td>-1.90</td>
<td>No change</td>
</tr>
<tr>
<td>Slough</td>
<td>19.4</td>
<td>16.1</td>
<td>17.6</td>
<td>17.8</td>
<td>-1.60</td>
<td>No change</td>
</tr>
<tr>
<td>West Berkshire</td>
<td>26.5</td>
<td>24.0%</td>
<td>23.8</td>
<td>26.1</td>
<td>-0.40</td>
<td>No change</td>
</tr>
<tr>
<td>Windsor &amp; Maidenhead</td>
<td>26.4</td>
<td>26.6%</td>
<td>25.2</td>
<td>26.6</td>
<td>0.20</td>
<td>No change</td>
</tr>
<tr>
<td>Wokingham</td>
<td>25.6</td>
<td>27.0%</td>
<td>23.6</td>
<td>22.9</td>
<td>-2.70</td>
<td>No change</td>
</tr>
</tbody>
</table>

*Sport England Active People Survey; October 2005 – October 2012
Our Board

Our Board has been recruited to ensure a mix of knowledge, skills, experience and crucially influence from across key areas of sport and related areas. The Board, as at July 2012:

<table>
<thead>
<tr>
<th>Name (Role)</th>
<th>Professional role</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Bolan (Chair)</td>
<td>Founder of Telos Partners and Trustee of Berkshire Youth Cricket Trust</td>
</tr>
<tr>
<td>Andy Couldrick</td>
<td>Interim Chief Executive at Wokingham Borough Council</td>
</tr>
<tr>
<td>Amanda Foister</td>
<td>Chief Executive, Longridge Activity Centre</td>
</tr>
<tr>
<td>Nigel Howe</td>
<td>Chief Executive, Reading Football Club</td>
</tr>
<tr>
<td>Matt James</td>
<td>Head of Participation, Lawn Tennis Association</td>
</tr>
<tr>
<td>Juliet Machan</td>
<td>Marketing Director and former GB Rower</td>
</tr>
<tr>
<td>Lee Mason</td>
<td>Chief Executive, County Sports Partnership Network</td>
</tr>
<tr>
<td>Derek Peaple</td>
<td>Chair of the School Games Local Organising Committee</td>
</tr>
<tr>
<td>Hannah Bladen</td>
<td>Strategic Lead for Sport England</td>
</tr>
</tbody>
</table>

Staffing structure

Get Berkshire Active Staff, as at July 2012:
Equality

We are committed to equality of access to sport

We work to ensure that the activities we support are as inclusive as possible. We undertake project work to tackle specific barriers to participation in sport and physical activity. We also provide training opportunities, for example, in coaching disability sport for our partners.

Working with the Berkshire Disability Group, we have five key aims for disability sport in Berkshire:

- Raise its profile
- Increase the number of people taking part
- Develop a competition structure with National Governing Bodies (NGBs)
- Increase the capacity of clubs, coaching and volunteering
- Build a lasting legacy of sustainable disability sport after the Paralympic Games

Over the first year we have worked to ensure that all of our business activities meet the minimum national standards of the Equality Standard for Sport and will be completing the new Standard in 2013.

Safeguarding

We are committed to ensuring that the safeguarding and protection of children, young people and vulnerable adults.

We will ensure that all areas of our work and those of partners meet expected standards for safeguarding. We will be completing the new CPSU standards for Safeguarding and Child Protection during 2012–2013.

Inclusion Case Study

Berkshire Disability Sport

We have helped create and co-ordinate a strategic group to manage a number of disability sport projects and join them all up, called Berkshire Disability Sport. The group created the five key aims that now underpin all of our work.

Our group has the support of three hub groups working at the local level, all delivering a variety of programmes.

The thing we are most proud of is the way we have built up and developed partnership working. This has led to a more joined up approach to the development of disability sport across the county and much more sharing of good practice. Just one of our success stories so far: getting New Age Kurling and Boccia introduced into the Berkshire School Games in 2012. And we have many plans for the future:

- A coaching conference for coaches
- Ideas for developing the hub groups
- Introduction of competitions and festivals.
- We are looking to support the Playground to Podium programme
- More work to expand Athletics, Swimming, Table tennis and Wheelchair Basketball, and promote these opportunities further
Getting more people involved

Delivering Programmes
Get Berkshire Active has successfully delivered a range of programmes on behalf of our funding partners. We are proud of the work we have done with our partners during the year which has earned us recognition nationally and locally.

The Berkshire School Games – a taste of the Olympics for our young people
In an amazing year for elite sport at London 2012, Get Berkshire Active played a leading role with our partners in giving children and young people their own taste of top level competition and cultural events. The Berkshire School Games provided an inspirational stage where sporting talent and youth leadership abilities from across the county were celebrated. We are proud that the Berkshire School Games have been recognised as a national exemplar of best practise.

- 2922 young people involved
- 17 sports offered, including five disability sports
- 120 Young Leaders trained
- 82% of the event staff were Young People

The mission of the games is:
To inspire and enthuse young people in Berkshire through the power of sport and the Olympic and Paralympic Games.

The vision of the games is:
To deliver a sustainable educational, sporting and community 2012 legacy across Berkshire

Children and young people of all ages, abilities and those with disabilities took part in multi-sport festivals culminating in a hard fought five-day competition. The School Games was very successful in providing much wider opportunities for participation than sport, such as training for sports leaders, coaches, journalists and team managers. Adult volunteers also helped make the events a triumph.

Over 60,000 children and young people will be involved in School Games at different levels across the county by 2014

“I would really like to do more, this was my first experience. I got to meet lots of other people and make friends. Putting myself in a different situation was a little bit scary but I felt that I was gaining something whilst giving back.”

Louise Ah-Sien
(Sport Maker at School Games)
Give sport a try – Sportivate

Sportivate gives teenagers and young adults – who currently are not playing sport in their own time – the chance to take part in six to eight weeks of coaching in a sport of their choice. Participants are then provided with the opportunity to keep taking part at their local club or venue.

In Berkshire over 2000 young people have been involved in some of the fun courses during Year One of the project. Get Berkshire Active achieved almost double our Sport England Year One target. Savannah King, 17, from Maidenhead, really enjoyed the Sportivate rowing and kayaking courses at Longridge Activity Centre, Marlow and has now become a volunteer there. Savannah said, “If it hadn’t been for Sportivate I wouldn’t have been here at Longridge at all, now I am here taking part in kayaking all of the time.”

80 Sportivate projects have been successfully delivered so far. Year Two has seen projects involving an even wider variety of sports including; Windsurfing and Sailing at Bray Lake, Tennis in Kintbury and Judo in Slough.

“If it hadn’t been for Sportivate I wouldn’t have been here at Longridge at all, now I am here taking part in kayaking all of the time.”

Playground to Podium – Disability Sport

Get Berkshire Active has provided opportunities for talented athletes to be spotted by elite level coaches and to progress into professional sport. The programme has provided:

- Multiple sports delivered by NGB’s with Get Berkshire Active management
- Get Berkshire Active carried out the athlete assessment and event management elements on the day
- Looking at ways to continue the programme in 2013
- In 2011-2012, 49 participants came through the programme

Disability Sport

In 2011-12 Get Berkshire Active has:

- Worked with Athletics, Boccia, Football, Swimming, Table Tennis and Wheelchair Basketball to develop the 2012 Playground to Podium Programme and applied for £6,500 to deliver the programme in Berkshire.
- Accessed £22,000 to support the development of hub clubs and talent camps for Athletics, Swimming, Table Tennis and Wheelchair Basketball.
- Supported Project Ability to make sure School Games are offered as inclusively as possible in future. In 2012 five sports were provided for disabled young people.

Enthusing volunteers – Sport Makers

The Sport Makers programme is providing adults with a passion for sport and physical activity with the tools to help them encourage their friends, family and colleagues to be more active.

A Sport Maker’s journey begins with a workshop designed to provide an inspiring and positive introduction to volunteering in sport. Get Berkshire Active has successfully worked with partners to organise these workshops and recruit Sport Makers. Since December 2011 over 350 Sport Makers have attended a workshop.

When asked if he would promote Sport Makers to his friends, Viraj from the National Citizen Service said, “Yes definitely, it is not one of these things that I would say is uncool, it is good fun and it’s for a good cause – getting people into sport!”
CanRow

The CanRow Legacy Group has been formed to make the most of the London 2012 canoeing and rowing events taking place at Dorney Lake. We specifically want to see:

- More adults taking part in canoeing and rowing through taster sessions and in local activity centres and clubs
- More opportunities for young people to be exposed to rowing and canoeing
- Opportunities for workplaces to get involved
- The development of a new facility for both sports on the Jubilee River

A partnership of sporting organisations are supporting this new initiative, including British Rowing, Canoe England, local school partnerships, local councils, Bucks Sport, SportsAble and the Environment Agency.

For more information: www.canrow.org.uk

Community Games

Get Berkshire Active, working with our team of advocates and in close partnership with Berkshire Youth, have successfully managed the national programme ‘Community Games’ in the summer of 2012. Inspired by London 2012; Community Games has helped to build a lasting cultural and sporting legacy by genuinely bringing sports, physical and cultural activities to people’s doorsteps.

The Community Games in Berkshire has so far delivered an enjoyable and inspiring experience for 26 local communities. Big Society Funds were used to support existing events. We supported important areas like publicity, logistics and equipment.

Most events have been exceptionally well supported by local communities with several hundred people turning out. Over 6,500 people have enjoyed a Community Games event so far, made possible by local community volunteers. By the end of September 2012 we will have delivered 28 events.

“By far the most enjoyable part of the event was the sports activity for the children. They also had a fantastic time taking part in games like the sack race and egg and spoon race and all the kids felt really special receiving the certificates and stickers.”

Marva Small,
Catherine Street Jubilee Party, Reading
Making sport happen

Our early strategic work has focused upon building relationships with senior figures around the county including Heads of Leisure and Culture, Public Health Leads, FE College Leaders, School Leaders and other county organisations such as Berkshire Youth and the Berkshire Community Foundation.

We have contributed to Borough level sport and physical activity / legacy groups, created a Further Education sport network and established a Local Events Organising Committee for the School Games.

We have produced profiles of the sport and physical activity priorities for the six Local Authorities. We will share these with NGBs and use these to inform our work across the counties.

Work with National Governing Bodies

We have been focussed during 2011–2012 on achieving our core aim of linking National Governing Bodies (NGBs) to local partners to facilitate their participation plans.

Sport Forums

During this year we have established a Berkshire Sports Forum, to enable sporting partners to work together more effectively. These enable partners to share good practice, discuss the implementation of national strategies in Berkshire and shape the work of Get Berkshire Active. There have been 98 attendances at forums this year.

NGB Strategic working

We have developed good working relationships with our NGB colleagues.

We have provided a range of strategic services to the NGB’s actively engaged in Berkshire:

- Regular NGB planning meetings and launch events
- Joint projects and planning
- Brokering meetings with local partners. For example, four NGBs worked together to increase the number of women taking part in sport
- Berkshire School Games – seventeen NGBs took part

24 NGBs connected with local sporting partners through the Berkshire Sports Forums
Intelligence for NGBs
A key part of our support has been to provide information and local intelligence to NGBs to help them increase participation, for example:

- Developing links with workplaces, colleges, universities and other sports programmes such as Community Games, Sport Makers.
- We have signposted NGBs to assist and help direct their delivery to specific partners and facilities. For example, we directed the FA’s ‘Just Play’ programme to specific local partners. The programme is now established delivering successfully in sites like Woodley.
- We have helped NGBs target their programmes at certain markets through local contacts, market analysis and event opportunities, for example coordinating questionnaires for the Swimming Association to shape their local offer.
- Supporting local sport specific networks – for example football networks, sports alliance action group.

Investment
It is part of Get Berkshire Active’s role to secure funding for sport in the county. This year £261,000 has been secured to deliver programmes in Berkshire.

Over £500,000 of funding has been invested in Berkshire for sport through Sport England Inspired Facilities investment.

Facilities
- **Windsor Rugby Club** – Clubhouse refurbishment
- **Reading & District Bowls Club** – Replacement roof
- **Broomhall Park** – Floodlights
- **Datchet Water Sailing Club** – Changing rooms
- **Bradfield Cricket Club** – Re-building of pavilion
- **Stockcross Recreation Ground Pavilion**
- **Reading Rugby Club** – Club house refurbishment
- **Burghfield Bowls Club/BCSA** – Green relocation
- **Newlands Girls’ School** – ‘Big Splash’

In addition we have supported a number of partner bids with information, advice, letters of support and by coordinating partners. These include:

- **Cox Green School Wheelchair Basketball Club application**
- **Easthampstead School Inspired Facilities**
- **Windsor Judo Club bid** – equipment and coaching
- **Reading Athletic Club bid** – equipment

Case Study
**Ladies Give Sport a Chance**
Get Berkshire Active took a leadership role in bringing together an innovative project where Football, Badminton, Hockey and Netball NGBs delivered a multi-sport programme for women to participate in sports. We have had 22 attendees so far and three more sessions planned this summer.

Get Berkshire Active has supported the NGBs with:
- Programme planning and facilitation of delivery
- Investment through Sportivate
- Promotion of opportunities
- Links to venue providers

Case Study
**England Rounders**
Get Berkshire Active provided a solution to help cover a staff issue by encouraging Woodley Leisure Centre to act as a delivery partner for England Rounders. As a result this activity went ahead, providing opportunities for local people to take part and trained fourteen local activators.
Making sport better

Coaching strategy
We have implemented strategies that deliver high quality cross sport coaching services. We have also carried out a coaching consultation exercise to find out ways to improve the service and understand the needs of coaches locally. We have set up partnership panels to oversee the allocation of coaching bursaries and Sportivate funds.

Coaching support
In 2011/2012 we launched the Get Berkshire Active Coach Bursary Scheme for coaches working with adults. This has already started to have a significant impact on the amount and quality of coaching being delivered. We also co-ordinated information to provide access to coaching opportunities for NGB coaches based locally including national updates and guidance through our website.

We have successfully implemented Coachweb (coach registration database) to improve the quality of coaching delivery and co-ordinate information regarding Berkshire coaches. 146 coaches have already registered and are regularly receiving updates.

Coaching insight
We carried out a consultation exercise for coaching that gave us data and insights into the coaching landscape such as:

- Breakdown of workforce and their skills
- Areas for improvement
- Demand for more coaches
- Support for coach managers

New coach education
We have a new coach education programme which delivers minimum operating standards courses at three hub sites: Reading Football Club, Longridge Activity Centre and Park House School, as well as running courses for specific clubs.

To date, 95 coaches and volunteers have accessed courses. We have also delivered a Talent Coaches Breakfast Club with twelve coaches attending the session delivered by a Sports Coach UK mentor. Our coach education programme is run in conjunction with the Oxfordshire Sports Partnership.

For more information please visit www.coachingberkshire.org
2012/2013 priorities

We are looking forward to another fantastic year of inspiring people to get involved in sport - building on our successes of 2011-2012, maximizing the impact of the Olympic and Paralympic Games on participation and supporting our partners to help this happen. Some of our main priorities for the next year are:

- To enable and support organisations involved in sport and physical activity in Berkshire to work together better
- To enhance funding support with expertise, advice, contacts, promotion and advocacy
- Generate new investment in sport and physical activity in Berkshire
- Embed an improvement culture across the county
- Encourage greater involvement by new and different organisations e.g. Public Health, FE and HE and workplaces
- To equip our people with the skills, knowledge, systems and resources to deliver our strategic objectives

If you would like to become involved in sport whether as a participant, a volunteer, coach or partner then we would be delighted to hear from you. Please contact Get Berkshire Active on:

www.getberkshireactive.org

Tel: 01628 472 851

Financial overview

Income and expenditure account for the period 17 August 2011 to 31 March 2012

<table>
<thead>
<tr>
<th></th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>247,552</td>
</tr>
<tr>
<td>Cost of programme delivery</td>
<td>92,245</td>
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<tr>
<td>Administrative expenses</td>
<td>137,536</td>
</tr>
<tr>
<td>Surplus for the financial period</td>
<td>17,771</td>
</tr>
</tbody>
</table>
**Appendix 1: Stakeholders**

<table>
<thead>
<tr>
<th>Our stakeholders</th>
<th>What we do for them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport England</td>
<td>Local implementation of national strategic plans to increase participation</td>
</tr>
<tr>
<td>National Governing Bodies (NGBs)</td>
<td>Influence NGBs to invest resources, work with Get Berkshire Active to grow sport</td>
</tr>
<tr>
<td>Local authorities</td>
<td>Develop relationships. Planning / funding for resources. services to support local authorities</td>
</tr>
<tr>
<td>Local politicians and dignitaries</td>
<td>Develop relationships, support flow of resources</td>
</tr>
<tr>
<td>School Sport Networks</td>
<td>County-wide strategic plan for children and young people Planning &amp; integration between partners. Increase resources</td>
</tr>
<tr>
<td>Further Education Colleges</td>
<td>Build networks for colleges, NGBs &amp; local sports bodies to work together</td>
</tr>
<tr>
<td>Higher Education Institutions (Reading University)</td>
<td>Grow community sport offer, pathways into volunteering</td>
</tr>
<tr>
<td>Private leisure providers</td>
<td>Linking leisure providers and NGBs, increasing participation</td>
</tr>
<tr>
<td>Clubs</td>
<td>Growing clubs, support with services and programmes</td>
</tr>
<tr>
<td>Disability Organisations</td>
<td>Strategic lead, Resource management, x3 delivery hubs, commissioning of disability sports work</td>
</tr>
<tr>
<td>Public Health</td>
<td>Influence the emerging Health and Well-Being Boards – policy / resources</td>
</tr>
<tr>
<td>Voluntary sector partners</td>
<td>Connect voluntary sector partners with local and county-wide networks to increase participation in sport. Build strong relationships with Berkshire-wide voluntary organisations to position us for future funding opportunities.</td>
</tr>
<tr>
<td>Berkshire-based companies</td>
<td>Building networks. Work-based activities &amp; funding opportunities</td>
</tr>
<tr>
<td>Local media</td>
<td>PR opportunities, position Get Berkshire Active as specialist adviser on sport and physical activity</td>
</tr>
</tbody>
</table>

**Appendix 2: About Berkshire**

- We have contrasting settlements from large urban centres to small villages in West Berkshire. Population density in Slough is over 4,000 people per square mile compared to 219 in West Berkshire.
- Some of the wealthiest towns in the county are Windsor, Newbury and Wokingham, contrasted with areas within Reading and Slough in the top 10% for low income households.
- Wide range of employment types from farming to corporate administration reflected by 7,000 manufacturing jobs in Slough whilst Reading has 10,000 IT and communication jobs.
- Some identifiable challenges are demonstrated by contrasting deprivation indicators between Boroughs. Health, Income, Crime and Disorder indicators are high in Slough and Reading in contrast to West Berkshire and Wokingham.
- We have significant black and minority ethnic populations in Slough (approximately 41%) Reading (approximately 19%).

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**Glossary**

- **NGB**: National Governing Body for Sport
- **CSP**: County Sports Partnership
- **CPSU**: Child Protection in Sport Unit
- **FA**: Football Association
- **FE**: Further Education
- **HE**: Higher Education

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*GBA Annual Review 2011–2012 www.getberkshireactive.org*
This is the first Annual Review of the newly created Get Berkshire Active – the County Sports Partnership – established to increase the number of people participating in sport and physical activity. It has been an incredible year in which to establish a new sport and physical activity organisation for Berkshire.

Out of the blocks...

The Berkshire School Games 2012
A highly successful partnership event involving nearly 3000 Berkshire young people and now recognised as a national exemplar.

Sportivate
Get Berkshire Active achieved the Gold Standard from Sport England, involving over 2000 young people being engaged in sport

CanRow
Development of a sporting legacy group for canoeing and rowing linked to Eton Dorney.

Establishment of new strategic board and new identity for Get Berkshire Active

Delivery of Olympic Legacy Programmes

Positive involvement with sporting organisations across the county
The development of the Berkshire Sports Forum bringing together National Governing Bodies, Local Authorities, School Sport Networks, Facility Partners

Get Berkshire Active has secured funding for the following areas:
- Support for sports networks
- Coaching
- Sport Makers
- Disability projects
- Clubs and facilities
- Rounders project

Get Berkshire Active

www.getberkshireactive.org

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