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<td>Active Surrey Team</td>
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“It is very exciting time for Active Surrey as we enter a new phase of our development.”
Foreword

Welcome to the Active Surrey Annual Report which, I am delighted to say, details a very positive and successful year for the organisation. It is led very effectively by our Director, Campbell Livingston, who highlights all the key successes and developments in his report.

It is very exciting time for Active Surrey as we enter a new phase of our development. I was honoured to be asked to take over as Chairman, although it is a daunting prospect following in the footsteps of Gerry Ceasar who has done a fantastic job in steering the organisation through recent governance changes. I am inheriting a very strong County Sport Partnership which has an excellent working relationship with Surrey’s local authorities and a positive reputation amongst schools, clubs and funding partners such as Sport England.

The new Board Members come with a wide range of expertise and experience and, like me, they are very optimistic about the future of Active Surrey. There will be challenges as we operate in difficult financial times against a backdrop of funding cuts but, if we work collectively and collaboratively, we can facilitate and deliver the best possible opportunities for sport, exercise and physical well-being in the county.

I look forward to working with you and on behalf of Surrey.

Paul Blanchard
Chair, Active Surrey

The last twelve months have been a busy time promoting opportunities, delivering projects and developing joint initiatives. Thousands of people of all abilities, young and old, are taking up, returning to, or staying involved in sport and physical activity as a result of local and county-wide opportunities facilitated by Active Surrey and our partners. You can read more about the impact of our combined efforts in this annual report.

Active Surrey strives to make a difference to the lives of every Surrey resident and to add value to every project, initiative or conversation we get involved with. I continue to be impressed and immensely proud of the work of my staff and the support they offer, and I look forward to continuing our work with Surrey’s fantastic network of clubs, coaches and partner organisations in 2014/15.

Campbell Livingston
Director, Active Surrey
How we performed this year

Participation

<table>
<thead>
<tr>
<th>Our goal</th>
<th>How we performed</th>
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<tr>
<td>Retain 1,477 people in sport with Sportivate.</td>
<td>2,148 young people were retained by 21 April (figures taken by Sport England for 2013/14) and as a result Surrey has been rated as ‘Gold’.</td>
</tr>
<tr>
<td>Deliver P&amp;G Surrey Youth Games for over 2,000 participants.</td>
<td>1,751 Games weekend participants with 4,256 attending trials and training squads.</td>
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<td>Engage 5,500 children in the P&amp;G Surrey School Games programme.</td>
<td>9,179 took part in Level 3 (county) finals.</td>
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<tr>
<td>Develop workplace activities for 31 companies.</td>
<td>150 people from 22 workplaces.</td>
</tr>
<tr>
<td>Involve 30,000 people in the Community Games.</td>
<td>49 events engaging approximately 31,000 people being introduced to new sports and clubs.</td>
</tr>
<tr>
<td>Attract new players into sport with ‘Get Started’.</td>
<td>Joint project with Change4Life resulted in increase of Activity Finder users by 76%</td>
</tr>
<tr>
<td>Support 2,000 hypertensive patients to get healthy and get into sport.</td>
<td>Set up the project with an initial 5 GP surgeries. Project still ongoing.</td>
</tr>
<tr>
<td>Find innovative solutions to overcome barriers stopping disabled people participating in sport.</td>
<td>Eight inclusive events delivered across the year. Waverley Para Games set up with Jeremy Hunt MP as champion (delivered in 2014/15).</td>
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Places

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<tr>
<th>Our goal</th>
<th>How we performed</th>
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<tbody>
<tr>
<td>Audit existing facility provisions.</td>
<td>Project still ongoing - working with Places Thematic Working Group on facility audit.</td>
</tr>
<tr>
<td>Promote community use of school facilities.</td>
<td>10 Satellite Clubs started, mostly on school facilities.</td>
</tr>
<tr>
<td>Provide up to date funding guide on website.</td>
<td>Funding guide is updated regularly, along with the website page which was visited 1,875 times.</td>
</tr>
<tr>
<td>Promote and support funding applications.</td>
<td>Active Surrey provided advice on sources of funding, assessment of funding applications and endorsement letters with 12 organisations being successful in accessing £542,472 of funding.</td>
</tr>
<tr>
<td>Engage with local companies to attract investment into Surrey’s sport and physical activity.</td>
<td>34 organisations in total gave their support either through sponsorship or in-kind. Total value of support: £35,000.</td>
</tr>
<tr>
<td>Run 5 club forums with 250 total attendees.</td>
<td>Five forums ran with 155 attendees accessing industry specialist workshops.</td>
</tr>
<tr>
<td>Provide safeguarding and first aid courses.</td>
<td>27 Safeguarding and First Aid workshops took place, with 456 attendees from local clubs.</td>
</tr>
<tr>
<td>Evaluate benefits of Clubmark package.</td>
<td>AS engaged with 14 clubs. Two were accredited with nine working towards. Three clubs postponed due to Clubmark changes.</td>
</tr>
<tr>
<td>Update club and facility marketing toolkit.</td>
<td>Toolkit updated and on website.</td>
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### People

<table>
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<tr>
<th>Our goal</th>
<th>How we performed</th>
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<tr>
<td>Deliver two Talent Coaches Breakfast Clubs.</td>
<td>Three sport psychology workshops and one strength and conditioning workshop delivered.</td>
</tr>
<tr>
<td>10 female coaches deployed by Project 500.</td>
<td>28 female coaches recruited, developed and deployed.</td>
</tr>
<tr>
<td>851 Sport Makers volunteering for 10 hours.</td>
<td>1,080 volunteers completed over 10 hours of sports volunteering.</td>
</tr>
<tr>
<td>18 School Games volunteers deployed.</td>
<td>221 volunteers trained and deployed.</td>
</tr>
<tr>
<td>Deliver Young Ambassadors Conference 2013.</td>
<td>49 leaders took part in the Young Ambassadors conference in November.</td>
</tr>
<tr>
<td>Support local sports awards nominations and deliver Surrey Sports Awards 2013.</td>
<td>11 local sports councils aligned with SSA. 386 nominations were received by SSA website. 240 people attended the event.</td>
</tr>
<tr>
<td>NGB qualification bursary and coaching masterclasses for local coaches.</td>
<td>Two netball masterclasses delivered as part of Surrey Youth Games and £3,350 of development bursaries given to NGB coaches.</td>
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### Performance

<table>
<thead>
<tr>
<th>Our goal</th>
<th>How we performed</th>
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<tbody>
<tr>
<td>Further develop Elite scheme benefits.</td>
<td>Additional centres added to scheme, totalling 28 centres with 26 offering peak facility access</td>
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### Publicity

<table>
<thead>
<tr>
<th>Our goal</th>
<th>How we performed</th>
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<tbody>
<tr>
<td>Regular press releases highlighting AS’s work.</td>
<td>238 published articles.</td>
</tr>
<tr>
<td>Raise awareness of AS brand to public.</td>
<td>Eight partner community events attended. AS brand exposed to approximately 18,000. 511 signed up to receive our activity newsletter.</td>
</tr>
<tr>
<td>Provide regular electronic updates to partners.</td>
<td>23 Partner Updates sent with an average open rate of 29% (up 5% on previous year) and an average click rate of 9%</td>
</tr>
<tr>
<td>Regularly promote opportunities to public.</td>
<td>12 activity newsletters sent with an average open rate of 26% (up 5% on previous year) and a click rate of 5%</td>
</tr>
<tr>
<td>Engage with public and partners on social media.</td>
<td>We now have 2,781 followers and 306 fans.</td>
</tr>
<tr>
<td>Keep overall stakeholder satisfaction above 90%</td>
<td>96% rated satisfied or very satisfied.</td>
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### Partnerships

<table>
<thead>
<tr>
<th>Our goal</th>
<th>How we performed</th>
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<tbody>
<tr>
<td>Support up to 46 NGBs with whole sport plans.</td>
<td>All 46 supported.</td>
</tr>
<tr>
<td>Support and link up to 21 partner groups.</td>
<td>All groups supported through attendance at events, networking days and Surrey Sports Conference.</td>
</tr>
<tr>
<td>Produce local sporting landscape reports.</td>
<td>Website linked to Sport England’s Local Profile Tool.</td>
</tr>
<tr>
<td>Two NGB/local partner networking days held.</td>
<td>Two speed dating events held and two Dragons’ Den events held.</td>
</tr>
<tr>
<td>Performance reports produced for stakeholders.</td>
<td>Quarterly tracking report produced with summary created in Q4.</td>
</tr>
<tr>
<td>Achieve high-level buy-in for the CSP and link to other strategic bodies.</td>
<td>New skills-based AS Board launched, with high-level support from all key partners and recognised as the leading group for sport and physical activity in Surrey.</td>
</tr>
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### Policy

<table>
<thead>
<tr>
<th>Our goal</th>
<th>How we performed</th>
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</thead>
<tbody>
<tr>
<td>Conduct review of AS.</td>
<td>Review completed - recommendations implemented.</td>
</tr>
<tr>
<td>Complete Quest for AS.</td>
<td>Thorough review of the organisation completed and improvement plan implemented.</td>
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Making Surrey a more active and successful sporting county - highlights

P&G Surrey School Games

2013

The P&G Surrey School Games grew once again to become a comprehensive programme of sport, culture and art competitions throughout the academic year. Building on the Olympic legacy, we created a programme of competitions with schools, NGBs and Surrey County Council to inspire school children in Surrey.

Festival days were included for the first time in the 2012/13 P&G Surrey School Games. A winter and summer festival were included in the programme with over 1,000 young people taking part. New partnerships were established with large organisations such as McLaren and Magic FM to provide our competitions with even more gravitas and helped to promote the P&G Surrey School Games to a wider audience.

The 2013 Games had 73 Level 3 competitions between December 2012 and July 2013, with 9,179 young people taking part. 70 secondary schools, 127 primary schools and 21 special schools were represented. 318 Young Leaders were trained and deployed.

2014

The 2013/14 academic calendar is made up of over 75 Level 3 competitions and four festival days, involving over 300 schools. Because of Active Surrey’s fantastic track record we have been tasked with delivery of the entire school games programme in Surrey. Nearly 8,000 pupils had already taken part by March 2014 and the year’s calendar will culminate in the Summer Festival in July 2014 at the Surrey Sports Park.

Surrey Sports Club Forums

The annual series of Surrey Sports Club Forums assist local clubs with their development and provide updates, resources, advice and support. Working with the 11 Borough and District Councils, we organised 5 Forums in February with 155 clubs choosing from 24 free workshops.

11 providers delivered interactive workshops with course resources hosted on our website for clubs to download afterwards; all workshops were rated very good or good. The networking break and 1:1 meetings with local authority sport development officers and Active Surrey staff allowed dissemination of information and engagement with local projects and a skills audit was held post-event to influence our Grow Your Club Workshops programme for 2014/15. Notable workshop changes in 2014:

1. Increased length of workshops allowed greater time for development and discussion.
2. Increased interactivity in workshops with questions and tasks – appealed to a range of learning styles.
3. Workshops were more focussed on specific areas rather than a range of topics.

Project 500: More women, better coaches

Project 500 supports female coaches across the seven South East county sport partnerships, to address the imbalance in the number of male to female coaches. It will see 500 female coaches recruited, developed and/or deployed by April 2015, helping to create a more diverse workforce to drive the growth of female participation in sport. It was launched on International Women’s Day 2013 and in Surrey we now have 177 female Surrey coaches registered to the project. Out of these 177 women, 47 were new to coaching and all were offered the chance to receive individual advice to support their next steps. So far, £5,075 has been awarded to individuals to develop and advance their qualifications and 38 coaches also attended one or more development workshop organised by Active Surrey. Two coaches received formal mentoring and seven were deployed into a new coaching environment.

Roz Plowright was one coach to receive funding for a Level 2 Certificate and was also introduced to a new club where she received mentoring. Roz said:

“I can’t thank Project 500 enough for the opportunity and support to progress my coaching after a gap of several years. The club I am now coaching at has been really supportive and although it was hard work to achieve my Level 2, I have really enjoyed myself, grown in confidence and now can’t wait to carry on coaching with the same club next season.”
Networking events

Our October 2013 Networking Day at Woking College brought together representatives for Boxing, Badminton, Snowsport, Waterski and Wakeboarding, Football, Rowing, Run England, Athletics, Cycling, Lacrosse, Cricket, Equestrian, Sailing, Canoeing, Volleyball, Basketball, Gymnastics and Boccia. They scheduled meetings with representatives of 11 local authority sports/leisure teams, five Further Education Colleges, British Colleges Sport, Surrey Youth Focus, Reigate and Redhill YMCA, Freedom Leisure and eight project staff from Active Surrey. Over 120 meetings (lasting 30 minutes each) took place on the day as well as a Sports Development Officer Forum and FE Network meeting. All participants were encouraged to track at least three actions from each meeting.

Two Dragons' Den events took place in March and April 2014, bringing together nine different NGBs with managers from 17 different leisure centres across Surrey. NGBs pitched their ‘products’ to the leisure operators and a networking lunch offered an opportunity to ‘seal the deals’. As a direct result of these events Touch Tennis will be launching in Cranleigh and several other Places for People sites and England Athletics are now planning an Athlefit course for leisure centre staff.

Our networking events were described as:
“Very good opportunity to meet with people I don’t see during normal course of work.”
“Really beneficial and effective format”
“Excellent opportunity to meet a lot of helpful NGB coaches in a short period”
“It was very good - very well organised”

School sport

This academic year the Surrey School Games Organiser (SGO) team have rolled out 90 Primary Change4Life Clubs across Surrey. The main purpose of these clubs is to engage semi-sporty children in physical extra curricular activity in school. In addition, the SGO team organised Change4Life Teacher Training for 60 Primary School Teachers to give them more knowledge and understanding of Change4Life.

Walton Oak School in the Borough of Elmbridge are a shining example of a school which has embraced the Change4Life ethos and they run two after-school clubs a week. The club is run by Teaching Assistants and Year 5 Sports Leaders. Kelly Slaymaker, who is in charge of the club, said “Our aim was to get children who were not participating in any extra curricular activity in school active, and Change4Life has allowed us to do that and its been fantastic for our pupils”.

In November 2013, Active Surrey launched Sport Ed. It is a free online resource designed exclusively to support Surrey PE teachers in primary and secondary schools. This resource enables teachers to access new and existing opportunities, contact local providers and work with key partners to enhance PE and sport provision in schools.

The 2013 School Sports Conference attracted over 200 teachers from 110 primary schools across the county who had the opportunity to access a variety of training and development opportunities. Baroness Sue Campbell, Chair of the Youth Sport Trust, delivered a motivational address to schools about the opportunities the PE and School Sport Grant will offer schools over the next five years. Head teachers also had the rare opportunity of meeting HMI School Lead for Physical Education, John Mitcheson - who gave clarity about how Ofsted were going to assess schools in the effective development of PE and School Sport by using the grant.

Internal improvements

This year we have looked at our own performance and processes, utilising the results from our annual Stakeholder Satisfaction Survey, training course feedback and partner meetings to gain insight into what our stakeholders and customers want us to improve and develop.

The Active Surrey team were assessed using the industry-standard quality assurance and improvement tool, Quest for Sports Development, to highlight areas of strength and weakness. Quest assessments are conducted by industry practitioners who are highly experienced assessors. We have since initiated new financial monitoring, information management and quality assurance processes and will implement more improvements in 2014 to ensure we remain as efficient and effective as possible.

In May 2013 we achieved the Foundation Level of the Equality Standard for Sport. This ensures equality is integrated into all aspects of our operations and services customers, staff and stakeholders. We also maintained our Advanced Standard in Safeguarding from the NSPCC’s Child Protection in Sport Unit.

In December 2013 96% of our key stakeholders rated themselves as ‘satisfied’ or ‘very satisfied’ with the work of Active Surrey. They rated us highly in helpfulness and professionalism of staff, speed of response and accessibility of staff.

96% stakeholders satisfied or very satisfied
Participation: Involve more people in events and activities

Spotlight on
P&G Surrey Youth Games, 15 & 16 June 2013

The P&G Surrey Youth Games is a multi-sports competition, spread over two days, in which all eleven districts and boroughs in Surrey enter teams into fifteen different sporting events. There are events for all ages, including events for young people with disabilities. Young people attend local coaching sessions in the two months prior to the Games. For many of the players selected the event is their first experience of countywide competition.

We promote the event to young people via press articles, school newsletters and assemblies, flyers, postcards, posters and radio interviews throughout Surrey. This raises general awareness of sport and the opportunities available. The coaching sessions give people a new opportunity to try out a sport and the weekend competition gives them an opportunity to compete. The opportunity to represent their council area inspires young people to want to take part. Once they arrive at the weekend competition, they are wowed by the unique atmosphere of such a large, one venue event.

We ensure continuity by signposting participants to clubs and by training volunteers, coaches and officials so that clubs have the necessary trained personnel in order to continue running their sport after the event.

"The P&G Surrey Youth Games led me to do my Level 2 [coaching], which I have put to good use when working with the children who have got involved with our club as well as the Games.

Coach"

"THANK YOU for all the effort put in by everyone. My daughter really loved the whole thing and has been inspired to continue with the netball and wants to attend a club when she goes to secondary school.

Parent"

In action: new girl’s cricket section

Newdigate Cricket Club girls’ section started in 2012 as a direct result of the P&G Surrey Youth Games training sessions. Their membership numbers increased to over 30 in 2013, due to the publicity generated by the free training sessions leading up to the 2013 P&G Surrey Youth Games.

Two coaches attended the UKCC Level 1 cricket coaching course in 2013 in order to develop the club and improve the quality of coaching they could offer the girls.

Winners

Overall Borough Trophy: Epsom & Ewell

Highest Team Entry: shared by Epsom & Ewell and Mole Valley

Surrey Playing Fields Fair Play Award: Mole Valley

Surrey Sports Park Volunteer Award: Morgan Brownlow

This year’s event saw:

15 sports
27 events
248 teams
302 schools
125 clubs
1,750 participants
276 coaches
308 officials
589 volunteers
Active Surrey provides advice on sources of funding, assessment of funding applications and endorsement letters. In the past year we dealt with 90 funding enquiries:

- **Facility Improvements**
  - 60
  - with 12 from schools (mainly primary schools)

- **Funding**
  - 20
  - to deliver activity supporting some coach development and equipment

- **For Individual Athletes**
  - 10
  - who need funding to keep them training and competing.

We regularly update our funding pages on our website. In 2013/14 there were 1,865 unique visitors to our clubs and facilities funding page. We have separate pages for schools, coaches and athletes. Through our newsletters we promoted funding sources 58 times – regularly reaching our combined audience of nearly 6,000 Surrey residents, clubs, coaches and volunteers.

With our support, 12 organisations were successful in accessing £542,472 of funding for Surrey.

**In action: Woking and Horsell Cricket Club - £70,000 Clubhouse Refurbishment**

The club secured an initial £32,000 in legacy funding from Sport England in August last year and (with an additional £17,500 from Sport England and the club raising £20,000) have been able to complete the full £70,000 renovation project in time for the new 2014 season.

The new clubhouse will be enjoyed by over 100 adult and 300 junior cricketers as well as the Surrey Deaf County Cricket Club who, since 2013, have called Woking and Horsell Cricket Club their home. The changes will also benefit Woking and Horsell Football Club and the Jiminy Cricket Playgroup who also use the facilities.

Woking and Horsell Cricket Club were joined by Jonathan Lord MP, Eli Karlicka Cook of Active Surrey and Woking Mayor Tony Branagan, to unveil their newly renovated clubhouse on Brewery Road.

Club Chairman, Peter Smith, was delighted with the funding and very appreciative of the support they had received:

“I’m incredibly proud of what we’ve all achieved. We now have a clubhouse befitting of our membership and our role in the local community. This is a vital step in securing the future of this club and I hope we can now grow from strength to strength. We can attract new players now and we can provide for more juniors and get more young people into cricket in Woking and Horsell. The future is looking very bright for this cricket club.

“The key thing Eli [from Active Surrey] did initially was to set out in writing a really detailed critique of where we had gone wrong in our previous applications. She was open and honest, entirely candid and incredibly constructive in how to approach a new bid. She followed this up with a phone call where we got even further into the detail. Not once did she say “give up” in fact, she did the absolutely opposite and convinced me personally that I owed it to my club to give it another go. She gave me contact details for another club that had been successful with a previous bid and they were able to offer me further practical advice, she ensured Woking Borough Council and Surrey County Cricket Club were aware of our situation and asked them to support us. All the way through the application process she was available and willing to review the ongoing application, offer practical suggestions for what needed to be changed and to really keep me going. I cannot speak highly enough of everything she did for our club and me personally. Without Active Surrey, there would have been no Inspired Facilities funding.”
**People: Coordinate training and volunteering pathways**

**Spotlight on**

**Surrey Sports Awards, 5 December 2013**

The Surrey Sports Awards is an annual event, which celebrates the success, commitment and achievements of Surrey athletes, coaches and volunteers. Local boroughs and Sports Councils throughout the year hold local award ceremonies to celebrate their local success. The winners of these local awards go on to be nominated for the county awards. Various regional and national awards also run throughout the year, and where possible we nominate our county winners for these. This process creates a progressive and higher recognition pathway for Surrey athletes, coaches and volunteers.

Active Surrey has facilitated and promoted online nominations for the Borough awards since 2011. This strengthens marketing, improves partnership working and reduces administration time for both Active Surrey and partners. In 2013, we had 386 nominations – an increase on the previous year.

This year we were thrilled to have Kempton Park Racecourse providing venue and in-kind sponsorship. An additional 33 organisations gave their support – whether financial or in-kind.

The event welcomed BBC Surrey and a host of special guests including London 2012 kayaking Olympic bronze medallist, Liam Heath and Paralympic wheelchair basketball star Helen Turner.

**In action: Linda Beere, Outstanding Service to Sport 2013**

Linda has been involved in many campaigns to save Thames Valley Hockey Club from closure through lack of members. She initiated a ‘Back to Hockey’ scheme for seniors, employing local coaches who have associations with the club. This proved very successful and saved the Ladies section from closing. Without Linda this small community hockey club would have ceased to exist years ago.

Linda also resurrected the junior section which had been neglected for years and now the club have at least 35 junior members training on a weekly basis. Linda was instrumental in linking the club to Runnymede Borough Council and going on to be the ‘hockey base’ for Runnymede in the P&G Surrey Youth Games.

“Linda is Thames Valley Hockey Club and without her I don’t think the club would still be able to offer hockey opportunities to the local community. Not only has Linda been a stalwart of Thames Valley Hockey for longer than I have been playing but she is embracing and engaging with all of the new initiatives from England Hockey, Active Surrey and Runnymede Borough Council. Quite simply Linda is AMAZING!”

- Hannah Sprake, nominator and hockey player

Behind the scenes Linda also ensures the smooth running of the clubhouse - always being there to unlock, lock up, lend a hand behind the bar and cash up at the end of the day.

“I was astonished to find that I had been chosen to win this award. I had looked at the other 9 nominations on the website before hand and was convinced that they were all more deserving than me. I don’t believe any club can survive without a team of volunteers working together to run and to promote it. We have had times, over the 37 years that I have been involved, when we’ve seriously lacked helpers - the executive committee has become a 3 man/woman band rather than a committee and getting anything done has been really hard.

I am confident that we will have volunteers for all our committee positions and a strong club next year, although some extra players would still be very welcome.”

- Linda Beere, Thames Valley Hockey Club

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**The 2013 winners**

- Basingstoke Canal Canoe Club: LXiPlus Fitness Award
- Edward Rutherford: Freedom Leisure Sports Personality of the Year
- Matthew Helpa: Surrey Sports Park Young Sports Personality of the Year
- Farnham Swimming Club Seniors: Barratts Homes Sports Team of the Year
- Chris Lee: Global Markets Consultants’ Volunteer of the Year
- Alex Sarama: Surrey Playing Fields Young Volunteer of the Year
- Milos Mielcherik: Achieve Lifestyle Sports Professional of the Year
- Staines Boat Club: The Nuffield Health Club of the Year
- Manorcroft United UP: Avello Young Sports Team of the Year
- Linda Beere: BBC Surrey Outstanding Service to Sport Award
- Alan Woolford: 2wise Disability Sport Award
- Daniel Simper: Active Surrey Coach of the Year Award

“The Surrey Sports Awards celebrate the achievements made by the county’s most talented sportmen and women and also the volunteers and coaches who give up their hours each week to ensure the county remains a hub for developing the nation’s next generation of sports stars. Our Outstanding Service to Sport nominees alone have 277 years of volunteering experience between them. This event raises huge awareness of sporting talent in county and the need for all sorts of people in the sporting world – admin, maintenance, club, coaching, athletes and volunteers – all of them are just as important as each other.”

- Suzie Wall, Active Surrey

---

**Basingstoke Canal Canoe Club**

- LXPlus Fitness Award

**Edward Rutherford**

- Freedom Leisure Sports Personality of the Year

**Farnham Swimming Club Seniors**

- Barratts Homes Sports Team of the Year

**Chris Lee**

- Global Markets Consultants’ Volunteer of the Year

**Alex Sarama**

- Surrey Playing Fields Young Volunteer of the Year

**Milos Mielcherik**

- Achieve Lifestyle Sports Professional of the Year

**Staines Boat Club**

- The Nuffield Health Club of the Year

**Manorcroft United UP**

- Avello Young Sports Team of the Year

**Linda Beere**

- BBC Surrey Outstanding Service to Sport Award

**Alan Woolford**

- 2wise Disability Sport Award

**Daniel Simper**

- Active Surrey Coach of the Year Award
Performance: we support our talented athletes

Spotlight on Elite

The Elite scheme supports young, talented athletes in Surrey aged 14-25 on the Road to Rio. It costs £20 per year for members and in return athletes receive:

- Free peak access at three of our Elite partner facilities
- Discounts on physiotherapy and sports treatments
- Our Athlete Funding Guide
- PR opportunities through our Athlete Request Service

This year, we had two application windows for the Elite Scheme: September 2013 and March 2014. We have 26 partner centres across Surrey – providing free access to our members and 11 companies providing discounted services.

Autumn members, September 2013

- 25 new members
- Most common leisure facility choices:
  1st: Guildford Spectrum
  2nd: Surrey Sports Park
  3rd: Arena Leisure Centre, Camberley
  4th: Woking Leisure Centre

In action: Exposure for our athletes

Local photographer James Carnegie has been working with us to develop a photography project on local Surrey athletes in the run up to the Commonwealth Games. The project was featured by Sport Sister magazine.

You can view more of these at http://activesurreyproject.tumblr.com/

Spring members, March 2014

- 32 renewals
- 13 new members
- Most common leisure facility choices:
  1st: Surrey Sports Park
  2nd: Guildford Spectrum
  3rd: Farnham Sports Centre
  4th: Leatherhead Leisure Centre

- Most common sports:
  1st: Swimming
  2nd: Athletics
  3rd: Badminton
  4th: Canoeing
  5th: Skiing

In action: Matilda Rainsborough, Athletics (17 years old)

Club: Guildford and Godalming Athletics

“The elite scheme has allowed me to train in the gym at times in which I would not otherwise be able to access the track, including college hours. The extra training has helped me develop my strength to improve my performance on track, and go from reaching national finals in previous years, to being a medal contender this year.”

Matilda

In action: Lily Partridge, Athletics (22 years old)

Club: Aldershot, Farnham and District Athletics

Lily is a Team GB representative claiming British honours at last year’s World Cross Country and most recently 3rd at the Senior National Championships. She is one of Britain’s brightest young talents. She is one of our Elite athletes who have benefited from our Athlete Funding Guide.

“I just wanted to inform you that I received a GLL sports achievement award, so wanted to thank you so much for pointing me in the right direction.”

Lily
Partnerships: Support partners and stakeholders to work together

Spotlight on
Surrey Sports Conference 2013

The Surrey Sports Conference in its current format has run for the previous three years. The first (in 2010) was focused on engaging with stakeholders to feed into the Surrey Sport and Physical Activity Strategy. In 2011, the newly-formed Surrey Sports Board launched the Surrey Sport and Physical Activity Strategy 2011-15. In 2012, there was an update on the strategy and a focus on preparing for 2012. There was also a Schools Forum which consulted with schools on planning the School Games programme.

This year saw a focus on the Thematic Working Groups, who deliver the four strands of the Surrey Sport and Physical Activity Strategy 2011-15. The Groups presented on aspects of their work including:

- People - Club forums
- Participation – Joint Strategic Needs Assessment: physical activity chapter
- Performance - Elite scheme
- Places – Surrey facilities audit

The keynote presentations by Campbell Livingston and Denise Hampson highlighted the problems of inactivity and the need to provide targeted messaging to encourage participation. The workshops inspired attendees and updated them on best practice, industry developments and provoked discussions to create new ideas.

Workshops:

- Sport England - Habits in Community Sport
- Rob Jackson - Social media and Volunteer Recruitment
- Travel Smart - Cutting Carbon, Calories and Cost
- Active Surrey - Funding Opportunities in Surrey

There was an opportunity for best-practice sharing, which enhances the work of sport and physical activity providers in Surrey. The Surrey Sport and Physical Activity Strategy 2011-15 was re-affirmed, enabling opportunities for cross-over and resource sharing. Active Surrey was promoted as a key influencer in developing sport and physical activity in Surrey and stakeholder relationships were developed and improved during the dedicated networking time. Representatives from all of our key stakeholder groups were in attendance.

Breakdown of attendees:

- 36% Local authority
- 6% County Council
- 15% NGB
- 11% Club
- 10% Facility
- 6% HE/FE
- 3% Sports Council
- 13% Other

Tell us one thing today’s conference has inspired you to do for your organisation?

- “Apply for some more funding through some schemes I was unaware of until the conference.”
- “Utilise social media more, work with clubs to use segmentation tool to identify key areas of development, specific age groups etc. I could go on... (as there was impetus for further research and development throughout)”
- “Revisit the impact our health and wellbeing programme is having in terms of targeted outcomes.”
- “Look into health and physical activity and relate it into sport terms”
- “Follow up on Active Surrey’s workplace participation scheme and elite performers’ opportunities”
- “Work with community partners”
Publicity: Communicate effectively with the public

Publicity forms part of our wider integrated marketing and communication plans. We continue to develop both our design and image selection throughout our marketing materials to engage with specific audiences. This is an important part of our work enabling the public to become aware of the work we carry out and what is available on their doorsteps.

The beginning of 2014 also saw a challenge in terms of PR to service the sponsorship agreement for the P&G Surrey School Games. Having taken over delivery of the programme we swiftly gained real time results to ensure we met the requirements of the agreement. P&G Surrey School Games featured in 51 articles from January to April 2014 in the local press and online, this achievement was made possible by both in-house bespoke work and working with Sherlock PR. It is estimated that paid coverage via advertising to a similar level would cost in the region of £115,000.

Key figures:

- **5,833 people receive our newsletters**
- **48,351 unique visitors to our website**
- **696 articles were featured in our newsletters**
- **2,781 people followed us on Twitter**
- **306 people liked us on Facebook**
- **32.4% is the average open rate of our newsletters**
- **284 articles appeared in local media about Active Surrey, our partners and our sponsors**
- **324 articles appeared in local media about Active Surrey, our partners and our sponsors**

In action: Promoting opportunities for sport

One project that we have promoted through our newsletter and social media is Walking Basketball, an exciting new sport designed to encourage participation in sport for the over 50s. Founded in Surrey, they started at the Guildford Spectrum in November 2013 with a small grant from England Basketball. We then invited them to speak to Chief Leisure Officers at their quarterly forum meeting (December 2013) and a follow up invitation to attend one of our NGB networking days (April 2014) which both led to the development of several new sessions.

Since then they have rolled out to 11 venues across the country and have been recently featured on BBC News; an interview with founder Bridget Hayward can be read at: http://www.supportthroughsport.co.uk/bridgethayward.

This is a shining example of the innovative solutions to inactivity that Surrey can produce and through partnership working and the passion of the founders, it can be rolled out nationwide.
Policy: Improve delivery standards and influence strategy

Spotlight on
Active Surrey Governance Review

As part of our ongoing efforts to continuously improve our policies, processes and procedures we have been reviewing the County Sports Partnership’s (CSP) governance from spring 2012 to autumn 2013. Our key objectives were to ensure:

- that Active Surrey’s governance remained fit-for-purpose;
- that our organisational structure (staff and working groups) continued to add value to the many stakeholders and partner organisations across the county and beyond; and
- that the CSP was positioned in the best place strategically amongst the shifting landscape.

Led by our interim Board, a series of meetings, conversations, surveys and assessments took place over an 18-month period with our stakeholders, funders and our host Surrey County Council. An options paper was developed and presented to key partners and recommendations were made, discussed and agreed.

Whilst some CSPs across the country have become independent charities, the review group decided that, as our host authority remains very supportive, Active Surrey should remain as an unincorporated organisation hosted within Surrey County Council. A new hosting agreement for 2014-17 has been signed to cement that relationship.

The other key decision was to appoint a new, enlarged Active Surrey Board, the majority of Members being independent skills-based appointments, along with several Members representing key partners. Following an open and inclusive recruitment campaign in autumn 2013, the new Active Surrey Board was appointed and inducted over the winter and started work in March 2014. We are delighted with the high level of skills and variety of experience that the new Members bring to the Board.

The Board has been delegated powers by the host authority which enable Members to have autonomy to make decisions that improve local provision whilst retaining the security of Surrey County Council’s support. A set of key milestones has been set to drive improvements in sport in the county, including an opportunity for all partners and stakeholders to feed their priorities into the 2015-19 Surrey Sport and Physical Activity Strategy at a consultation day on 16 October 2014.

As a result of all of the above work we have achieved the highest rating from key funder Sport England for all our governance and infrastructure processes and policies.

Through the review process we have also strengthened our links with key strategic decision making groups, boards and individuals which will no doubt enable more effective partnership working to take place during these difficult economic times.

We are extremely grateful for the hard work of the interim Board to get us to this point, especially Gerry Ceaser, who steps down as Chair after four years in the role. The full list of Board members and their contact details are on Page 18.
2013-14 Summary of accounts

Income
- Sport England £720,760
- Partners £27,000
- Fees and charges £66,165
- Commissions £165,650
- Commercial £44,311

Total £1,023,886

Expenditure
- Staffing £610,915
- Operations £129,851
- Grants £274,028

Total £1,014,794

Reserves
- Restricted reserves (operational) £141,091
- Restricted reserves (non-operational) £230,000
- Unrestricted reserves £94,283

Total £465,374
# Priorities for 2014-15

## Publicity: Active Surrey will communicate effectively with the public

<table>
<thead>
<tr>
<th>Priority</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ensure information is communicated in a consistent and effective way to a wide audience.</td>
<td>Provide fortnightly electronic updates to partners. Attend five events to raise AS profile and promote participation, coaching and volunteering locally.</td>
</tr>
<tr>
<td>2. Deliver services that are of use to both partners and public</td>
<td>Keep overall stakeholder satisfaction above 95%. Work with partners to keep the content relevant and fresh.</td>
</tr>
<tr>
<td>3. Ensure the Active Surrey is kept up to date.</td>
<td></td>
</tr>
</tbody>
</table>

## People: Active Surrey will coordinate training and volunteering pathways.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Identify a range of volunteering opportunities to suit all ages, abilities and experience.</td>
<td>Deploy 100 School Games volunteers. Match Olympic volunteers to local clubs. Engage 200 young leaders in leadership academies.</td>
</tr>
<tr>
<td>2. Ensure volunteers are recognised for their efforts.</td>
<td>Support all local sports award nominations and deliver the Surrey Sports Awards 2014.</td>
</tr>
<tr>
<td>3. Provide needs-led training programme and networking opportunities for clubs and coaches.</td>
<td>Provide NGB qualification bursary and coaching master-classes for 100 local coaches. Run five clubs forums, with 180 attendees (total).</td>
</tr>
<tr>
<td>4. Support the development of the coaching workforce.</td>
<td>Recruit, develop or deploy 50 female coaches through Project 500.</td>
</tr>
</tbody>
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## Participation: Active Surrey will involve more people in events and activities.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>1. Reduce participation drop-off in 14-25 year olds.</td>
<td>Retain 1,800 people in sport with Sportivate.</td>
</tr>
<tr>
<td>2. Support increased competitive opportunities for young people in schools and the community.</td>
<td>Deliver P&amp;G Surrey Youth Games for over 2,000 participants.</td>
</tr>
<tr>
<td>4. Support appropriate opportunities for new and lapsed participants to start playing sport.</td>
<td>Develop sustainable Work It activities across Surrey. Support 2,000 hypertensive patients to get healthy and get into sport.</td>
</tr>
<tr>
<td>5. Develop a clear pathway for disabled people to</td>
<td>Join up existing, and create new, disability sports clubs, events and activities.</td>
</tr>
</tbody>
</table>

## Partnerships: Active Surrey will support partners and stakeholders to work together.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Support partnership working throughout the county, region and nationally.</td>
<td>Support up to 46 NGBs with whole sport plans. Support and link up 21 partner groups.</td>
</tr>
<tr>
<td>3. Connect National Governing Bodies of Sport (NGBs) to the local area and local partners.</td>
<td>Two NGB/local partner networking days held.</td>
</tr>
<tr>
<td>4. Interpreting national data into local action.</td>
<td>Support partners to use Sport England’s interactive tools.</td>
</tr>
</tbody>
</table>

Engage 5,500 children in the P&G Surrey School Games programme.
**Places:** Active Surrey will develop clubs and facilities.

1. Understand current provisions of facilities in Surrey and plan for future facility requirements.
   - Complete strategic sports facility documents audits for NGBs and local authorities.
   - Complete community access audit of independent school sports facilities.

2. Support clubs to be inclusive.
   - Produce a sports facility strategic action plan.

3. Attract new investment into sport and physical activity in Surrey.
   - Provide an up-to-date funding guide on the website.
   - Promote and support all local funding applications.

4. Encourage clubs to achieve the recommended minimum operating standards
   - Support 11 clubs working towards Clubmark.

**Performance:** Active Surrey will support our talented athletes.

1. Providing free facility access for athletes.
   - Develop Elite scheme benefits for 100 athletes.

**Policy:** Active Surrey will improve delivery standards and influence strategy.

1. Lead by best practice examples.
   - Work with partner agencies on joint commissioning.

2. Influence local policies and strategies.
   - Develop the 2015 - 19 Surrey Sport & Physical Activity Strategy.

3. Ensure the Active Surrey Board is the recognised strategic body for sport in Surrey.
   - Support the production of partners’ policies and strategies.

4. Ensure good governance and financial management of the network.
   - 2 press releases monthly, highlighting AS’s work.
   - Achieve high level buy-in for the CSP and link to other strategic bodies.
Active Surrey Board

Chair: Paul Blanchard
Chief Executive Officer, Surrey Sports Park
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