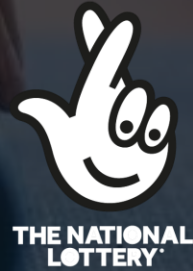


# Sport Welfare Officer Network

Annex 1



National Governing Bodies

**ann craft trust**



**Child Protection in Sport Unit**



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# 1. About Active Partnerships

**Why?**

**We want to make active lifestyles the norm for everyone.**



## How?

Our network of 43 local Active Partnerships takes a place-based approach to tackling inequalities and creating the conditions to help everyone live a more active life.





## Who we are

**Active Partnerships is a nationwide movement, physical activity and sport network that exists to help everyone to move more.**

**Our network of 43 local partnerships takes a place-based approach to tackling inequalities and creating the conditions for people to live a more active life.**

**We partner with local and national stakeholders to transform lives through movement, physical activity and sport and affect widespread social change.**

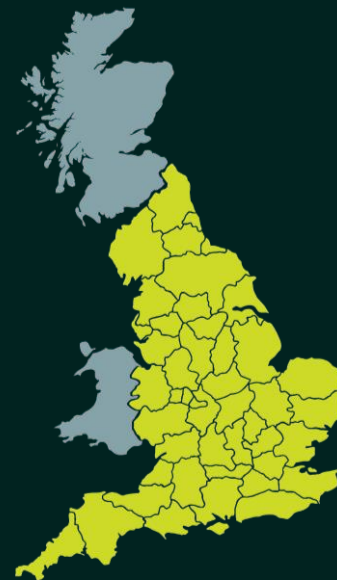
# Our network

Our local organisations are immersed in their places, with an expert knowledge of local people, communities, stakeholders and systems.

We use this insight and reach on a local and national scale to remove barriers to activity, directly address inequalities and affect widespread social change.

## The Active Partnerships Network

Active Black Country	Be Active
Active Cheshire	County Durham Sport
Active Cornwall	Energise Me
Active Cumbria	Energize Shropshire, Telford & Wrekin
Active Derbyshire	Get Berkshire Active
Active Devon	Greater Manchester Moving
Active Dorset	Herts Sport & Physical Activity Partnership
Active Essex	Leap (Bucks & Milton Keynes)
Active Gloucestershire	Living Sport
Active Hereford & Worcestershire	London Sport
Active Humber	MSP
Active Kent & Medway	North Yorkshire Sport
Active Lancashire	Northamptonshire Sport
Active Lincolnshire	Rise
Active Norfolk	Somerset Activity & Sports Partnership
Active Notts	Sport Birmingham
Active Oxfordshire	Tees Valley Sport
Active Suffolk	Think Active
Active Surrey	Together Active Staffordshire & Stoke-on-Trent
Active Sussex	Wesport
Active Together	Wiltshire & Swindon Sport
	Yorkshire Sport Foundation



# Our network

The scale and reach of our network is extensive, covering every part of England. The organisations we work with draw on each Active Partnership's place-based insights and established local relationships.



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# Our strengths



A **place-based** approach to reducing inequalities



Local **knowledge and expertise** – well connected with local people and groups



Sport, movement and **physical activity** as a driver of social change



Sustainable **positive impact**



**Diversity** of expertise

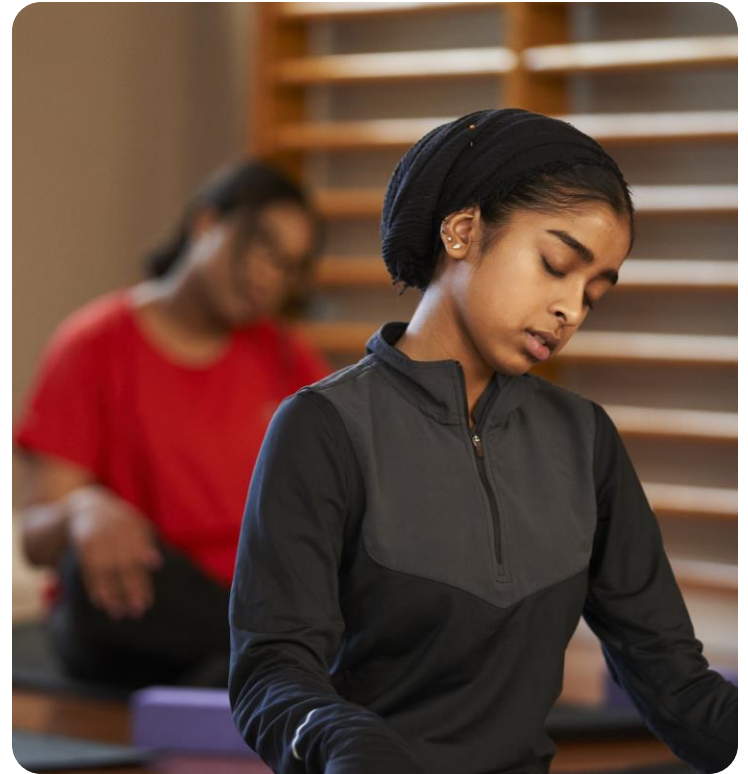


The power of the **collective and collaboration**

# The Active Partnerships National Organisation

## Making active lifestyles the norm for everyone

As a membership organisation, we exist to **connect**, **strengthen** and **enable** our network and beyond. We do this by influencing and shaping national and local place-based approaches to physical activity, movement and sport as a driver for social change.





# Us on a page

2023-2027

## Vision

To make active lifestyles the norm for everyone.

## Mission

To make it easier for everyone to enjoy an active life.

We will help create the right conditions in local places to remove inequalities, and build relationships to connect networks and advance change.

## Ambitions

- Be an **OUTSTANDING** performing organisation.
- Have a **HIGHLY CONNECTED NETWORK** of strong performing Active Partnerships.
- **EVIDENCING CHANGE** through a robust, meaningful and embedded measurement, evaluation and learning framework.
- Be **VALUED AS LEADERS, CREATING MOMENTUM** across places for 'Uniting the Movement' to flourish.

## Role

- To Connect
- To Strengthen
- To Enable

## Principles

- People and culture-first
- Equity, Diversity and Inclusion at our core
- Being a collective
- Innovation-driven
- Learning by design
- Being a sustainable and ethical workplace

## Values

- Passion for our purpose
- A collaborative spirit
- Trust brings connectivity



## 2. About the SWO network

- Professional network of **63** dedicated officers with a wide range of knowledge and experience working collaboratively.
- Employed and based within local **Active Partnerships**, working with **National Governing Bodies**.
- The programme contributes towards the **Uniting the Movement** strategy and is one of Sport England's commitments in the policy response to **the Whyte review**, published by Sport England and UK Sport.
- Funded by **Sport England** through an investment of **National Lottery money**.

## About the SWO network

The Sport Welfare Officer Network supports and assists club welfare officers to create safer and more inclusive club environments, and improved experiences for children, young people and adults.

We add capacity and expertise to the existing safeguarding work of National Governing Bodies and Active Partnerships, promoting best practice and an effective welfare culture in clubs.





### 3. The wider context

#### Uniting The Movement (January 2021)

'Putting an even stronger spotlight on safeguarding, so children and young people feel and are safe when being active, and parents are confident it's a safe choice with the welfare of their children paramount'

'Helping build a sector where those taking part do so in a safe and positive environment, whether they're in the paid workforce, volunteering or being active'

#### Whyte Review (June 2022)

'Reassess the level of safeguarding responsibility delegated to volunteers at regional/local level'.

#### Whyte Review policy response (January 2023)

'Fund a national network, who will work with National Governing Bodies and their network of local clubs, to promote good practice and safe sport on a local level'

## 4. Ways of Working

# Sport Welfare Officer Network

## Ways of Working

### Collaboration

We work collaboratively to share ideas, learning, knowledge and expertise, and resources to influence change and achieve our outcomes.



### Tackling Inequalities

Equality diversity and inclusion is the golden thread running through all the work of Active Partnerships - this project supports and complements the existing work of Active Partnerships and Uniting the Movement.



### Shared Leadership

We encourage open communication, shared learning and collective decision making to have a greater impact.



### Insight Led

We understand the importance of gathering and using local insight to identify priority areas and develop and shape the delivery of the project.



### Building Sustainability

We collectively focus our efforts on support and interventions that will lead to lasting changes that positively impact safeguarding and welfare culture in clubs.



### Innovation

We test new and creative approaches to embed safer welfare cultures in clubs.



### Learning

Evaluation, learning and reflection - we encourage and embed a culture of learning and reflection to learn from and adapt to successes and challenges as we go and capture the added value of the SWO network.



# 5. Our journey so far





## 6. SWO Universal Offer

# UNIVERSAL OFFER SPORT WELFARE OFFICER NETWORK



### CONNECT

We connect Club Welfare Officers and their clubs, and other local organisations; to build relationships and share best practice.

### OFFER SUPPORT

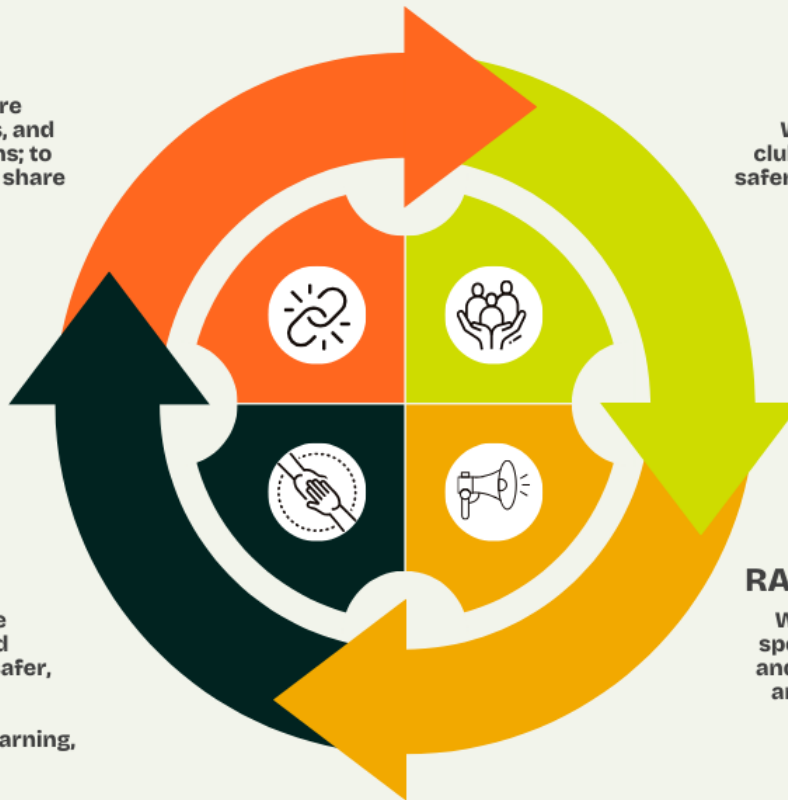
We offer support to Club Welfare Officers and their clubs, to help them to create safer, more inclusive cultures.

### ENABLE

We enable Club Welfare Officers, volunteers and participants to create safer, inclusive sporting environments through facilitation of shared learning, training and resources.

### RAISE AWARENESS

We raise awareness about sport welfare issues, gather and respond to local insight, and promote safeguarding campaigns with clubs.



# CORE delivery approaches

## Connect

- ⑩ Forums for cross-sport learning and sharing of best practice
- ⑩ Networks for Club Welfare Officers
- ⑩ Collaboration with other organisations working locally to safeguard children, young people and adults



# CORE delivery approaches

## Offer Support:

- ⑩ Club visits with 1-2-1 bespoke support offer
- ⑩ Help with developing safer and more inclusive club cultures
- ⑩ Joint club visits with NGB staff / volunteers
- ⑩ Local point of contact for NGBs, to support preventative work with clubs



# CORE delivery approaches

## Raise awareness

- ⑩ Attendance at sporting events, to speak to parents/carers and participants about welfare
- ⑩ Supporting clubs to promote local and national campaigns



We asked participants:  
**What does it mean to feel safe in sport and activity?**

**FEELING SAFE IS ABOUT...**

- Belonging to a group and enjoying the social side too
- Looking out for ourselves and each other
- Feeling included
- Not being judged or made to feel embarrassed
- Being in control of how much or sometimes how little we want to engage



From our **Listening to the Voice of Participants Project**  
[anncrafttrust.org](https://anncrafttrust.org)

# CORE delivery approaches

## Enable

- 10 Training and development opportunities for Club Welfare Officers.
- 10 Signposting to the right advice and guidance

The screenshot shows the 'Training Courses' page of the Herts Sport & Physical Activity Partnership. At the top left is the partnership logo, and at the top right are navigation links: 'Get Active', 'Get Support', 'News & Events', and 'About'. The main heading is 'Training Courses' in a large blue font. Below it is the sub-heading 'Unlock your full potential with our comprehensive training resources.' A paragraph follows, stating: 'We believe in the power of continuous learning and skill development, and our training section is designed to help you enhance your knowledge and capabilities. From courses to practical tips, we offer a range of educational materials suitable for beginners and professionals alike. Whether you're looking to acquire new skills, sharpen existing ones, or explore emerging disciplines, our training resources will empower you to achieve your goals and thrive in today's dynamic landscape.'

Below the text is a section titled 'Community Sport Organisations' which features three circular logos in blue circles, each with a corresponding dark blue box below it:

- buddle.** logo above a box containing: 'Buddle (Sport England) - Comprehensive support resources & training'
- Community Help Hertfordshire** logo above a box containing: 'Community Voluntary Services (CVS) in Hertfordshire'
- Hertfordshire Community Foundation** logo above a box containing: 'Hertfordshire Community Foundation'

At the bottom left of the screenshot is a logo for 'Herts Sport & Physical Activity Partnership' with a star icon. At the bottom center is the text 'Training Courses' in a light blue font. At the bottom right is a large blue starburst graphic containing the text 'Herts Sport & Physical Activity Partnership' in white.

## 7. How we offer support

**Strengths based** - We focus on strengths and opportunities

**Reflective** - We encourage CWOs and clubs to reflect on their practices and culture, and be open to change

**Empathy and understanding** - We seek to understand the perspective of volunteers and participants and the barriers and challenges they face

**Active listening** - We listen to learn, and meet people where they're at

**Valuing volunteers** - We acknowledge and appreciate the crucial role volunteers play in sport, and their wider responsibilities