



**TOWARDS A NEW SPORT & PHYSICAL ACTIVITY  
FRAMEWORK FOR SHROPSHIRE  
30 January 2009**

**WORKSHOP REPORT**

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## FURTHER INFORMATION

Further information relating to the Workshop and the New Sport and Physical Activity Framework for Shropshire can be obtained by contacting:

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## INTRODUCTION

### THE WORKSHOP

The workshop brought together key officers working in education, health, physical activity, countryside, sport who have an interest in developing sport and physical activity in the county of Shropshire. Its purpose was to explore how best to increase participation in sport and physical activity across the County.

The workshop programme was designed to be interactive and included the following elements:

- Purpose of the day and scene setting including key facts regarding physical activity and sport in Shropshire
- Group discussions on the strengths and gaps in provision and identifying priority themes
- Action planning on the priority themes
- Confirmation of next steps.

A copy of the workshop programme is included in Appendix 1.

### PART OF A SUB REGIONAL FRAMEWORK

The outcomes of the workshop will form the basis of an Action Plan for Sport and Physical Activity for Shropshire and will influence the emerging Strategic Framework for the development of sport and physical activity in the sub region of: Shropshire, Telford and Wrekin (STW).

### PARTNER MEMBERS

Over 50 people with an interest in physical activity and sport attended the workshop from:

- Community: local community networks, local authorities, parish and town councils, police, regeneration, community groups
- Education: schools and school sports partnerships, further education
- Health: Strategic health authorities, the Primary Health Care Trusts, health centres, trainers and exercise referral networks
- Countryside access: walking, cycling and outdoor pursuits
- Sport: national governing bodies and agencies, clubs and sports facility providers.

## WORKSHOP PRESENTATIONS

### SHROPSHIRE COUNCIL NEIL WILLCOX, HEAD OF LEISURE AND OUTDOOR RECREATION

The main themes covered by Neil included:

#### Obesity

- 15% of adults were classed as obese in 1995
- 24% of adults were classed as obese in 2006
- 11% of children were classed as obese in 1995
- 16% of children were classed as obese in 2006

#### Health costs of obesity

- Overweight and obesity are associated with major chronic illnesses including:
- Hypertension
- Coronary artery disease
- Diabetes
- Arthritis
- Certain forms of cancer
- Overweight and obesity cost the health service £4.2 billion in 2007 rising to £6.3 billion in 2015

#### Barriers to exercising:

- My health isn't good enough
- Finding the time
- Not interested, other priorities
- Inaccessibility of the environment
- Parental safety concerns
- Self-consciousness

#### Why exercise?

- Reduces the risk of illness
- Boosts self-confidence
- Helps prevent depression
- Helps you manage your weight
- Promotes better sleep
- Exercise can be fun

#### National guidance

- Adults should take part in 5 x 30 mins of moderate levels of physical activity per week
- Children should take part in an hour of moderate level of physical activity per day

#### Government Challenge

- To get two million people more active by 2012
- Sport England has a target to get 1 million people more active in sport

#### Active People Survey

The results of the Active People Survey show that the number of men regularly playing sport has risen by 311,000 and the number of women completing 3 sessions of sport each week has risen by 240,000

#### Sports Volunteering

“Volunteering is the lifeblood of English sport”. Nearly 6 million volunteers representing 15% of the population:

- Help to run over 100,000 affiliated clubs in England
- Value of time contributed is over £14 billion

Key considerations:

- Increasing participation
- Providing the right opportunities in the right places
- Partnerships, people and networks to lead and inspire

## SHROPSHIRE FACTS

CHRIS CHILD, PARTNERSHIP MANAGER ENERGIZE STW

The main facts covered by Chris included:

Who's active?

- 1 in 5 adults (16 and over) doing 3 x 30
- 93% of young people (under 16) doing 2 hrs a week
- Most popular activities - walking, swimming, going to gym, golf, football
- 15,320 adults volunteered at least 1 hr a week

...And who's not?

- 116,436 people are inactive – target market
- What we know about inactive people
  - Limiting disability
  - Older people
  - Lower socio economic groups
  - Women
- What might be attractive
  - Market segments?

Who makes it happen?

- Local authorities
- Clubs (and volunteers)
- Schools
- Private sector
- The participants
- Other organisations (youth & community groups)

Energize STW Partnership

- Role, purpose and vision
- Strategic Framework taking account of changes by Sport England and the Department of Health
- Core Team

### Vision

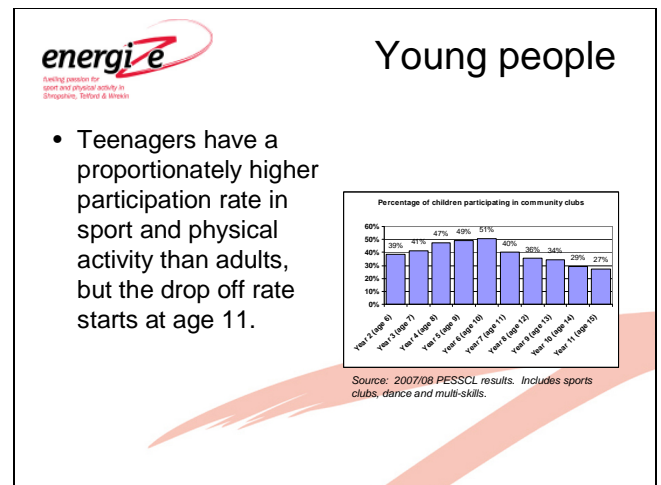
Our vision is “Enabling sport and physical activity to be part of everybody's everyday life”.

### Purpose

As a Partnership...

“We create more opportunities for people in our area to be more active and to achieve their sporting potential”

... than we would do by working alone.



Chris concluded the session with a quiz on Shropshire.

## STRENGTHS, GAPS AND OPPORTUNITIES

Delegates were asked to work in five table groups. Their first task was to introduce themselves and explain to colleagues their current work remit and activities. They were then asked to explore views on the strengths and gaps in provision and current opportunities for developing sport and physical activity in Shropshire. The following responses were received.

### STRENGTHS

#### SUMMARY OF STRENGTHS

- ✓ Positive political backing for physical activity and sport
- ✓ Strong forward planning
- ✓ High quality staff with experience and training
- ✓ Good partnership working, infrastructure and representation
- ✓ Range and quantity of facilities
- ✓ Range and number of clubs; links with schools
- ✓ Volunteers in sport and countryside
- ✓ Programmes of activities: holiday schemes; major sports; targeting full age range of young people; walking for older people; Active 4 Life; youth service/connexions; cycling; passport to leisure
- ✓ 2012 legacy
- ✓ Community engagement
- ✓ Standards: child protection safeguards; quest
- ✓ Rural landscape

#### Group 1

- Good set up of staff
- Range & amount of facilities throughout Shropshire
- No of clubs 500+ - diverse
- Good Partnership working
- Child Protection & safeguarding
- Volunteers – community club – countryside volunteering
- The rurality of the county
- Positive political backing for Sport & Physical Activity

#### Group 2

- Holiday programmes for C&YP – (see gaps also)
- Forward Planning
- Good links to Health Care
- Staff experience & training
- Walking & Outdoors provision for Older People
- Voluntary Sector
- Major Sports Rugby / football / cricket involved more in community
- Community involvement & engagement
- Cross service working
- Shropshire Environment, location etc historic
- Services / facilities
- Quest / quality standards
- Structure SSP/LA targeting full age range

### Group 3

- Good representation in different services
  - Walking projects based in countryside services
  - Connexions/youth service
  - Community council
  - Schools
  - Play now in outdoor recreation
- Provision
- Great outdoors environment – biggest
- Leisure ‘provider’
- Facilities – reasonable choice / quality of places to go
- ‘active living’ opportunities because of environment
- Good school – club links for traditional sports – cricket, football, hockey

### Group 4

- Active 4 Health
- Reccy Rangers – informal play/play - strategies
- Facilities – young people / adults
- Workforce
- Natural environments
- 2012 legacy
- Support to clubs
- Passport to leisure

### Group 5

- Local voluntary clubs
- Volunteer
- Schools Sports Partnerships & related funding
- Cycle Town funding – Shrewsbury
- Range of facilities available in Shrewsbury
- Funding / Investment
- Staff
- Reducing costs to access facilities
- Variety of facilities
- Taster sessions (eg. Active Bridgnorth)
- D-Fest
- Natural Resources

## GAPS

### SUMMARY OF GAPS

- x Rural deprivation and isolation; access and transport
- x Volunteering development framework
- x Coaching: links with NGBs, cost,
- x Better working with Children and Young People Services
- x Opportunities and support for disabled people
- x Opportunities and support for older people
- x Engagement, involvement and support of parents; family activities
- x Communication between stakeholders and information sharing
- x Marketing; knowing what non participants and target groups want
- x Provision and support for the smaller/less well resourced sports
- x Links with community regeneration: police, youth service
- x Links with health and nutrition
- x Links with early years and play

### Group 1

- The rurality
  - Badly maintained footpaths
  - Lack of use
  - Rural isolation
  - Public transport
- Volunteering Development Framework
- Disability Sports provision
- Parental Support
  - Volunteers, coaches
  - Training
  - Facilities
- Better working with Children & YP Services
- Lack of communication – between stake holders – districts – CYPD
- Playground to podium
- Coach education
  - Centralised courses / transport
  - NGB's
  - Cost ie swim level 1 £375
  - Funding

### Group 2

- Provision of 'Sport' for older people
- Smaller Sports/Activities not as well provided
- Accessibility / provision
  - Rural transport
  - People with disabilities
- Consistency in Pricing/Value etc. Districts to Unitary
- Cross Border working to improve
- Play provision for over 8's
- Information provided is ad-hoc rather than cohesive, especially 'new' sports/activities
- Funding – Shropshire suffers in west Mids! Timescales, not planning – fire fighting
- Community Regeneration
  - CSO's
  - Youth Service
  - Police
- Inequalities – Areas of deprivation
- Knowledge – what do 'young people' & non-users want? Barriers?
- Working with 'nearest neighbours'
- Holiday 'outreach' programmes
- Specific sports low/non provision

### Group 3

- Less choice (esp indoor provision) in rural areas – impacts older people/disabled
- Joined up marketing – some gaps in information and no co-ordination/single stop shop for information about how to be active.
- Facilities not run in a way that allows people to be active – opening hours, pricing , structured sessions
- Sports clubs don't cater for adult beginners
- No consideration given to garden space – 1<sup>st</sup> place people can be active
- Not enough links with wider health messages – diet, lifestyle
- Family provision – parents with children and parents alongside children
- 'Drop off' at 11 – kids lap everything up in junior school, but become more choosy @ secondary – more understanding / intervention needed

- Pathways for children interested in non-traditional sports/activities – eg street dance
- Inconsistencies in access to school facilities – driven by school managers, not central policy
- More providers / funding for outdoor adventure sports – proportionately expensive

#### Group 4

- Formal led activities
- Use of natural environments
- Perceptions – peoples attitudes
- Gaps in volunteering – coaches / workforce development
- Don't engage with sedentary enough
- Countryside parks – do not log user numbers – not national indicator
- Reduced resources – credit crunch
- Lack of provision for minority sports
- Data collection
- Consultation – united way
- Cross sector working (lack of) – working in pockets need to further develop
- Accessibility
- Promotion of the support to clubs
- Enough promotion of activity to healthy people – fun, fit – marketing
- Knowledge of passport to leisure
- Activities people really want

#### Group 5

- Marketing of investment opportunities
- Transport
- Younger volunteers needed
- Availability of coaches for after school clubs
- Changing mindset
- No investment in staff in North of County & Oswestry
- Information about clubs
- Inclusion of children with disabilities into clubs
- Daytime use at joint use centres
- More volunteering opportunities
- Leadership of CSN's in some areas

## OPPORTUNITIES

### SUMMARY OF OPPORTUNITIES

- National profile, policy, guidance and interventions
- New initiatives: free swimming; 5 hour offer, play, Active 4 life
- One council
- Improved partnership working
- Standardised management of facilities
- Funding expertise and sources
- Links with others: local authorities, CSPs, Nearest Neighbours, 2012
- High level performers; champions
- FE Sports Coordinators (FESCOs)
- Natural resources
- Credit crunch – more people with time

### Groups 1 and 2

- National push on PA Provision / interventions
- Free Swimming
- Link with others
  - LA, CSP, Nearest Neighbours
- One Council
  - Sharing learning & best practice
- Play funding IM 2 years facility improvement
- 2012 – Much Wenlock – possible funding
- Credit Crunch – people turning to cheaper alternatives in UK eg walking
- Tap into funding experts
- High Performers in Shropshire
  - Potential, support them, showcase, inspire others
- Marketing and Promotion more aggressively – learn from private sector
- Community regeneration officers
- Link to Telford & Wrekin
- 'Short Breaks' funding
- NGB Whole Sport Plans
- 5 hour offer – sport unlimited

### Groups 3 and 4

- Exercise Referral – Active for Health
- Better Partnership working
  - Sharing Good Practise
  - Increased communication
  - Increased knowledge of other stakeholder's workings
  - Increased opportunity for funding
- NGB – More money & Whole Sport Plans – Volunteering
- Facility – Improved relations & communications
- Standardised Management of facilities / Dual usage – better working between facilities & Clubs
- Free Swimming 0-18 & 60+
- Olympics 2012 – Much Wenlock
- FESCO – Reduce post 16 gap – Increase leadership opportunities
- Countryside – Always been programme of events in BDC, now a standardise from all of Shropshire
- Increase sharing of resources
- Sport unlimited/non- sporty kids – funding – better partnership working
- Lack of provision in low income areas
  - Opportunity to work with education
  - Funding providers to increase provision & improve access within these areas
- Transfer of skills

### Group 5

- Funding – 3 new leisure centres, SSP, Cycling
- Unitary Authority
- Re-distribution of staff
- Olympics
- National awareness of physical activities
- Celebrities inspiring youngsters
- Use of Natural Resources

## PRIORITIES

Working in the same five table groups delegates were asked to reflect on the information they had shared and to agree a maximum of three priorities for their group. The responses received were analysed and combined into five priorities for the development of physical activity and sport across Shropshire.

### PARTICIPATION PATHWAYS

- Imaginative pathways for 11-16 yr olds – be demand led as well as supply led
- Improve & increase sport & PA provision for children aged 8 +, aimed at progression and retention
- Holistic approach to healthy lifestyle – focussed on making the change to the family  
Increased accessibility
- Are we aiming for reduced subsidy or increased participation as an primary direction
  - Which is most important what are we trying to achieve?

### LEADERSHIP AND PARTNERSHIP WORKING

- Building up Community Sports Networks (CSN's)
- Establishing shared objectives
- Regular Networking (not just when funding opportunities arise)
- Increased Opportunities for partnership working, Networking and sharing good practice
- Broadening partnership – forum to bring together strategic partners to increase knowledge
- Providers need to join up, work together, forget about competing with each other.
- NGB involvement.

### WORKFORCE/VOLUNTEER DEVELOPMENT

- CPD for Sport/Coaching/Tutor/Staff Training and personal development
- Awards Scheme
- Support & recognition and volunteer development (Parish Councils/Partnerships, Shropshire Playing Fields Association, SAC's)
- Club development
- Employer discussions to release staff for volunteering eg after school

### MARKETING AND INFORMATION

- Community Engagement (getting the message across)
- Develop a Resource Hub for the Industry within Shropshire which will provide access to: Specialist support, who's who, sharing intelligence information & good practice
- Central database
- Increased awareness and accessibility.

### RESOURCES

- Attracting and using
- Funding opportunity for workforce development
- Are we aiming for reduced subsidy or increased participation as an primary direction?
  - Which is most important what are we trying to achieve?

### ACTION PLANS

For the afternoon session delegates selected the priority they wanted to work on and began the action planning for that priority. The Action Plans for each of the priorities are presented in the following section.

## ACTION PLAN: PARTICIPATION PATHWAYS

**MAJOR OBJECTIVES:**

**THEME LEAD/CHAMPION:**

WHAT ACTIONS	WHO SHOULD BE INVOLVED	WHEN	WHERE	Barriers/Risks	Success measures (from attached list)
Create information hub for both public and internal officer use	All				
Develop Active Lifestyles team to be enablers – targeting sedentary people & introducing them to a range of activities	Active Lifestyles Team				
Consultation with children to understand the teenage ‘drop off’ issue	Leisure & Outdoor Recreation				
Develop programme of taster sessions & link to follow up opportunities (clubs etc)					

## ACTION PLAN: LEADERSHIP AND PARTNERSHIP WORKING

### MAJOR OBJECTIVES:

### THEME LEAD/CHAMPION:

WHAT ACTIONS	WHO SHOULD BE INVOLVED	WHEN	WHERE	Barriers/Risks	Success measures (from attached list)
Develop a County strategic partnership forum –  Mapping	Heads / heads Youth service Police Energize Voluntary Sector Children's Trust Leisure/Outdoor All local authority directorates / Health	ASAP	Countywide		
Identify Leadership / purpose of CSN's (name change)	SDO Activity Lifestyles Play Dev Community Exercise CCS				
Leadership – participation driven or numbers / income generation	Head of Services				
Club development – bringing clubs together – forum / meeting for info & update	SDO				
Mapping	County Forum				

## ACTION PLAN: WORKFORCE AND VOLUNTEER DEVELOPMENT

**MAJOR OBJECTIVES:**

**THEME LEAD/CHAMPION:**

WHAT ACTIONS	WHO SHOULD BE INVOLVED	WHEN	WHERE	Barriers/Risks	Success measures (from attached list)
Partnership working to create full time coaching post					
Coach / Volunteer / Club advisory service					
Approach companies to release qualified coaches to deliver at required time (3.30-5.30)					

## ACTION PLAN: MARKETING AND INFORMATION

### MAJOR OBJECTIVES:

### THEME LEAD/CHAMPION:

WHAT ACTIONS	WHO SHOULD BE INVOLVED	WHEN	WHERE	Barriers/Risks	Success measures (from attached list)
Increase families activity levels. Encourage sustainable pathways and family engagement	LA's, Energize, PCT, Local Schools playgroups, Clubs PC's		Local events Activities – taster sessions	Transport – low income groups	1.1.1
Central point (resource hub) where all information held – proper links - Websites	Everyone	ASAP	Countryside		
Make links with groups at local level – disseminate information parish newsletters					
Ensure that information is tailored and appropriate to selected target audience	Local groups, schools etc.				
Draw together existing research and look for gaps	Local groups Development officers Regeneration team				

## ACTION PLAN: RESOURCES

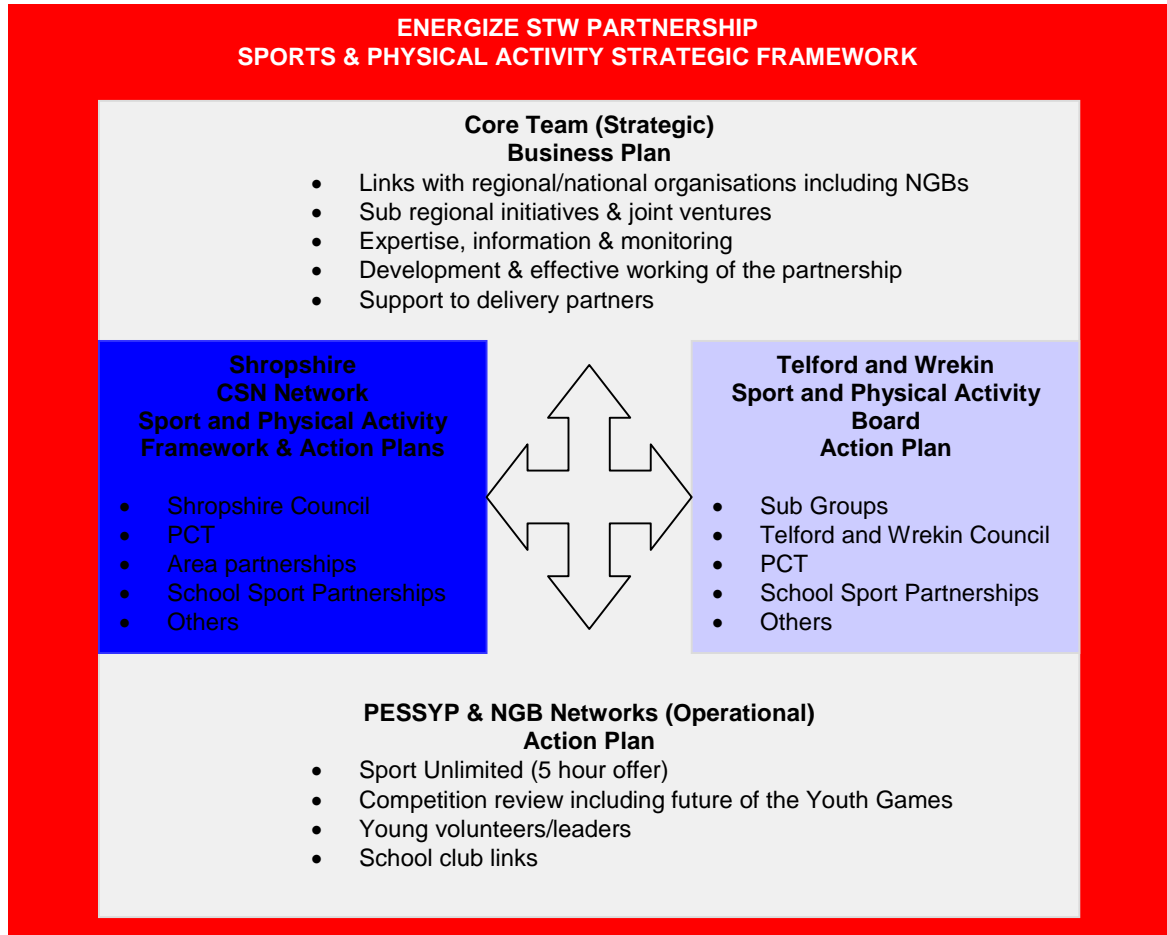
### MAJOR OBJECTIVES:

### THEME LEAD/CHAMPION:

WHAT ACTIONS	WHO SHOULD BE INVOLVED	WHEN	WHERE	Barriers/Risks	Success measures (from attached list)
Increase the overall awareness of funding opportunities in Sport & Physical Activity to maximise potential investment & impact	Shropshire Council Funding & Programmes Team CSP Sports development Officers	April 09 onwards	Across – North, Central, South	Greater demand than provision, Train up others to cascade info	
Develop and agree aligned area business planning cycle – eg Central Area plans annually Sept onwards, identifying lead organisations & priorities (suitable investment & funding can then be sought against priorities)	Area Partnerships CSN – SDO, Leisure Centres, PDM's Community Clubs etc	As Area Partnerships become established	North, Central, South	Complexity of planning getting the correct people around the table to business plan	

## IMPLEMENTATION

The following diagram illustrates how the Shropshire CSN network and its New Sport and Physical Activity Framework aligns with and contributors to the sub regional Energize STW Partnership and Framework.



## NEXT STEPS

To be inserted.

## WORKSHOP EVALUATION

### OVERALL

29 delegates submitted a feedback response for the workshop, which revealed:

- 71% of delegates felt the workshop achieved its objectives
- 72% of delegates felt the workshop was relevant to their role or organisation
- 66% of delegates felt the information was interesting and useful
- 74% of delegates felt they had the opportunity to share their knowledge and views
- 73% of delegates felt their knowledge and views were listened to and taken into account
- 75% of delegates felt they had learnt new and useful information
- 83% of delegates felt they had met people who would be useful contacts in the future
- 68% of delegates were confident that this workshop will make a difference

### WHAT DELEGATES LIKED MOST

A selection of the responses received is provided below:

*I found that the most valuable aspect of the day was being able to meet and network with others from other work streams other than Sports Development.*

*Meeting people with a common goal.*

*Wide representation of services, views and themes.*

*A different mix of people gave a new perspective to topics that have arisen before at such events. Good networking opportunity.*

*The first discussion group was really interesting and the group I was in came up with some very interesting ideas and opinions.*

*The second half of the afternoon, where we took a specific priority i.e. volunteering and workforce development, and were able to brainstorm ideas of how we could possibly address certain gaps.*

*It would be good if the opportunity to share good practise was integrated into the day, it would be nice to hear what other organisations have been doing and learn from them or see how we could work together. Obviously I realise that this will not have been the main purpose of the day but it might be an idea for future events.*

*I really enjoyed the day and met a lot of new and interesting contacts. An annual event will be useful. Facilitation of groups with no clear leader, is important. Very enjoyable.... thanks to all for the enormous amount of work you put in to organising the event.*

*On the whole a very enjoyable and beneficial day.*

*Found the event very valuable and useful especially as we move towards Shropshire Council. We need to make sure that the actions that have come out of the event are taken forward. I do not want to come to a similar meeting in a year's time to find nothing has been done. Actions need to be built into team plans and reported on otherwise these sessions just become a waste of time.*

Further details of the feedback received from delegates are provided in Appendix 4.

## APPENDIX 1 WORKSHOP PROGRAMME

### TOWARDS A NEW SPORT & PHYSICAL ACTIVITY FRAMEWORK FOR SHROPSHIRE

Friday 30th January 2009  
Venue: ProStar Stadium, Shrewsbury  
9.00am refreshments for 9.30am start

- |          |   |
|----------|---|
| 9.30 am  | Welcome<br>Rob Bickerton, Chief Executive Shrewsbury Town Football Club   |
| 9.45 am  | Purpose of Day<br>Neil Willcox, Head of Leisure and Outdoor Recreation, Shropshire Council                                      |
| 10.15 am | Shropshire facts<br>Chris Child, Partnership Manager Energize STW   |
| 10.30 am | Table Introductions   |
| 11.00am  | Table Discussions: <ul style="list-style-type: none"><li>• Local strengths and gaps in provision</li><li>• Priorities</li></ul> |
| 12.15pm  | Lunch with opportunity to tour venue  |
| 1.15 pm  | Agreeing Priorities   |
| 1.30 pm  | Action Planning Groups<br>Introduction by Neil Willcox<br>Groups tasks  |
| 3.00 pm  | Headline Proposals – Group Feedback   |
| 3.30 pm  | Summary and What Next<br>Neil Willcox and Chris Child   |
| 3.45 pm  | Closing Remarks<br>Rob Bickerton  |
| 4.00 pm  | Anticipated finish  |

## APPENDIX 2 DELEGATE INFORMATION PACK

The delegate information pack contained the following information:

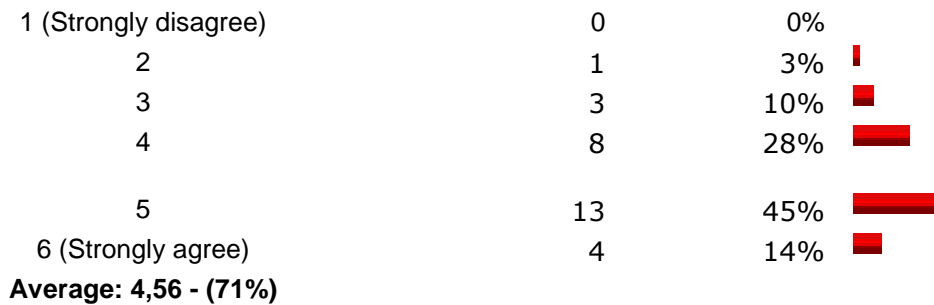
- Workshop programme
- Presentation slides by:
  - Neil Willcox, Head of Leisure and Outdoor Recreation, Shropshire Council
  - Chris Child, Partnership Manager, Energize STW
- Background information for physical activity and sport in Shropshire
- Headline Active People Survey results
- Who's who questionnaire
- Delegate list

## APPENDIX 3 FEEDBACK RESPONSES

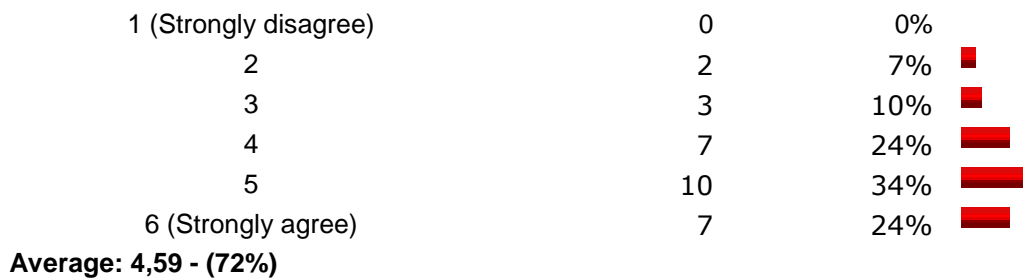
Respondents: 29

Please tell us how you rated the meeting overall in terms of the following:

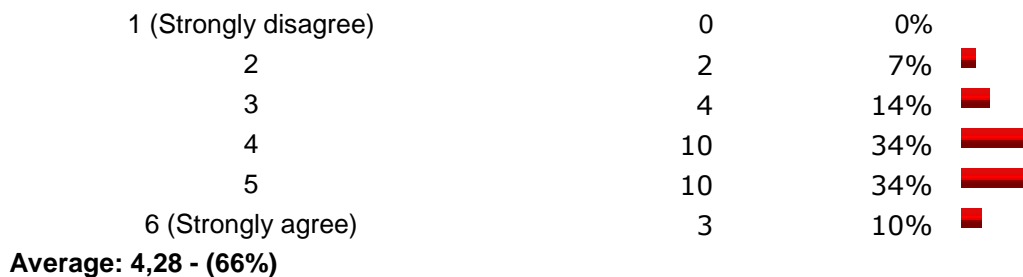
**I feel the meeting achieved it's objectives.**



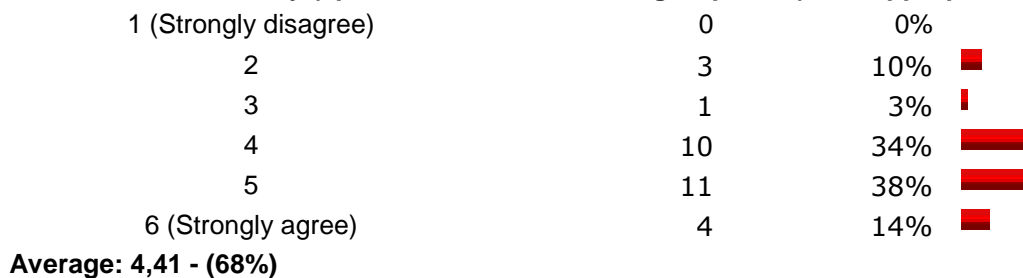
**The meeting was relevant to my role and organisation.**



**The information presented was interesting and useful.**



**The balance of delivery (speakers, discussion and group work) was appropriate.**







**The use of an external company to facilitate was valuable.**

1 (Strongly disagree)	2	7%	
2	5	17%	
3	3	10%	
4	7	24%	
5	7	24%	
6 (Strongly agree)	5	17%	





**Average: 3,93 - (59%)**

**Communication about the meeting was timely and clear.**

1 (Strongly disagree)	0	0%	
2	0	0%	
3	1	3%	
4	5	17%	
5	17	59%	
6 (Strongly agree)	5	17%	






**Average: 4,93 - (79%)**

**The meeting administration and organisation were good.**

1 (Strongly disagree)	0	0%	
2	0	0%	
3	2	7%	
4	3	10%	
5	17	59%	
6 (Strongly agree)	7	24%	

**Average: 5,00 - (80%)**







**The conference venue, lunch and refreshments were good.**

1 (Strongly disagree)	0	0%	
2	1	3%	
3	3	10%	
4	4	14%	
5	10	34%	
6 (Strongly agree)	11	38%	

**Average: 4,93 - (79%)**






Please tell us whether you agree or disagree with the following:

**I felt I had the opportunity to share my knowledge and views.**

1 (Strongly disagree)	1	4%	
2	1	4%	
3	3	11%	
4	3	11%	
5	11	41%	
6 (Strongly agree)	8	30%	






**Average: 4,70 - (74%)**

**I felt my knowledge and views were listened to and taken into account.**

1 (Strongly disagree)	0	0%	
2	2	7%	
3	3	10%	
4	4	14%	
5	14	48%	
6 (Strongly agree)	6	21%	





**Average: 4,66 - (73%)**

**I learned new and useful information from other delegates.**

1 (Strongly disagree)	0	0%	
2	2	7%	
3	2	7%	
4	5	17%	
5	12	41%	
6 (Strongly agree)	8	28%	






**Average: 4,76 - (75%)**

**I was able to meet people who will be useful contacts in the future.**

1 (Strongly disagree)	0	0%	
2	1	3%	
3	0	0%	
4	5	17%	
5	11	38%	
6 (Strongly agree)	12	41%	

**Average: 5,14 - (83%)**

**I feel confident that this meeting will make a difference.**

1 (Strongly disagree)	0	0%	
2	1	3%	
3	5	17%	
4	9	31%	
5	9	31%	
6 (Strongly agree)	5	17%	

**Average: 4,41 - (68%)**

## WHAT DID YOU LIKE THE MOST ABOUT THE DAY?

I found that the most valuable aspect of the day was being able to meet and network with others from other work streams other than Sports Development.

Finished on time

The opportunity to network and meet new people who I will be working with in the future.

Meeting people with a common goal. The venue was excellent and speakers were very good too.

Good positive atmosphere

Networking with others break out groups (in original designated teams) Statistical information within the packs Tour of STFC The food was good, but see below for other comments

The 2nd half of the afternoon, where we took a specific priority i.e. volunteering and workforce development, and were able to brainstorm ideas of how we could possibly address certain gaps.

The first discussion group was really interesting and the group I was in came up with some very interesting ideas and opinions.

The opportunity to listen and share good practice/ideas with those I wouldn't usually speak to.

Opportunities to network a realisation that all partners are now beginning to realise the challenge of the 5 hour offer

The variety of people from different jobs / agencies.

There was an opportunity to meet people within sport and physical activity that I had not met before. We discussed ways in which we could work together.

Found the first break out session most valuable and interesting.

Chance to network and meet new people. Discussion across a variety of areas.

Good to meet people from other districts and know what they are doing. Also good to see representatives from the PCT attending. Can now put faces to names. I caught up with a few colleagues that I have not seen for a while. It was interesting to see how Energize will be changing over the forthcoming year.

Mixing with people that I usually wouldn't have contact with.

The morning workshop, great group work and questions were well phrased for the group to get stuck into.

Information sharing

Building new contacts

I liked the first workshop session where we able to discuss a broad range of issues surrounding the entire service (leisure AND outdoor recreation). I was able to contribute to this group.

Good time to network with other colleagues and discuss key issues that are going to effect us in the near future

Meeting other services similar to mine

Wide representation of services, views and themes.

A different mix of people gave a new perspective to topics that have arisen before at such events. Good networking opportunity.

The opportunity for people from different areas of sport and Recreation to get together and discuss ideas. Also the venue.

Giving my ideas to others. Giving feedback on subjects under discussion.

## WHAT DID YOU LIKE LEAST ABOUT THE DAY?

Afternoon got a bit bogged down – perhaps not clear enough

The initial presentations were not saying anything that those of us in sports development don't already know.

I felt there was too much emphasis on the ideas that people must be attending sports clubs and gyms to reach their targets.

Background information at start

The introduction, although necessary it didn't tell me anything I didn't already know The lack of chairs in break out rooms, wasted time The group looking at volunteers etc didn't grasp the task very quickly. Unfortunately there was no one from Energize/or a facilitator within our group and this meant we didn't work as efficiently as we might otherwise have done. Three members of the group came from the same organisation and they didn't feel that the task was relevant to them... therefore making those participating a relatively small group. Not enough time given to second task.

Group sizes for both the morning and afternoon sessions were rather large, and it was difficult for everyone to have their say, as it tended to be the same person generating the ideas.

The introductory talks at the beginning of the day went on for a bit too long to be honest. And the second group activity in the afternoon lacked focus and was a bit overcomplicated in terms of the guidance paperwork we were given for the time we had.

The action planning in the afternoon was difficult to complete in such a large group.

The cost of the facilitator when there is a team of people who could do that equally well - on a more personal basis - building relationships with colleagues rather than having a stranger do it

The introduction as this repeated a lot of information that we were already aware of.

The second break out session - instructions not clear enough and asked to do too much in the time.

Nothing.

The room was a bit small. I also felt the afternoon workshop was too short. The Participation group didn't really get to grip with the task we were set. We only got as far as looking at what we felt were the priorities but again it was a bit of a mish mash of ideas

Shrewsbury boys training at the wrong end of the pitch!! Really - Nothing it was all good

The afternoon workshop didn't flow from the morning and different groups meant continuity of thought process was lost.

Time to develop the action plan

That it was on a Friday.

Putting us in to groups that were dominated by one profession. For example, I was in a group which was dominated by Leisure Centre staff and so much of the discussion focused around their provision and not the service as a whole.

Nothing.

## ANY OTHER COMMENTS?

It would be good if the opportunity to share good practise was integrated into the day, it would be nice to hear what other organisations have been doing and learn from them or see how we could work together. Obviously I realise that this will not have been the main purpose of the day but it might be an idea for future events.

As someone working on the Cycle Shrewsbury project I would like to see more emphasis on people not having to do 'structured sports activity' and pushing people towards being able to get their exercise in other ways such as walking or cycling to work. I know this is simply my own agenda coming out but when people complain about their lives being to hectic to fit exercise in, I feel avenues such as these must be explored more.

Thank you Sorry I had to leave bit early, but proved necessary

I really enjoyed the day and met a lot of new and interesting contacts. An annual event will be useful. Any comments made above are small and are more about domestic arrangements. Facilitation of groups with no clear leader, is important. Very enjoyable.... thanks to all for the enormous amount of work you put in to organising the event.

On the whole a very enjoyable and beneficial day.

don't do it on a Friday - you lose people in the afternoon

Found the event very valuable and useful especially as we move towards Shropshire Council. We need to make sure that the actions that have come out of the event are taken forward. I do not want to come to a similar meeting in a year's time to find nothing has been done. Actions need to be built into team plans and reported on otherwise these sessions just become a waste of time.

Really enjoyed the day - would recommend it!

A useful day and it highlighted that there is much work to be done around the county in bringing together the many groups involved in sport and physical activity. There would appear to be opportunities for linking in with different departments to improve what is already out there. I also think it gave senior managers an opportunity to meet with and work with staff that they previously had little contact with.

I felt that the first presentation simply reiterated what the people in the room already know about sport and physical activity. We also had the sheets in front of us and felt that there was no need to go over this information.

Could have done with more time for discussions with break away groups in the afternoon.

Made useful contacts

Very valuable use of my time, many thanks to Energize for another successful event.

Not sure what the intended outcome will be - didn't seem to end up with any different aims or intentions by the end of the day.

## APPENDIX 4 LIST OF DELEGATES

To be added

## APPENDIX 5 GLOSSARY

2012	Olympic and Paralympic Games being held in London in 2012
AWM	Advantage West Midlands (Regional Development Agency) Core Offer Sport England specification for core funding

CSNs	Community Sports Networks (ie Shropshire Get Active; Telford Physical Activity & Sport Board)
CSPs	County Sports Partnerships
CSPN	County Sports Partnership National Network
DH	Department for Health
DH: Specification	Department for Health specification for funding to support physical activity plans and programmes
Energize STW	Sub regional / county sports partnership
LA	Local authority
LCSB	Local Safeguarding Children's Boards
NGBs	National Governing Bodies of Sport
PESSYP	PE and School Sport for Young People
Q1/2/3/4	Quarter 1/2/3/4
SAP	Shropshire Area Partnerships
SCC	Shropshire Council
SE	Sport England
SGA	Shropshire Get Active Group
SIS	Step into Sport
SSP	Schools Sports Partnership
STW	Shropshire, Telford and Wrekin
TCAT	Telford College of Art and Technology
TSLEC	Telford Sport and Learning Enterprise Community
T&W	Telford and Wrekin Council
TWPA&SB	Telford and Wrekin Physical Activity and Sports Board
WM	West Midlands
Y1/2/3	Year 1/2/3