

**Nomination for the CSPN Impact Awards 2015
Wiltshire and Swindon Sport's - Relay Magazine**

Reward and recognise excellent CSP projects	The whole ethos of the magazine is to celebrate local sporting success within schools and promote best practice and the work of the WASP. The content includes information on the School Games, Sportivate, Satellite Clubs, Leadership and Volunteering, Primary Premium, Coaching and School Sport.
Motivate and incentivise CSPs to measure and highlight impact	It is all about celebrating successes in school sport locally. Great feedback from school head teachers and PE teachers seeing their schools in the magazine. Schools and students are now generating the majority of the content highlighting the impact of various CSP and other projects. We are also looking with our publication partner at the potential income generating potential of the publication.
Help to profile the great work of the CSPs	The magazine gave us a clear and simple means to profile WASP to the school community and market and promote our projects to them. It has served to generate a dialogue with schools and created new opportunities to work directly with schools in other areas.
Share good practice between CSPs	We have shared the concept of Relay with other CSP's and the publishers Redpin have several using them to produce their magazines now following our example. (Quote from Tim Sells Kent Sport below)
Highlight projects with the potential for replication	We are encouraging Schools to show examples of their best practice as well as our projects that they can sign up to School Games, PP, Satellite, Sportivate and RightCoach MSD. Relay is being used as an opportunity to transfer ideas and best practice.

Criteria

For projects taking place at some point during 2015. NB. The project may have started before 2015 as long as it is still being delivered in 2015 and there is no fixed period of time the project should run for.	We started the Relay with the first edition in November 2013 and have had two editions a year. Delivered in June and November. Latest 4 th Edition in June 2015 and 5 th Edition November 2015.
The CSP must be the major partner and can include joint projects with other CSPs.	We are the sole producer of the Relay and the initiator of the concept of a school sports magazine.
CSPs can submit multiple entries as an individual CSP and as part of a consortium of CSPs.....	Purely our Magazine as entry
Projects submitted in previous years can be re-submitted as long as they are still taking place in 2015.	We have considered entering the magazine before but as this year the magazine is our biggest ever with the increased input from schools to date it is picking up momentum. School want to appear in it and see real value to their school and pupils.
Projects can be of any type aimed at any or multiple groups.	Aimed at primary and secondary schools and our local partners.
Priority is given to projects that show evidence of impact against the stated objectives and have measurable and sustainable outcomes.	The Relay magazine was well received in it early editions and we have increased distribution and number of pages to allow for the increased input from school. There is now seen to be a real value to have their school mentioned in the magazine and to celebrate their schools sporting successes.
Additional priority is given to projects that are particularly innovative.	It was the first of its kind !!! Other CSP's have seen the use of the Magazine and developed similar themselves.

Why we went for a magazine?

The reason we choose to go with a magazine as appose to online was:

- Because we felt it really adds value to the content.
- E-version is hidden away not as visual and if you print it off the paper is just normal copier paper.
- The magazine can be left in staff rooms, reception areas and shared by anyone in or visiting the school.
- Schools respond positively to seeing their students, pupils and projects in print.
- Articles can be copied and kept, put up on wall at home, display in school.

Flat plan process.

Redpin have helped make the production of the Relay magazine a manageable and good experience. I was daunted by the idea at the outset but the staff at Redpin have helped me work through the process and each edition we get more efficient and work more effectively. Redpin give me a log in so I can access the flatplan remotely and work on it from basically anywhere with internet access.

Planning

The magazine is put together in the same way as any other publication. An editorial group decide on the theme for each edition the magazine and review the material supplied by schools.

- Initially pull together emails from schools with their articles.
- Commission specific articles relating to the theme for the edition
- I then collate onto a word document and reference pictures for each article.
- I then add articles on the WASP's projects and any other partner's information.
- Proof the word documents before it goes into the flat plan.
- Transfer these over to the flat plan when this is live.
- Watch my words and pictures transform in front of me as the pages appear on the flat plan.
- Proof read documents again and confirm ready to print!

Final stages

It is exciting when the pages appear on the screen all designed and bringing the articles to life!

Redpin carry out the fulfilment of the distribution and manage the database. We include a covering letter.

We have a e-version of the magazine to use on our website and distribute to additional partners or interested parties via email.

Additional background and detailed info

Quote from Jesse Pierce Abbeyfield School PE Department

"Working with Wiltshire and Swindon Sport and the Relay magazine has been an exciting and a great way to show our schools achievements. I feel the magazine really does share my passion and enthusiasm for sports within schools and the local communities. Students also feel their personal achievements are publicised and celebrated throughout the county. It is also fantastic to see other schools success stories and examples of their sports achievements which gives ideas and inspiration to everyone."

Quote from Collette Harries, School Games Organiser

“The Relay magazine has given us another platform to celebrate the success of the students and schools taking part in the different level 2 School Games sports. It has also inspired Schools to enter future festivals and therefore has increased participation. The other aspect is, it has helped encourage our pupils that have become sports reporters to write articles and take photos.”

Quote from Selwyn Widger, School Games Organiser

‘I have enjoyed working with WASP in my role as a School Games Organiser. Personally I like to see what is happening in other areas of the county. I also think it is a great way to celebrate success stories and let people know about new schemes, initiatives and competitions.

Pupils love seeing themselves in a variety of forms as competition winners or participants at events or training and great for schools to be rewarded for their hard work. The pupils get very excited when the new edition comes out, although some get a little scared when you tell them how many organisations the magazine is sent to!’

Quote from Tim Sells Tim Sells, Sports Project Officer Kent Sport and Physical Activity Service

When I first started my PSSP lead position, I toyed with the idea of creating a primary school sport magazine as I thought it would be extremely useful for schools throughout Kent. After doing some research, I stumbled across WASP’s RELAY magazine and decided to contact Kirsty to find out more about it and how it was produced. Kirsty kindly gave me the contact details for Redpin publishing and the rest is history.

I decided to publish a magazine (as opposed to an online resource) as it is ideal for PE co-ordinators and teachers to pick up and read in the staff room, leave at the reception for parents to view and doesn’t block up their mailbox!! In addition to having printed copies, Redpin do supply an online version which can be embedded on your website and the flatplan programme they use is very simple to navigate and produce some excellent results.

Kent Sport have received a tremendous amount of positive feedback from both schools and NGBs. Kent Sport use the magazine to engage directly with schools (by asking if they would like to showcase things they are doing) and interviews different NGB development officers to explain their roles and link them directly to schools. The magazine also allows Kent Sport to get across vital information and updates and we’ve even managed to get a PE advisor to contribute articles in each edition.

All-in-all a fantastic tool for engaging schools and partners.

Additional information about the content of the of the Relay

1st Edition November 2013

Copies – 750 / Pages – 16

Distribution -

- 2 copies to 263 primary schools
- 3 copies to 40 secondary schools
- SGO's
- Local partners
- Leisure providers
- Sports venues

Content –

- School Games summer level 2 & 3 results
- **Panathlon disability games report**
- Primary School Premium information
- RightCoach – Case study
- Change4life Club best practice
- Sportivate Case studies
- Satellite Case studies
- Journalist competition
- Design a Mascot comp



2nd Edition June 2014

Copies – 2000 / Pages – 16

Distribution –

- 6 copies each
- 263 primary schools
- 40 secondary schools
- Local partners
- Leisure providers
- Sports venues



Increase in copies to schools to create a better awareness and circulation around the school for different department and levels of staffing and Governors. Feedback had been not all departments of the school had seen it.

Suggested circulation within the school –

- Reception area / Library / Learning recourse centre
- Head teacher
- Governors
- PE department
- Staff Room

Content –

- School Games winter level 2 & 3 results
- Winner journalist Competition
- **Winner Design the Mascot comp**
- Young leaders training day
- Talent Inspiration programme
- Project ability focus on disabled athlete
- Satellite & Sportivate case studies
- Change4Life
- Primary Sports Premium advice and guidance

3rd Edition November 2014

Copies – 2000 / Pages – 20

Distribution –

- 6 copies each
- 263 primary schools
- 40 secondary schools
- Local partners
- Leisure providers
- Sports venues



Redpin were tasked to attract advertising to two pages of magazine.

Content –

- School Games Summer level 3 results
- Panathlon Disability games report
- Satellite National Awards winner
- School Games Level 4 National competition
- Talent inspiration programme
- Primary Sports Premium Guidance to schools
- RightCoach – Minimum standards of deployment
- Wiltshire Sports Awards – Young athletes and coaches
- **Has Wiltshire got talent competition**
- Design a Flag Competition

4th Edition June 2015

Copies – 2000 / Pages – 20

Distribution –

- 6 copies each
- 263 primary schools
- 40 secondary schools
- Local partners / Leisure providers
- Sports venues

Filled the 20 pages with article no room for advertising.

Saw a real increase in school input and reduction therefore in WASP generated content and our programmes.

Content –

- New age kurling SEN competition
- IZB Winter Games competition
- SG Winter results
- Great British Tennis Weekend
- Young leaders training day
- Talent Inspiration programme
- School Games Gold Mark schools
- Shine – Councils Healthy Lifestyle Programme
- National obesity awards winner's story
- **West Wiltshire Dance festival**

5th Edition November 2015

Copies – 2000 / Pages – 20

Distribution –

- 6 copies each
- 263 primary schools
- 40 secondary schools
- Local partners
- Leisure providers
- Sports venues



Input from both primary and secondary schools contacting me with articles of their school sports weeks, gold mark awards, foreign sports tours and pupils individual success some of GB level. One school now regularly send their articles that go in their newsletter so I can use. This shows great commitment from the school to celebrate sporting successes of their pupils.

Content –

- Schools successful football season across several years
- Girls football cup trip to Barcelona
- England Athletics cross country championship
- District team selection
- Transplant Games competitor
- Team sky cycle team fitness testing
- Primary School Sports Weeks
- **Flag competition winner**
- Young reporters / presenters competition
- Poem competition
- Crowdfunding launch
- Coaching good practice
- Primary Sports Premium – latest update
- Mad Dog Rugby training
- Rugby tour to Argentina and Brazil
- New partnership with Rhino

