It gives me great pleasure to welcome you to the Annual Report for 2017-18.

This has been a year of considerable change, with greater clarity emerging on the role to be played by Active Cumbria to support the delivery of Sport England’s Towards an Active Nation.

This has led to a significant shift in the role of the core team. New links and partnerships have been created, prioritising reducing levels of inactivity in older adults and those from lower socio-economic backgrounds. I was delighted to see that our application to Sport England, outlining our approach to the delivery of this work through the Primary Role was successful, with them rating the submission as ‘outstanding’.

I have been really pleased to see how the new Advisory Board has bedded in during this period. New reporting formats and ways of working have been adopted which ensure we have robust and transparent decision making processes in place. I was delighted to receive confirmation in late March that we have been assessed by Sport England as being compliant with all aspects of tier 3 of the Code for Sports Governance.

We have also developed and launched our new 3-year plan, placing our focus squarely on tackling inactivity. Linked to this we have also developed a new Workforce Development Framework and Delivery Principles, which sets out our approach to the development of the physical activity and sport workforce for Cumbria. A great deal of consultation has gone in to the production of both of these plans, and I would like to thank everyone who contributed.

Although this has been a period of significant review and change, there has also been a considerable amount of on-going work. 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. Further details of all of the successes mentioned can be obtained from the core team.

Finally, I would like to thank all of our partners, old and new, who have been so dedicated, 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 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

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

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
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
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 and November 2017

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

**January 2018**

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

**February 2018**

**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

**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

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

Be part of it!
## Annual Achievements

- **38** primary schools engaged in the delivery of the 100 mile challenge programme with **5,363** children involved in regular physical activity.
- **94%** of partners satisfied/very satisfied with the quality of support and advice given.
- **25** separate physical activity campaigns supported.
- **120** schools attended: 27 Active Cumbria, 50 schools engaged in on-going PE Network meetings, 100 schools supported providing regular physical activity opportunities for over 1,000 young people.
- **474** individuals supported with skills development via 36 separate sports related courses.
- **502** additional Twitter followers.
- **436** new Facebook page likes.
- **1,963** young people from 31 schools engaged in completing the Active Lives Child Survey.
- **92,482** website hits to www.activecumbria.org.
- **96%** of stakeholders satisfied/very satisfied with the clarity of communications.
- **10** new satellite clubs created, providing regular physical activity opportunities for 200 inactive young people.
- **94%** of partners satisfied/very satisfied with the quality of support and advice given.
- **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.
- **96%** of stakeholders satisfied/very satisfied with the clarity of communications.
- **436** new Facebook page likes.
- **9,275** searches on Active Cumbria Activity Finder.
- **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.
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 10 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.

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 will be reviewed regularly and which is publicly available.

Further details of our approach and commitment to equality and diversity can be found in our Equality Policy, which can be viewed via www.activecumbria.org
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 on our website www.activecumbria.org

Summary income and expenditure accounts for the period ended 31 March 2018

<table>
<thead>
<tr>
<th>Income</th>
<th>Sport England</th>
<th>Local Authority</th>
<th>Other Public Sector</th>
<th>Non-Public Sector</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Grants</td>
<td>(399,939)</td>
<td>(58,337)</td>
<td>(15,000)</td>
<td>(32,285)</td>
<td>(505,561)</td>
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<tr>
<td>Sponsorship</td>
<td>(0)</td>
<td>(1,950)</td>
<td>(650)</td>
<td>(3,810)</td>
<td>(6,410)</td>
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<tr>
<td>Other income</td>
<td>(0)</td>
<td>(30)</td>
<td>(36,755)</td>
<td>(28,278)</td>
<td>(65,063)</td>
</tr>
<tr>
<td>Total Income</td>
<td>(399,939)</td>
<td>(60,317)</td>
<td>(52,405)</td>
<td>(64,373)</td>
<td>(577,035)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffing</td>
<td>329,671</td>
<td>0</td>
<td>5,254</td>
<td>41,395</td>
<td>376,320</td>
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<tr>
<td>Office costs</td>
<td>3,604</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3,604</td>
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<tr>
<td>Marketing &amp; Communications</td>
<td>5,138</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5,138</td>
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<tr>
<td>Travel &amp; subsistence</td>
<td>12,662</td>
<td>0</td>
<td>1,424</td>
<td>1,741</td>
<td>15,828</td>
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<tr>
<td>Project Delivery</td>
<td>78,632</td>
<td>81,426</td>
<td>34,384</td>
<td>30,041</td>
<td>224,483</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>429,707</td>
<td>81,426</td>
<td>41,062</td>
<td>73,177</td>
<td>625,373</td>
</tr>
<tr>
<td>Net Income/Expenditure</td>
<td>29,768</td>
<td>21,109</td>
<td>(11,343)</td>
<td>8,804</td>
<td>48,339</td>
</tr>
</tbody>
</table>

Reserves statement for the period ended 31 March 2018

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committed Reserves brought forward from 2016-17</td>
</tr>
<tr>
<td>Un-committed Reserves brought forward from 2016-17</td>
</tr>
<tr>
<td>Total Reserves brought forward from 2016-17</td>
</tr>
<tr>
<td>Committed Reserves carried forward to 2018-19</td>
</tr>
<tr>
<td>Un-committed Reserves carried forward to 2018-19</td>
</tr>
<tr>
<td>Total Reserves carried forward to 2018-19</td>
</tr>
<tr>
<td>Reduction in Reserves in Year</td>
</tr>
</tbody>
</table>
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 customer 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.

Activity:
- Undertake detailed mapping and research into partner agencies and community assets linked to the two headline priorities of the primary role.
- Build relationships with partner agencies around the delivery of primary role priorities.
- Develop a range of flexible, innovative products and service offers for inactive individuals in a range of community settings.
- Develop a new 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, Healthy Movers, 100 Mile Challenge, and Cumbria School Games.
- 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.

Outcome 2 – Skill levels and knowledge within the sector 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.

Activity:
- In partnership with a range of organisations, produce a new Cumbria Workforce Development Framework and Delivery Principles.
- Produce an Implementation Phase development plan
- Develop sustainable approaches to the delivery of a range of training, mentoring and support packages for the delivery of walking for health, and community activity provision.
- Provide a range of needs led generic training opportunities for clubs, coaches, and volunteers.

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:
- Promote and facilitate a range of Scoping Workshops to provide information on Sport England funding rounds, and to explore potential collaborative applications.
- Develop a service offer for the provision of funding advice and support, ranging from free advice to a paid for service.
- Provide support to clubs seeking accreditation through the Clubmark scheme.
- Provide insight support services to organisations seeking to enhance their facilities and services.
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 good practice and evidence of success.

**Activity:**
- Develop a consistent approach for advocating the physical activity challenge, and Active Cumbria’s role, including the production of presentations, leaflets, videos and guidance.
- Produce district level 1 page infographic reports, bringing to life relevant statistics and information.
- Production of a plan on a page for each of the 2 primary role priorities.
- Develop an approach to the capturing of high level case studies, to be shared with partners to advocate best practice.
- Strengthen links into 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:**
- Agree the new 3 Year Plan and associated targets and measures.
- Develop a new Performance Dashboard linked to the headline outcomes and priority work areas of the 3 Year Plan.
- Embed good governance arrangements with Advisory Board, ensuring 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.
- Understand the implications of the new Sport England Primary Role and Performance Management and Improvement Framework.
- Continue to use the Quest Active Communities continuous improvement framework, linked to the emerging Sport England 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 Active Cumbria’s Equality Policy.
- Ensure the Core Team have access to relevant individual and team based skills development opportunities.