THAT WAS THEN - THIS IS NOW!

- 2003..
- Where the Partnership is up to..
- The next ten years…
- Questions & debate
2003: the original brief

‘Development of a credible, effective county sports partnership for Leicestershire, Leicester & Rutland’
Consultees: 2003

- Cultural Officers Group
- Anne Thomson (SE)
- Guy Jackson
- Dale Mortimer
- David Moore
- Ray Ashley
- Phil Durban
- Rod Thorpe
- Guy Jackson
- Mike Foster (Leics FDS)
- Anne Woods
- Tina Bailey
- Alan Godber (Police)
- Andrew Morris
- Clare Sharp
- Louise Roberts
- Alison Picken
- Bill Cullen
- Tim Garfield
- Kishor Taylor
- Martin Traynor
- Peter Williams
- Bill Edwards
- Martyn Allison
- Steve Conway
- Rob Wallis
- Chris Holliday
- Malcolm Harris
- Caron Walpole
- Ernie White
- Dave Sugden
- Alan Rapley
- Val Kindrid
- Lyndsey Hides
- Helen Davies
- Cheddi Gore
- Steve Town
- Stuart Lindeman
- Stuart Lindeman
- Jo Mould
- Paul Edwards
- Ian Potter
- Prof Di Bentley
- Robin Poynton
- John Smith
- Kate Crane
- Paul Hogan
- Julie Robinson
- Helen Rose
- Graham Chilvers
- Nick Scott
- Nick Trevedi
- Rashmi Shukla
- John Sinnott
- Tim Garfield
- Alana Freestone
2003: the findings...

- Arrangements ineffective & inefficient
- Highly varied demographics & issues
- Budget pressures – all partners
- Not functioning as a Partnership
- Forum & sport in general lacks credibility
- Separation; sport & education
- Disability sport provision – fragmented
- Equity not core…affects (damages) perceptions
- Ownership lacking
- Need to re-build/build credibility
- ‘Loss of empire’ – County Council
- If ‘partners’ to stay in – needs radical change
- Visibility – PR, adding & demonstrating value
- Perceptions of certain external agencies
- Hang-ups with representation
The proposed structure…

LLR CSP

Executive

School sport
NGBs/vol.sector sport
EFDS/disability sport
Consultation/feedback

PARTNERSHIP

Research & performance measurement function

Communication/information
Consultation/feedback
Perf. measurement
Proactive PR for sport

SPORTS SPECIFIC PROGRAMMES

Schools Rutland City LCC/DCs NGBs PCTs LSC C’xions Pro clubs Unis

INFRASTRUCTURE PROGRAMMES
2014: where have we got to?

Leadership

“Great leaders are not born, they are made. Which explains why so many have a screw loose.”
## Health

![Get Healthy, Get Into Sport](image)

<table>
<thead>
<tr>
<th>Get Healthy Get Into Sport</th>
<th>Workplace Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmes to get you active</td>
<td>How Healthy Are You?</td>
</tr>
<tr>
<td>Healthy Kids &amp; Early Years</td>
<td>Fit for Business Challenge</td>
</tr>
<tr>
<td>I want to Get Active</td>
<td>Your Local Sport Alliance (LSA)</td>
</tr>
<tr>
<td>Workforce Wellbeing</td>
<td>Oldest Athletes and Active Participants Celebrated</td>
</tr>
</tbody>
</table>

LSR Review 2003 → 2014 → 2020

John Eady: Knight, Kavanagh & Page
Targeted group provision

Active Ageing Week
Disability sport
Spatial planning
Awareness of and buy-in to LRS
2014: overall state of play

- Cohesive, high profile partnership – strong buy in
- Strong, influential consistent board: skills/ representation
- ‘Rated’ staff team; good continuity/succession planning
- Good value for money – Sport England/local partners
- Closely involved: school sport/club links etc.
- Strong programmes: health and wellbeing
- Very strong – disability sport
- Positive challenging/supportive partner - main agencies
- Definitely a ‘top 3’ CSP
2025
The demographic landscape

Leicestershire & Rutland projected change 2012 - 2037
(Source: ONS 2012 based projections)
The financial landscape
Lifestyle (above all) context...

INTERGENERATIONAL CYCLE

CHILDREN OF ACTIVE MUMS TWICE AS LIKELY TO BE ACTIVE AND MAY LIVE UP TO FIVE YEARS LONGER

INTERGENERATIONAL CYCLE

Morbidity 1/3 the rate of disability

1/10TH AS LIKELY TO BE OBESE

UP TO 40% HIGHER TEST SCORES

LESS SMOKING, DRUGS, PREGNANCY etc

15% MORE LIKELY TO GO TO COLLEGE

7-8% HIGHER EARNINGS

LOWER HEALTH COSTS

MORE PRODUCTIVE WORK

REDUCED RISK OF HEART DISEASE, DIABETES etc.

STRONGER ECONOMY

ACTIVE PARENTS LEAD TO ACTIVE KIDS

PHYSICALLY ACTIVE CHILDREN

Based on ‘Designed to move’ © Nike Inc.
Governance; stay strong
Exercise the *duty to cooperate*

- Building on early Partnership initiative…
- Spatial planning coordination…taking next steps
- New facility funding/subsidy allocation formulas
- Schools facilities timeshare operator..
- …or build specific NGB capacity in this regard
- Contractual sports development
- Cross-boundary commissioning
- Performance measurement

*Relentless partnership working!*
Build on strong shared *branding*

**The Brand Love Curve**

- INDIFFERENT
- LIKE IT
- LOVE IT
- **MY BRAND**

LSR Review 2003 → 2014 → 2020

John Eady: Knight, Kavanagh & Page
Staying at the heart...!
Communications: social media
Communications: direct

- Progressive
- Safe/trusted
- Young people via schools
- Events
- Programmes
- Build comms options
- Universal
- Multi-agency supported

LSR Review 2003 → 2014 → 2020

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County intelligence centre

- Demonstrating value for money & ROI
- Measuring participation & ‘conversion’
- Tracking impacts of exercise referral & recommendation
- Insight & performance measurement
- Direct communications
- Young people aged 11+
- H2R
- Women
- Disabled people in LRS
2025...questions

How can we get better in physical activity & sport at ‘moving people on’:
- Better defined intervention (start and end points)
- Conversion points and rates
- Retention tracking

In what ways might LSR as a partnership collectively innovate/improve communications, insight & performance measurement?