



Business Plan Objectives

April 2009 – March 2012

sportessex Business Objectives

The core aims of sportessex derived from the Constitution are:

- To increase the number of people in Essex taking part regularly in sport
- To improve the levels of performance in sport
- To promote the value of sport in improving quality of life through the increase in the number of people in Essex taking part in health related activity through sport.

Four overarching business objectives have been identified to ensure the delivery of these aims:

1. **To deliver cross sport services to meet partner priorities**
2. **To develop and maintain the strategic alliances and local networks**
3. **To manage and operate sportessex, ensure sound governance and compliance**
4. **To develop sportessex as a sustainable and effective organisation through the identification and development of new business and funding streams**

3.1 To deliver cross sport services to meet partner priorities through:

3.1.1 Connecting delivery partners

sportessex will provide a single entry point for partners wishing to work within the area. This will include NGBs, the activealliance, clubs, coaches, School Sport Partnerships and Local Authorities by having an overview of related plans and support joint working to improve delivery and efficiency

3.1.2 Physical Activity

sportessex will ensure that sport plays its part in wider agendas, including health and community cohesion and will undertake to increase investment to make this happen along with the promotion of physical activity and healthy lifestyles. sportessex will introduce a new physical activity plan and associated campaign that links with the Department of Health's "Be Active Be Healthy" Plan and one which engages with the Primary Care Trusts.

3.1.3 Workforce development

sportessex will work with Sport England, Sports Coach UK, Local Authorities, School Sport Partnerships and NGBs amongst others to identify the support required to develop the club, coach and volunteer workforce in Essex. This will include supporting the delivery of Minimum Operating Standards courses, promotion of opportunities through mediums such as sportessex.com.

3.1.4 Children and young people

sportessex will work with key partners to deliver the coaching for young people strand of the PESSYP strategy as it is developed, increasing the availability of high quality coaching to young people to deliver the Five Hour Sport Offer. In addition to this sportessex will lead on the delivery of the Sport Unlimited in Essex with a target of 6,049 semi-sporty young people between 1 September 2008 and 31 March 2011, as well as supporting the placement of Step into Sport students in high quality placements.

3.1.5 Target Group

There are now more people over 50 in England than there are under 16. sportessex will focus its attention on this older segment of the population. It will also prioritise underrepresented groups such as the disabled and BME. It will also address the challenges faced by people living in rural areas to ensure greater access to sport and physical activity

3.1.6 Facilities

In order to increase participation and to improve the performance levels of sport, it is essential that appropriate environments, including facilities and clubs, are accessible and fit for purpose. sportessex will translate the Essex Sports Facilities Strategy 2008-2020 into deliverables. Through the role of the Director of sportessex as the Chair of the Building Schools for the Future (BSF) PE and Sport Stakeholder Group, the connection will be made between the priorities in the Strategy, the needs of the local sporting communities and the opportunities that BSF provides to transform Physical Education and Sport.

3.1.7 Club Development

The term club covers a wide range of environments and organisations delivering sport and sportessex will work with NGBs and other partners to ensure that an accessible, modern sports club structure is further developed in Essex. sportessex is committed to the development of quality clubs and environments and this will be done through its role as a Club Accreditation Centre.

3.1.8 Disability Sport

sportessex will develop and implement an Essex Disability Sports Strategy, linking this to the sportessex Plans and Strategies and to the plans and priorities of NGBs, Primary Care Trusts, School Sport Partnerships and Local Authority.

3.1.9 Events Management

sportessex will continue to deliver and facilitate the Council for Sport, the Essex Sports Awards, the Essex NGB Forum and the activealliance Chairs meetings. It will also develop the innovation around its current mass participation events such as:

- The Corporate Games
- Mud, Sweat and Gears
- Amphibians
- Outdoor Adventure Challenge

In addition, sportessex will work with partners to develop an "Essex World of Sport" series of events and competitions.

3.1.10 Marketing and Communications

sportessex places the need to develop bespoke marketing and communication tools as important activity for its core business and has developed a range of products, resources and services for its partners. Based on this Business Plan, sportessex will develop a new Marketing Strategy to identify the commercial properties of sportessex and a Communications Plan to raise awareness of the benefits of sport, the services of sportessex and emerging opportunities for participation, progression and development.

3.1.11 Investment

sportessex will work with partners, including NGBs and Local Authorities to increase investment in to sport in Essex.

3.1.12 2012 Essex Legacy

sportessex will work closely with the 2012 Essex Legacy Strategy Board and Team and the Sports Sub Group to take advantage of the London 2012 Olympic and Paralympic Games to inspire and increase sporting opportunities.

3.2 To develop and maintain the strategic alliances and local networks

3.2.1 Strategic Influence and Networking

sportessex will work with partners to ensure that sport is as high on the agenda as possible. This will include working with Essex County Council, Southend-on-Sea and Thurrock Unitary

Authorities on areas such as Local Area Agreements and Children and Young People Strategies.

3.2.2 Central Information System

sportessex will be a source of informed advice to partners, including those seeking funding, through its connection of delivery partners and by interpreting and disseminating data effectively.

3.2.3 sportessex.com

sportessex.com will continue to be refreshed and maintained as the flagship marketing and communication toll of sportessex

3.3 To manage and operate sportessex, ensure sound governance and compliance

3.3.1 Governance

sportessex will protect and maintain the identity, brand and constitution. During the first year of this Business Plan, a review of the governance of sportessex will be undertaken to ensure that it represents the new direction of travel of sportessex and reflects the engagement of new partners.

3.3.2 Operations

sportessex has put in place measures to monitor the effectiveness of delivery and to enable reviews against national indicators and the achievement of nationally recognised quality standards. It has put in place a robust financial management system in line with ECC procedures and processes and will ensure compliance with all partner reporting requirements. sportessex aims to achieve the Equality Preliminary Standard within the period of this Business Plan and to maintain the Safeguarding Children and Young People in Sport Advanced Standard. sportessex will produce an Annual Report each year of the period of this Business Plan.

3.4 To develop sportessex as a sustainable and effective organisation through the identification and development of new business and funding streams

3.4.1 New business

sportessex understands the need to remain financially viable through an entrepreneurial and innovative approach. We will be vigilant and proactive in exploring and seeking out opportunities through new partnerships and new funding streams especially through the corporate sector.

3.4.2 Campaigns

sportessex believes that the development of its events menu is central to its sustainability; it will continue to develop this menu along with new projects and public campaigns as part of its other business objectives but fundamentally as a much broader business objective.

3.4.3 Collaboration

sportessex will work collaboratively with the County Sports Partnership Network and in particular the East CSPs to explore ways in which working together can produce a more effective and sustainable organisation.