

Welcome

Hi! We would like to give you a very special welcome to our first edition of *Vaga Xtra*. We hope you enjoy it and learn something from it.

Who are we?

Vaga Associates Ltd is the inspiration of Nikki Enoch, our Director. We're a high quality consultancy agency that gives every job we do the best team we can find and our best effort. We are a network of experienced consultants from the public, private and voluntary sectors offering a wide range of services for individuals, teams, partnerships and organisations.

Our aim very simply is to work in partnership with our clients and help them realise their ambitions through positive thinking, actions and learning.

We are also passionate about and believe in:

- The benefits of leisure for life fulfilment
- Investing in and protecting young people
- The need for neighbourhood renewal and regeneration

If you want to know more please contact us or visit our web site.

What's in a name?

Vaga the name of the company is in honour and respect for two very special people – Nikki's parents: Helen and Nikolai Vaga. Together they were an inspirational partnership making things happen, extending horizons and boundaries beyond normal expectations and never giving up hope of great things - a brilliant role model for any company!

Vaga-Xtra – our quarterly newsletter is intended to give extra value to old and new colleagues, clients and friends. This first edition is letting you know about us. In future editions we want to share with you our inspirations, learning, knowledge and experiences. *Vaga-Xtra* is part of the learning zone on our web site.

It would be great to have your comments and contributions. So please help us to help others.

This edition covers:

- Welcome
- Meet us
- Early wins
- Learning zone

Our focus



Leisure



Young People



Urban Renewal

Our Services

Leadership

Research

Strategic planning

Staff development

Performance management

Team working

Web and IT systems

Marketing

Professional expertise

Meet Us

We are a team of like minded associates who pride ourselves on our enthusiasm, the quality of our work and our desire to keep learning and sharing our ideas. We fundamentally believe in our values and principles and try to deliver them as an implicit part of our daily work.

We would not advise anything that we are not prepared to do ourselves. We are also very different individuals who inspire and enjoy working with each other.

Our team of associates is evolving as our clients request different services. Currently on board are:

Director

Nikki Enoch: Strategic planner and sports enthusiast who loves a challenge

Associates

Simon Carter: An urban regeneration manager and a keen cyclist

Mike Collins: A leading leisure and social inclusion researcher, author of two books and editor of four as well as a youth worker and a local preacher

Ricky Coussins: Strategic marketer and director of the successful marketing and research consultancy *Coussins Associates*

Jamie Enoch: Web master and rhythm guitarist for the *Emmotional Lemmings*

Simon Kirkland: Former chief executive of the English Basketball Association, Director of *Sporting Structures* and a keen golfer

Dave Robinson: Co-ordinator of the sports element of Liverpool's successful European City of Culture bid for 2008 with his own trans-Atlantic company

John Smith: Management consultant specialising in organisational and individual performance with extensive experience in blue chip companies such as Shell UK and Cadbury Ltd, is also a keen mountain biker and golfer.

Relationships

Vaga Associates is working with *telos partners* on developing leaders and workforce planning in the sports industry with John Bolan, Alan Davies and Nick Davenport



Message from Nikki

*Everyone has ambitions – me too! Sustaining the success of **Vaga Associates** is one of mine.*

I want our company to have an outstanding reputation for inspiring those we work with, for its professionalism and for its high quality delivery.

Whilst like many other companies I want us to have realistic values and to genuinely live by them, I also want us to have some 'personality'. So over a very enjoyable lunch with Dave Robinson and we gave ourselves these characteristics ...and they've stuck:

- Strive to better
- Celebrate success
- Be loyal
- Have fun

Try us out and see what you think.

Thank you

I would like to extend a special thanks to every one of our Associates for their ideas, contributions and support.

Additionally many other people have given their time, encouragement and advice to help shape our company. This has been hugely valuable and appreciated. A big thank you to everyone who has helped us.

Early Wins

Here are some of the results we have achieved in the last couple of months:

Braunstone Health Delivery Plan

Braunstone New Deal for Communities Programme is one of 39 pathfinder programmes set up across England by the Neighbourhood Renewal Unit for reversing the spiral of decline in the most disadvantaged communities. It is part of the work of Braunstone Community Association (BCA). Earlier this year the BCA was struggling to achieve the progress expected and in danger of losing its New Deal funding.

Vaga Associates was asked to help put together a health delivery plan with the local Primary Health Care Trust as part of the recovery strategy for the programme. This was achieved within the four week deadline and received Board approval on 23rd September.

Our work reveals that in areas such as Braunstone there is a strong correlation between deprivation and poor health. By comparison to other parts of the country residents:

- Conceive earlier
- Start life smaller
- Struggle to access services
- Suffer more ill health
- Die younger

For a summary of the Health Theme Strategy please visit our web site.

Sport Across Staffordshire (SAS) Partnership

The Staffordshire Leisure and Cultural Officers Forum (SLCOF) invited **Vaga Associates** to facilitate a series of workshops to explore the future direction and role of the SAS Partnership and identify strategic actions to sustain its success. Six objectives were agreed at the outset covering: future direction, leadership, sustainable growth, role of the SLCOF, partnership working and strategic actions.

At the first workshop the SLCOF identified its own role, key features, success factors and anticipated potential issues that could get in the way of progress.

This is one of several case studies that we will be tracking on our web site.

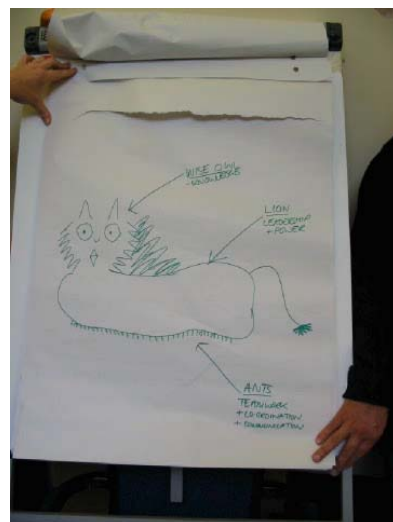
More on the Way

Watch this space for more success stories with our current clients:

- Enfield Strategic Partnership
- Enfield Sports Development Unit
- NSPCC and the national Child Protection in Sport Unit
- Warwickshire Sports Partnership

"Thanks for a refreshing, stimulating presentation last night which was well received by those present"

*Simon Parkinson, Chair
Leisure and Cultural Partnership*



Inspired creation by the SLCOF – their wise owl–lion–team of ants hybrid that characterises the leadership style it is aspiring to

Learning Zone

We are committed to extending our learning for the continuous improvement and development of ourselves as individuals and as a company.

We intend to share our research findings, experiences and evolving concepts with others through the learning zone on our web site.

It's being built around four key themes:

- Coaching and leadership
- Partnership working
- Strategy development
- Sustainable success.

It will include our:

- Latest concepts
- Case studies
- Hot topics
- Quarterly newsletter.

We would willingly include contributions from others who wish to share their learning with us.

Let us know...

To cater for your needs let's know what you would find most useful:

Stop Press

*"It's official
- obesity epidemic cuts life expectancy"*

As Sir John Krebs Report hits the press and the country is faced with the prospect of rising shorter life expectancy for the first time in a century **Vaga Associates** are working with the Enfield Strategic Partnership on proving the value and importance of leisure and cultural services.

There is a huge amount of research on this subject. If you want evidence or tips on *A Physically Active Lifestyle* visit the British Heart Foundation National Centre for Physical Activity and Health's website on: www.bhfactive.org.uk

Articles posted on our Web Site:

Coaching and Leadership

Altered States
By John Bolan

Leadership in Adversity
By Alan Davis, telos partners

Partnership Working

Partnership Growth or Overload?
By Nikki Enoch

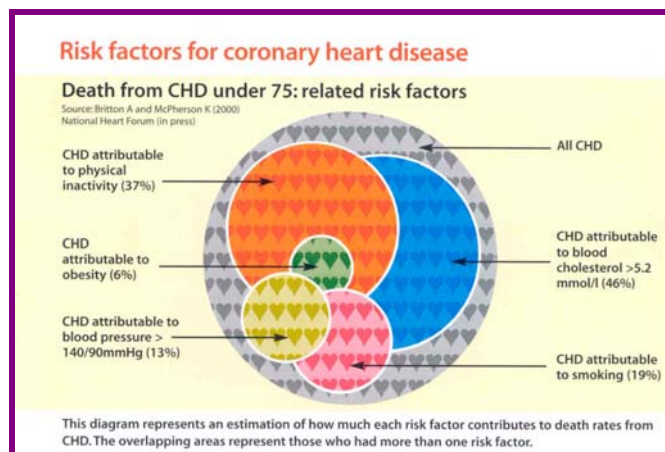
Sustainable Success

Room for a view
By John Bolan

Hot Topics

Trusts – Delivering Sport and Recreation to Community Needs?
By Mike Collins

Leisure cards – A Social Marketing Tool?
By Mike Collins



From: Britton and McPherson (In press)

Vaga Associates supports the NSPCC