

## SHEFFIELD TEACHING HOSPITALS NHS FOUNDATION TRUST

EXECUTIVE SUMMARYREPORT TO THE BOARD OF DIRECTORSHELD ON WEDNESDAY 20<sup>TH</sup> JUNE 2012

<b>Subject</b>	National Centre of Sport and Exercise Medicine (NCESM)
<b>Supporting TEG Member</b>	Andrew Riley
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<b>Status<sup>1</sup></b>	N

**PURPOSE OF THE REPORT**

To provide the Board with an update on progress in establishing the NCSEM at National and local level.

**KEY POINTS**

Substantial progress is being made in taking forward the NCSEM project and agenda both at National and local level. The next few months are crucial to secure Government ownership of the Health, Sport and Exercise agenda and major national and local sponsorship funding to support the NCSEM for the next 5 years.

**IMPLICATIONS<sup>2</sup>**

AIM OF THE STHFT CORPORATE STRATEGY 2012-2017		TICK AS APPROPRIATE
1	Deliver the Best Clinical Outcomes	
2	Provide Patient Centred Services	
3	Employ Caring and Cared for Staff	
4	Spend Public Money Wisely	
5	Deliver Excellent Research, Education & Innovation	✓

**RECOMMENDATIONS**

The Board is asked to note the contents of this progress report

**APPROVAL PROCESS**

Meeting	Date	Approved Y/N

<sup>1</sup> Status: A = Approval  
A\* = Approval & Requiring Board Approval  
D = Debate  
N = Note

<sup>2</sup> Against the five aims of the STHFT Corporate Strategy 2012-2017

**Board Briefing Paper June 2012**

**TEG Sponsor Andrew Riley**

**National Centre of Sport and Exercise Medicine (NCSEM): Progress report**

**1 Purpose of Paper**

To provide the Board with an update on progress in establishing the NCSEM at National and local level. The Board is asked to note the contents of this progress report

**2 Overview**

Substantial progress is being made in taking forward the NCSEM project and agenda both at National and local level. The next few months are crucial to secure Government ownership of the Health, Sport and Exercise agenda and major national and local sponsorship funding to support the NCSEM for the next 5 years.

**3 NCSEM progress**

**3.1 Governance arrangements and Infrastructure**

- Interim Governance arrangements are now in place both at National and local level; the National network Partners Strategic Board is now meeting regularly.
- NCSEM Sheffield has a Stakeholder Partnership Board comprising the eight key Stakeholder partners, which has met three times and a parallel Executive Group with a number of sub-groups.
- A long-term governance model is being developed for the National NCSEM with the probable establishment of a separate legal entity. The NCSEM Sheffield Governance arrangements will be reviewed in the light of this.
- DH is in the process of agreeing further funding for the next two years to provide infrastructure support for the National NCSEM
- Interim Project Management arrangements are in place to support the development of NCSEM Sheffield and will be reviewed in July.

**3.2 NCSEM Launch**

- The NCSEM was launched by Andrew Lansley Secretary of State for Health on 9 January 2012.
- A joint meeting with the Ministers for Sport/Olympics and Public Health is to take place on 18 June to join together the Government strategies for Health, Exercise and Sport for the first time
- A further launch of the NCSEM at national level is planned for the 10 July NCSEM symposium at UCL London. NCSEM Sheffield has a 1 hour slot to present their strategy and programmes at this event.
- A launch of NCSEM Sheffield and its programmes is being planned for mid-September 2012.

**3.3 Sponsorship Engagement**

- A key priority for the next two months is the engagement process with Global and other Olympic Games sponsors.

- The NCSEM national brochure is ready to be signed off for the Olympic Sponsors engagement process.
- Meetings with Olympic Sponsors are being planned through Chris Townsend Director of Marketing LOCOG. He has already delivered £750m of sponsorship for the Olympics and is keen to lead the process of joining the NCSEM together with appropriate Sponsorship.
- A reception at 10 Downing Street is being planned before the start of the Olympic Games with Olympic Sponsors, Government Ministers and the NCSEM
- The aim is to achieve agreement in principle with a number of Olympic Games sponsors before the start of the Games themselves and to follow up the detail for contractual agreement by mid September 2012
- Sponsorship is being sought on the basis of Gold ,Silver and Bronze sponsorship opportunities both for the NCSEM as a whole and for the three individual Network partners; London, Loughborough/Nottingham and Sheffield.
- An NCSEM Sponsorship strategy and framework for engagement/negotiations has been developed.
- The aim is to secure cross Government ownership of the NCSEM agenda and their endorsement of Sponsorship funding for specific programmes over the next 5 years
- A Marketing and Sponsorship Group for NCSEM Sheffield is being established to be led and supported by Richard Wright and the Sheffield Chamber of Commerce; this group will also focus upon the distinctive branding identity for NCSEM Sheffield programmes, a local brochure is being planned.
- Early discussions have taken place with a number of potential local sponsors.

### **3.4 NCSEM Business case**

- A detailed Business case has been prepared by NCSEM Sheffield which supports a bid for sponsorship support for their three key programmes:
  - Physical activity for the whole population; a major behavioural change programme with significant cost benefits for the NHS and other sectors
  - Workplace Wellness across all employers in the city again with substantial cost benefits
  - Developing the local Sporting and Exercise economy to generate significant new income and jobs in the city
- These programmes have been broken down into a range of evidence based interventions which are intended to attract major national and local sponsorship funding up to a level of £15m over the next 5 years; thereafter the intention is to build the programmes into long term sustainable legacy commitments. This will be the subject of detailed discussions with key local Stakeholders through the autumn
- Clear measureable outcome benefits have been identified
- The learning and outcomes will be disseminated both nationally and internationally
- Presentations have and are being made by other cities-such as Be Active Birmingham, Blackburn and Heart of Mersey to ensure any learning/ideas are incorporated

### **3.5 NCSEM Sheffield Capital Development(s)**

- It is proposed in principle to develop an NCSEM Sheffield capital scheme based upon a city- wide geographically distributed model with four District Hubs, one of which will be the NCSEM Sheffield HQ. The current preferred option of Graves Leisure Centre as the HQ is now to be subject to an option appraisal process. The essential minimum content of an NCSEM District Hub is being agreed. The intention is that the capital available will also be used to develop other NCSEM Sheffield facilities
- The NCSEM HQ will house specialist Sport and Exercise Medicine services
- The NCSEM Sheffield capital developments will be revenue neutral in the first instance
- Any subsequent development proposals will be subject to separate business case consideration
- The Sheffield City Trust, the parent body of Sheffield International Venues, is to receive the capital grant of £10m from the DH on behalf of Sheffield Stakeholders
- A Stakeholder representative Project Team is being established and Design and Project Team expertise being appointed
- Steve Brailey (CE SIV) and David Whitney met Sport England last week and were encouraged with the potential for both further capital and some revenue funding to support the NCSEM Sheffield HQ development. Sport England is extremely keen to work with the NCESM to deliver the integration of Sport, Exercise and Health.

**David Whitney**  
**12 June 2012**