

***A powerful national network
demonstrating leadership
and connectivity in sport
and physical activity.***

Improving health and well-being by unlocking the potential of physical activity

The County Sports Partnership offer for the NHS & the new Public Health Service

The need to find efficient, effective and innovative solutions to a number of public health challenges is greater than ever.

We believe that to meet this challenge we need a multi-agency approach that maximises the contribution of physical activity and sport to achieve targeted health outcomes.



“ Being physically active is crucial to good health. If a medication existed that had a similar effect on preventing disease, it would be hailed as a miracle cure. ”

Prof Sir Liam Donaldson
Chief Medical Officer
Dept of Health, 2010



County Sports Partnerships have a track record of working with commercial, public and third sector organisations to develop evidence based solutions to meet local need, and have come together to develop this powerful offer to unlock the potential of physical activity to improve health and well-being in your communities.



The Need...

The evidence of the effectiveness of **physical activity and sport** to address a wide range of public health outcomes is well established. These range from reduced risk of chronic diseases such as heart disease, type 2 diabetes, and some cancers to enhanced function and preservation of function with age. There is also emerging evidence that activity delays cognitive decline. With significant public health challenges and increasing pressure on public finances, the need to secure these benefits are greater than ever.

The Opportunity...

This is especially important at this particular time, with the **London 2012 Games providing a once in a lifetime opportunity** to inspire our populations to be more physically active and secure a health legacy. New ways of working in the health sector and closer working with Children's services, adults and social care services reinforce this as the time to seize this opportunity.

The Challenge...

The **physical activity sector is complex**, involving a diverse range of small public, private and third sector providers, where quality of provision and its contribution to health outcomes and target groups is not easily determined. As a result strategic managers and commissioners in public health and the NHS often find it difficult to commission physical activity and exploit its potential to deliver key health outcomes.

The Solution...

Recently, County Sports Partnerships (CSPs) have emerged as a key solution to this challenge and can provide a straight forward, cost effective mechanism to help exploit physical activity to deliver targeted health outcomes.

As the **local strategic delivery agency** representing a network of public, private and third sector physical activity and sport providers, CSPs are uniquely placed to identify the physical activity and related health needs of the local population

and develop bespoke solutions drawing upon the strengths of their member organisations, whilst benefiting from being part of a nationwide network.

Public Health Outcomes:

- Reducing health inequalities
- Reducing obesity
- Reducing mental illness
- Reducing early deaths and disability due to CHD, stroke and cancer
- Reducing falls and isolation amongst older people
- Increasing focus on prevention
- Increased cost effectiveness

Target Groups:

- Children & young people
- Adults
- Older people
- People with disabilities
- At risk populations
- C4L segments

Physical Activity and Sport:

Activities

- Active play
- Active travel
- PE & school sport
- Recreational activity
- Organised sport

Targeted interventions:

- Health walks
- Exercise referral
- Re-engagement programmes
- Effective cardiac rehabilitation
- Lets Get Moving/Care pathways
- Active workplaces

Providers:

- Play centres
- Sports clubs
- Fitness centres
- Leisure centres
- NGBs
- Sports development teams



acts as your Strategic
Delivery Network for
physical activity and sport

The Offer...

In order to respond to these needs, the County Sport Partnership Network has developed this two-part offer for the NHS and emerging Public Health Service, which can be adapted to meet the local context.

a) Your strategic commissioning partner...

CSPs can provide a range of strategic functions to support you with all elements of the commissioning cycle and manage the interface between public health and the physical activity and sport sector. This may be particularly helpful at this time of significant change within the NHS and Local Government:

- **Needs analysis** – CSPs can use their extensive data, knowledge and networks to inform or produce needs analysis, assess provision and identify gaps.
- **Planning** – CSPs can lead the production of strategies, organise conferences, manage consultations, and support third sector /provider capacity building.
- **Delivery** – CSPs can design, manage, quality assure and coordinate the delivery of interventions and the provision of associated services such as activity finders and social marketing.
- **Monitoring & review** – CSPs can provide monitoring of progress against well defined interim outcome measures and support periodic reviews.

Whilst the provision of these functions – essentially acting as the lead for physical activity for health – can be secured as required, they will require core capacity and expertise to be retained in the CSP, and so it is important to discuss your requirements with your CSP in order to assess how these can be provided in the most cost effective way.



b) Your local delivery network...

Through their understanding of health needs, their unique partnership with a wide range of providers, and collaboration with other CSPs across England, CSPs have access to a wide range of interventions, activities and services to support the prevention and treatment of ill-health. CSPs can also work with you to design and develop bespoke, innovative solutions to meet local people's needs and ideas, and commissioner's aspirations and desired outcomes, based on international research and evidence, and calling upon experience within our network.

A selection of physical activity and sport services and interventions that can be delivered through our provider network to improve public health are summarised below:

Our **GetBackInto** programmes run in partnership with local voluntary sports clubs and bodies can help re-engage lapsed participants from targeted groups such as women, creating new social networks as well as improving health and well-being

Our **active workplace** schemes and corporate games can make a significant impact on team building, absenteeism and productivity as well health and well-being of the adult population

We can provide **training packages** for providers in early years, social care and other settings to increase activity levels amongst targeted groups

We have examples of **bespoke programmes to target specific long term conditions** or target groups such as those at risk of Type 2 Diabetes, Cancer, etc

We can manage and quality assure **exercise referral schemes** in partnership with local sport and fitness centres from the public and private sector supporting cardiac rehabilitation and other long term conditions requiring managed interventions

We can increase physical activity levels in the **most inactive young people** in targeted communities through the provision of 'doorstep sport' in partnership with **StreetGames** and **BHF Active Clubs**

We can stimulate and support local providers to increase the number of **health walks** and other lighter intensity activities to encourage mobility, independence and activity in later life

We can manage **Lets Get Moving** and other care pathways to support behavioural change amongst identified at risk groups

The costs of these activities can be based on your specific requirements. We are continually working with our partners to develop the range of services to meet your needs and welcome requests and suggestions.



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The Case Study...

There are numerous examples of CSPs working effectively on behalf of the NHS and public health, representing the physical activity and sport sector, to support commissioning and to design and manage physical activity interventions. The following project led by the

County Sports Partnership in Durham provides an excellent example of how the nationwide network of County Sports Partnerships are uniquely placed to lead a consortium of public, private and third sector providers to help meet public health outcomes:



Unlocking the potential of sport and physical activity in County Durham

County Durham Sport (the local County Sport Partnership) is playing a critical co-ordinating role in increasing levels of physical activity across the local community.

County Durham Sport (CDS) were appointed by their local NHS to lead on the development, implementation and management of a £5million investment into physical activity in County Durham.

The County Durham physical activity intervention project – Changing the Physical Activity Landscape (CPAL), aims to reach a target audience of over 5,800 people with an elevated CVD risk >20% and their family members between now and 2012. A project group, led by CDS, developed a series of commissioning principles and a range of guidance documents to support its extensive network of potential delivery agencies.

The commissioning process has seen 28 projects selected from a large portfolio of 97 applicant organisations. CDS, supported by local representatives of each of their 5 local area Community Sport and Physical Activity Networks (CSPANs), selected projects based on a number of criteria, including best-fit for their target location and audience. Applicant organisations were expected to provide

significant evidence of community need through public engagement before being allowed to move to the second stage of the application process. CDS have continued to provide training and have commissioned the development of a social marketing and research framework. This provides projects with guidance and toolkits, who each have specific targets for ongoing engagement and client research, ensuring that client insight continues to drive service improvement throughout the course of the CPAL project.

A pathway providing clear outcomes, outcome descriptors and KPIs has been created. Each individual project is performance managed by CDS in relation to its impact against the CPAL long term outcome.





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The costs and next steps...

The cost of these services will depend upon your requirements, but we are confident that investing in your CSP in this way will save you time and money and bring substantial added value. We understand the importance of demonstrating impact on the outcomes for local people at an individual, community and strategic level and we work with commissioners to achieve this in the most creative and cost effective ways.

By utilising the CSP as your commissioning partner and your local delivery network, you will receive the combined benefits

of their established local contacts and knowledge, with their wide range of delivery partners and the cost effectiveness provided by being part of a third sector national network.

Furthermore, CSPs are effective at generating additional funding from external sources or through pooling local sources of funding to maximise impact.

To discuss how this national offer can be tailored to meet your local context and needs, please contact your local CSP.

“ The NHS Go London programme is pleased to work with the ‘PRO-ACTIVE London County Sports Partnerships’. The Partnerships’ influence, networks and infrastructure are key to brokering relationships between the NHS, Local Authorities and sport and physical activity providers and to championing the contribution of active lifestyles to public health. ”

Wendy Clay

Go London programme manager, NHS London



To find out more about the work of the network visit:

www.cspnetwork.org

or contact us at:

info@cspnetwork.org

County Sports Partnerships are not-for-profit organisations incorporating networks of local agencies committed to working together to increase participation in sport and physical activity across every part of England. They include local community groups and sports clubs, associations, schools, sports and leisure facilities and many other sport and non-sporting organisations. The Partnerships are led by an independent Board of key local stakeholders including representatives from health and are managed by a small team of staff.