

A strategy for sport in Essex 2007 – 2010
Equality Action Plan 1; Identifying, brokering and strengthening strategic links

Priority for Action		Objective	What is going to be done?	How will the action be measured?	Partners in delivery
A	1	sportessex seen as an influential and respected partner	<ul style="list-style-type: none"> ➤ The sportessex Policy Framework is produced and implemented in collaboration with partners ➤ Reciprocal aims and objectives achieved with partners ➤ Consultation to include Essex Equity partners & sportessex equality lead 	<ul style="list-style-type: none"> ➤ Number of Service Level Agreements achieved ➤ Equity target commitment achieved through SLA's ➤ Influence demonstrated through work with Community Sports Networks and with Sports Governing Bodies ➤ Priority group participation targeted within each CSN action plan ➤ Level of increased investment in sport ➤ Investment monitored for priority groups 	<ul style="list-style-type: none"> ➤ sportessex
A	2	Establish strategic partnerships with current and new organisations through the creation of a family of Community Sports Networks established in each local authority area	<ul style="list-style-type: none"> ➤ Effective partnership working within and across the Community Sports Networks ➤ Equality promoted through advocacy across network ➤ Streamlined planning and delivery of services through a clear and common understanding of role ➤ Equity lead established within each CSN ➤ Increased resources for sport with strategic partners embedded within the structure ➤ Fully engaged Higher and Further Education within the work of the Community Sports Network ➤ Effective integration of School Sport Partnerships into Community Sport Networks ➤ Disability education providers targeted within CSN membership 	<ul style="list-style-type: none"> ➤ Delivery of 14 fully functioning and resourced Community Sports Networks and action plans ➤ Equality targets embedded within 14 CSN Terms of Reference & Action Plans ➤ Annual audit of strategic links ➤ Audit of strategic non-sport agencies involved in sport and physical activity ➤ Audit of strategic non-sport equality agencies involved in sport and physical activity 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Local Authorities ➤ Sport England ➤ School Sport Partnerships ➤ Specialist Sports Colleges ➤ HE/FE ➤ New partners
		The sporting culture in Essex values diversity and	<ul style="list-style-type: none"> ➤ All partners and stakeholders subscribe to an Equality Policy or 	<ul style="list-style-type: none"> ➤ Results of equity profiles of engagement with partners 	<ul style="list-style-type: none"> ➤ All partners

sportessex is the key driver in the delivery of this Action Plan

B	1	provides opportunities for all individuals to become involved and achieve in every aspect of sport regardless of differences	<p>Statement</p> <ul style="list-style-type: none"> ➤ Inclusion and integration at all levels of governance and decision making processes 	<ul style="list-style-type: none"> ➤ Assessment of Equity Action Plan delivery 	
B	2	Map clearly how a variety of agencies contribute to the development of sport and physical activity in Essex	<ul style="list-style-type: none"> ➤ Produce a mapping document of Essex which demonstrates boundaries and influence ➤ Mapping exercise to be conducted to establish SWOT of equality strategic links 	<ul style="list-style-type: none"> ➤ Targeted approach to the engagement of all agencies 	<ul style="list-style-type: none"> ➤ All partners
C	1	High profile for sport through influence and persuasion within the corridors of power and strategic plans in Essex	<ul style="list-style-type: none"> ➤ Increased influence of sports agencies within other sub-regional planning processes so that sport can contribute effectively to the wider agenda ➤ Development, production and implementation of a physical activity strategy that includes equality as a key priority ➤ Effective marketing to make the case for equality in sport 	<ul style="list-style-type: none"> ➤ Inclusion of sport in key decision making structures ➤ Inclusion of sport in all relevant strategies ➤ Inclusion of equality within key decision making structures & strategies 	<ul style="list-style-type: none"> ➤ Essex Association of Culture and Leisure Officers ➤ Community Sports Networks

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Equality Action Plan 2; Increasing quality opportunities for participation in sport and physical activity in a range of settings

Priority for Action	Objective	What is going to be done?	How will the action be measured?	Partners in delivery
A 1	Establish a broad participation base – continually attracting new people to increase participation in sport regardless of age, background or ability	<ul style="list-style-type: none"> ➤ Expand the range (by sport, level, age, ability and setting) of opportunities to take part in sport ➤ A more physically literate and fit generation ➤ Increased levels of new participation and retention rates in sport of priority groups ➤ Undertake research on the motivations for people taking part in sport and physical activity and the barriers that prevent them from doing so ➤ Ensure that projects delivered are aimed at the relevant target groups within the County e.g. BME, over fifties, females and those with disabilities. 	<ul style="list-style-type: none"> ➤ Key Performance Indicator: 1% increase in participation per annum ➤ Monitoring levels and types of opportunities available ➤ Monitoring levels of input from young people into the services provided for them ➤ Research report produced ➤ Monitor levels of participation of target groups 	<ul style="list-style-type: none"> ➤ Community Sport Networks ➤ School Sport Partnerships ➤ Local Authorities ➤ Sports Governing Bodies ➤ Sports clubs ➤ Extended schools programme
A 2	Schoolchildren across Essex being exposed to a compelling physical education curriculum, taught by enthusiastic teachers with the requisite training and enjoying vibrant competition	<ul style="list-style-type: none"> ➤ Value is added to the PESSCL strands ➤ Develop bespoke 2012 curriculum support packages that complement national resources ➤ Develop new resource pack for the Partnership Development Managers to ensure a more coherent monitoring and evaluation system is utilised. 	<ul style="list-style-type: none"> ➤ Key Performance Indicator: 85% of schools achieving the 2 hours of quality PE and sport entitlement through the curriculum by 2008 ➤ Key Performance Indicator: All schools achieving the 4 hours of quality PE and sport entitlement through the curriculum and after school sport provision by 2010 ➤ Monitoring the number of teachers accessing Continual Professional Development programme and the range of courses ➤ Monitoring the number of competitive opportunities 	<ul style="list-style-type: none"> ➤ School Sport Partnerships ➤ Specialist Sports Colleges ➤ Local Authorities ➤ Community Sports Networks ➤ National Governing Bodies ➤ Competition Managers

				<ul style="list-style-type: none"> ➤ Monitoring the number of schools accessing 2012 curriculum support packages ➤ Effective equality monitoring system established 	
A	3	Ensure that National Governing Body sports plans are deployed strategically across all sectors in the county	<ul style="list-style-type: none"> ➤ National Governing Body planning filtering down to local delivery through the Community Sports Networks and sport specific Action Groups ➤ A clear strategic single system to channel communication and enable decisions to be made will be in place 	<ul style="list-style-type: none"> ➤ Monitor the number of sports delivering through the Community Sports Networks ➤ Monitor the number of sports being delivered across the county ➤ Monitor the sharing of equity data between National Governing Bodies and sportsex ➤ Market research conducted on how National Governing Bodies follow the equality communication system outlined in the sportsex Communications Plan 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ National Governing Bodies ➤ Sports clubs
A	4	Take advantage of the London 2012 Games and Paralympic Games to inspire and increase sports opportunities	<ul style="list-style-type: none"> ➤ Provision of a menu of disabled sporting opportunities 	<ul style="list-style-type: none"> ➤ Key Performance Indicator: 1% increase in participation ➤ Monitor the number of disabled opportunities delivered 	<ul style="list-style-type: none"> ➤ Essex Working Group for the London 2012 Olympic Games and Paralympic Games and sub groups ➤ All partners
A	5	Increase the range and number of opportunities for cycling and their take up, for all forms of motivation and at all levels of performance and through the opportunities created for cycling through the 2012 Games venue at Weald Park	<ul style="list-style-type: none"> ➤ Production of a cycling plan ➤ Ensure the action in the cycling plan target priority groups e.g. females, BME community, over fifties and those with disabilities. 	<ul style="list-style-type: none"> ➤ Key Performance Indicator: 1% increase in participation ➤ Monitor the opportunities delivered ➤ Monitor the sales of "Cycle Essex" (compilation of 9 circular routes around Essex) ➤ Monitor the increase in participation levels of priority groups 	<ul style="list-style-type: none"> ➤ British Cycling Federation ➤ Community Sports Networks ➤ Local Authorities
B	1	Increased recreational participation attracted to sport by its promotion of the health and social benefits	<ul style="list-style-type: none"> ➤ A physical activity strategy is produced with outputs around a number of active recreation themes e.g. <ul style="list-style-type: none"> • Exercise referral schemes 	<ul style="list-style-type: none"> ➤ Key Performance Indicator : 1% increase in participation ➤ Monitor the impact on: <ul style="list-style-type: none"> • Obesity • Smoking 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Local Authorities ➤ Primary Care Trusts ➤ Regeneration Agencies ➤ Local Strategic Partnerships

			<ul style="list-style-type: none"> • Programmes in Country Parks and open spaces • Coastal activity schemes • Health at Work programmes • National health physical Activity campaigns e.g. Everyday Sport • Combating obesity in young people • Cycling, jogging, swimming, walking initiatives <p>➤ Ensure projects in the physical activity strategy have specific targets surrounding the sportessex priority groups.</p>	<ul style="list-style-type: none"> • Safer and stronger communities • Economic regeneration • Priority groups 	<p>➤ New partners</p>
B	2	Support the implementation of alternative sporting activities and those taking place in informal settings	<p>➤ Audit conducted on the environments where people across priority groups are accessing sport and physical activity</p>	<p>➤ Produce a published list of opportunities for sport and physical activity (traditional and non-traditional)</p>	<p>➤ National Governing Bodies</p> <p>➤ Local Authorities</p> <p>➤ Informal sports groups</p>
C	1	Investigate the feasibility of an Essex, Southend and Thurrock leisure card to increase the opportunities for young people	<p>➤ All partners consulted on the card scheme</p> <p>➤ Engagement of the private sector</p> <p>➤ Consultants will have to look at ways in which the leisure card can overcome barriers to participation to under represented groups in sport.</p>	<p>➤ Feasibility study with recommendations completed</p> <p>➤ Specific recommendations on addressing the barriers included in consultants report</p>	<p>➤ Essex Association of Culture and Leisure Officers</p> <p>➤ Private sector</p>
C	2	Ensure that transport is not a barrier to increasing participation in sport	<p>➤ Investigate the feasibility of an activity travel pass for Essex</p> <p>➤ Introduce outreach programmes within Community Sports Networks action plans</p> <p>➤ Engage the private sector, voluntary groups, equality groups and strategic transport plans</p>	<p>➤ Feasibility study and recommendations produced</p> <p>➤ Monitor the number of outreach schemes delivered</p>	<p>➤ Community Sports Networks</p> <p>➤ Local authorities</p> <p>➤ Sports clubs</p> <p>➤ Private sector</p> <p>➤ Transport Authority</p> <p>➤ Voluntary Groups</p> <p>➤ Equality Groups</p> <p>➤ Other partners</p>

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Equality Action Plan 3; Improving & expanding the sport & physical activity infrastructure

Priority for Action	Objective	What is going to be done?	How will the action be measured?	Partners in delivery
A 1	Club development - more and better quality clubs either individually or in cooperation to support athlete pathways with athlete-centred policies	<ul style="list-style-type: none"> ➤ Promote, support and incentivise disability club accreditation ➤ Improve disability club retention and an increase in the number of participants ➤ Community Sports Networks able to support local club development ➤ Sports Governing Bodies plans to drive equality development through Community Sports Network plans ➤ Clubs accessing support for and advice for funding applications ➤ Identify "lead" sports clubs for disabled athletes through offering either ClubSX Disabled Friendly or 'Clubmark D' (consultation pending) ➤ A multi-sport/club model is developed and appropriate opportunities sought to implement this ➤ Encourage participation in sports clubs for people who are disabled 	<ul style="list-style-type: none"> ➤ Key Performance Indicator: 2% increase per annum in Clubmark/ClubSX accredited clubs and 1 club per district to be ClubSX Disabled Friendly/'Clubmark D' accredited ➤ Monitor the number of clubs accessing support for equality development and accreditation process ➤ Monitor the number of disability/female sports being delivered across the county with clear athlete pathways ➤ Monitor the sharing of data between Sports Governing Bodies and sportessex ➤ Monitor the number of successful and total number of club applications for funding ➤ Monitor the number of "lead" clubs for athletes with a disability by keeping a database of ClubSX Disabled Friendly/ 'Clubmark D' ➤ Monitor the number of sports clubs accessing the Community Amateur Sports Clubs programme ➤ Monitor the number of multi-sport/disabled clubs formed 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Local Authorities ➤ National Governing Bodies ➤ Sports Clubs ➤ CVSS ➤ EFDS/KKP/Sport England
A 2	Greater coaching capacity in the club sector to facilitate more recruitment into sport and a better experience once recruited		See workforce action plan	
	Seamless performance pathways	<ul style="list-style-type: none"> ➤ Effective ways are found to lift 	<ul style="list-style-type: none"> ➤ Monitor the number of 	<ul style="list-style-type: none"> ➤ National Governing Bodies

A	3	to be defined and developed	<p>talented athlete from the core participation pathway through to World Class Performance</p> <ul style="list-style-type: none"> ➤ Work with NGB's to establish pathways specifically for girls and athletes with disabilities. ➤ Introduce an effective disability talent identification system that is linked to the Gifted and Talent programme and provide grants and lifestyle support ➤ Establish a Sports Foundation to coordinate the support of talented athletes in Essex through grants, bursaries and sponsorship ➤ Expand on the Local Authority Sports Awards and ensure that these fit into the County and Regional Sports Awards ➤ Sports science support provided in mid and south Essex ➤ Expand the provision of sports academies and centres of excellence ➤ Establish a pathway to Paralympic performance for disabled athletes ➤ Provide opportunities for coaches to advance along the performance coaching pathway ➤ Expand and promote the FANS scheme across Essex ➤ Investigate the viability of an English Institute of Sport for Essex ➤ Take advantage of the opportunity for the 	<p>athletes on Talent Identification programmes</p> <ul style="list-style-type: none"> ➤ Monitor the number of sports performance pathways in place ➤ Monitor the number of coaches in Essex at UKCC Level 3 – 5 ➤ Monitor the number of athletes supported by grants, sports science and performance centres ➤ Monitor the number of athletes on Paralympic pathways ➤ Monitor the number of local Sports Awards held 	<ul style="list-style-type: none"> ➤ Sports clubs ➤ School Sport Partnerships ➤ Local Authorities ➤ Grant giving bodies ➤ FE/HE sector ➤ Sports Coach UK ➤ English Institute of Sport ➤ Sports Aid ➤ Business
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			development of a Coaching Centre in Essex		
		Introduce a pathway for competition in Essex that reflects the National Competition Framework	<ul style="list-style-type: none"> ➤ A coordinated progressive programme of competition through school and community is introduced ➤ Appropriate competition is provided for athletes with a disability ➤ Appropriate competition is provided for girls 	<ul style="list-style-type: none"> ➤ Monitor the number of sport specific competition frameworks delivered ➤ Monitor the increases in participation levels for disabled athletes and girls 	<ul style="list-style-type: none"> ➤ Competition Managers ➤ School Sport Partnerships ➤ Sports Governing Bodies ➤ Community Sports Networks ➤ Local Authorities
		An Essex Facilities Strategy (2007 – 2020) (which has been researched and consulted upon through the scoping Research Study), is produced that continues the drive for high quality, well maintained and highly utilised facilities	<ul style="list-style-type: none"> ➤ Essex Facilities Strategy produced ➤ Local Authorities incorporating the Strategy into their capital plans for sport ➤ Refurbishment of schools through the Building Schools for the Future takes the Strategy into account ➤ The London 2012 Olympic Games and Paralympic Preparation and Training Camps proposals take the Strategy into account ➤ Secure Planning Agreements that provide capital receipts to secure accessible new build sports facilities 	<ul style="list-style-type: none"> ➤ Monitor the number of new facilities built against the gaps identified in the Strategy ➤ Identify equality & accessibility as key factors influencing the facilities strategy 	<ul style="list-style-type: none"> ➤ Local Authorities ➤ School Sport Partnerships ➤ Sport England ➤ National Governing Bodies
		Major events attracted to Essex and staged successfully, raising the profile of sport with the Essex public	<ul style="list-style-type: none"> ➤ Disability Events strategy produced ➤ Promote competitions as preparation for the London 2012 Olympic Games and Paralympic Games ➤ The Events Strategy to link to Tourism and Culture Strategies 	<ul style="list-style-type: none"> ➤ Monitor the number of major sports events attracted to Essex 	<ul style="list-style-type: none"> ➤ Local Authorities ➤ National Governing Bodies ➤ Facility managers ➤ Sport England

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Equality Action Plan 4; Increasing and improving the workforce capacity

Priority for Action		Objective	What is going to be done?	How will the action be measured?	Partners in delivery
A	1	Grow the workforce capacity within the sport, leisure and physical education sector in Essex through the development, production and implementation of a Workforce Development Plan	<ul style="list-style-type: none"> ➤ An equality Training Needs Analysis is undertaken across the whole sector to inform the Workforce Development Plan ➤ 23 organisations and 95 beneficiaries are identified with whom to deliver the ESF "On Your Marks" scheme 	<ul style="list-style-type: none"> ➤ Workforce Development Plan produced 	<ul style="list-style-type: none"> ➤ SEEVIC ➤ Skills Council
A	2	Establish a thriving and well supported coaching capacity throughout all levels of sport. This would also create a performance coaching pathway from the very earliest stage to the highest level of coaching	<ul style="list-style-type: none"> ➤ Increase the number of high quality coaches and athletes they work with ➤ Establish a pathway for disabled coaches through 'Playground to Podium' project ➤ Investigate the development of a Coach Agency, with a particular focus on people with disabilities. 	<ul style="list-style-type: none"> ➤ Monitor the increase in priority group coaches ➤ Monitor the number of priority group coaches actively working and engaged in ongoing Personal Development 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Sports Governing Bodies ➤ Sports Coach UK ➤ FE/HE ➤ Community Sports Coach Managers
A	3	Establish a well trained, motivated, recognised and supported paid and unpaid volunteer workforce within the sports and physical activity sector to aid athlete development	<ul style="list-style-type: none"> ➤ Improved equity knowledge and skills of those working in sport and physical activity ➤ An increase in the number, diversity and quality of volunteers with a clear structure in place to support them ➤ Multi-Skill Inclusion Workshop piloted in Essex 	<ul style="list-style-type: none"> ➤ Monitor the increase in priority group volunteers ➤ Monitor the number of equity courses developed and the take up of the training opportunities 	<ul style="list-style-type: none"> ➤ Various training providers
A	4	Teachers extensively undertaking relevant Continual Professional Development within schools and within School Sport Partnerships	<ul style="list-style-type: none"> ➤ More teachers undertaking relevant Continual Professional Development programmes ➤ Work with Essex LA to ensure that quality trainers are used and quality assured 	<ul style="list-style-type: none"> ➤ Monitor the range and depth of Continual Professional Development undertaken 	<ul style="list-style-type: none"> ➤ Essex County Council, Southend and Thurrock ➤ Youth Sport Trust ➤ School Sport Partnerships ➤ Sports Governing Bodies ➤ Local training mechanisms

			<ul style="list-style-type: none"> ➤ Multi-Skill Inclusion Workshop piloted in Essex 		
A	5	A partnership approach to the delivery of coach education is undertaken between sportessex, Sports Coach UK and National Governing Bodies of Sport	<ul style="list-style-type: none"> ➤ Provision of relevant training opportunities based on equity Training Needs Analysis ➤ Collaborative working across sport to introduce efficient and coordinated delivery methods, including the training of mentors and tutors and the delivery of generic coach education courses 	<ul style="list-style-type: none"> ➤ Monitor the number of equity courses developed and the take up of the training opportunities ➤ Monitor the number of priority group accredited tutors and mentors in Essex 	<ul style="list-style-type: none"> ➤ Sports Governing Bodies ➤ Sports Coach UK ➤ FE/HE ➤ School Sport Partnerships ➤ Community Sports Networks
A	6	A well trained, motivated and supported professional workforce involved in sports development, private and public facility management and administration	<ul style="list-style-type: none"> ➤ Provision of relevant training opportunities based on equity Training Needs Analysis 	<ul style="list-style-type: none"> ➤ Monitor the number and range of equity courses developed and the take up of the training opportunities 	<ul style="list-style-type: none"> ➤ Various training providers
A	7	Identify and develop volunteering opportunities in the build up to the London 2012 Olympic Games and Paralympic Games	<ul style="list-style-type: none"> ➤ Volunteering database produced for use during and after the Games ➤ Raising the profile of priority group volunteering both within the sport and physical activity network and beyond sport through volunteer agencies ➤ Accredited training for volunteers provided ➤ Integrate the volunteer programmes for young people i.e. Step into Sport, CSLA 	<ul style="list-style-type: none"> ➤ Monitor the number of priority group volunteers on the database ➤ Monitor the number of priority group volunteers recruited from within sport and from outside ➤ Monitor the number and range of courses developed and the take up of the training opportunities 	<ul style="list-style-type: none"> ➤ Essex Working Group for the London 2012 Olympic and Paralympic Games and sub groups ➤ Community Sports Networks ➤ Volunteer agencies ➤ Various training providers

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Equality Action Plan 5 – Improving the methods and effectiveness of marketing and communications

Priority for Action	Objective	What is going to be done?	How will the action be measured?	Partners in delivery
A 1	To implement the widest possible range of traditional and modern media to communicate effectively with every person in Essex.	<ul style="list-style-type: none"> ➤ sportessex creates and adopts with its partners a clear inclusive Marketing and Communications strategy ➤ sportessex creates a unique and innovative website that is accessible to priority groups ➤ sportessex create a media based platform which can be used to communicate to people who may not have access to traditional methods 	<ul style="list-style-type: none"> ➤ Market research with external agencies and end users ➤ Monitor the number of visits to the website ➤ Monitor the increased investment in sport in Essex ➤ Monitor the increase in promotional coverage of priority group success ➤ Monitor the success of sportessex at engaging with priority groups 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Local Authorities ➤ Sports Governing Bodies ➤ School Sport Partnerships ➤ Equality Group East ➤ Sport England East ➤ Other partners
A 2	A higher profile for sport through the celebration of success and through the telling of the sports "story"	<ul style="list-style-type: none"> ➤ Targeted media promotion with partners supported by promotional material ➤ More external agencies and the population of Essex aware of the positive benefits of becoming physically active ➤ Incorporate the use of national and international sporting ambassadors (targeting priority groups) to act as role models and to promote sport ➤ Seek examples of the power of sport in transforming people's lives 	<ul style="list-style-type: none"> ➤ Monitor the number of priority group media articles and stories ➤ Monitor the levels of commitment from equality agencies to work with sportessex ➤ Monitor the use of priority group ambassadors to promote sport 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Local Authorities ➤ Education ➤ Primary Care Trusts ➤ Equality Group East ➤ Sport England East
A 3	Create sportessex brand awareness and value across the sport and physical activity sector	<ul style="list-style-type: none"> ➤ sportessex to introduce a brand development strategy ➤ Ensure that the sportessex brand is accessible and inclusive. ➤ Brand used in appropriate ways by all partners 	<ul style="list-style-type: none"> ➤ Monitor sportessex brand usage 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Local Authorities ➤ Sports Governing Bodies ➤ Equality Group East ➤ Other partners ➤ End users
A 4	Raise the image of Essex and pride in the local community through the London 2012 Olympic	<ul style="list-style-type: none"> ➤ Reports and newsletters accessible through the sportessex website 	<ul style="list-style-type: none"> ➤ Monitor the impact of the London 2012 Olympic Games and Paralympic Games 	<ul style="list-style-type: none"> ➤ Essex Working Group for the London 2012 Olympic Games and Paralympic Games and

		Games and Paralympic Games to inspire and increase the personal aspirations of people through sport and physical activity	<ul style="list-style-type: none"> ➤ Bespoke promotional material produced for specific 2012 Paralympic related activity ➤ Align the interest in Olympic hopefuls with that of Paralympic Hopefuls 	promotional campaign	<ul style="list-style-type: none"> sub groups ➤ Community Sports Networks ➤ Other partners
B	1	Understand the “market” by involving a representative spread of individuals in developing solutions connected to the Active People Survey to increase levels of participation	<ul style="list-style-type: none"> ➤ An equitable reflection of the sport and physical activity needs of the Essex community to influence the decision makers ➤ Utilise the sport and physical activity membership profiles in the scoping research report ➤ Identify priority groups by location and develop bespoke activity campaigns to meet needs 	<ul style="list-style-type: none"> ➤ Market research conducted to identify if individuals from priority groups who feel that they have a chance to contribute to decisions regarding provision for them (linked to Priority 13 of Essex Local Area Agreement) 	<ul style="list-style-type: none"> ➤ Community Sports Networks ➤ Local Authorities ➤ Voluntary sector groups ➤ Equality Group East ➤ Sports Governing Bodies
B	2	Increase the understanding and appreciation of effective promotion across partners	<ul style="list-style-type: none"> ➤ sportessex and partners adopting a consistent method of delivering messages ➤ Increased understanding from the sport and physical activity sector of the need to publicise priority group successes and increase the profile - breaking down societies preconceptions and making sport for all 	<ul style="list-style-type: none"> ➤ Monitor the press ➤ Track all access of the sportessex website ➤ Market research conducted 	<ul style="list-style-type: none"> ➤ All partners

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Equality Action Plan 6; Providing an effective method of impact measurement

Priority for Action	Objective	What is going to be done?	How will the action be measured?	Partners in delivery
A 1	Work together to create a single system which collates data from a range of agencies	<ul style="list-style-type: none"> ➤ Agreement reached on what core information is needed and protocols for data sharing ➤ Protocols specifically focussed on supporting priority groups ➤ The implementation of a coordinated single system for collation of data made accessible to target groups ➤ A stronger evidence informed case for continued investment in activities that can be accessed by all, based on a system which reduces duplication and increases coherence is created 	<ul style="list-style-type: none"> ➤ Effective functioning system in place ➤ Monitor the number of cases for sport made adding value to gender, BME and disability prioritisation 	<ul style="list-style-type: none"> ➤ All partners
A 2	Support sportessex as the central agency which will work on behalf of partners to collate and interrogate data provided through the single system	<ul style="list-style-type: none"> ➤ A comprehensive picture of progress highlighting any increases in priority group activity levels making a robust case for increased investment and long term support for sport - removing barriers to participation 	<ul style="list-style-type: none"> ➤ Monitor the number of equitable Service Level Agreements ➤ Resources identified to enable a single system for data collation ➤ Monitor the increases in capacity and identify priority group trends 	<ul style="list-style-type: none"> ➤ All partners
A 3	Use information collected centrally to promote the successes of sport in Essex and to identify weaknesses in order to present the most robust case for long term support for sport and increased investment	<ul style="list-style-type: none"> ➤ Identifying evident successes from the information collected ➤ Increase the profile of fully accessible sport in Essex, ensuring accessibility to all ➤ Increased investment in sport in Essex ➤ Increased effectiveness, reflection and positive action to enable involvement from everyone 	<ul style="list-style-type: none"> ➤ Monitoring and evaluate the Key Performance Indicators and the tasks related to measuring in all the Action Plans. 	<ul style="list-style-type: none"> ➤ All partners

			<ul style="list-style-type: none">➤ Utilise the Active People and Active Places surveys to inform future plans and policies, emphasising the need to address barriers for priority groups➤ Ensure that data is used to promote the successes of projects aimed at women, black and minority ethnic groups and disabled people and highlight areas where more needs to be done	
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