Highlights & Achievements 2017 - 2018

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Highlights & Achievements

- Supported Cumbria RFU to secure £50,000 investment for This Girl Can Cumbria
- Year 3 British Cycling & Cumbria Partnership Agreement Signed
- 8 Independent Active Cumbria Advisory Board members Recruited
- Active Cumbria Sign Mental Health Charter

April & May 2017
Highlights & Achievements

June & July 2017

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

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

Supported Cumbria Taekwondo Milnthorpe to achieve Club Mark

Active Cumbria team undertake Bid Writing CPD Training

£

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#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

“I just love to pass on my knowledge and experience to others. It’s a great satisfaction.”

Vanessa Strickland

activecumbria.org/passonyourpassion
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

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

Active Cumbria’s new Advisory Board holds its inaugural meeting
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

December 2017

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

Active Cumbria Team train to become qualified walk leaders, enabling the scaling up and roll out of walking for health programmes across Cumbria.
Participated in and promoted RED January in support of Mental Health Awareness.

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

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

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

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
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.

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.
- 1,963 young people from 31 Schools engaged in completing the Active Lives Child Survey.
- 502 additional Twitter Followers.
- 9,275 searches on Active Cumbria Activity Finder.
- 1,963 young people from 31 Schools engaged in completing the Active Lives Child Survey.
- 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.
- 60 Schools engaged in on-going Active Cumbria PE Network meetings.
- 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!