Annual Report
2018-2019

Be part of it!
It gives me great pleasure to welcome you to the Annual Report for 2018-19.

The last 12 months have seen Active Cumbria start to make great progress in the delivery of our ambitious 3 Year Plan. The Plan, which places our focus on tackling physical inactivity within targeted communities across Cumbria has been well received by both local and national partners, and great strides have been made in its delivery on a number of fronts, more of which is detailed later in this report.

I have been particularly pleased to see how the Advisory Board is now adding real value to the organisation. The structures and procedures previously adopted are now embedded, with robust and transparent reporting, and decision-making processes working well. The thematic lead roles undertaken by Board members are providing opportunities for better understanding and contributions to be made to the work of the core team.

The new performance management processes introduced by Sport England also provided an opportunity to share progress with our principle funder. An extremely positive round table meeting was held towards the end of the financial year, which had been preceded by an external assessment using the recently introduced Quest for Active Partnerships model, following this two-day assessment we were satisfied with our rating of ‘very good’.

Another pleasing aspect during this period has been the progress made by the core team in positioning physical activity at the heart of many key local strategies and plans. The presence of, and awareness of, the important role that reducing levels of physical inactivity has on the prevention and population health agendas has increased significantly. I was delighted to see clear references to this in the Cumbria Health & Wellbeing Strategy, North Cumbria Population Health Plan, and Cumbria Children and Young People’s Plan, amongst others.

The following pages take a whistle stop tour of the year, drawing out highlights month by month. I do hope you enjoy reading these as much as I did.

Finally, I would like to thank all of our partners, old and new, who have been so enthusiastic and supportive over the last year; to members of the Advisory Board for their insight and vision, and to all the staff in the core team for their continued hard work and commitment.

Jason Gooding
Chair of Active Cumbria Advisory Board
Highlights & Achievements

Supported Cumbria Youth Alliance with a successful application to the National Lottery for £500,000 to deliver a Mental Health and Resilience Project.

Active Cumbria staff become Dementia Friends.

Facilitated the Big Walk in Cumbria.

Completed advocacy film ‘Tackling Inactivity in Cumbria’.

Confirmation of Tier 3 compliance with the UK Code for Sports Governance.

Created new infographics supporting tackling inactivity in Cumbria.

Awarded £40,000 Local Workforce Development Funding from Sport England following competitive bidding process.

Implemented GDPR compliant CRM system.

Be part of it!
Focus: Primary Role

Our focus is to tackle inactivity in the county, this is something that we cannot achieve on our own; we need to work collectively and collaboratively in order to make this happen. Our role is to help create the conditions for success to be achieved.

Physical Inactivity is a global public health issue that is steeped in inequality.

During this reporting period we have achieved some real successes in advocating the value that physical activity plays to improve health outcomes and influencing at a strategic level:

As a result of our support and intervention, physical activity is now included within the:

- Cumbria Joint Health & Wellbeing Strategy 2019-29
- Cumbria Joint Public Health Strategy – with related indicators for physical activity
- Cumbria Children & Young People Plan 2019-22 incorporating a set of impact measures linked to Active Lives Survey for CYP

In addition to the above, as an Active Partnership we have two priority areas, these are:

- To improve the health and wellbeing of Cumbria’s super ageing population by supporting ‘inactive’ older adults in identified areas to become more regularly active
- To contribute to a reduction in health inequalities in our most deprived communities by supporting inactive people of all ages to be more regularly active

We have undertaken extensive research to better understand our priority areas. This has led us to identify specific communities to target. Over the last year we have worked in these - developing partnerships and interventions. Success includes:

- Roll out of Cumbria Walking for Health programme to create a targeted sustainable network of community based walking groups
- Development of Activate, a programme to upskill community champions to deliver activity sessions in their community
Launched 3 Year Plan

Launched Cumbria Workforce Development Framework and Delivery Principles

June & July 2018

Awarded Primary Role Funding 2018-21 of £585,000 from Sport England following competitive bidding process

Worked with GLL to support Syrian refugees with summer holiday sports provision

Cumbria is Ready! Annual Stakeholder Event focussing on shaping the local delivery of physical activity in targeted communities

Secured investment for and started Whitehaven Parkrun
Supported Cumbrian Girls Can with ‘This Summer’ campaign and ongoing promotion #ThisGirlCan

Supported ACT Cumbria to deploy £80,000 Small Grants Sport England funding via Action for Communities in Rural England

Launched pilot phase of Countywide Walking for Health Scheme

August & September 2018

Supported successful bid to British Heart Foundation for investment into Blood Pressure testing project with GLL and Life Leisure, delivering community testing alongside Community Pharmacy services

Support NHS 70 with Rounders tournament in Whitehaven

Worked with GLL to create a physical activity offer for young Care Leavers

Supported the two Cumbrian stages of the Tour of Britain

Be part of it!
Focus: Tour of Britain - September 2018

In September 2018 Cumbria played host to two stages of the Tour of Britain. Stage 5 saw the first ever time trial stage which started in Cockermouth followed by Stage 6 a gruelling 169-kilometre road stage that started in Barrow-in-Furness; both ending at Whinlatter.

Ahead of the Tour, we led on a number of school initiatives to inspire children and their families to get involved and get cycling.

To help Cumbria prepare to welcome the Tour we embarked on an interactive school roadshow. Each assembly covered key messages including the Tour of Britain, Active Travel, Physical Activity and Healthy Eating for the children to discuss further both in school and at home with their families. Two of the events had media presence with ITV coverage.

We also developed the ‘Pedal Your Way to Health’ booklet as a resource to complement the roadshow, whilst each school in the County also received a ‘Touch the Tour’ information pack. Whilst each school in the County also received a ‘Touch the Tour’ information pack. To involve people further, we ran four separate competitions, two school competitions to design the start flag and to design the winner’s jersey and two social media competitions to #TouchTheTour and #GetOnYourBike. The prizes for each being a VIP experience.

On the day we provided support to the organisers and accompanied our competition winners. The winners of the Design the flag competition officially started each stage with their flags whilst the winners of the Design a Jersey competition presented prizes to the winners on the podium.

- Touch the Tour information pack to every school
- #GetOnYourBike social media competition
- School competitions to Design a Flag and Design the Winners Jersey for both stages with over 1000 entries
- Pedal Your Way to Health School Roadshow – 18 schools, 3,500 children
- #TouchTheTour Social Media Competition
Successful Cumbria Sports Awards, including two new awards for Active Education and Active Workplace

Supported Project Rugby in Cumbria for people with disabilities and people who are Black, Asian or from a Minority Ethnic background (BAME)

Brokered corporate offer from GLL to support Health & Wellbeing Coaches (HAWC’s) and their clients

Awarded £105,394 School Sport Funding from Sport England

Supported Act Cumbria with the Lace Up project to increase participation in physical activity in rural areas

October and November 2018

Be part of it!
Three new Advisory Board Members recruited

December 2018 and January 2019

Supported Streetgames to deliver Illegal Money lending project with Cumbria Youth Alliance in collaboration with Whitehaven & Egremont Credit Union

Played a leading role in the deployment of £364,424 DfE Healthy Pupil Capital Funds supporting 29 schools, many of these projects focus on tackling inactivity

Supported the launch of Active Barrow

Hosted ‘Get Mirehouse Moving’ event, recruiting run leaders and walk leaders

Secured £125,000 funding from Cumbria County Council to deliver a two-year Walking for Health programme across Cumbria
Focus: School Engagement

Schoolchildren across England are asked to take part in the Active Lives Children and Young People Survey and Active Cumbria have a large role to play in the successful delivery of this. We provide a range of support, including templates for letters to parents, information sheets for teachers and pupils, and technical guidance.

During the academic year 2017 – 18, 109 schools were targeted:

- 59 said yes to taking part
- 48 completed the survey
- 2,970 ‘behavioural’ surveys completed
- 2,507 ‘attitudinal’ surveys completed

At the end of the academic year we undertook the 6th Mapping Exercise for the Primary School’s PE School Sport Premium (PESSP) reporting, it found that 83% of Cumbrian schools understand the value of PE and sport.

100 Mile Challenge
- 24 schools engaged this academic year
- 157 schools engaged across the duration of the programme (100 unique schools)
- 2000+ pupils this academic year
- 20,000+ pupils engaged across the duration of the programme
- New medals provided this year for pupils reaching 100 miles

Cumbria School Games
- 4 County events held
- 1000 young participants (151 with a special educational need)
- 158 young leaders trained to support the events
- Curriculum competitions:
  - Healthy Cumberland Sausage
  - Spirit The Bear

Be part of it!
February and March 2019

Achieved QUEST Assessment rating of ‘Very Good’

Officially started the Cumbria Walking for Health programme, following successful pilot

Collaborated with Carlisle United Community Sports Trust and Carlisle & Eden Mind to secure £36,295 from Sport England to deliver Get Set to Go

Delivered training as part of induction for the new Wellbeing Service Team for Keswick & Solway and Eden Integrated Care Communities

Supported Streetgames to attract £42k investment to deliver the Streetcricket programme to four youth providers across the county.

Supported Lakeland Rowing Club to secure £50k investment from United Utilities

Be part of it!
Focus: Diminishing Disadvantage in Early Years

The Healthy Movers programme formed Strand 5 of the Diminishing Disadvantage project that operated across Cumbria during the year.

It involved £35,000 investment from the Department for Education to implement Healthy Movers linking with the Youth Sport Trust.

Delivered through resources and training for both practitioner and family, Healthy Movers aims to achieve the following:

- Use physical literacy as a means of increasing physical activity and improving young children’s readiness to learn
- Embed a sustainable approach to physical activity in the early years contributing towards social and emotional wellbeing
- Improve parental engagement regarding Physical Activity

Success involved:

- Published Evaluation of Health Movers programme
- 37 schools supported
- 55 teachers trained
- 751 reception aged children more physically active by taking part in regular Healthy Movers sessions
- 93% of teachers reported that their motivation and inspiration to improve children’s physical activity and play had increased
- 80% of the schools now working regularly with parents to promote the importance of Physical Activity
Annual Achievements

24 primary schools engaged in the delivery of the 100 mile challenge programme with 2,000+ children involved in regular physical activity.

- 83% of stakeholders satisfied/very satisfied with the clarity of communications.
- 72% of partners satisfied or very satisfied that Active Cumbria add value to their work.
- 89 articles about Active Cumbria have featured in the media.
- 9,280 searches on Active Cumbria Activity Finder.
- 67% of partners would recommend Active Cumbria to a friend or colleague.
- 42 separate physical activity campaigns supported.
- 570 individuals have been supported with skills development through 40 separate courses.
- 94% of partners satisfied or very satisfied with the professionalism and helpfulness of staff.
- Supported £1,217,810 investment into sport & physical activity within Cumbria.

Be part of it!
Governance & Equality

The Active Cumbria core team are part of Cumbria County Council and are hosted within the Public Health Service.

The core team members are bound by Cumbria County Council policies and procedures, which relate to human resources, financial compliance, and health and safety amongst others. A signed Agency Agreement is in existence between Cumbria County Council and Active Cumbria which articulates the roles and responsibilities of each party.

The Active Cumbria Advisory Board, made up of 11 independent, skills based representatives operates under agreed terms of reference. The functions of the Advisory Board are as follows: -

- Ensure clarity of vision, values and strategic direction;
- Provide oversight, input and challenge;
- Actively promote and further the work of Active Cumbria.

Active Cumbria, at all levels is committed to ensuring its on-going compliance with all aspects of tier 3 of the Code for Sports Governance. Senior Management and the Advisory Board have detailed action plans in place to continue to meet the required standards of governance set out in the Code. To support this approach further, an Annual Governance Statement has been produced outlining specific progress and achievements made during the year, which can be viewed via www.activecumbria.org/aboutus

Our commitment to Equality and Diversity

Members of the Active Cumbria Advisory Board and staff at all levels of our organisation are fully committed to ensuring that we are champions in placing equality and diversity at the heart of everything we do.

In 2013, we achieved the Foundation Level of the Equality Standard for Sport, we are fully committed to achieving greater diversity on our Advisory Board, ensuring that our decision makers are more reflective of the Cumbrian population as a whole.

To support the achievement of these ambitions, the Advisory Board have developed an ambitious Diversity Action Plan which is reviewed regularly and which is publicly available.

Further details of our approach and commitment to equality and diversity can be found in our Equality & Diversity Policy, which can be viewed via www.activecumbria.org/aboutus
Accounts

Active Cumbria’s annual statement of accounts are prepared in accordance with the financial policies and procedures of Cumbria County Council.

The Advisory Board has a designated Audit Committee, which is in place to assist the Advisory Board in fulfilling its oversight responsibilities for the financial reporting process, the system of financial controls, the audit process, reserves policy, and the process for monitoring financial compliance.

An annual audit of Active Cumbria’s accounts is undertaken in line with the external auditing of Cumbria County Council’s accounts, with Active Cumbria also producing a detailed stand-alone set of accounts specifically for its income and expenditure in line with the reporting requirements of the Code for Sports Governance.

A summary of the income and expenditure, as well as a position statement regarding the organisation’s reserves are detailed on this page.

A copy of the full set of accounts is available via our website www.activecumbria.org/aboutus

Summary income and expenditure accounts for the period ended 31 March 2019

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<th>Income</th>
<th>Sport England</th>
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<th>Other Public Sector</th>
<th>Non-Public Sector</th>
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<td>Total Income</td>
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<table>
<thead>
<tr>
<th>Expenditure</th>
<th></th>
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<td>68,499</td>
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<td>(3,080)</td>
<td>5,456</td>
<td>(11,245)</td>
<td>(6,797)</td>
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# Priority Work Areas 2019-20

## Outcome 1 – Increased physical activity has contributed to improved health and wellbeing of the people of Cumbria

**Strategic Objective – Active Cumbria will**

(a) Support inactive people, specifically older adults and people from lower socio economic groups across Cumbria to change their behaviour and become regularly active by:

i. Strategically influencing representative bodies and service providers to understand and value increased activity for their communities.

ii. Providing support to enable quality, insight driven, locally based citizen led activities to be developed.

iii. Supporting local organisations to maximise the impact of national and local campaigns promoting the benefits of physical activity.

(b) Support children and young people to be regularly active, and to develop positive attitudes to physical activity by:

i. Working with partners to develop a range of needs led activity opportunities through the delivery of the satellite clubs programme.

ii. Influencing schools to adopt whole school approaches to physical activity.

## Outcome 2 – Skill levels and knowledge within the workforce in community settings have been raised

**Strategic Objective – Active Cumbria will**

Support the development of the physical activity workforce by:

(a) Developing a high level county-wide Workforce Framework and action plan.

(b) Provide a range of needs led skills development and deployment opportunities for those working with under-represented groups.

## Outcome 3 – Additional investment into physical activity and sport has been generated

**Strategic Objective – Active Cumbria will**

Increase investment into communities by:

(a) Promoting all Sport England and other relevant funding opportunities across all networks in Cumbria.

(b) Co-ordinating a range of scoping workshops with relevant partners to advocate collaborative approaches.

(c) Supporting partner organisations to secure capital and/or revenue funding.

## Activity:

- Continue to build our understanding through detailed mapping and research into partner agencies and community assets linked to the two headline priorities of the primary role.
- Build and maintain effective relationships with partner agencies around the delivery of primary role priorities, adding value to their work.
- Develop a range of flexible, innovative products and service offers for inactive individuals in a range of community settings.
- Implement our Marketing & Communications Plan linked to the achievement of the primary role and 3 Year Plan.
- Deliver a range of national and locally resourced programmes including Satellite Clubs, 100 Mile Challenge, Cumbria School Games, Walking for Health, and Activate.
- Support schools to effectively use the primary school sports premium funding, and develop whole school approaches to increased physical activity.
- Provide support for PE Networks and cluster meetings as required.
- Support the roll out of the Active Lives Children’s Survey in Cumbria.

- In partnership with a range of organisations, deliver the aspirations of the Cumbria Workforce Development Framework and Delivery Principles.
- Develop innovative and sustainable approaches to the delivery of a range of training, mentoring and support packages for the delivery of Walking for Health, and Activate programmes, ensuring these are targeted to the most relevant audience.
- Provide a range of needs led generic training opportunities for clubs, coaches, school based staff and volunteers.

- Promote a wide range of funding opportunities to partner agencies, and to explore potential collaborative applications.
- Provide advice and insight support services to organisations seeking to enhance their facilities and services.
- Seek and secure Corporate Social Responsibility funding from strategic businesses to support local delivery.
- Secure investment from Health and Care partners into a new Physical Activity Pathway.
### Outcome 4 – The importance of physical activity and sport in supporting the achievement of health and wellbeing outcomes has increased

**Strategic Objective – Active Cumbria will**
Increase awareness and recognition from strategic bodies and partners of the benefit physical activity has on a range of health and wellbeing outcomes by:

- (a) Advocating the benefits of physical activity, and influencing the actions of key county-wide and local decision makers and commissioners.
- (b) Provision of data and insight to support policy and strategy development.
- (c) Sharing of good practice and evidence of success.

**Activity:**
- Ensure that all of Active Cumbria’s advocacy materials, including presentations, leaflets, videos, case studies and guidance notes, are up to date, and provide the most compelling and recent data and information.
- Produce district level 1 page infographic reports for children and young people, and adults, bringing to life relevant and up to date statistics and information.
- Deliver the priorities of the County Development Plan and 6 locality plans.
- Continue to develop a suitable range of high level case studies, to be shared with partners to advocate best practice.
- Continue to engage with strategic agencies and bodies, advocating the role tackling physical inactivity can play in supporting a wide range of agendas.
- Build on the work in locality areas through exploring new ways of working with key partners including LA’s, community centres and parish halls, CCC Community Teams, Umbrella Organisations, H&WB Fora etc.

### Outcome 5 – A sustainable, high performing and efficient organisation exists, which is valued by stakeholders and partners

**Strategic Objective – Active Cumbria will**
Be a high performing, efficient and relevant organisation by:

- (a) Ensuring the Advisory Board and senior management provides appropriate leadership to the core team.
- (b) Ensuring that a well led fit for purpose core team is in place to meet the needs of the service.
- (c) Providing staff with appropriate continuous professional development opportunities.
- (d) Identifying opportunities to secure continuous improvement in service delivery.
- (e) Ensuring that our work is focussed on the achievement of our outcomes, and is valued by partners.
- (f) Ensuring a sustained national and local funding stream is in place year on year.
- (g) Providing high quality opportunities to celebrate achievement.
- (h) Identifying risk and developing appropriate mitigating actions.

**Activity:**
- Continue to deliver the 3 Year Plan and associated targets and measures.
- Monitor progress against the Performance Dashboard linked to the headline outcomes and priority work areas of the 3 Year Plan.
- Implement the recommendations of the recent Advisory Board External Evaluation, ensuring continued compliance with the Code for Sports Governance.
- Maintain and update the medium term financial plan.
- Monitor the effectiveness of partnerships, seeking feedback from partners on the work of Active Cumbria.
- Continue to support the requirements of Sport England’s Performance Management and Improvement Framework.
- Continue to use the Quest Active Partnership’s continuous improvement framework, linked to Sport England’s Performance Management and Improvement Framework.
- Continue to maintain appropriate standards in Safeguarding (CYP & Adults) across all work areas.
- Continue to ensure that all activities are provided in line with AC’s Equality & Diversity Policy.
- Ensure the Core Team have access to relevant individual and team based skills development opportunities.
- Work with the Advisory Board to refine approaches to risk management across the organisation.