

Appendix I: Progress and Achievements 2006-11

Adult (16+) Participation	<ul style="list-style-type: none"> • 14.7% of adults in Cumbria (compared to a national figure of 11.3%) participated in moderate intensity sport and active recreation on 5 or more days a week for at least 30 minutes (5x30), an increase of 1.88% • 24.6% of adults in Cumbria (compared to a national figure of 21.9%) participated in moderate intensity sport and active recreation on 3 or more days a week for at least 30 minutes (3x30), an increase of 3.4% • 33.1% of adults in Cumbria (34.75%) participated in moderate intensity sport once a week for at least 30 minutes (1x30), an increase of 2% • 48.6% of adults in Cumbria (48.2%) not participating in any regular sport or active recreation, a reduction of 4.74% • 22.5% of adults in Cumbria (23.3%) were members of sports clubs • 15.5% of adults in Cumbria (16.2%) received coaching tuition • 14.3% of adults in Cumbria (14.3%) took part in organised competition
Young People (5-16) Participation	<ul style="list-style-type: none"> • 201,951 young people received quality coaching as part of the Community Sports Coaching programme • 18,330 young people participated in the 3 year Sport Unlimited programme, of which 15,766 participants attended 60% or more of all sessions available to them • 132 young people competed in the disability events under the 2011 Cumbria SCHOOLympics • 84 disabled young people participated in one of two County Athlete Assessment Days under the 2010/11 Playground 2 Podium programme. 60% had a physical and sensory disability with 40% having a learning disability • 10,539 young people participated in Cumbria wide competitive sporting events • 84% of all pupils in Years 1-11 received 2 hours high quality PE across Cumbria, compared to the national figure of 86% • 60% of all pupils in Years 1-13 undertook 3 hours PE & school sport, compared to a national figure of 55% • 86% of Year 6 Primary pupils and 76% of Year 8 and 10 Secondary pupils said that they had exercised enough to breathe harder three times or more in the week before the 2010 Health Related Questionnaire Survey
Coaching, Volunteers and Clubs	<ul style="list-style-type: none"> • 77,428 coaching hours to young people via the Community Sports Coaches programme delivered by 14 full time and 8 part time coaches • 196 coaches registered on Coaching Cumbria as at March 2011 • 8.7% of adults (over 16) in Cumbria volunteer to support sport for at least one hour per week • 1,028 coaches and volunteers attended 84 training and development courses • 172 accredited Clubmark clubs in Cumbria and 76 working towards a quality standard as at March 2011

Investment	<ul style="list-style-type: none"> • £815,436 into the Community Sports Coaching programme releasing a further £1,062,637 of partnership funding • £461,400 into the Sport Unlimited programme releasing a further £250,000 of partnership funding • £221,125 to support the 3x30 Campaign to achieve the LAA Stretch Target for increasing adult participation which generated a £692,000 reward grant • £282,230 to support the appointment of a Sports Economy Champion for Cumbria and create a development fund for interventions over a 3 year duration • £1,070,279 to support 19 sport and physical activity projects across 5 localities releasing a further £2,628,016 of partnership funding • £106,450 of business sector sponsorship • £232,000 to support the appointment of a Sports Workforce Development Manager over a 4 year duration
Market Research and Data Intelligence	<ul style="list-style-type: none"> • Produced detailed intelligence around sporting segments to NGB's, Local Authorities, Local Facility Operators and Sport and Physical Activity Alliances (SPAAs) • Provision of a Research and Data section on Active Cumbria website to support partners in planning for delivery and funding submissions
Media and Communications	<ul style="list-style-type: none"> • 134,983 visits to www.activecumbria.org (June 2007 – December 2011) • 508,347 page views on www.activecumbria.org (June 2007 – December 2011) • 1,254 individual subscribers to Active Cumbria Partnership E-Newsletter (December 2011) • 187 Likes on Facebook (December 2011) • 2013 Followers on Twitter (December 2011) • Designed and co-ordinated a successful 3x30 marketing campaign in support of the Cumbria LAA Stretch Target for increasing adult participation
Governance	<ul style="list-style-type: none"> • Sustained strong governance and financial accountability • Achieved NSPCC Advanced Level Child Protection and Welfare Standard • Achieved Foundation Level of the Equality Standard • On-going commitment to continuous organisational improvement • 95% overall satisfaction from key partners with the service provided by Active Cumbria Core Team • 98% overall satisfaction from key partners in the professionalism and helpfulness of Active Cumbria Core Team