COUNTY SPORTS PARTNERSHIP NETWORK

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Collaborative Working : The Way to Deal with Change

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Setting the Scene --- it has been set for us – the spotlight is on us all

"Inspire a New Generation" ---- can't be done by one organisation alone

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- Challenges
- The Language of Impact
- Seize the Moment

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Challenge 1 Know What's Happening

Don’t underestimate the extent of change

Check – Check and Check again

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Challenge 2 Understand your Offer

Boil it down – keep checking – does it fit

Measure and collect data on everything

Be prepared to flex -- but stay focussed.

Don’t play games, politics – play a straight bat

Successful delivery is your best advocate

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Learn to be a Chameleon – the Language of Impact

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Sport for Sport Sake or .....

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Or :

- Impact on Economy
- Reduce Dependency on the Public Purse
- Wordlessness and employability
- Targeting High Dependency Families
- School readiness
- Reducing Health Spend

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Autumn 2011 G M Authorities Cut Average a 30%

GreaterSport applies to the Association of Greater Manchester Authorities (AGMA) for a stand still grant of £184K PA for three years

Applications to be assessed on Economic Impact and the Gross Value Added (GVA) of the bid. More specifically :

Increase the national and international profile of Greater Manchester

Bids that deliver a high GVA score (classically around visitor spend)

A single pot of funding with many high profile arts bids -- Halle Orchestra, nationally recognised theatres etc all easily fitting into a GVA model

GreaterSport Targets for 12/13

39000 Babies parents given under 5s information Lets Play

5160 CYP taking part or volunteering in School Games

74,000 adults involved in physical activity programmes

5347 young people 32,200 hours of activity via Sportivate

1044 clubs supported

2510 People trained and commit to 25100 hours of volunteering Sport Makers

3991 community coaches and leaders supported

3570 coaches gaining Qualifications

30 GM top athletes and coaches supported with bursary

400 attending GM Sports Awards (2500 in local awards)

Over 1 million pound revenue investment into GM Sport

WWW.GREATERSPORT.CO.UK

greater sport
Greater Manchester Sports Partnership

Total **184574** people supported

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New Language GreaterSport

- GreaterSport impacts on 1 in 11 people living in GM
- £184k investment of £1 produces £6 return
- Achieved a GVA score of 256% -- and full grant for three years.
- GM is forecast to see a 3% GVA increase per year GreaterSport must increase its GVA by 3% annually to maintain funding.

To find out more visit:
www.cspnetwork.org
or contact us at:
info@cspnetwork.org

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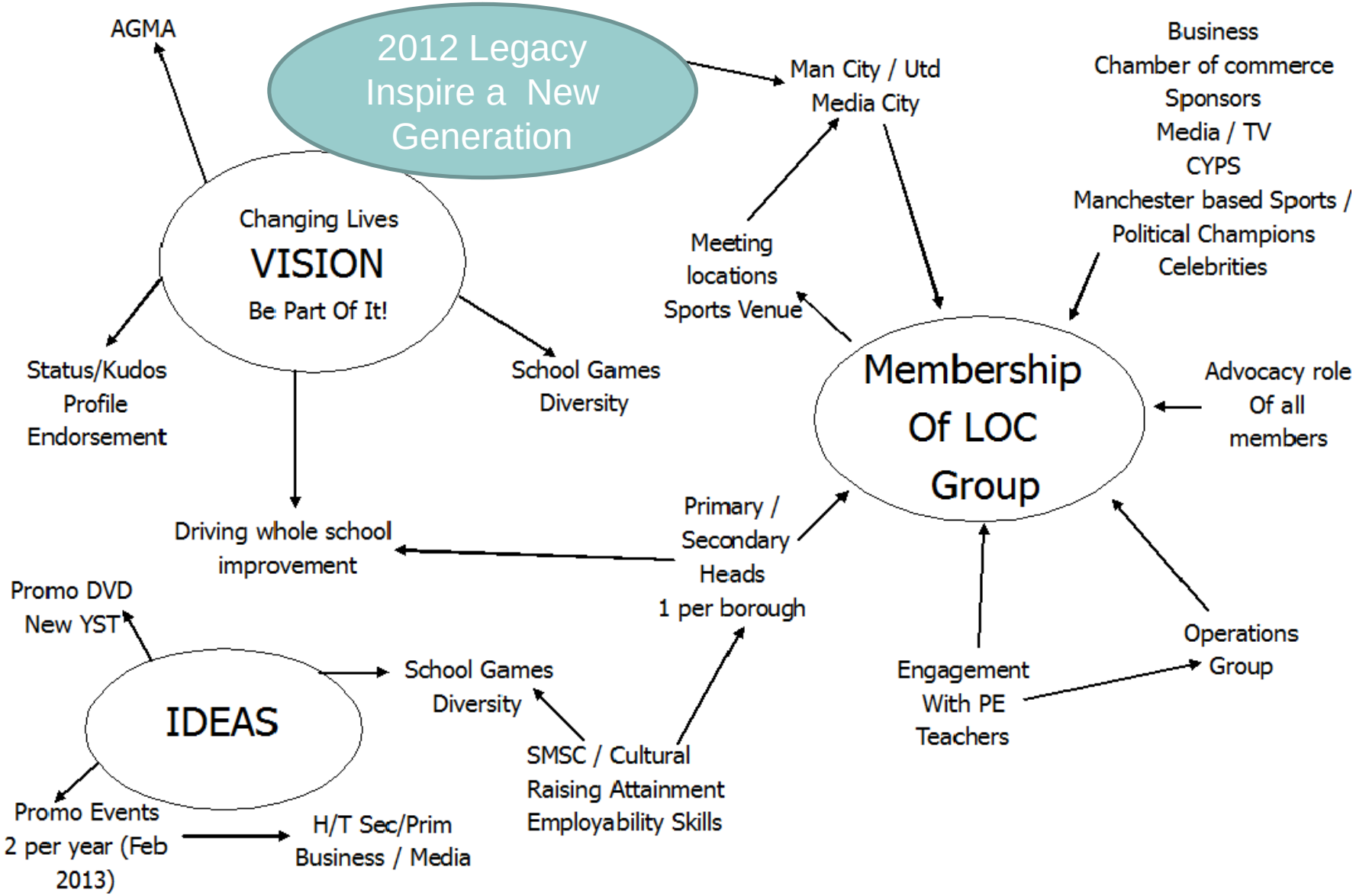
Seize the Moment -- It wont last for ever

Example: GM School Games: LOC expanding vision to focus on broader legacy impact for Children and Young People


2012 Legacy
Inspire a New
Generation
AGMA
Changing Lives
VISION
Be Part Of It!
Status/Kudos
Profile
Endorsement
School Games
Diversity
Driving whole school
improvement
Man City / Utd
Media City
Business
Chamber of commerce
Sponsors
Media / TV
CYPS
Manchester based Sports /
Political Champions
Celebrities
Meeting
locations
Sports Venue
Membership
Of LOC
Group
Advocacy role
Of all
members
Primary /
Secondary
Heads
1 per borough
Promo DVD
New YST
IDEAS
School Games
Diversity
Promo Events
2 per year (Feb
2013)
H/T Sec/Prim
Business / Media
SMSC / Cultural
Raising Attainment
Employability Skills
Engagement
With PE
Teachers
Operations
Group

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27th February

Children and Young People Seminar

Media City Salford

Ten Secondary Heads Ten Primary Heads

Media Representatives GM Chamber of Commerce

To produce a business education and media advisory group to maximise the Impact and legacy of 2012 and inspire our counties young people.

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Conclusion

- Ride the wave as long as you can
- Be clear on what you can offer
- Look for partners – create a critical mass
- Set and exceed targets
- Change the story and use language and data accordingly
- Sell you successes not your value.

GVA Workshop

GMCA GREATER MANCHESTER COMBINED AUTHORITY

AGMA ASSOCIATION OF GREATER MANCHESTER AUTHORITIES

Calculating GVA

(Total Pay Expenditure + Spend on Goods, Services & Materials + Visitor Spend)*1.5

+

(Volunteer Hours x Median Hourly Wage)

- Example – an organisation:
  - Spends £100k on total annual pay
  - Spends 40K annually on goods, services and materials
  - Attracts £50k in visitor expenditure
  - 1,000 volunteer hours annually...

GVA Workshop

GMCA GREATER MANCHESTER COMBINED AUTHORITY

AGMA ASSOCIATION OF GREATER MANCHESTER AUTHORITIES

Which means…

(£100,000 + £40,000 + £50,000)*1.5

+

(1,000 x £10.58)

- Annual GVA = £295,580
- GVA as % of revenue
  - £295,580 ÷ turnover (say £150,000) = 197%
  - Bids then ranked accordingly