

A young man in a red shirt is standing outdoors, pointing his right index finger towards a group of children. The children are seen from behind, sitting on the ground. The background shows a house and trees under a clear sky.

2019/2020 ANNUAL REPORT

PREPARED BY

Active
FUSION



Be Happy. Be Healthy. Be Active

OUR VISION



VISION

All young people to be the best they can be

MISSION

We will help every child to develop a love for being active by creating positive habits that last a lifetime.

AMBITION

Positively impact on the lives of 50,000 young people by 2023.

VALUES & BEHAVIOURS



HAPPINESS

Healthy bodies and
minds



PASSIONATE

We care about you



NURTURING

Helping others
grow

OUR STRATEGIC GOALS



OUR CHARITABLE VALUES

Our values are instilled across three areas of work:



PHYSICAL ACTIVITY AND WELBEING

Improving physical health and wellbeing



RAISING ASPIRATIONS

Raising aspirations and creating pathways into employment



POSITIVE CULTURE

Embedding a positive culture making AF the best place to work

OUR GOAL ACHIEVEMENTS



*Active Fusion has achieved the following under
our three objectives:*

IMPROVING PHYSICAL ACTIVITY AND WELLBEING

Worked with 7904 young people through physical activity and sport.

Designed and delivered 7000 PE Parent Packs to deprived families and had 4684 downloads on our online physical activity sessions.

Following our return from the first lockdown, we delivered 6 weeks of sports and health camps; re-connecting 446 young people from disadvantaged communities.

Provided School Games events and competitions for 3772 young people.

118 teachers and school staff trained through our courses with 99% saying their confidence has improved in delivering PE.

RAISING ASPIRATIONS

Delivered leadership training to 900 young people.

90% of apprentices progressed onto further education or employment with 1 volunteering in the sports industry.

Grown apprenticeships from 10 in 2019 to 30 in 2020.

Provided volunteering and placement opportunities for all young people.

POSITIVE CULTURE

100% of staff reported feeling happy and proud to work for Active Fusion.

All staff have undertaken a level 3 or higher professional qualification as part of their continued professional development.

A leadership pathway and staffing structure has been created to enable young people to progress up from primary and secondary school into training, volunteering, apprenticeships onto full-time employment.

OUR IMPACT



SCHOOL DELIVERY



8,350

children received face-to-face
coaching and teaching

99% of teaching staff increased their
knowledge and skills.

99% of children enjoyed their
PE lessons

4.8/5 rating by schools on
professionalism and high standards

LEADERSHIP & EMPLOYABILITY



900

young people given
leadership opportunities

20 volunteers received work
experience opportunities

3X more apprentices enrolled
than in 2018/19

90% of apprentices progressed onto
further education or employment

SCHOOL GAMES



3,772

children given access to School
Games competitions and events

14 different sports and
activities

29 inter-school competitions
delivered

64 young people trained to
become leaders

DIGITAL



1,138,310

impressions on Facebook
and Twitter

4,684 downloads on our online
physical activity sessions

78,985 active engagements with
online content

61% growth across all social
media platforms

66 schools represented

7,000 PE Parent resource packs
delivered

905 hours of physical activity
achieved

SUMMER DELIVERY



446

children attended

OUR CHARITABLE WORK

Active Fusion Memberships

Active Fusion provides bespoke professional support for teachers to deliver high-quality PE and to give your pupils the best possible experience in PE, sport and physical activity. Including team teaching in PE, scheme of work, assessment, leadership training, competition, events and conferences.

TEACHER AT HOLY ROOD PRIMARY SCHOOL

“Mr Horton has good relationships with the children and they love their weekly PE slot with Active Fusion. The lessons are always engaging and children have developed their skills over the last few weeks. Mr Horton is supportive of the children who struggle and challenges those who are more able.”

99%

OF CHILDREN ENJOY THEIR PE
LESSONS WITH ACTIVE
FUSION

YEAR 5 PUPIL AT ARKSEY PRIMARY SCHOOL

“Each activity we do in PE and After school clubs are fun. Before I took PE with Mr Tinnion I didn't really like PE. But now I am more confident and I even take part outside school.”

OUR CHARITABLE WORK



Teaching and Learning

Active Fusion have delivered more than 200 hours of teacher training to 118 external staff through team teaching, training, conferences, networks resulting in 99% of teachers saying they had increased their knowledge and skills.

Teachers who work with Active Fusion staff scored the quality of delivery at an average of 4.82/5, while 99% of children who worked with Active Fusion coaches in schools reported that they enjoyed their PE lessons.

TEACHER AT SACRED HEART CATHOLIC PRIMARY SCHOOL

“Stephen is totally committed to delivering high-quality PE to the children. Has an excellent relationship with all staff and pupils. Has a great manner with the children. Always very well organised. Provides excellent CPD to staff by modelling skills and teaching methods in PE”.

99%

OF STAFF INCREASED THEIR KNOWLEDGE AND SKILLS WITH ACTIVE FUSION

TEACHER AT SPOTBROUGH ORCHARD INFANTS SCHOOL

“Sarah is extremely professional when she comes in and the children thoroughly enjoy her sessions. She has helped us as staff improve our confidence and given us so many ideas over the years she has been coming to us.”

OUR CHARITABLE WORK



Apprenticeships

The 1st4sport Level 3 NVQ Diploma in Supporting the Delivery of Physical Education and School Sport (QCF) develops knowledge and skills to allow young people to support the delivery of physical education and school sport (PESS) programmes in a school sport environment. Over the past year, nine completed their apprenticeship with 90% securing future employment a further 15 level 2's and 11 level 3's are currently undergoing their training in Sports Activator and Community Sport and Health Officer qualifications.

HEADTEACHER AT ST PETER'S CATHOLIC PRIMARY SCHOOL

"Jake has been our first experience of taking on an apprentice from Active Fusion. We will absolutely be taking another apprentice on in the coming years as part of our commitment and investment in the future of education alongside a great partner in Active Fusion."

OLIVER BRISTOW, APPRENTICE AT WOODLANDS PRIMARY SCHOOL

"At the start of my apprenticeship, I wasn't confident at all but, after learning and developing with Active Fusion, I can now confidently deliver in schools all day every day."

90%

OF APPRENTICES SECURED
FUTURE EMPLOYMENT

OUR CHARITABLE WORK



Competitions

The focus for the School Games is to provide every child the opportunity to compete and achieve their personal best. Active Fusion provides a varied and fun competition programme to encourage personal bests, local inter-competitions across Doncaster and opportunities to represent Doncaster at county competitions. All events focus on the School Games values of Passion; Self Belief; Respect; Honesty; Determination and Teamwork.

PANDEMIC FORCES CHANGE

Active Fusion delivered competitions to 59 schools across 14 different sports, with 1893 male participants and 1879 female participants.

When schools closed, the focus was to encourage children and young people to actively engage in sport. This was achieved through creating accessible resources to use at home, publishing weekly personal challenge timetables linked to National Governing Bodies of Sport, virtual competitions and a county sports day.



WENDY MULLEN, TEACHER AT ARMTHORPE SHAW WOOD ACADEMY

"Thank you so much for our school's certificate for the school games recognition in sports competitions award it is very much appreciated."

OUR CHARITABLE WORK



Leadership

Active Fusion delivers accredited Sports Leadership level 1, 2, 3, Dance Leaders and inclusive 'I Can Lead' courses. These courses help young people to develop their leadership skills while helping themselves and others stay physically active. Students will plan, lead and evaluate sports sessions over a number of tutored hours and demonstrate their leadership skills as part of their course assessment and volunteering hours. Over the past 12 months, 39 young people have gained a Level 3 Sports Leadership qualification through Active Fusion.

NICOLA MARLEY, TA AT TRAVIS ST LAWRENCE

"Before going on the course I had no confidence in teaching PE. I have now got more confidence and was starting to enjoy teaching PE before lockdown. I really enjoyed the practical sessions."

ANNE MARIE ODELL, TA AT HEATHERWOOD SPECIAL SCHOOL

"A valuable time enjoying the theory and practical side, learning a great deal from Daniel. I have used my theoretical and practical skills in school during PE activities and other sessions with younger pupils and other sessions with older year groups. I also enjoyed and gained strategies, skills, confidence and knowledge in PE."

39

PEOPLE HAVE GAINED THEIR
LEVEL 3 SPORTS LEADERSHIP
QUALIFICATION

OUR CHARITABLE WORK



Unified Leaders

Funding through Children in Need had enabled Active Fusion to design and set up a new inclusive Unified Leaders project. This project will work with 75 young people with Special Educational Needs to gain the 'I Can Lead' Award. This project develops the essential life skills and health of children with SEND through physical activity while training young people to become Sports leaders and positive role models for their peers, encouraging better physical activity levels to improve their health and wellbeing.

EMPLOYABILITY SKILLS

Students also undertake volunteering hours by helping staff with delivery at sessions which occur in their schools and local communities, alongside working with a range of partner organisations to develop their employability skills, ensuring they are ready for the work place.

JAKE, STUDENT AT NORTHRIDGE COMMUNITY SCHOOL

"I've enjoyed leading activities and helping my friends achieve greatness. Being part of a team makes everything better. If you're not part of a team, or a good team that works well together, you would lose all the time. I want to challenge myself with Active Fusion to keep getting better and better."

75

**YOUNG PEOPLE WILL BE PUT
THROUGH THE UNIFIED
LEADERS PROJECT**

OUR CHARITABLE WORK



Mini Leaders & Fusion Leaders

Mini Leaders (KS1) and Fusion Leaders (KS2) are our primary schools-based leadership programmes. These programmes help children to learn key skills such as problem-solving, teamwork and communication. The children then apply the skills they have learnt to run games and activities during break and lunchtimes within their schools. We also provide training for lunchtime supervisors to help them recruit, retain and sustain the programme in their school.

YEAR 5 FUSION LEADER AT ARKSEY PRIMARY SCHOOL

"We work together to teach the games and afterwards I always feel happy I've discovered what games the other kids enjoy. I've made friends and developed relationships with all the other leaders and learnt loads of new skills."

591

**PRIMARY FUSION LEADERS
WERE TRAINED IN 2019/20.**

LUNCHTIME SUPERVISOR AT ARKSEY PRIMARY SCHOOL

"The children absolutely love organising the games. They've also been interacting with each other really well. The smaller kids look up to the older ones and it's teaching them about social interaction."

OUR CHARITABLE WORK

Active Start

This Active Start programme is a new and innovative approach designed to enhance the physical, social and emotional development of early years children and their families. The programme works inclusively with children, families, schools and communities to create learning and development opportunities that lead to long term behavioural patterns for participants. We focus on the development on the fundamental movement skills Agility, Balance and Co-ordination through fun games, stories and activities.

LACK OF DEVELOPMENT

Fewer than one in ten 2-4-year-olds and only 22% of 5-15 are engaging in the recommended amount of daily activity. Children are not developing fundamental movement skills and, as a result, are less likely to pursue a healthy active lifestyle into adulthood.

150

CHILDREN ENGAGED WITH THE
ACTIVE START PROGRAMME

YEAR 2 TEACHER AT DENABY MAIN PRIMARY ACADEMY.

"Neverland Class (Year 2) have really enjoyed the Active Start sessions with Active Fusion. A huge thank you to Coach Jess for coming in and teaching our pupils about fundamental skills."

OUR CHARITABLE WORK



Yoginis Yoga

The Yoginis programme combines the ancient art of yoga with the latest research in neuroscience and biomechanics to offer techniques which contribute to reducing the physical and mental health issues increasingly faced by our children today. Using images to represent different yoga positions as well as a variety of breathing techniques. Each session is based on our four key principles of KIND: Keep it simple, Individuality is important, Nurture, Develop. We have delivered 158 sessions to 748 children around the Doncaster area.



YEAR 4 YOGINIS PARTICIPANT

"Yoga makes the classroom a calmer environment which is easier to learn in."

YEAR 3 YOGINIS PARTICIPANT

"I like yoga because I think it's good for both your body and mind as it helps me calm down when I'm upset."

748

CHILDREN HAVE ACCESSED
THE YOGINIS PROGRAMME

MARKETING



Creating new ways of engaging the audience

The charity registered more than 1,000,000 impressions across Facebook and Twitter throughout the 2019/20 academic year

STRATEGY

A clear strategy has been developed, focusing on creating an embedded culture of togetherness, impact and desirable content. With these three elements at the heart of Active Fusion's communication, audience growth has risen by 61% in twelve months, leading to higher engagement levels and further reach to audiences who can benefit from the resources and provisions offered by the charity.

DIGITAL FOOTPRINT

Due to the restrictions of the coronavirus pandemic, Active Fusion were one of the first organisations to offer completely digital and online material for parents to keep their children active and maintaining positive wellbeing during lockdown. PE Parent was downloaded more than 600 times within the first four weeks of launch before a printed version was made available and distributed to 7000 disadvantaged homes.

GLOBAL REACH

The success of the marketing campaigns led Active Fusion to working with an international education video content provider to take content to a national and international market, with personnel from countries such as Canada, Pakistan and Australia benefitting from the resources.

CUSTOMER SATISFACTION



Leaving a lasting impression on those we help

SUMMER 2020 PARENT FEEDBACK (218 RESPONSES)

94% of parents stated that their children came back more active from our holiday camps.
83% of parents said that the mental health of their children improved while on camp.
97% of parents said our coaches met the needs of their children.
96% of parents said that our coaches came across friendly and knowledgeable.
96% of parents would recommend Active Fusion services to others.

DONNA ASHWELL, PARENT OF APPRENTICE

“My son finished his apprenticeship with Active Fusion and he has loved every minute of it and has received a full-time job at the school where he completed his apprenticeship. If any parents are worried about letting your child getting into sports leadership then don’t be this is a fantastic organisation and my son as loved it coming home with smiles every day.”

CHARLOTTE JOHNSON, SUMMER CAMP PARENT

“I can’t thank Active Fusion enough for the summer camps. My son has thoroughly enjoyed all activities and it has brought a sense of normal to him after these strange weeks, keep up the good work.”

MESSAGE FROM THE CHAIR



Andy Singleton - Chair of Trustees

Having established our new 2020 objectives, which involved an ambitious growth plan, back in August 2019 we obviously did not anticipate what was to come in the Spring of 2020! The impact of the COVID-19 pandemic on our charity was severe as almost all of our revenue comes from schools delivery so when the schools closed and children were sent home we had to seriously, and quickly, reconsider our objectives and our strategy needed to be adapted.

I am delighted that, six months later, we had still managed to work with 7904 young people through physical activity and sport at a time when many local children were getting no physical activity at all and the potential impact on mental health and long term damage was at it's highest. We also designed and delivered 7000 PE Parent Packs to deprived local families and had 4684 downloads of our online physical activity sessions.

In addition to that, we delivered leadership training programmes to 900 young people and broadened our apprenticeship programme.

We minimised the Furlough periods for our staff and we managed to retain a high percentage of our workforce throughout very challenging times.

Most importantly of all our team remained positive, dynamic and motivated throughout the most challenging times that we have ever witnessed and we took the opportunity provided by some 'down-time' to provide further qualification opportunities for our staff.

We have made great progress in our marketing collateral, improved links into the local business community and generally raised our profile.

We are in a strong position, with a well-managed team who are passionate about helping local children to be the best that they can be. Our leadership team are highly skilled and competent and we have a much stronger and much more engaged Board of Trustees than we have ever had before.



"ALL IN ALL, A YEAR TO BE PROUD OF!"