

# Connecting Hertfordshire's Sport & Physical Activity Organisations

More People More Active More Often





Hozah Parking System at UH.

£2 – Pay as You Go.

Deadline is 11.59pm tonight.

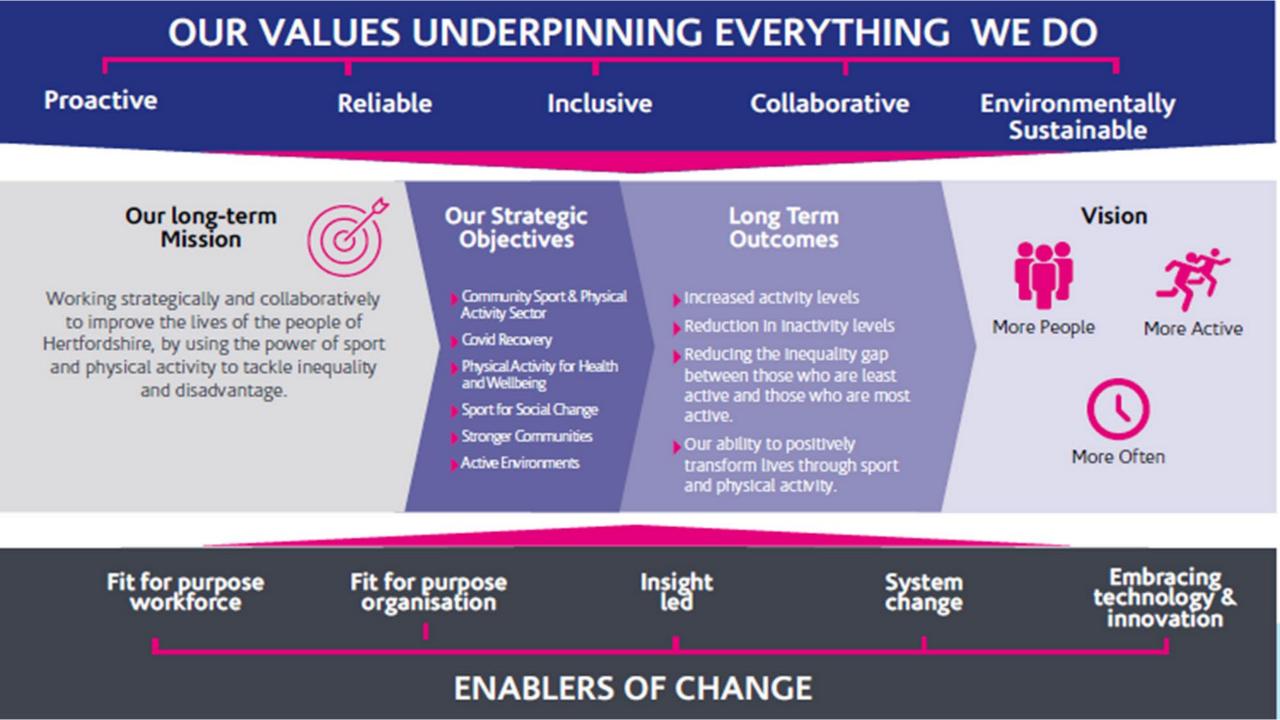
Parking sheets around the room for further information.



## Background

- Established in 2003
- One of 43 Active Partnerships in the Active Partnership Network
- Countywide remit
- Core funding received from Sport England and Local Authorities
- Work with a wide range of stakeholders, partners and organisations
- High performing Active Partnership
- Based at the University of Hertfordshire





# Community Sport & Sports Welfare

**Charlie Mann** 

# **Community Sport & Sports Welfare**

- Club & Organisational Development
- Funding Support & Income Generation
- Coaching & Workforce
- Welfare

# **Club & Organisational Development**

#### Challenges

- Funding & Income Generation
- Workforce Recruitment & Retention
- Marketing & Promotion
- Governance
- Club Forums
- Clubs Conference
- Relationship Building
- Networking Opportunities
- Ad hoc/Tailored Support
- Access to nationally recognised organisations



# **Funding & Income Generation**

- Funding Matters Newsletter
- SNAP Sponsorship
- EasyFundraising
- Grassboots
- The Giving Machine
- Funding 4 Sport



# Coach Education Week 2025 17th - 23<sup>rd</sup> February 2025

## A week of CPD including:

Expert-led Workshops
 Accredited Courses
 Sector Leading Organisations
 Practical Training Sessions

scan for full programme here

### **Sport Welfare Officer Network**

# Providing free, local and professional support for Club Welfare Officers

#### **Our Universal Offer is:**

**Connect -** We provide ways for you to connect with other club volunteers.



**Offer support -** We offer 1-2-1 bespoke support and can work with you to reflect on your club's practices and create a safer and more inclusive culture.



**Raise awareness -** We can attend events to raise awareness about welfare with parents, carers and participants. We can support you to share campaigns and best practice in your club.



**Enable -** We can provide, or signpost you to training and learning, to help you create a safer, more inclusive club.



Scan the QR code to



activepartnerships.org



**Charlotte Bird** 

# Live Longer Better in Hertfordshire.

Live Longer Better.

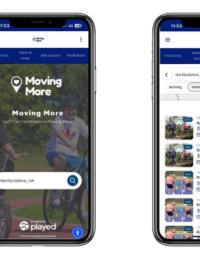
The county wide Movement enabling older adults to live longer, healthier and happier lives

Producing newsletters, webinars & community events for ageing well. Upskilling the physical activity sector to be inclusive to those with health conditions.

In partnership with Stevenage Football Club Foundation, delivering a countywide Strength & Balance programme to reduce falls and improve wellbeing.

Professionally written bids for VCFSE organisations to support community active ageing projects – over £500,000 funding secured so far.

Moving More, Hertfordshire's activity finder, encouraging exercise signposting. www.movingmore.co.uk





# Join the revolution.



# How can I get involved?

#### Live Longer Better.

## How to join the Revolution.



#### STEP 1. Register

Visit <u>www.livelongerbetterinherts.co.uk</u> or scan the QR code to register. You will receive an email giving access to the online portal.



Watch the 12 lessons in your own time, each video is roughly 5 minutes each and assignments are optional.



#### **STEP 3. Feedback**

Complete the feedback forms to receive your Live Longer Better in Hertfordshire Certificate and Champions polo shirt.

#### **STEP 4. Champion**

You are now part of a mission that creates a culture of enablement! Help spread the Live Longer Better culture within your day to day activities or volunteering.







## Join the Revolution. Become a Champion.

#### Are you passionate about changing societies perception of ageing?

This online training covers the principles to living longer, healthier and more independent lives through the power of physical activity, social inclusion and improving mental wellbeing.

Scan the QR code

scan the QR code to sign up!

This funded course is free to access for Herts based professionals & volunteers





Tom Horey

# Moving More is a project seeking to improve awareness and uptake of physical activity opportunities in Hertfordshire.

Powered by HSP, Moving More is a standalone website promoting local opportunities to be physically active, including the Moving More Activity Finder tool.

#### Three key project outcomes:

#### 1) For residents, or those working with them:

Improving awareness and uptake of physical activity opportunities around them

#### 2) For providers of physical activity opportunities:

Providing greater reach to local communities, including social and clinical referrals

#### 3) For everyone

Overcoming issues related to static activity directories (i.e. dated information)



# What's involved in Moving More?

#### **1. Activity Finder**

Harnessing Open Data to collate all 'in person' activities in the county into one simple search

#### 2. Moving More at Home

A collection of resources to help people be active from home

#### 3. Information for Professionals

Including resources for both physical activity and healthcare professionals

#### 4. Moving More Stories

Aiming to inspire others by spotlighting good practice

#### 5. Moving More Web-based App

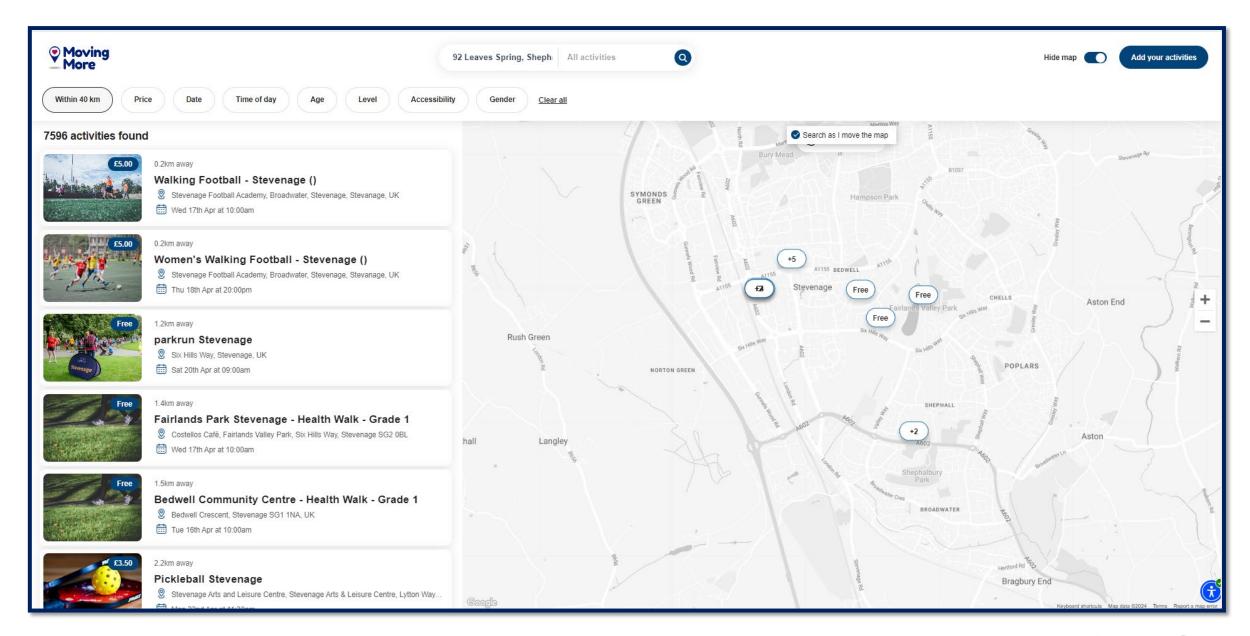
A web-based mobile application which channels the main functions of the Moving More website

#### 6. Moving More website Widgets

Enabling partners to host a window to the activity finder from their own websites

www.movingmore.co.uk Herts Sport & Physical Activity Partnership





www.movingmore.co.uk

Moving More

# **Reasons to share sessions on Moving More**

#### 1. Increase participants attending your sessions

It is estimated that opening session data to Activity Finders can improve participation rates by 10-25%

#### 2. Benefit from healthcare professional referrals

The Activity Finder tool is also becoming a prominent referral resource for community and healthcare professionals that are working with people in your area

#### 3. Increase traffic to your own websites

Moving More isn't replacing your website, its improving awareness of it!

#### 4. The impact of open data

As Moving More uses 'open data' the data for your session shared on the Activity Finder will also allow free marketing into any other activity finder tools

#### 5. Moving More is for you!

The tool is for everyone! Whether you offer one local session or 1000 sessions across the county, free or paid for, specialist or beginner!

#### 6. It's COMPLETELY FREE!



# How to get sessions on Moving More

#### Work with your current booking system provider

Can be as easy as ticking a button to make this data open and appear on the Activity Finder

#### Use an open data compliant booking platform

You can check the list of booking operators who have opened their data on Open Active

#### Upload session information to a free Open Sessions account

Likely the easiest approach for those that don't have open data compliant booking platform

Find out about uploading your sessions at <u>www.movingmore.co.uk/upload/</u>

Contact the Moving More Team at info@movingmore.co.uk



# How else could you be using Moving More?

- 1. Simply signpost to <u>www.movingmore.co.uk</u>
- 2. Share Moving More flyers (HSP can provide these)
- 3. Embed the Moving More widget to your website, details here
- 4. Invite HSP to present Moving More to your networks (staff or public)
- 5. Include Moving More details in any newsletters or communications that you have

#### Find out more about the above using the Moving More Partner Toolkit



# Innovation Support for Business

Kieran O'Shea

## Unique, three-way collaborations powering innovation<sup>23</sup>



**Company Partner** 

- Government grant funding scheme to allow businesses to access academic expertise
- 3-way collaboration between company, university and exceptional graduate (Associate)
- Associate is employed by the university and based within the company to deliver on in-house project
- Project duration is typically 2-3 years
- Aim is to transfer knowledge from the University and embed it in the company - 'serves to meet a core strategic need and to identify innovative solutions to help that business grow'



## **Facts and Figures**

# 50 Years

Celebrating 50 years of the programme

+008

KTPs running across the UK at one time

# 3000

Associates from projects in 10 years

87%

Plan for further collaboration post KTP

# £1M+

On average increased gross profit of £1M per year.

92%

knowledge base partners reported enhanced knowledge and understanding of industry challenges

## Eligibility – who we want to engage with...





## Project must be...

- Challenge for both the academics and the business
- **Innovative** what is new about this?
- **Impact** on both the sector and the business
- Why what is the narrative? Why do you want to do this and how does it fit into your business?
- **Commercial** what are the benefits over 5 years (revenue growth)

## Costs

- Costs depend on the size of the company and the Associates salary
- The total cost is approx. £100K p/a
- On average a KTP costs a company £40-45K p/a (the Associate salary may impact the cost to the company)
- The size of the grant is approx. SME 67%, large company 50%
- Visa charges: UH policy is not to pay for visa costs. These will be paid by the candidate or the company (should they agree to).

## **Application Process**



# **Company Benefits**



- Access to world-leading academic experts
- 2-3 year duration project
- KTPs are heavily subsidised through Innovate UK
- IP ownership is available to the business
- High success rate (80-90%)
- A strategic business project that helps de-risk innovation and embeds new skills and knowledge in workforce.
- Designed to lead to increase in company profit and job creation.
- Competitive advantage from academic relationships.

Your Plan		
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## **Delight Supported Living**

## **Project description:**

- Supporting vulnerable people to live independently by recognising dangerous behaviours and falls which need emergency attention.
- Software embedded system in camera tech using AI and ML techniques to conduct risk human activity recognition.
- Creating alerts when the person in need is in danger.





# Subsidised Knowledge Exchange



# Subsidised Access to Herts R&D Expertise for High-Growth SMEs

#### **1. KTP Kick Start Programme**

Consultancy projects aimed at businesses to develop and test innovative ideas through short-term, impactful projects that will lead to a KTP applicant for a full term KTP (2-3yrs).

- What's offered: A tailored support package worth up to £6k (with a £1k company contribution) including academic and research assistant's time
- Focus: Deliver a short-term project to refine ideas and prepare the company for a KTP application.
- Academic Role: Provide consultancy to a company to shape their innovation journey and solve real-world challenges.

# Subsidised Access to Herts R&D Expertise for High-Growth SMEs

#### 2. Subsidised Contract Research Programme

Contract research projects to support businesses in achieving a step-change in their R&D capabilities.

- What's offered: Companies can access up to £5K subsidy on a project worth up to £10K (e.g. 50% company contribution with max 10% on materials). No capital expenditure.
- **Focus**: Work with a company on their R&D, to develop new products, services, and technologies, or advance current innovations.
- Academic Role: Leverage your research expertise, specialist labs and equipment.

#### Application Deadline: 28th February 2025

<u>#SPECS, #LMS, #UHBS, #CA #HSK #LAW New Funding Opportunities to Collaborate with Industry We're excited</u> to announce that the Research and Enterprise ...

# Thank you

Email: <u>be@herts.ac.uk</u> Website: <u>https://www.herts.ac.uk/for-business</u>

LinkedIn: University of Hertfordshire Business Zone



herts.ac.uk

# Crime Reduction through Sport

Alex Varran

# **Crime Reduction through Sport**

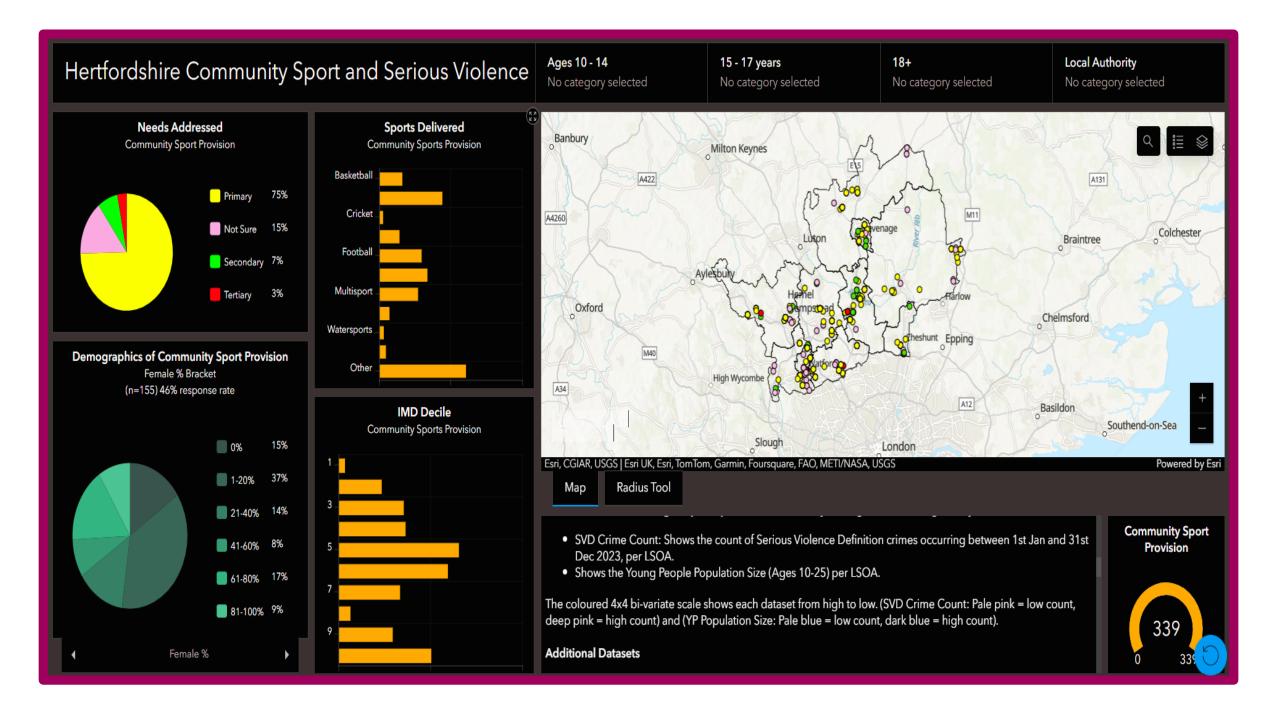
HSP secured funding from the Hertfordshire Police and Crime Commissioner via Home Office funding associated to the statutory duty placed on the County Council around The Serious Violence Duty.

Aiming to enhance service provision through a joined-up approach using evidence-based methodologies, alignment of professional practice, meaningful evaluation and improved access by young people.

#### **Current opportunities:**

- Access to the online Dashboard for data / evidence.
- Piloting projects to improve / change / grow the current primary offer, whilst enhancing the secondary / tertiary offer.
- Opportunities to upskill workforce including during Coach Education Week 2025.





# Active Communities & Sport for Good

Alex Varran

Herts Sport & Physical Activity Partnership

### **Active Communities**

The role of this work is to use sport and physical activity to counter disadvantage and inequality by getting more people more active more often, and by reducing the inactivity gap between the least and most active including Hertfordshire's Refugees, Asylum Seekers, Ukrainian visitors and other arrivals.

#### **Current opportunities:**

- Career pathways.
- Increased community engagement.
- Increased outreach working to support targeted groups / networks / organisations with better access to sport and physical activity opportunities.



### **Sport for Good**

- Hertfordshire Care Experienced and Service
   Experienced Young People.
- Hertfordshire Women's Refuge Network.
- HMP The Mount.
- Emmaus Walking Football support.
- Herts Virtual School.

#### **Current opportunities:**

- Employment and career pathways.
- Leisure Pass discussions.
- Increased community outreach working to targeted groups / networks / organisations.





# Exploring Your Talent & Workforce Development Needs

Jane Purday & Gillian McKenzie

Herts Sport & Physical Activity Partnership

### **Introductions & Overview**



# Careers & Employment



### **Types of Jobs**

#### **Part-time Jobs**

- Majority of our students need part-time work
- Most part-time jobs will need to be accessible by public transport

#### **Placements**

- Around 9-12 months
- Recruit in same way as any other job
- Supported by University
- Around 60% of graduate salary
- Good talent pipeline

#### **Work Experience**

- Internships and Mentoring
- Short-term
- Develop skills
- Greater understanding of work-place
- Ideally relates to career goals

#### **Graduate Jobs**

- No fixed definition
- Can be part of a training scheme or just a job that needs a degree

### Ways to Connect

#### Handshake

- Upload your vacancies
- Create Event
- Student Messaging

#### **Careers Fairs** Part-Time Fairs Graduate and Placement Job Fairs Online Jobs Fairs

#### School Events/Projects/Mentoring

- Targeted
- Hackathons
- Assessed Projects
- Student conferences
- Site Visits
- Case Studies
- Networking Events

#### **Employer in a Lecture**

- Targeted
- Employer Presentations (Timetabled Delivery in curriculum)
- Sector/Industry Spotlights
- Skills and professional development Workshops

#### Pop up Employer

- Pop-up stands in high traffic area
- Face-to-Face
- Best suited to employers recruiting from any discipline (though not exclusively)

#### **Social Media and Digital Comms**

- Instagram
- Newsletters
- Posts on 'module pages'
- Vacancies/Events highlighted in weekly jobs listing
- Raise company profile

Learn more about future Funding Schemes to hire a Student/Graduate Internship.

Scan the QR code and register your interest:





### **Contact Details**

Gill McKenzie: g.a.mckenzie@herts.ac.uk

General queries: <u>recruit@herts.ac.uk</u>

# Apprenticeships & Professional Programmes



### What is an Apprenticeship?

- A work-based programme that combines full-time work with an industry-designed qualification
- A rewarding job, a salary, and a recognised qualification
- Levels 2-7

	Level	Equivalent Education Level
Intermediate	2	GCSE
Advanced	3	ALevel
Higher	4-7	Foundation degree and above
Degree	6-7	Bachelor's or Master's degree

### What is the Apprenticeship Levy?

- Annual pay bill of £3m or more
- Charged at 0.5% of your annual pay bill
- Can only be used to fund apprenticeship training
- Fully funded training for apprentices aged 21 years or under
- Use it or lose it!

#### **Smaller employers**

- Can access co-investment funding
- Levy transfer

### **Key Features of the Apprenticeship**

- Blends university study and workplace learning
- No upper age limit
- Apprentices achieve a recognised qualification with no debt
- Co-designed by employers
- Apprentices are paid a salary, but training cost covered by the apprenticeship levy or 95% by Government (100% funded if apprentice is 21 years or younger at the start of their training)

51

• 6 hours per week set aside for off the job training



### **Meet an Apprentice**

TEF Silver

Maisie O'Shea
 Football Development Officer Apprentice
 Hertfordshire Football Association

https://amazingapprenticeships.com/meet-maisie/







### Why Recruit an Apprentice?

• We know that employers in the sector are struggling to appoint and retain staff

54

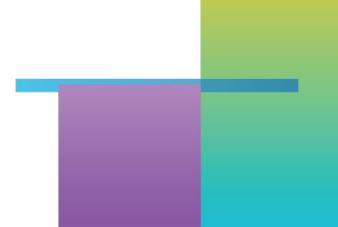
- Apprentices are committed for a fixed period
- Contributing to the development of staff
- Training mentors and line managers
- Become part of our employer partner network



### Who is the Apprenticeship For?

- 18+ with A Levels, or BTEC qualification
- Aspiring managers, or those with some management experience
- Existing, or new staff
- Some example roles:
  - Deputy or Duty Manager
  - Operations Officer/Manager
  - Sport Development Officer
  - Community Sport Officer





### **Delivery and Assessment**

#### **Delivery**:

- On-campus Institute of Sport
- Online Zoom and MS Teams
- Tutorials and progression reviews
- Seminars and workshops

### Assessment:

- Essay writing
- Presentations
- Event creation and delivery
- Research and reflective work
- Group, and individual work

### **E-Portfolio Preparation**





### What Next?

### Recruitment support

- Job description
- Vacancy advertising
- Shortlisting
- ➤ Interview
- Funding reservation
- Next intake: September 2025
   Application deadline for apprentices: July 2025





### **Professional Programmes & CPD**

- Flexible and accessible courses
- Options in Business, Health & Medicine and Art & Design
- Working with external providers, developing a CPD Marketplace for the region
  - Safety Assessment of Aircraft Systems (RGW Cherry & Associates)
  - CITB Leadership & Management in Construction (Reconstructing Minds)
- Bespoke courses, designed and delivered with employer partners
- Accredited and non-accredited options available
- Credit Accumulation & Transfer Scheme (C.A.T.S.)





### **Our Provision**

### Engineering

- Electrical and Electronics Engineer Level 6
- Mechanical Engineer Level 6
- Civil Engineer Level 6

### Leadership & Management

- Senior Leader (with optional MBA or MSc) Level 7
- Senior People Professional (with optional MSc) Level 7
- Chartered Manager Level 6 (Business or Sports Business Management)
- Accounting Finance Professional Level 6 (Subject to validation)

### **Data & Digital**

- Digital Technology Solutions Professional – Level 6 (Various Specialist pathways)
- Data Scientist Level 6

### Healthcare

- Nursing Associate Level 5
- Registered Nurse Level 6
- Occupational Therapist Level 6
- Social Worker Level 6
- Dietetics Level 6
- Radiographer– Level 6
- Speech & Language Therapist Level 6
- Advanced Clinical Practitioner Level 7

# **Questions?**

- LB416, Hutton Hub, College Lane
- (0)1707 284791
- recruit@herts.ac.uk (Careers)
- apprenticeships@herts.ac.uk (Apprenticeships)
- https://www.herts.ac.uk/courses/ apprenticeship-study





Chris Samways

Herts Sport & Physical Activity Partnership

### **Areas of Interest**

### Newsletter

Updates on current local and national funding

More regular and live updates on support & funding

Website

Buddle Sported <u>CVS</u> Herts Community Foundation

Network





#### **Environmental Sustainability**

Support sports clubs or organisations to help them access vital funds for their projects linked to environmental sustainability

#### Link for more information

#### Older Adults (50+)

Support organisations that would like to introduce more physical activity into the lives of the older adults

#### Link for more information

#### **Key Information:**

Based in Hertfordshire

Funding from National Lottery or Sport England movement fund.

Maximum £15,000-20,000

Case Study and capture of learning from project

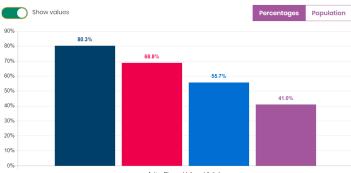




### **Top tips for funding**

- **Check Priorities**: Ensure the fund's eligibility & priority aims align with your organisation and project's outcomes.
- <u>Use Evidence</u>: Be needs-led and use proportionate evidence based on the funding level.
- **Be Realistic**: Evaluation, budget and audience make sure you are able to meet requirements

- 1 in 5 is considered an average success rate for grant funding
- Engage with funders before, during & after
- Collaboration where it makes sense
- Consider what happens beyond funding



Active Play and Informal Activity

% Participation in the last week by Key stage: Key Stage 1 (years 1-2) 
Key Stage 2 (years 3-6) 
Key Stage 3 (years 7-9) 
Key Stage 4 (years 10-11)



### **Considerations for Funding**

#### **Types of Evidence**

- Health
- Community
- Sport & Physical Activity
- National
- Regional
- Local
- Older Adults
- Children and Young People
- People with a Disability

#### Capture Impact

- Pre-activity survey
- Ongoing reflection
- Feedback from participants, parents/guardians & community leaders
- Video
- Case studies
- Images
- Statistics

Funding Newsletter

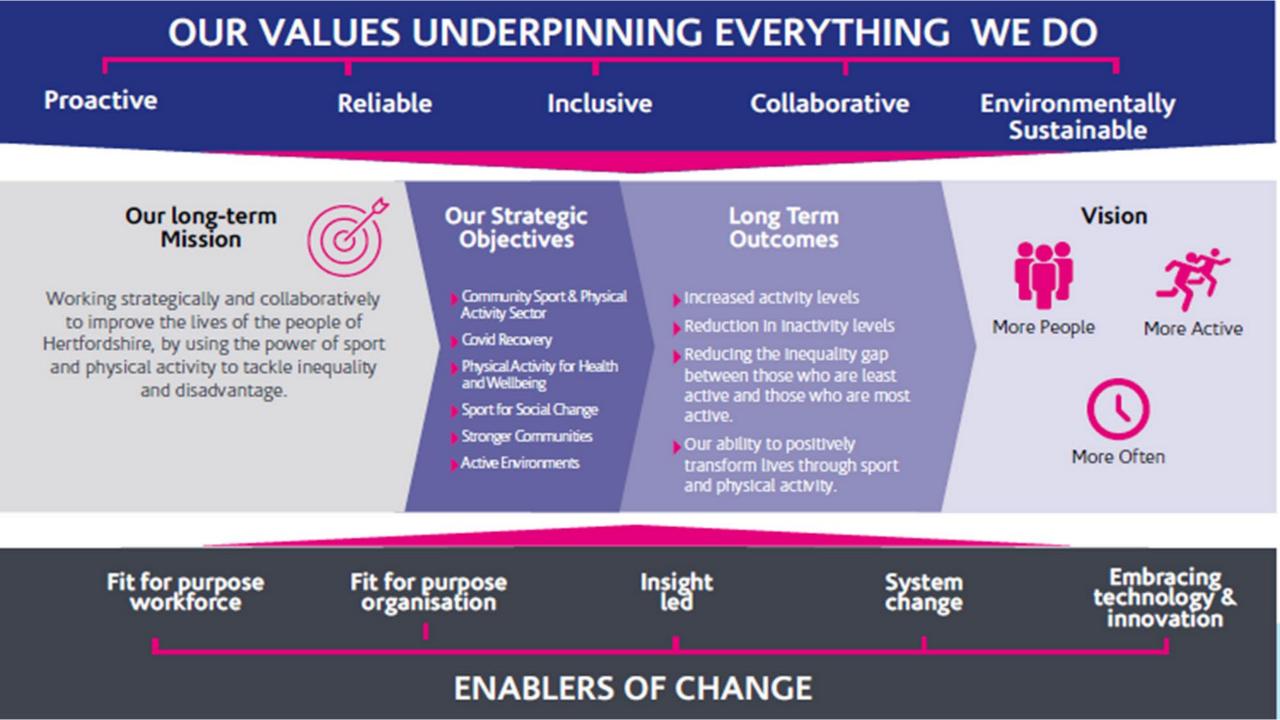






Adrian Ledbury

Herts Sport & Physical Activity Partnership





Join us for a week of dynamic workshops, expert-led sessions, and hands-on training.

February 2025

EMPOWER YOURSELF. TRANSFORM YOUR COACHING. INSPIRE YOUR TEAM

#### Coach Education Week 2025 Disability Coaching Disability Coaching Workshop Join Inclusive United CIC for a workshop that covers the theory and practice of coaching disabled participants.

Herts Sports Village Mosquito Way, Hatfield, AL10 9EU

EMPOWER YOURSELF. TRANSFORM YOUR COACHING. INSPIRE YOUR TEAM



# East Region Sport Welfare Webinar Series

Mental Health In Sport Tuesday 28th January 7pm - 8:30pm

Active

Disability Inclusion In Sport Wednesday 30th April 7pm - 8:30pm

Bullying and Banter In Sport Thursday 18th September 7pm - 8:30pm

#### Promoting Safeguarding through Social Media

Wednesday 26th November 7pm - 8:30pm

Save the date - Links to follow

active

be active

Active UVING SPORT ActiveEssex

https://sportinherts.org.uk/inclusion-in-sport-learning-serieswinter-2025-webinar-programme-n994



Inclusive Sport

> Inclusive Employers

#### Gender Bias in Sport and Physical Activity

Olivia Banton (She/her)

Senior Inclusion and Diversity Consultant (Sport)

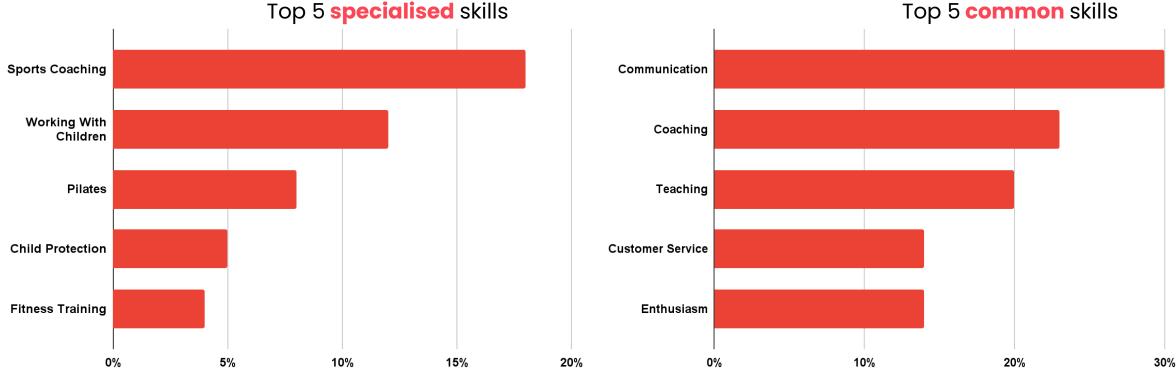
### Stay up to date with all the HSP action...

Sign up to the HSP Monthly Newsletter <u>here</u> or use the QR code to the right of the screen.

Also please feel free to send Adrian any exciting news that we can feature in our newsletter or jobs you want promoted on our website.



### Recruitment: Skills



Specialised skills are more tailored to the S&PA sector and typically include unique skills to S&PA job roles. Whereas, common skills are highly transferable skills, essential to many sector job roles. Over the last 12 months, 'Sports Coaching' has been the highest specialised skill desired by S&PA employers through job postings, appearing in 18% of job postings across Hertfordshire. Similarly, the top common skill over this period has been 'Communication'.

Hertfordshire

### Wider workforce development work





Matt Rayner

Herts Sport & Physical Activity Partnership

### Stay up to date with all the HSP action...

#### **Active Connection**

Embedding physical activity into local healthcare systems.

Active Environments

Designing places and spaces for active living.

**Early Years (0 to 5)** Movement play and physical activity in Early Years settings.

Holiday Activity & Food Programme

Co-ordination of countywide HAPpy Camp programme. **Herts Summer Parks** 

Teenage provision during summer holidays.

#### junior parkrun & parkrun

Advocacy for the events across Hertfordshire.

#### Insight and Evaluation Tools

including HSP's story maps.

Placed Based working

Priority areas of Cowley Hill and Waltham Cross.

#### Herts School Games Co-ordination of countywide programme.

**Park Play** FREE 2hrs of fun and game on a weekend. Pre & Postnatal Activity

Resources and support to keep mums active.

#### We Are Undefeatable in Herts

Supporting people with long-term health conditions

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Also please feel free to send Adrian any exciting news that we can feature in our newsletter or jobs you want promoted on our website.





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### **HSP Team Contact Details**

Name	Email	Work Area
John O'Callaghan	j.d.ocallaghan@herts.ac.uk	Partnership Director
Matt Rayner (Strategic Lead)	m.rayner4@herts.ac.uk	Place-Based working, Children & Young People, Crime Reduction through Sport
Will Slemmings (Strategic Lead)	w.slemmings@herts.ac.uk	Reducing health inequalities, Embedding physical activity into healthcare, Active ageing
Adrian Ledbury (Strategic Lead)	a.ledbury@herts.ac.uk	Workforce Development, Active Environments, Governance & Operations
Alex Varran	a.varran2@herts.ac.uk	Crime Reduction through Sport, Sport for Good, Active Communities
Charlotte Bird	c.bird3@herts.ac.uk	Older adults and long-term health conditions
Louise Gallagher-Smith	l.gallagher-smith@herts.ac.uk	Children and Young People
Charlie Mann	c.mann3@herts.ac.uk	Club/Organisation Development, Funding Support, Coaching & Workforce, Welfare
Tom Horey	t.horey2@herts.ac.uk	Active Connections, Disability Inclusion, Mental Health, Moving More Activity Finder
Chris Samways	c.samways@herts.ac.uk	Opening Schools Facilities, Multiply – Adult Learning
Emily Vidor	e.vidor@herts.ac.uk	Graduate Project Lead
Britney Mangani	b.mangani@herts.ac.uk	Graduate Marketing Executive