



Highlights & Achievements 2017 - 2018

Be part of it!



●● Highlights & Achievements

Supported Cumbria RFU to secure **£50,000** investment for This Girl Can Cumbria



Year 3 British Cycling & Cumbria Partnership Agreement Signed



April & May 2017

8 Independent Active Cumbria Advisory Board members Recruited



Active Cumbria Sign Mental Health Charter

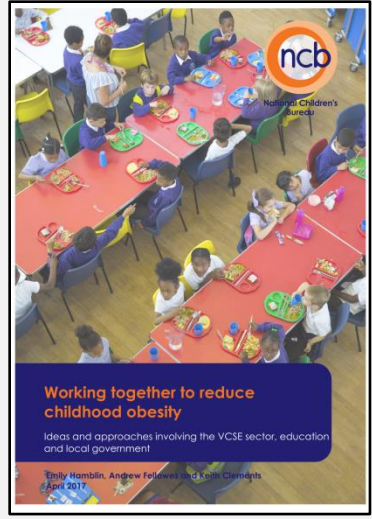


●● Highlights & Achievements



Scoping Workshop
held for Sport
England Families
Fund, 30
**delegates from 21
organisations**
attended

100 Mile Challenge
Programme
features in **National
Children's Bureau**
Childhood Obesity
Publication



June & July 2017



Supported
**Cumbria
Taekwondo
Milnthorpe** to
achieve Club Mark

Active Cumbria
team undertake
Bid Writing CPD
Training



... #Passonyourpassion July 2017

83 Female Cumbrian
Coaches inspired

Extensive **Border TV**
coverage

Regular updates on
BBC Radio Cumbria

2,140,000 Twitter
Impressions
239,097 Twitter
Reach
37,328 Facebook
Reach
10,200 Facebook
Video Plays

Campaign run in **partnership with 10 Northern
CSP's.**

Highlighting the role of **women in coaching** roles.
Campaign award winner at CSPN Impact Awards
2018



... Cumbria School Games July 2017



594 participants,
145 with SEND
from across each
area of Cumbria,
competing in the
county finals of **10**
different sports

110 young leaders
gained **accredited**
training to support
the delivery of the
events, supported
by a further **38**
adult volunteers

In partnership with School Games Organisers
200 entries into the poetry competition based on the
School Games Values.
BBC Radio Cumbria hosted the event, with **Border**
TV and other media in attendance.



●● Highlights & Achievements



Cumbria Cycling Strategy supported and launched.
Cycle to Work challenge launched to support National Cycle to Work Day.



August & September 2017



Active Cumbria's new **Advisory Board** holds its inaugural meeting

Supported **Whitehaven Harbour Youth Project** to achieve Street Mark, gaining Doorstep Club and Club 1 funding



•• Early Years 'Smart Start' Evaluation Report Published August 2017



1,200 2-5 year olds
more active
73 practitioners
trained
46 settings
delivering more
physical activity

CCC Public Health
Funded Programme
Delivered in
partnership with
Youth Sport Trust
Used as a **national
pilot programme**

Practitioners Reported: -
20% increase in child physical activity levels.
89% stated child **enjoyment levels** had increased.
78% increase in **awareness** of importance of activity.
71% worked with parents to **promote importance of
activity.**

●● Highlights & Achievements

Scoping
Workshop held for
Sport England
Economic Fund, 19
delegates from 16
organisations
attended



Annual **Cumbria Sports Awards** held, **250** invited
guests, **18** award winners, high profile sporting guests
including England U20 **World Cup winning Manager**
Paul Simpson

October &
November 2017



●● Highlights & Achievements

£585,000 Lottery
Funding secured
via ‘**Outstanding**’
Primary Role
Application



Supported local
residents to start
to develop a new
Parkrun in
Mirehouse,
Whitehaven



December 2017



Active Cumbria Team train to become
qualified walk leaders, enabling the **scaling
up** and roll out of **walking for health
programmes** across Cumbria.



●● Highlights & Achievements

Participated in and promoted **RED January** in support of **Mental Health Awareness**



January 2018

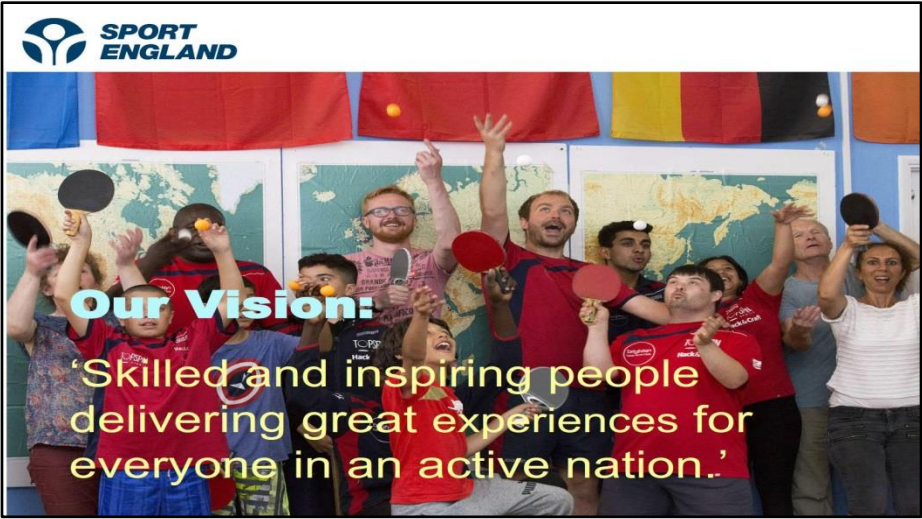
Successfully applied for **£35,000** investment as part of the **DfE Strategic School Improvement Fund** to tackle inactivity in **Early Years** settings



Supported over **65 businesses** across Cumbria to engage their employees in activity through the 8 week **Workplace Challenge**



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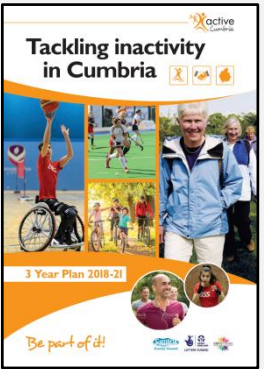


Developing the Future Workforce Event held, with **42 delegates** from **29 organisations** developing a new **Workforce Framework** and **Development & Delivery Principles** for the sport and physical activity workforce in Cumbria.

February 2018



New **3 Year Plan** to tackle **inactivity** agreed by Advisory Board for launch in **April 2018**



Quest for Active Communities Directional Review held, with **‘Excellent’** rating maintained



•• 100 Mile Challenge Evaluation Report Published February 2018



Reported: -
18.5% increase in
after school activity
20% increase in
evening activity
16% increase in
weekend activity

Reported: -
5% decrease in
those with 'poor'
fitness.
4% increase in
those with 'good' or
'excellent' fitness

Supported by **University of Cumbria**.
Programme Funding received via **New Balance**.
Over **5,000** child surveys completed.
44 schools took part in the surveys.
7 schools took part in further **qualitative feedback**.

●● Highlights & Achievements

Secured **£32,000** investment from **New Balance** to support **learning and skills**, and the **100 Mile Challenge**



Presented to **200 Carlisle Ambassador Group** members promoting the benefits of an **active workforce**



March 2018

Workplace Challenge partner **Carlisle Brass** features in **Public Health England toolkit** for employers recognising the need and benefits of an active and healthy workforce



•• Annual Achievements

474

individuals supported with skills development via **36 separate sports related courses**

502

additional **Twitter Followers**

1,963

young people from **31 Schools** engaged in completing the **Active Lives Child Survey**

60

Schools engaged in on-going **Active Cumbria PE Network** meetings

9,275

searches on **Active Cumbria Activity Finder**

120

schools attended 27 **Active Cumbria Physical Activity Tracker (ACPAT)** training courses, with 133 attendees, with **112 schools purchasing the tracking tool**

79%

of partners **would recommend Active Cumbria** to a friend or colleague

93%

of partners **satisfied or very satisfied that Active Cumbria add value to their work**

17

NEETS supported into **placements or employment** working with **Cumbria Youth Alliance** and **Dame Kelly Holmes Trust**

•• Annual Achievements

10

new **Satellite Clubs** created, providing regular physical activity opportunities for **200 inactive young people**

94%

of partners either satisfied or very satisfied with the **quality of the support and advice given**

38

primary schools engaged in the delivery of the **100 Mile Challenge programme**, with **5363 children** involved in regular physical activity

32

youth, voluntary sector, and police workers trained to support **Friday Night projects across West Cumbria**, providing opportunities for over **100 young people** to engage in positive activities

92,482

website hits to www.activecumbria.org

50

existing **Satellite Clubs** supported, providing regular physical activity opportunities for over **1000 young people**

25

separate physical activity **campaigns supported**

436

new **Facebook Page** likes



Thank You!

Be part of it!

