

**Project Impact Summary**  
**September 2021– April**  
**2022**

# Active Partnership project

The logo for SPORTED, featuring the word "SPORTED" in a bold, white, sans-serif font. Above the letter "O" is a stylized white icon consisting of a downward-pointing chevron above a square, which is itself above another downward-pointing chevron.



## Overview

This project is a partnership between Sported and 5 of the West Midlands Active Partnerships: Active Black Country, Active Herefordshire & Worcestershire, Energize Shropshire, Telford and Wrekin, Together Active, and Think Active.

The 5 Active Partnerships identified 27 local groups, who had already been funded, but needed some wrap around support, depending on the circumstances of the groups and Sported provided this through two sported models:

- **Sustainability**
- **Start-Up**

## Partners



# Spoted Models

## Start-Up Groups

6 groups were identified and supported over a period of 7 months. The subjects covered by the groups were:

- Research their community and the young people
- Identify the impact they wish to have in the community
- Basic plan of what their idea is
- Development of their rules, structure, which structure is best for them, financial practice, having the right policies and procedures in place, marketing and how they will engage the community

Over the course of the project they attended 4 workshops and received 1:1 support from a Spoted volunteer to write a start-up plan.

## Sustainability plan

21 groups were identified and supported over a period of 5 months. The subjects covered by groups were:

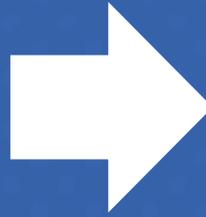
- Staff and volunteers
- Facilities for delivery
- Planning
- Financial Management and budgets
- Partnership and collaboration
- Fundraising

Over the course of the project the groups attended 1 workshop and received 1:1 support from a Spoted volunteer to write a sustainability plan.

## Project Outputs

23

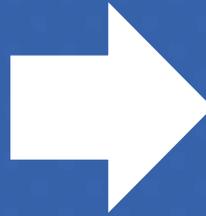
Groups leaders are more confident about their long term sustainability



92% of group leaders agree that the project has **increased their confidence in the long-term sustainability of their group**

18

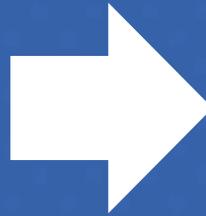
Groups leaders are more confident about their survival



75% of groups leaders agree or strongly agree they are **more confident in the survival of their group as a result of the project.**

24

Groups leaders have more confidence to progress the set up of the group in the future



88% of group leaders have taken steps to **improve their organisation's capacity as a result of the project**

# Key Achievements

27

Organisations from across the West Midlands engaged in the project

16

Sported Volunteers engaged



Hours recorded by Volunteers supporting the project

6



Groups completed Sported's Start-Up plans

92%  
Of group leaders agree that the project has made a positive difference to their organization

27

Received 1:1 from volunteers

15

Attended live training webinars

21

Groups completed Sported's sustainability plans

12

Accessed the training webinar online

75%

Of group leaders are more confident in the survival of their group as a result of this project

## Group Impacts

**100%** of group leaders agreed that the project had increased their understanding of the areas they needed to develop to make their club stronger.

**100%** of group leaders agreed that the project increased their understanding of how planning can help to make their club stronger.

**88%** of group leaders have taken steps to improve their organisation's capacity as a result of the project.

The most common step taken to improve organisational capacity has been around recruitment (12 group leaders), with the next most common focus on governance (9 group leaders).

Groups also took steps relating to sharing capacity, increasing sessions, finances, and outreach.

**92%** of group leaders agree that the project has made a positive difference to their organisation.

**92%** of group leaders agree that the project has increased their confidence in the long-term sustainability of their group.



# Volunteer Impacts

**91% of volunteers report that their group's understanding of organisational needs are more clear, or much more clear, as a result of the project.**

**94% of Sustainability volunteers agreed or strongly agreed that they were more confident in supporting groups through Sported's sustainability programme as a result of the project.**

**All Start-up volunteers agreed that they were more confident in supporting groups through Sported's Start-up programme as a result of the project (4 strongly agreed, 2 agreed).**

All volunteers believed the information provided by the Sported project lead at the start of the project provided an accurate overview of the project and the support it was required to offer, only a couple of volunteers suggested that the groups were unclear as sport was not their main area of work or delivery and this was confusing.

90% of volunteers agreed or strongly agreed that they are more confident in developing action plans to support groups' organisational development as a result of the project.

# Partners Impacts

**All Active Partnerships said their working relationship with Sported staff was good or excellent, always keeping the AP update on progress and the levels of communication from Sported were also all good or excellent.**

Four of the five APs strongly agreed or agreed that the project had increased their trust in Sported as a partner organisation. The other one said they already had this trust.

**All groups reported a positive working relationship with Sported (4 out of 5 described it as excellent, with the remaining AP saying it was good).**



# Group Leader Quotes

## What key lessons will you take from this project into any future work?

- “To make sure that all areas of the organisation is working efficiently to achieve the goals of the organisation.” **Positive Change Midlands CIC**
- “Constantly review activities/processes to remain up to date with the world.” **Burton ABC**
- “We believe the project will provide an ongoing point of reference enabling us to evaluate and improve our charity on a regular basis.” **Shropshire Cycle Hub**
- “Planning ahead is key and assigning tasks with clear closure dates to ensure completion.” **Uttoxeter Bulls Basketball Club**
- “Learnt that the right support is available, such as Sported.” **Cradley Town DC**
- “Increase Committee members to help drive forward key tasks and areas for development.” **All Star Sports Coaching CIC**

## What steps have you taken to improve your organisation's capacity?

- “I have tried to implement the targets from my sustainability document to help support the longevity of it.” **Tiny Tots Elite C.I.C**
- “Rethinking structure and job roles and branching out .” **Country Treks**
- “Personally, the project highlighted the need to market what we do, nurture potential / existing volunteers by delegating jobs more and to have more of a presence in the community.” **Friends of Swannies Running Group**
- “We have now scheduled a "Visioning" afternoon whereby our Board of Directors can look into each area of sustainability and make suggestions to improve in each area.” **Breathing Space Therapeutic Services CIC**
- “We have grown our organisation from within, as a result of this program we have updated our recruitment system which has helped us increase our organizational capacity.” **African Women Impact UK**
- “We have reached out for more volunteers. We have agreed on a regular meeting schedule for the committee. We have better regulation in place.” **SDBA Sports**

**Project Learning**



## Capacity Building across the project

**17** groups completed Time Out. The total capacity change was 56%, with a median change of 5%.

For sustainability groups, we also highlight the capacity change around 'Mission and Structure', which is key part of the Sport Capacity Building model. For these groups, the total capacity change within 'Mission and Structure' was 98%, with a median change of 8%.

**For Start-Up groups, the total capacity change around 'Human Resources', which is key part of the Sport Capacity Building model, was 18%. The median capacity change was 9%.**

For Start-Up groups, the total capacity change around 'Resources to Deliver', which is key part of the Sport Capacity Building model, was 22%. The median capacity change was 4%.

## Project Learning

19 group leaders (76%) have the time to implement the plan developed with Sported. Nearly a quarter of groups leaders aren't sure, or don't have the time.

Two-thirds of group leaders (16) have the resources to implement the plan, with a third of respondents not having or not being sure about having enough resources.

The requirement for appropriate resourcing and time

The effectiveness of working with the right partners

1 AP had not outsourced work in this way before, and the project's success meant they now have increased confidence in collaborative working with external partners

**The most common key lessons taken from the project by group leaders focused on planning:**

- **Need to review and resource appropriately.**
- **Positives of collaboration**
- **Knowing where to access support**
- **Support in motivation by volunteers.**

## Key Considerations

### What might we do differently?

Key lessons from the projects for the APs included developing a rolling programme to ensure groups could start at any point

Three-quarters of volunteers (77%) found their groups to be engaged or very engaged in the project.

This means 23% need more input from Sported or their Active Partnership. We have introduced more engagement for Tranche 2, which should alleviate this.

The most frequently cited area of need that volunteers reported groups are in a better position to engage with focused on strategic planning.

Other areas of need that are now better understood by the group leaders, include: ensuring the organisation's basic structures are in place, adapting to changing circumstances, and realistic timescales and resourcing.

Helping community groups survive,  
to help young people thrive

[www.sported.org.uk](http://www.sported.org.uk)

