

Portfolio Holder's Introduction

I am delighted to introduce the District Council's Leisure Services 'Sports Development' End of Year Review for 2006-07.

Sport and active recreation plays a key role in everyone's life. In our area, these services are co-ordinated by Stratford on Avon District Council where a number of agencies including the Commercial Providers, Schools and the Voluntary Sporting and Community Sectors all work together to enhance the health and well-being of the community.

The Work Plan was introduced in 2006 to monitor and evaluate the effectiveness of the different activity programmes delivered by the Sports Development Team.

Cllr Chris Williams
Portfolio Holder for Community Services



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Stratford-on-Avon District Council

Introduction

Leisure Services mission statement: **'Activity for all for life'**.

The Sports Development Work Plan was introduced in April 2006 and identified specific areas of work that the department has undertaken over the last twelve months.

The Work Plan highlights the following:

- The rationale for delivering the service/activity.
- Explained the current position.
- Identified the key issues facing the service/activity during the last twelve months.
- States the key service/activities that have taken over place the last twelve months.
- The performance indicators used to monitor and evaluate the effectiveness of the Sports Development Team.



The Strategy Matrix demonstrates the direct links between the following: national, Regional and Local initiatives.

- The District Council: Community Plan, Corporate Objectives and Departmental Service Plans.
- Regional Objectives i.e. Sport England 'Regional Plan for Sport - West Midlands, County Sports Partnership – Business Plan.
- National Strategies for Sports Development, Culture and Health Improvement. i.e. Government White Paper – Choosing Health, Local Area Agreements. Schools Sport Partnership (PESC).

Aims & Objectives

1. To increase participation by target groups in sports and active recreation.
2. To increase consultation with target groups about sports and active recreation.
3. To improve partnership working for sports and active recreation promotion with target groups.
4. To promote lifelong learning through sports and active recreation.

Outputs & Outcomes

The Work Plan has promoted sports and active recreation within the District and raised the profile of the varied activity programme with the target groups.

The Work Plan has increased the following Outputs:

1. Number of participants from target groups taking part in the activity programmes.
2. Number of events and sessions organised in the District.
3. Number of volunteer created to support projects.
4. Number of volunteers and staff who received a new training qualification.

The Work Plan has increased the following Outcomes:

1. Involving target groups in developing activity programmes in the District.
2. Provide high quality and accessible activity programmes with local partners.
3. Promoting a positive image of target groups by developing innovative programmes that avoid stereotyping.
4. Building the skills of the workforce through education and training.

The main non-sporting outcomes have included:

1. Increased participation in lifelong learning opportunities.
2. Increased community involvement.
3. Improved health awareness.
4. Healthy living amongst the District Council target groups.

Headline Result for the Sports Development Work Plan 2006-07

Physical Activity Programme

- 84 participants (28 Male, 56 Female) have been referred into the PACE (Exercise Referral) scheme during reporting period (2006).
- 4 Health Walks have been established in the following locations – Alcester, Wellesbourne, Bidford & Studley.
- A total 113 Health Walks have taken place with 771 contacts.
- 3 additional Replay 50+ activity sessions have been established at Alcester Grammar School, The Greig Centre & Henley College.
- 110 sessions have been organised with 1,482 contacts.

School Sports Programme

(58 Primary & Secondary Schools in the District)

- 2,120 participants took part in all Schools competitions during 2006-07.
- 30 teams from 10 schools took part in the basketball competition – 300 contacts.
- 41 primary schools took part in swimming galas– 740 contacts.
- 30 primary schools took part in sports hall athletics events– 360 contacts.
- 42 primary schools took part in football competition - 720 contacts.

Community Sports Coach Activity Programme

- 3 After School Cubs established (Girls Football, Boys Basketball , Sports Hall Athletics mixed).
- A total of 1,204 contacts with children taking part in Primary School coaching sessions.
- A total of 15 students were trained and qualified in basketball & preliminary football qualifications level 1 in 2006-07.
- A total of 391 children received coaching from students qualified from the Coach Volunteer Network.
- 6 student coaches have gone on to paid employment with Stratford Community Sports Centre and the District Council Holiday Schemes.

Community Sports Development

- First Sports Club Forum was held on 26 April 2006 at Stratford Sports Club.
- 18 representatives from 11 clubs and schools attended the meeting.
- Summer Scheme - a total 1,046 contacts in 13 venues across the District in the 5 weeks.
- Holiday Activity programme - a total of 1,495 contacts for the year - Easter, May and summer 2006.

Promotion & Publicity Initiatives

- 48 E-mails have directed to officers from Council web site.
- Time Bank Grant Scheme was introduced - 5 clubs have been awarded £500 grants.
- 99 clubs have been entered into Leisure Directory. 123 sports clubs/organisations listed on online date base.
- We received 30 entrants for nominations for the 8 different District Council Sports Awards.
- 10 Passport to Excellence – 'Working towards London 2012' awarded in 2007.

Improving Service Standards

- A Quest score of 71% was achieved in September.
- First Council in Warwickshire to achieve the Quest accreditation and 2nd highest scoring in the West Midlands region.

Physical Activity Programme

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Exercise Referral – PACE Scheme</p> <p>Key activities</p> <ul style="list-style-type: none"> ▪ Attend quarterly steering group meetings for PACE scheme. ▪ Work with SLM to increase number of activities for referrals. ▪ Refine referral criteria to increase number of referrals. ▪ Increase opportunities for health professionals to refer into the PACE scheme. 	<ul style="list-style-type: none"> ▪ The team has attended all meetings of County PACE network. • The team have met with SLM to increase activities at the leisure centres. • The PACE scheme is being reviewed to increase referrals into the system. • Scheme members are investigating ways of expanding the scheme to other health professional to referrer patients.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 13 - participating surgeries in the PACE scheme. 2. Three participating leisure centres - SLVC, Southam, Greig Centre. 3. 175 - total number of participants during 2006/07. 4. 125 - men participating in the scheme. 5. 50 - women participating in the scheme. 6. Produce PACE scheme leaflet. 	<ul style="list-style-type: none"> • 84 participants (28 Male, 56 Female) have been referred during reporting period (2006). • 14 surgeries in the District are actively referring into the scheme. • Three participating leisure/community centres - Stratford (SLVC), Southam, The Greig Centre (Alcester). • A County wide Exercise Referral leaflet is being developed at present.
<p align="center">Planned: Key Activities & Performance Indicators</p>	<p align="center">Actual: Key Activities & Performance Indicators</p>
<p align="center">Older People’s Activity Programme</p> <p>Key activities</p> <ul style="list-style-type: none"> ▪ Attend Local Strategic Partnership (LSP) Older Persons Action Group quarterly meetings. ▪ Work with SLM to increase number of activities in centres. ▪ Launch a new Older Persons scheme throughout the centres. ▪ Work with Age concern and other agencies to increase participation. ▪ Work with Rural Transport scheme to help access. ▪ Work on securing funding for additional Healthy Lifestyles officer to deliver programme of work. ▪ Promote opportunities for residents to become more active. 	<ul style="list-style-type: none"> • Attended all SCAN group meetings in the District. Have offered our services to promote any interest in physical activity. • The team has established good working relationship with Age Concern Warwickshire, supporting their Health Walks programme and advertising their Health Walks. • Advertised “Replay Activity” sessions in Stratford and Alcester.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. One Health Walk established in the District. 2. 75-100 – residents participating in Health Walks. 3. Two Replay (50+) sessions at SDC leisure centres extended by 1 hour. 4. Produce a Leisure Directory. 5. Produce Older People’s section on the Council web page. 	<ul style="list-style-type: none"> • 4 Health Walks established – Alcester, Wellesbourne, Bidford & Studley. • A total 113 Health Walks have taken place with 771 contacts. • 3 additional Replay 50+ sessions have been organised at Alcester Grammar School, The Greig Centre & Henley College. • 110 sessions have been organised with 1,482 contacts. • Information for Health Walks programme and Replay (50+) on the Council web site and Leisure Directory.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p style="text-align: center;">Race for Life</p> <p>Key Activities</p> <ul style="list-style-type: none"> • Increase press coverage within Stratford District. • Promote the event as a kick-start into leading a healthier lifestyle. • Use SLM as a promotional site for courses to help with increasing awareness & fitness benefits. • Increase the number of volunteers within the local area, SDC and in conjunction with Cancer Research UK. 	<ul style="list-style-type: none"> • Leisure centres, area offices and local libraries were used to promote event in 2006. • Event was fully staffed with volunteers and race marshals from Stratford District area.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 2000 participants taking part in the event during 2006. 2. Four features/articles in local press promoting the event each year 	<ul style="list-style-type: none"> • February 06 – 2000 participants – race full. • 3 press features.

School Sports Programme

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p style="text-align: center;">Schools Tournament Programme</p> <p>Key Activities</p> <ul style="list-style-type: none"> • Co-ordinate the Secondary Schools competitions in Basketball, Athletics and Football (girls only). • Tournament programme will introduce a swimming event in 2006. • Co-ordinate the Primary Schools competitions in Football, Swimming and Sports Hall Athletics. • Developing teachers and assistants to help coach activity sessions. • Work in partnership with Partnership Development Manager (PDM) to produce development plan for schools. • Work in partnership with Specialist Sports College in the District. 	<ul style="list-style-type: none"> • Secondary School competitions held in Basketball and athletics. • Primary Schools sports hall athletics, swimming and football. • Have worked with Partnership Development Manager (PDM) in producing development plan for School Sport Partnership.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. One competition for Secondary schools in the District (Basketball). 2. Three competitions for Primary schools in the District (Swimming, Football & Athletics). 3. 500 total participants in all School competitions. 4. 7 Schools taking part in the Secondary Basketball competition. 5. 25 Schools taking part in the Primary swimming competition. 6. 25 Schools taking part in the Primary Athletics competition. 7. 35 Schools taking part in the Primary Football competition. 	<ul style="list-style-type: none"> • Secondary Basketball competition took place with 5 heats. • Area heats and finals took place in Primary Schools Swimming, Football and Sports Hall Athletics. • 2120 participants took part in all School competitions. • 30 teams from 10 schools in Basketball – 300 contacts. • 41 Primary Schools in Swimming – 740 contacts. • 30 Primary Schools in Sports Hall Athletics – 360 contacts. • 42 Primary Schools in Football – 720 contacts.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">GWS Youth Games/ Local Sports Festival</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Attend meetings for GWS organisation of event. ▪ To promote Youth Games within schools through delivery at school assemblies. ▪ Organise relevant training and selection sessions for all sports and teams. ▪ Organise relevant coaches to deliver sessions. ▪ Book buses to transport teams to event. ▪ Evaluation forms produced post event. 	
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 100 – 150 children participating in sessions. 2. 25 – 30 children with special needs participating in the sessions. 3. 7 - 10 schools participating in the Games/Festival. 4. 20 participants using exit route information and join a local sports club. 	<ul style="list-style-type: none"> • The Day of sport was organised in its place without support for the District Council. • Greater Warwickshire Youth Games has not taken place in its existing format in 2006.

Community Sport Coach Activity Programme (Stratford Town)

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">After School Sports Clubs @ Stratford High</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Deliver after school sports clubs in Athletics, Basketball, and Girls Football at Stratford High School commencing January 2006. ▪ Extend the scheme to incorporate both K.E.S. and Shotton Girls Grammar school students using Stratford High School as a 'Hub' for the activities. 	<ul style="list-style-type: none"> ▪ After School Sports Clubs for Athletics, Basketball & Girl's Football commenced at Stratford High School in January 2006. ▪ These After School Clubs are expected to incorporate Shotton Girls Grammar School & K.E.S. from September 2006.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. Introduce 3 after school clubs (Girls Football, Basketball Boys, Sports Hall Athletics mixed). 2. 10-15 registered participants in each After School Club. 3. 20 participants using exit route information and join a local sports club. 4. 80% of participants found the activities satisfactory or better. 5. 85% of the participants found the activities leaders satisfactory or better. 	<ul style="list-style-type: none"> • 3 After School Clubs established (Girls Football, Boys Basketball , Sports Hall mixed). Between 10 -20 participants registered to each club. • 213 children participating in activity sessions. • 10 participants guided into local sports clubs as a result of exit routes from After School Clubs. • 75% of participants found the activities satisfactory or better • 90% of participants found the activity leader satisfactory or better

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Primary School Coaching Programme</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Deliver FUNdamental and sport specific sessions within two local schools commencing November 2005. ▪ Extend the scheme to Stratford's other primary schools. Delivery to have taken place within all schools by April 2006. ▪ Develop the scheme in order to make it self-sufficient. Recruit dinner ladies, teaching assistants and parents, as well as volunteers from the CVN in order to deliver sessions either after school or during lunchtime. 	<ul style="list-style-type: none"> ▪ Delivery established within 3 local Schools (Welcombe Hills, Bishopton, The Willows) November 2005. ▪ Delivery took place in all of Stratford's primary schools by May 2006. ▪ Both teachers and teaching assistants have so far helped in the delivery of these sessions. All of those involved in the scheme have been provided with coaching packs in order to assist their future delivery.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 10 local Primary Schools taking part in coaching sessions. 2. 2500 contacts of children taking part in coaching sessions. 3. Two Schools who start to deliver their own sessions. 4. 80% of Schools found the activity programme to be satisfactory or better. 5. 85% of the Schools found the activity leaders satisfactory or better. 6. Percentage of children from Ethnic Groups and children with Special Needs to be assessed after year 1 baseline figures. 	<ul style="list-style-type: none"> ▪ Delivery has taken place in 9 of Stratford's primary schools. ▪ 1,204 contacts with children taking part in coaching sessions. ▪ Two schools are currently delivering their own after school coaching sessions (Welcombe Hills & Bridgetown). ▪ 95% of schools found the activity programme to be satisfactory or better. ▪ 95% of schools found the activity leader to be satisfactory or better ▪ BAEM Children – 69 contacts.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Disability Sport Programme</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Deliver FUNdamental sessions in a local disabled school commencing November 2005. ▪ Look to deliver sport specific sessions by May 2006. ▪ Extend the scheme to include the disability organisation ILEAP and Welcombe Hills School. 	<ul style="list-style-type: none"> ▪ FUNdamental delivery commenced at Welcombe Hills School in November 2005. ▪ Sport specific sessions commenced in February 2006 with sessions including Athletics, Boccia, Basketball & Football. ▪ 5 sessions delivered to ILEAP registered children during August 2006. ▪ 225 contacts were made from these sessions in total.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 25 disability coaching sessions delivered. 2. 100 contact number of disabled participants taking part in the scheme. 3. 80% of schools found the activity programme to be satisfactory or better. 4. 85% of the schools found the activity leaders satisfactory or better. 5. Percentage of children from Ethnic Groups and children with Male & Female to be assessed after year 1 baseline figures. 	<ul style="list-style-type: none"> ▪ 30 disability sessions delivered. ▪ 300 disability contacts made in total over the year. ▪ 100% of schools found the activity programme to be satisfactory or better. ▪ 100% of schools found the activity leaders to be satisfactory or better. ▪ Male (247) ▪ Female (133).

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Coach Volunteer Network (CVN)</p> <p>Key Activities</p> <ul style="list-style-type: none"> • Deliver level 1 coaching qualifications in Athletics, Basketball and Football. • Deliver relevant qualifications in First Aid, Child Protection and disability sport. • Criminal Record Bureau (CRB) check volunteers. • Utilize volunteers for the delivery of after school clubs at Stratford High School, allowing participants to gain experience as well as allowing the Council to assess the ability of the coaches. • Encourage participants to gain experience delivering sessions to other organisations (ILEAP, Primary Schools). • Gain 1 level qualification for 2 participants. 	<ul style="list-style-type: none"> ▪ Level 1 qualification delivered in Basketball as well as an introduction to Football coaching for female coaches. Other qualifications were not delivered due to a shortfall in funding. ▪ First Aid & disability awareness courses were delivered in 2006. ▪ 1 Child Protection workshop in 2006. ▪ All volunteers CRB checked. ▪ Volunteers assisted in the delivery of 34 coaching sessions to 391 participants.
<p>Performance indicators</p> <ol style="list-style-type: none"> 1. 15 participants who gain coaching qualifications. 2. Number of children coached by participants of the Coach Volunteer Network (as after school clubs stats). 3. 2 Level 1 coaching courses organised. 4. 5-10 coaches who go on to some sort of paid coaching work. 5. 5-10 Number of schools or clubs that benefit from the Coach Volunteer Network. 	<ul style="list-style-type: none"> ▪ A total of 15 participants qualified in Basketball & preliminary Football qualifications in 2006-07. ▪ A total of 391 children received coaching from participants of the Coach Volunteer Network. ▪ 1 level qualification took place during the year. Other courses were not organised due to a shortfall in funding. ▪ 6 coaches have gone on to paid work with Stratford Community Sports Centre Holiday Schemes and SDC. ▪ Only Stratford High School have so far benefited from the Coach Volunteer Network. Volunteers are expected to progress to Primary School delivery in year 2.

Community Sports Development

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p style="text-align: center;">Hi 5's Holiday Programme</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ To encourage further participation in the holiday activities using PR and Promotion. ▪ Using other community (Village halls) venues alongside School sites to encourage wider community usage. ▪ Work with Youth Groups and other county organisations to prevent duplication of services. ▪ Ensure the activities are "wanted " by children and young people. 	<ul style="list-style-type: none"> ▪ Hi 5 schemes were delivered during February half term, Easter & Summer holidays. ▪ Posters, leaflets and brochures developed (9,000 copies). ▪ During summer 7 community venues used including: Brailes, Claverdon & Ettingdon. ▪ Duplication was avoided through consultation with other agencies. ▪ Feedback form and attendance at Hi 5's sessions indicated that activities are popular and wanted by parents and young people.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 3000 contacts during 2006/07. 2. Everyone within a five-mile radius of a scheme – 95% success rate. 3. 80% of participants found the activities satisfactory or better. 4. 85% of the participants found the activities leaders satisfactory or better. 	<ul style="list-style-type: none"> • February: 3 days at Shipston, 2 days at Southam. 57 children attended. • Easter: PAYP schemes. Basketball 150 contacts, Multi Sport and Swim 25 per day (130 contacts), Dance and Movement: Studley 13 and 7 Wellesbourne (Youth Centres). Circus Skills at Stratford High school – 2 days 27 in total over 2 days. Hi 5 at Ilmington 2 days 16 attended scheme. • 1,046 contacts in 13 different venues across the District in the 5 weeks. • Summer 75 questionnaires returned to date (48 last year). • Summer 370 individuals taken part during summer scheme. • 39 young people attended activity sessions over 5 days in 2 venues across the District in October.
Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p style="text-align: center;">Sports Club Forum</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ That a Sports Club Forum be established to improve communication links and respond to the needs of local sporting bodies. ▪ That the Forum to meet twice a year on a thematic basis, with the agenda formed by the clubs themselves in advance. ▪ That the sports development team to service the forum. 	<ul style="list-style-type: none"> ▪ Sports Club Forum established April 2006. ▪ Feedback from Sports Club Questionnaire and forum indicated that Child Protection, grants and CRB checks were most important.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 8-10 Clubs engaged in each Club Forum. 2. One training courses facilitated. 3. Five external funding bids submitted. 	<ul style="list-style-type: none"> ▪ First Sports Club Forum held on 26th April at Stratford Sports Club. ▪ 18 representatives from 11 clubs and schools attended. ▪ Topics covered: work plan, grants, CRB checks, CSP – Disability sports. ▪ SCUK Child protection coursed planned for September 2006.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Club Development Grant – Kit & Equipment</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Create a budget for the grant scheme. ▪ Maximum grant of £500 per club. ▪ The new grants scheme to be used to provide the incentive to join the previously described Sports Club Forum. ▪ Applications will be measured against strict criteria. ▪ Establishment of a 'time bank' scheme. This scheme has been used as a tool to 'gain something back' for the investment by the authority. 	<ul style="list-style-type: none"> ▪ £2,500 grant has been established. ▪ Pilot study of scheme agreed, £250 grant max. ▪ Scheme to be promoted in October 'In 2 Sport' Newsletter. ▪ Time bank element of grant scheme developed and agreed.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. Sports clubs accessing grant scheme. 2. Type of Sport accessing grant scheme. 3. Successful applications. 4. 100 - People benefiting from the funding. 5. 5 - Coaches trained or educated. 6. Type of time bank activities generated. 	<ul style="list-style-type: none"> • 5 clubs awarded £500 grants. • A minimum of 50 hours of coaching will be delivered by the 5 clubs who have received a grant in the next 12 months.

Promotion & Publicity

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">'In2 Sport' Newsletter</p> <p>Key Activities</p> <ul style="list-style-type: none"> • To produce and distribute three editions of the newsletter per calendar year. • That the current format remains unchanged. 	<ul style="list-style-type: none"> • Newsletter available to be downloaded from the Council web site. • Each edition has a Sports Development, Grants and Club Focus section. • 1 x four page and 1 x eight page newsletters were produced.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. Two features from sports clubs/events in each edition. 2. 100 clubs and venues on the distribution list for the newsletter. 	<ul style="list-style-type: none"> ▪ Three features for District sports clubs/organisations were featured in the newsletters. ▪ 100 sports clubs on data base. ▪ Newsletter distributed to Elected Members, Schools, Parish Councils, areas offices and leisure centres.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Leisure & Culture Web Pages</p> <p>Key Activities</p> <ul style="list-style-type: none"> • The web site to include: funding page, clubs links, County Sports Partnership, National Government Bodies link page, Sports Awards, downloadable forms i.e. child protection, development plans, Hi 5's summer programme – what, where and when in the District. • Ensure the leisure and sports development section provides accurate and sufficient information to visitors. • The site strives to meet the E government requirements. 	<ul style="list-style-type: none"> • The Leisure & Culture pages reviewed and update February/March 2006.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. Number of hits on website. 2. 30 emails directed from website to officers. 3. Two on-line polling on website to assess the quality of the information. 	<ul style="list-style-type: none"> • 48 emails directed to officers from the Council web site to date. • Two online polls conducted during January and October 2006.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Leisure Directory (Paper & Online)</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Review information in current leisure directory of accuracy. ▪ Update and send a new questionnaire to all sports clubs in the directory. ▪ Add new clubs to the directory that have requested to be included in next year's publication. ▪ All clubs that register are checked with their National Governing Body before being added to the Council web site. 	<ul style="list-style-type: none"> ▪ Sports club questionnaire updated to capture vital information i.e. child protection policies and qualified coaches. ▪ New questionnaire sent to existing database. ▪ Online and paper sports directories produced July 2006.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 100-120 registered with Leisure Directory. 2. 20-30 new clubs requesting to be included in next publication. 	<ul style="list-style-type: none"> ▪ 99 clubs entered into the paper version of the Leisure Directory. ▪ 123 sports clubs/organisations listed on online Sports Club date base.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Annual Sports Awards</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Regular communication to sports clubs to raise profile of awards Scheme. ▪ Applications will be measured against strict criteria. 	<ul style="list-style-type: none"> ▪ Sports Clubs contacted throughout the year via club database emails and 'In2 Sport' Newsletter.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 25-30 entrants to the annual SDC Sports Awards scheme. 2. Four features/articles in local press promoting the awards each year. 	<ul style="list-style-type: none"> • 30 entrants for the 8 different categories. • 3 press releases made via Council web site and local press.

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">Passport to Excellence Scheme 'Working towards London 2012'</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Regular communication to sports clubs to raise profile of awards Scheme. ▪ Applications will be measured against strict criteria. 	<ul style="list-style-type: none"> ▪ Sports Clubs contacted throughout the year via club database emails and 'In2 Sport' Newsletter.
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. 20 passes awarded . 2. Four features/articles in local press promoting the scheme each year. 	<ul style="list-style-type: none"> • 10 Passports to Excellence awarded to date. • 3 press releases made via the Council web site and local press.

Improving Standards

Planned: Key Activities & Performance Indicators	Actual: Key Activities & Performance Indicators
<p align="center">QUEST Scheme</p> <p>Key Activities</p> <ul style="list-style-type: none"> ▪ Attend necessary training course. ▪ Establish a benching mark authority who have been QUEST accredited in the region. ▪ Carry out the QUEST self assessment to identify the actions required to obtain accreditation. ▪ Produce QUEST action plan and adopt the recommendations from the self-assessment process. ▪ To undergo an independent assessment in during 2006 and gain a successful QUEST accreditation. 	<ul style="list-style-type: none"> ▪ Quest for Sports Development workshop attended December 2005. ▪ Self Assessment carried out August 2005. ▪ Action/improvement plan developed and tasks assigned to team members. ▪ Peer Review conducted June 2006. ▪ External accreditation took place September 2006.
<p>Performance Indications</p> <ol style="list-style-type: none"> 1. Attain external QUEST Accreditation 2006. 	<ul style="list-style-type: none"> • A Quest score of 71% was achieved in 2006. • First Council in Warwickshire and 2nd highest scoring in the region.