



ANNUAL REVIEW 2012-2013



CONTENTS

2	Foreword
3	Get Berkshire Active – Vision, Mission, Priorities for year ahead
4	Berkshire Inspiration and Participation Awards
6	Equality and Safeguarding
7	Getting more people involved
10	Making Sport Better
12	Making Sport Happen
13	Health and Physical Activity
14	Get Berkshire Active Information

OUR VISION

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

FOREWORD

This is our second Annual Review and covers the period September 2012-August 2013.

Getting more people, more active and embedding the legacy of the 2012 Olympics and Paralympics remained a major focus but, of equal importance, was using physical activity to work towards individual and national health objectives.

It has been a tremendously busy and successful 12 months during which the Sainsbury's School Games in Berkshire won a major regional award for 'outstanding engagement in competition' in the South of England. It is a fine example of what can be achieved through the partnership working of the School Games Organisers, the Youth Sports Trust and Get Berkshire Active, ably led by Derek Peaple, Chairman of Berkshire's Local Organising Committee.

Of strategic importance earlier in the year was the announcement of £9,000 per primary school for sport and physical activity to improve physical literacy and embed a culture of activity in the under 12s. Get Berkshire Active has also received funding from Sport England to help with this vital objective.

One of our strategic objectives is to drive up participation across all communities, genders and age groups and one of the most difficult groups to reach are the young and disadvantaged. Partnering with the Dame Kelly Holmes Legacy Trust, Berkshire Youth and the Reading Job Centre Plus, Get Berkshire Active was able to support a programme that used sport to improve the life chances

of a significant number of young people in Reading. We will continue to work with the Trust in the coming year.

In February 2013 we hosted the Get Berkshire Active Inspiration and Participation Awards at the Madejski Stadium. Over 250 attendees, including; community sports volunteers and participants, mixed with 10 local Olympians in an evening to celebrate sporting achievements and volunteering across the County. The evening was an outstanding success and recognised the huge contribution of our sports clubs, youth and civic organisations in enabling sport participation for all, regardless of age, gender and circumstances. With your help and support it will be repeated in February 2014.

In April of this year our Chief Executive, Mark Lawrie, left to become the Deputy Chief Executive of StreetGames. Mark's 18 months as CEO of Get Berkshire Active saw dramatic changes for the organisation and its establishment as a recognised partner for sport and physical activity within Berkshire. Credit for this goes to Mark and the staff he recruited and as the Chair, I would like to record my gratitude for all of his support. In June, Mark was replaced by Brett Nicholls and I am sure that everyone involved in sport and physical activity in the County will take the opportunity of welcoming Brett to his new role.

I look forward to another year in which partnership working is shown to improve the opportunities for all in Berkshire for sport and physical activity.

JOHN BOLAN
CHAIR, GET BERKSHIRE ACTIVE

OUR MISSION

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

Our Priorities for 2013-2014:

The first 18 months as a new organisation has been incredibly busy but amazingly successful. We aim to build on this in the next 12 months making 2013-14 a fantastic year for sport and physical activity in Berkshire. We want to continue working hand in hand with our brilliant and inspiring partners and develop new relationships that ensure that the wonderful effects of sport and physical activity reach every part of this county and every individual within it.

Our key priorities for the coming year are:

- To work closely with health providers to embed the concept of sport and exercise as a key component of health and well-being
- To work closely with our education partners to ensure maximum benefit is accrued from the 'Primary School Sports Premium'

- To help bring in new investment for sport and physical activity
- To act as the strategic lead to enable and support key partners and organisations to come together and work together to better promote sport and physical activity
- To reach out to new partners and new sections of the Berkshire community to ensure our influence helps develop new and exciting opportunities to increase sport and physical activity participation
- To continue to grow and develop Get Berkshire Active increasing our capacity to develop sport and physical activity; by generating new and increased sources of income



BERKSHIRE INSPIRATION AND PARTICIPATION AWARDS

Get Berkshire Active was delighted to honour the fantastic people and projects that make community sport and physical activity in Berkshire happen, when we hosted the inaugural Berkshire Inspiration and Participation Awards at the Royal Berkshire Conference Centre on Friday 8th February 2013.

More than 250 guests attended to support 25 shortlisted nominees, who were selected from over 100 nominations put forward by the sporting community: all nominated for their remarkable contributions to sport in Berkshire in 2012.

The award categories covered everyone from Olympic athletes to community sport activists and dedicated volunteers. The evening was attended by well known sports stars and many local dignitaries including Mayors and local MPs from across the county.

With this year providing an incredible amount of inspirational volunteers, we look forward to celebrating the achievements of 2013 at our 2nd Annual Awards on the 7th February 2014. This event will also provide outstanding opportunities for local businesses large and small to be associated with such an exceptional event with several sponsorship offers available.

THIS PAGE
Berkshire's School Games Organisers were 2012's Senior Team Of The Year.

OPPOSITE PAGE
(from top left to bottom right)
Dr Chris Meaden of SportsAble is presented a Lifetime Achievement Award; Fadumo Olow was the Young Leader Of The Year; Berkshire's Olympians and Paralympians were honoured; BBC Berkshire's Tim Dellar was the evening's MC; Derek Peuple, Chair of Berkshire's Local Organising Committee for the School Games is awarded an Outstanding Achievement Award.





EQUALITY

Get Berkshire Active is committed to tackling discrimination in all its forms and has committed to treating everyone with dignity and respect.

It will promote equal opportunities in both the employment and management of staff, and in the delivery of its services. In managing the services it provides, Get Berkshire Active will promote equal opportunities across all its work.

As part of our commitment to promoting equality in sport, we have achieved The Foundation Level of the Equality Standard in Sport; a framework for assisting sports organisations to widen access and reduce inequalities in sport and physical activity from under represented individuals, groups and communities.

SAFEGUARDING

Get Berkshire Active is committed to ensuring that the safeguarding and protecting of young people is at the heart of all we do.

In the last 12 months, as part of our commitment to safeguarding young people - Get Berkshire Active has:

- Completed the Child Protection in Sport Unit's CSP Safeguarding Self-Assessment Toolkit
- Created and delivered the 2012-2013 Safeguarding Implementation plan
- Delivered Safeguarding training for 80 coaches and volunteers

GETTING MORE PEOPLE INVOLVED

DELIVERING PROGRAMMES

In 2013, Get Berkshire Active has continued to work with our partners to deliver a range of programmes aimed at achieving our goals and there are several new projects on the way. We have received national and local recognition for our work.



SAINSBURY'S SCHOOL GAMES IN BERKSHIRE

Get Berkshire Active and our local School Games partnership continued to achieve great things for young people in the county by winning the Southern Region "Outstanding Engagement in Competition" category in the Youth Sport Trust School Sports Awards.

The Sainsbury's School Games continued to provide an inspirational stage where sporting talent and youth leadership abilities from across the County were celebrated. The event was even bigger and better in 2013 with many additions and improvements made, including XMA IT Solutions as the local event sponsor. We would like to offer particular recognition to XMA for their support, enthusiasm and for bringing a unique addition to the School Games with interactive IT demonstrations.

Wellington College provided a new and iconic backdrop to the Summer Games and, with an

incredible turn out of over 40 local dignitaries and VIPs it is clear that the School Games is gaining considerable recognition locally for its success with young people in sport.

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'

Derek Peale, Head of Park House School and Sports College in Newbury and Chair of the Local Organising Committee for the Sainsbury's School Games in Berkshire, said:

'We have once again successfully delivered our aim of a School Games for young people, led by young people and I am therefore delighted that through the outstanding work of our team of School Games Organisers and staff at Get Berkshire Active, we have already begun to build a Olympic and Paralympic legacy for young people in Berkshire'

	Competitors	Sports	Competitions	Teams	Disabled Competitors	Young Officials	Young Leaders	Adult Volunteers
Winter	800	6	10	78	64	68	78	14
Summer	1400	16	28	203	152	163	67	22
Badged	550	4	9	75	0	39	0	0
Total	2750	26	47	356	216	270	145	36



GIVE SPORT A TRY

SPORTIVATE

During Year 2 of this programme, which seeks to encourage less active young people back into sport and physical activity, over 2,300 young people have been engaged. Over 50 projects took place in a whole variety of sports including; Judo, Archery, Tennis, Badminton and Boxing.

“The Archery course was amazing fun – although I was quite nervous to start with, the instructor quickly put me at ease and was able to help me improve my performance over time – it’s definitely something I want to do again!”

DISABILITY SPORT

Get Berkshire Active has built on the fantastic work carried out in disability sport in 2012; we have achieved the following this year:

- Para-Sport day – Canoeing, Athletics, Wheelchair Basketball & Archery; 41 young people attended
- Para-Sport Day offered coach development opportunity for 7 Berkshire club coaches
- Continued support and development of Berkshire Disability Sport and it’s local hubs

GET BERKSHIRE ACTIVE WEEK

Get Berkshire Active led on this countywide marketing campaign designed to encourage the residents of Berkshire to visit the new Get Berkshire Active website and find their local sports club or physical activity opportunity – the perfect way to kick start a more active lifestyle or to try a new sport.

Partners from across the county pulled together to promote the campaign via their local networks. 86 sessions took place during GBA week featuring 40 different clubs and organisations. Traffic to the Get Berkshire Active website more than doubled during the week and ‘likes’ on our Facebook page increased by over 100.

Councillor Eileen Quick, Royal Borough of Windsor and Maidenhead Cabinet member for leisure and libraries, said, ‘Get Berkshire Active week is a great window of opportunity for clubs to get more residents involved in reaping these outstanding benefits’.

DOORSTEP CLUBS

The Slough Doorstep Sport Group is an alliance of partners focussed on providing better outcomes for young people living in disadvantaged areas, through more regular sport and physical activity. Doorstep Sport Clubs are being rolled out nationally by Street Games and Get Berkshire Active currently chair the Slough Doorstep Sport Group, providing a facilitative role to the set up and coordination of these Clubs.

These clubs will be for the community targeting those who enjoy sport in school as well as those who do not. They will be fun, sociable and have a strong element of youth leadership.

SATELLITE CLUBS

Get Berkshire Active are delighted to have recently launched the Satellite Clubs programme across Berkshire. Working in conjunction with our School Games Organiser partners and NGBs, the programme will enable community clubs, to establish ‘Satellite Clubs’, providing regular coaching sessions for young people across the community at new locations, such as schools, colleges or other community locations.

As well as providing closer ties between schools and community clubs, it is another welcome pathway to long term participation in sport for young people, and for membership of community sports clubs to grow.

We look forward to seeing the first Satellite Club established early in the school year.

SPORT MAKERS

Get Berkshire Active has continued to support adults with a passion for sport and physical activity to encourage their friends and family to be more active.

Over 600 people have now attended these workshops in Berkshire, with many continuing to volunteer for us through the Team Berkshire Volunteer scheme.

CASE STUDY

Shaida Akbar

Shaida became inspired to get her community active by attending a Sport Makers workshop in November 2012 in Chalvey, Slough.

After setting up the Upton Lea Unity group, Shaida has encouraged 100’s of people in her local community across all ages, abilities and cultures to be more active. Shaida has successfully secured Sportivate funding for netball targeting women over 14, as well as starting to run cricket sessions, and have applying to become a Doorstep Club.

We are proud that the group continues to work to make sports accessible to all.

ACTIVE WEST BERKSHIRE

The Active West Berkshire Group was established to provide a strategic group to maximise the impact of the Olympics in West Berkshire. Working in partnership with NHS Berkshire West, West Berkshire Council, Berkshire Youth, Parkwood Leisure, and local schools and colleges, this group has overseen a highly successful programme of ‘Inspire Events’ to encourage people to get involved in organising sport in their local community and to participate in sport.

So far there have been:

- Over 100 local people engaged in the project
- 4 events run with more to follow
- 2 Olympians inspiring local people

COMMUNITY GAMES

Working with our team of advocates and partners, including Slough YMCA, over 30,000 people have been inspired and 47 events have been supported by Get Berkshire Active, using the Government’s Big Society Funding.

Get Berkshire Active has succeeded in bringing sports opportunities to many local communities through this scheme.

These events have also been made possible by the sterling work of local volunteers. We hope to have supported and delivered over 50 events by the end of 2013 – comfortably exceeding our 2012 effort!

We also delivered the ‘Shine a Light’ event in partnership with Slough YMCA, to bring taster sports to over 60 disadvantaged children in Slough.



CASE STUDY

Active Women's Project and Back To Netball in Newbury

It was felt the Active Women's project would work well to establish a Back to Netball group or team which could drive up participation in the Newbury area.

Ladies were offered 5 weekly sessions of one hour to try at a reduced cost (including childcare), Multi-sport activity programme across 4 days; Football, Netball, Hockey and Badminton.

The Newbury Netball League has 20 women at its Back to Netball session, and 8 ladies from the Active Women's project have also progressed to take up coaching qualifications.



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 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

Get Berkshire Active has continued to support coaches through our coaching bursary scheme. This has already started to have a significant impact on the amount and quality of coaching being delivered. Get Berkshire Active have awarded funding to 16 coaches across 8 sports. The qualifications were broken down into 5 Leaders, 4 Level 1, 2 Level 2 and 3 Level 3 coaches and also went towards 3 coaches going to a CPD opportunity. In total GBA have committed £2,247.00 towards the total costs.

Coachweb (a coach registration database) has been implemented to improve the quality of coaching delivery and co-ordinate information regarding Berkshire coaches; 400 coaches have registered and are regularly receiving quarterly updates and news.

PROJECT 500 AND ACTIVE WOMEN'S PROJECT

Project 500 is a new campaign to address the imbalance in the number of male to female coaches, creating a more diverse workforce to drive the growth of female participation in sport. Devised by Sports Coach UK, and the seven South East CSPs, Project 500 will see a combined five hundred female coaches recruited, developed and deployed across the seven South East counties between April 2013 and March 2015.

We are looking to tie in the Active Women's Project where Get Berkshire Active have teamed up with five governing bodies; badminton, football, hockey, judo and netball, to give women a chance to try something new and get fit!

COACH FORUM

Get Berkshire Active ran 1 cross-sport Coach Forum, where we offered 7 different workshops for coaches to choose from. The aim of this was to share good practice, provide networking and CPD opportunities, and, in the case of tennis and swimming, attendance gained the participants points towards their CPD licenses. 36 coaches across 19 sports were present of which 96% rated the event as effective.

COACH EDUCATION

The Get Berkshire Active Coach Education programme 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, 134 coaches have accessed our First Aid and Safeguarding courses. We have also delivered a further two Talent Coaches Breakfast Clubs since September 2012, where 32 coaches attended the sessions delivered by a Sports Coach UK mentor. Additional courses have been introduced to the programme such as Coach Mentoring and First Steps into Coaching.

Our coach education programme is still being run in conjunction with the Oxfordshire Sports Partnership; we are looking to increase and enhance the offer from September 2013 to deliver more targeted development opportunities to coaches as well as volunteers.

For more information please visit:
www.coachingberkshire.org

TEAM BERKSHIRE VOLUNTEERS

To capitalise on the excitement that surrounded the Games Makers at London 2012 Get Berkshire Active developed its own local volunteering offer. Team Berkshire Volunteers are deployed into local sporting events, providing support in a variety of roles. Events in the past year have included the Reading Half Marathon, Sainsbury's School Games and Berkshire Para-Sport Day.

Together, over 30 Team Berkshire Volunteers have given more than 300 hours of their time to support local sporting events; in return for their time Team Berkshire Volunteers are offered free CPD training and incentives.



MAKING SPORT HAPPEN

WORK WITH NATIONAL GOVERNING BODIES (NGBs)

Get Berkshire Active have successfully developed its initial 2011-12 work engaging with National Governing Bodies of Sport (NGBs) at a local level, by working more closely with more NGBs to facilitate their participation plans.

Get Berkshire Active has achieved the following with its partners in the 2012-13 period:

- 2013 – 2017 Whole Sport Plan meetings with 28 NGBs
- 22 NGBs are now supporting Sainsbury's School Games in Berkshire
- Worked with England Handball to have a 1 day per week Handball Activator in Berkshire to drive development of the sport

- Continued to support the 'Ladies – Give Sport a Chance' project linking 5 NGBs – Judo, Badminton, Netball, Football & Hockey
- Supported NGBs in development of local club networks – including Gymnastics, Judo, Athletics & Equestrian

BUSINESS DEVELOPMENT

We held a number of business engagement events in 2012-13 to build a better relationship with corporate and small medium sized businesses in the county. This has enabled us to compile a considerable database of locally based businesses and we have had positive meetings with over 30 of these. This has resulted in a partnership with XMA IT solutions to support the Sainsbury's School Games in Berkshire, and there are a number of further opportunities in the pipeline.

Many of these conversations have been exploratory and have provided information for us to develop a number of responses for business in relation to workplace health, physical activity, sport, CPD, training and Corporate Social Responsibility. In April we held our first Business Breakfast at Bisham Abbey; through holding this event, we have held follow up workplace engagement activities with; GlaxoSmith Kline, Regus and John Lewis.

HEALTH AND PHYSICAL ACTIVITY

There is a growing realisation that physical inactivity is becoming a national disease causing an enormous strain on the NHS. On the flip side, years of excellent research has shown amazing benefits of sport and physical activity. The science is clear, physical activity does more than create good health it contributes to leadership, productivity and innovation. It lowers depression and crime, increases education and income levels, and generates return to businesses. It unleashes human potential, and this is what drives economies forward. Our role at GBA working with all our excellent partners is to capitalise on these benefits.

Key Facts:

- In less than two generations, physical activity has dropped by 20% in the UK
- This year, 5.3 million deaths across the world will be attributed to physical inactivity. Smoking is responsible for 5 million deaths per year
- Total direct and indirect costs of physical inactivity to the UK in 2008 was a staggering £22.6 billion – around the same as the NHS annual efficiency targets!
- Physically active employees are less likely to suffer from major health problems, less likely to take sickness leave and less likely to have an accident at work. Evidence suggests that

increasing activity levels will help prevent and manage over 20 conditions and diseases including cancer, coronary heart disease, diabetes and obesity. It can also help to promote mental well-being

- Physical activity at work programmes have been found to reduce absenteeism by up to 20% and well-designed programmes can reduce staff turnover and increase employee satisfaction by between 10 and 25%. In an organisation with 3,000 employees National Institute of Clinical Excellence estimate that a physical activity at work intervention programme can produce cost benefits of £424,950 annually
- Today's children are dropping out of sport and play early. Between ages 9 and 15, American and European children's activity levels drop by 50-75%
- These inactive children score up to 40% lower on achievement tests than their active friends. Today, sports, physical activity and physical education are seen as optional or extra-curricular, rather than the powerful investments that they are
- Today's 10 year olds are the first generation expected to have a shorter life expectancy than their parents

CASE STUDY

Wokingham Health Improvement Post

In 2012-13 Get Berkshire Active took strides towards a key objective of being involved in delivering programmes in partnership and on behalf of Health Services in the county. Funded by NHS Berkshire West and working in partnership with the newly established Wokingham Public Health Team, this programme has started to deliver tangible benefits for the health of local people in disadvantaged communities.

The programme provides resources and support for an outreach worker to engage hard to reach groups it brings together both local partners and resources, and Get Berkshire Active's wider programmes to encourage people to be more active, eat more healthily and to understand their own health better.

- 21 local physical activity events planned for local people
- 3 Community Games organised
- 5 'healthy neighbourhoods' groups created

This programme has provided considerable learning for Get Berkshire Active and gives us a great opportunity to continue to expand our partnership working with health services across the wider area.

GET BERKSHIRE ACTIVE BOARD

The Board has been recruited to ensure senior representation from across key areas of sport and related areas. The Board, as at July 2013 was as follows:

NAME	ROLE	ROLE
John Bolan	Chairman	Founder and Consultant of Telos Partners Trustee of the Berkshire Youth Cricket Trust
Amanda Foister	Trustee	Chief Executive Officer of Longridge Activity Centre
Nigel Howe	Trustee	Chief Executive Officer of Reading Football Club
Matt James	Trustee	Head of Participation at the Lawn Tennis Association
Juliet Machan	Trustee	Owner and Director of Perfectly Picked Marketing Ltd
Lee Mason	Trustee	Chief Executive Officer of the County Sports Partnership Network (CSPN) and Trustee of the English Federation of Disability Sport
Derek People	Trustee	Headteacher of Park House School, Chair of the Local Organising Committee of the School Games, Chair of the Berkshire Association of Secondary Heads (BASH), Chair of the Youth Sport Trust Strategic Group for Headteachers
Andy Couldrick	Trustee	Chief Executive Officer of Wokingham Borough Council
Helene Dyson	Trustee	Locality Public Health Lead for Wokingham Paralympic Gold Medallist
Hannah Bladen	Sport England Representation (Observer)	Strategic Lead: Community Sport Directorate

GET BERKSHIRE ACTIVE STAFF STRUCTURE

As at July 2013

NAME	ROLE
Brett Nicholls	Chief Executive
Nick West-Oram	Commissioning and Development Manager
Justine Mosley	Partnership Manager
Kirsty Heath	Partnership Manager
Madelaine O'Brien	Business Support Manager
Claire Sweeney	Finance Director
Neel Sood	Sports Development Officer
Elle Ford	Health Improvement Officer
Mekaya Gittens	Sports Development Assistant
Sam Parker	Marketing and PR Co-Ordinator
Joe Burley	Sports Development Intern
Catherine Holmes	Sports Development Intern

FINANCIAL OVERVIEW

APRIL 2012 – MARCH 2013

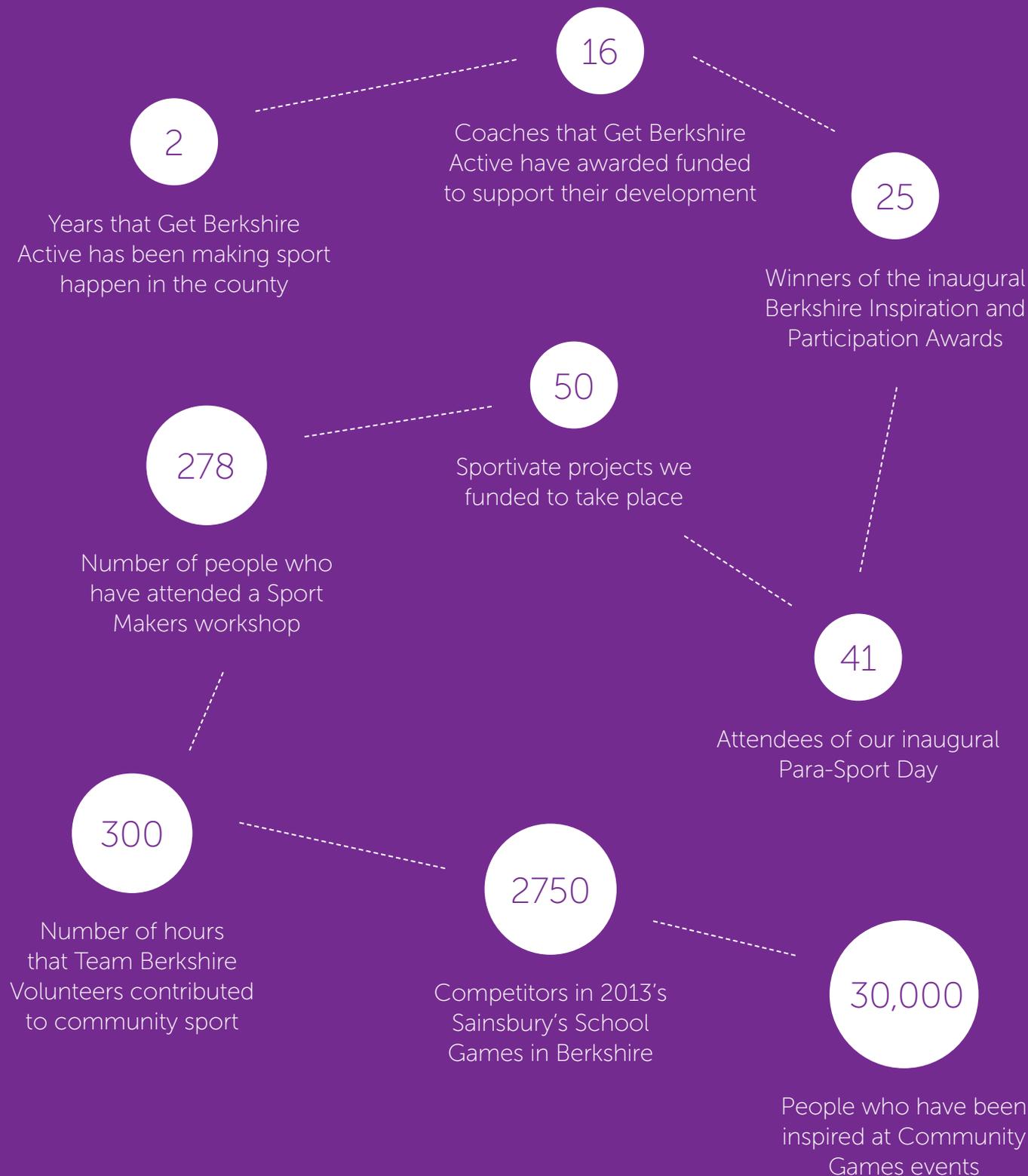
Income £739,738

Cost of programme delivery £386,133

Support Costs £331,967

Surplus £21,638

OUR YEAR IN NUMBERS



 [facebook.com/GetBerkshireActive](https://www.facebook.com/GetBerkshireActive)

 [@GetBerksActive](https://twitter.com/GetBerksActive)

info@getberkshireactive.org

www.getberkshireactive.org

01628 473031