

1. \_\_\_\_\_

The purpose of the report is to present to Executive the new Sport and Active Living Strategy for Blaenau Gwent.

2. \_\_\_\_\_

In 2003, the Welsh Assembly Government introduced a Sport and Active Recreation Strategy for Wales' performance

In the Climbing Higher Strategy, Local Authorities are championed as key partners in terms of increasing physical activity participation rates across Wales.

Within a local context, Blaenau Gwent County Borough Council has previously taken steps to develop its Sports Services, and demonstrated its commitment and intentions by;

The endorsement of a Sport and Recreation Strategy in 2000, with key issues for action including (i) junior participation (ii) gender and sport (iii) social inclusion through sport (iv) physical activity and health (v) developing facility provision on school sites.

The inclusion of Sport as a key action area in the 2004/2009 Community Plan for Blaenau Gwent.

Sport and Active Living is recognised and advocated in the Health, Social Care and Well-Being Strategy for Blaenau Gwent, with physical activity being seen as a key preventative health and well-being measure.

Establishing effective partnerships both at a strategic level (e.g. Sports Council for Wales) and at a community level (e.g. local sports organisations) which has resulted in unprecedented external investment into the human and physical sports infrastructure across Blaenau Gwent.

Promoting Sport and Active Living as an integral part of the Scrutiny Forward Work Programme.

3. \_\_\_\_\_

Following on from the successes achieved in the Sport and Recreation Strategy (2000/2005) and in response to the new national direction laid down in Climbing Higher, Blaenau Gwent now needs to adopt a new 5 year plan mapping out the future direction of Sports Services within the County Borough.

It is, therefore, necessary to present the attached Sport and Active Living Strategy (Appendix 1) as the blueprint for Sports Services in Blaenau Gwent for the next five years. The Strategy aligns Sports Services explicitly to the health and well-being agenda and reflects the Authority's new Executive/Scrutiny arrangements i.e. Health and Well-Being – Healthy Living. The overarching purpose of the Sport and Active Living Strategy is to contribute to making Blaenau Gwent a better place to live and work, and can be broken down into 6 themes, namely;

- Healthier Lifestyles
- Active Throughout Life
- Community Sports Development
- Partnerships and People
- Sport and Active Living in the Natural and Built Environment
- Measurement and Evidence

Sport and Active Living contributes to improving quality of life issues and can have a positive effect on the lives of individuals within our communities, and indeed, the way we feel about our community as a whole. Both at a national and local level, there is a raised awareness of the cross-cutting nature of Sport and Active Living, and the increased recognition of how Sport and Active Living contributes to delivering wider public goals should be capitalised upon.

4. \_\_\_\_\_

It is proposed that Executive endorse the Sport and Active Living Strategy (Appendix 1).

5. \_\_\_\_\_

There are no financial implications associated with this report.

6.

There are no direct staffing/personnel implications associated with this report.

7.

The following officers have been consulted in respect of the proposals and recommendations set out in this report.

			CMT

Strategic partners such as the Welsh Assembly Government and the Sports Council for Wales have also been consulted on the Strategy and their views have been included in the Strategy's action plans.

8.

All appropriate legislation has been complied with.

9.

The adoption of a Sport and Active Living Strategy provides a vision and direction for Sports Services over the next five years. The introduction and implementation of the new Sport and Active Living Strategy is also one of the identified targets in the Blaenau Gwent Community Plan. Sport and Active Living is now widely recognised for its contribution to the wider cross-cutting agenda, and the strategic framework mapped out in the Sport and Active Living Strategy can ensure that Blaenau Gwent remains a leading Authority in the advocacy and delivery of Sports Services.

10.

It is recommended that Executive endorse the Sport and Active Living Strategy (Appendix 1).

11.

The reason for the recommendation is to present the Sport and Active Living Strategy to Executive in order to seek Member endorsement of the document.



## Sport and Active Living in the National Context

In April 2000 the Government published its strategy for the development of physical education and sport for the next decade. The Department for Education and Sport, Sport England, Sportscotland, Scottish Sports Council and the Welsh Sports Council sets out a clear Government aim for the future.

**To ensure that every member of society is offered opportunities and encouraged to participate, lead or manage in a wide variety of sporting or leisure activities. This Government goal offer something for all, what ever their age, gender or need.**

The Government's strategy was outlined by the publication of 'Sport for All: A Strategy for the 21st Century'. Identifying the ongoing commitment to intrinsically link participation in physical activity to health gains. The document highlighted the role that sport can play in addressing the health and wellbeing of a community and creating the 'good' associated with winning at international level. This transition approach to a healthier and more successful sporting nation is advocated with recognition of the role of local authorities in bridging the gap between mass participation in active recreation and the promotion of international success. The expectation of the Government is that every Local Authority, irrespective of size and income, taking into account their local and regional needs. This includes the acknowledgment of the duty on local authorities to be committed to the value of sport both for its own sake and in regenerating communities.

The opportunity associated with London hosting the 2012 Olympics should not be overlooked. The key element of sustainability - living environment (ability to sporting excellence and healthy living, and the active involvement of preparation camps - visiting facilities across the country for athletes and grassroots preparation. To do so the home country to embrace the spirit of the Games as well as boosting local economies.

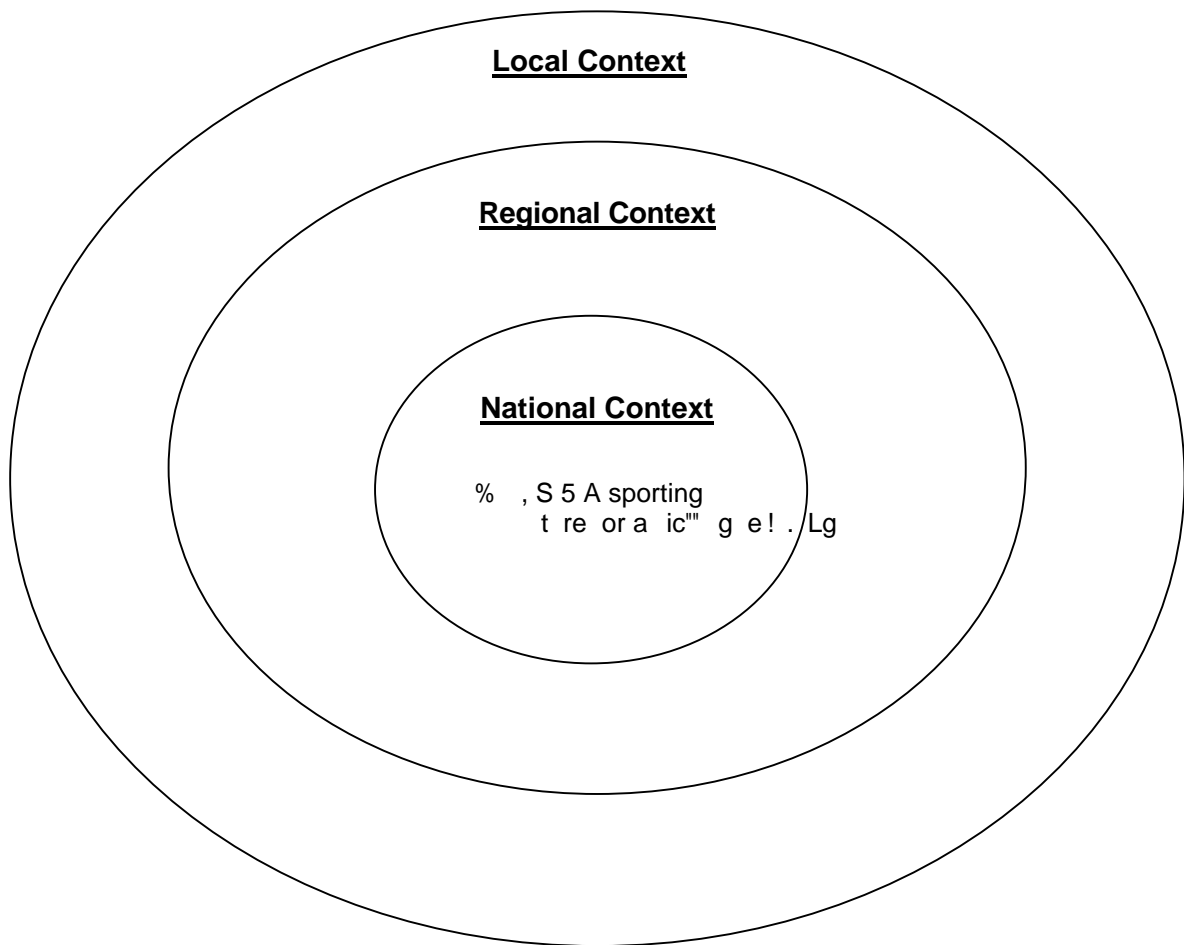
The Welsh Assembly Government (WAG) has provided their strategic agenda for the nation in Wales 5A letter to the country advocating the promotion of healthy lifestyles in a holistic way supporting the principles of health, happiness and well-being. WAG endorsed a strategy for sport and physical activity / increasing higher education and research. which acknowledges the way that sport contributes a modern integrated policy framework with sport and physical activity seen as contributing to the Assembly's priorities for Wales. Increasing higher education contains objectives relating to health, economic, society, environment and Wales performance on the world stage. These sentiments are echoed within Wales' Sports and Active Living strategy (2008-2012).

## **Sport and Active Living in the Local Context**

The community plan sets out a vision of a Blaenau Gwent area that is a better place to live, work and visit. The community plan mission statement is:

**To enhance the quality of life for the people of Blaenau Gwent by promoting/enabling services in partnership that help create and regenerate a more caring, prosperous, vibrant, safe and healthy**

**Sport and Active Living – The Strategic Fit**



## **Purpose of the Sport and Active Living Strategy for Blaenau Gwent**

The Blaenau Gwent Sport and Active Living strategy (2012-2015) recognises the direction and key priorities identified within the national, regional and local strategic context in relation to sport and physical exercise. The overarching purpose of this strategy is to contribute to the health and wellbeing of the local population through increased regular participation in sport and other forms of physical activity. This includes an understanding of the inter-relationship with other determinants - e.g. educational attainment, diet and nutrition, and social agendas - e.g. community safety inclusion, which is implicit in the strategy.

The strategy identifies specific approaches which endorse this aim and considers the relationship between the distinct strategic priorities derived from the themes. The themes provide clear objectives supported by explicit and measurable actions. The themes are;

6. Healthier Lifestyles

Active throughout life

Community Sports Development

Partnerships and people

Sport and active living in the natural and built environment

Measurement and evidence









## **Partnerships and People**

"In a long-term agenda, the Department for Physical Activity, the Leisure Services Division and indeed the authority acknowledge the significance of partners' contributions to the overall aim. An important step in the effective endorsement of sport and active living is the development of this strategy to encourage effective partnerships between a variety of professional and community groups. The advocacy role that the Leisure Services Division plays in validating the role of the media in sport and physical activity as a key driver in cross-cutting agendas is increasingly vital.

The performance of Leisure Services has been enhanced in part through implicit reference to their ability to develop strategic partnerships with other relevant organisations and the community to serve. This strategy contends that responsibility for increasing sport and physical activity levels lies not only with the individual but also increasingly with those responsible for influencing the environment in which we live. It is therefore considered crucial to identify what motivates people to participate, what deters them, and what mechanisms might be effective in encouraging greater participation. Sustained and coordinated effort involving a wide range of partners needs to focus on the development of effective service delivery partnerships.

As identified through the 6th report, the need for both professionals and volunteers across the sport and physical activity sector to have robust qualifications and opportunities for continuing professional development are considered crucial for the development of sport and active living in the long term. This strategy will therefore focus on positively impacting on opportunities for lifelong learning in encouraging, facilitating and training for active participation.

### **Statement of intent**

Strategic objective to;



## **Measurement and Evidence**

Objectives	& #	Key Activities	Key Outputs	Timeline
Healthier Lifestyles	Educate and promote the benefits of an active lifestyle	<p>Consolidate working practices with N.P.H.S. Health Promotion team and L.H.B. to raise awareness of the benefits of physical exercise e.g. Young @ Heart project.</p> <p>Develop and implement targeted marketing/ promotional campaigns to promote healthier lifestyles.</p>	<p>New structure for the Councils' Executive/ Scrutiny function established and projects included in the Forward Work Programme.</p> <p>Health, Social Care and Well-Being Monitoring Group established.</p> <p>Dedicated Marketing &amp; Research Officers posts established</p> <p>Working with internal/ external partners (e.g. Sports Council for Wales) to advocate active lifestyles</p>	<p>2005-10 Ongoing work</p> <p>2006/2011</p> <p>2004/2007</p>





		<p>Community Outreach Programme</p> <p>To develop the Dragon Sport and P.E.S.S. schemes in line with local need.</p> <p>Increase Number of U11 children participating in sport.</p>	<p>opportunities. Currently operating with only male qualified staff</p> <p>Pilot project currently being run as part of the project in conjunction with the Sports Council for Wales regarding new ways of working.</p> <p>Ball Skills with Key Stage one students currently being undertaken in some schools.</p> <p>Pilot year three clubs currently being run in a number of schools as extra curricular activities. From 2004 sports survey carried out by Sports</p>	<p>promote and further develop female participation in physical activity.</p> <p>Further develop community outreach work and provide activities following consultation with people. Aim to increase participation by 1% in line with National Targets. Look to establish outreach programmes in all 16 Wards.</p> <p>All schools to establish a Key Stage one ball skills programme in line with the fundamental stage of Long Term Athlete Development.</p> <p>All primary schools to develop a year three sports club to increase participation. We will commit to working towards being above national average of 58%</p>	<p>2007</p> <p>Establish outreach work in each of the 16 wards by 2011.</p> <p>2006 onwards</p> <p>2006 Onwards</p>
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		<p>To develop the W.A.G. Free Swim Initiative to maximum potential.</p>	<p>Council for Wales-Blaenau Gwent below National Average for junior participation in sport with only 29% of children participating on a weekly basis.</p> <p>Currently run as per W.A.G. guidelines.</p> <p>(i) Young People (ii) Older People (Baseline for 2003/04 1,247 visits per 1,000 population) (Baseline figure for older people for 2003/2004 608 per 1,000 population)</p>	<p>for junior participation in sport.</p> <p>To appoint a Free Swim Co-ordinator.</p> <p>To improve accessibility and participation in swimming activities above the current baseline figure per 1,000 population.(under 16's) in line with Climbing Higher 1% per annum.</p>	<p>2006/07</p> <p>2006 onwards</p>
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		<p>To continue to develop volunteering opportunities in sport and active living.</p>	<p>Develop Centre of Development for Hockey</p> <p>There is currently no reward incentive scheme for supporting National performance athletes in Blaenau Gwent</p> <p>Current schemes Volunteering Counts, Dragon Sport, Millennium Volunteers. Link to Voluntary Sectors. Sport in Blaenau Gwent highly dependant upon volunteers.</p>	<p>Establish framework of training for clubs on L.T.A.D</p> <p>To establish a Centre of Development for Hockey.</p> <p>Introduce Gold Card scheme to reward local athletes who gain International/National Honours</p> <p>Develop a wider volunteer recruitment database in line with the volunteering counts programme. Develop links to Lifelong Learning (e.g. alternative curriculum) Increase volunteering opportunities, support for volunteering initiatives throughout the term of the strategy. Commit the Authority to promoting 4 initiatives over the period of the strategy promoting volunteering.</p>	<p>2006/2007</p> <p>2006/2007</p> <p>2006 onwards</p> <p>2006 onwards</p>
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		<p>To continue to explore the opportunities for cross-border partnerships through the 'Making Connections' agenda.</p>	<p>Initial discussions taking place with other Local Authorities.</p>	<p>line with the needs of sport within the community.</p>	<p>2006</p>
		<p>To continue to work with internal/external partners to advocate sport and physical activity within relevant strategies e.g. Transportation Plan.</p>	<p>Community Plan is fed by seven key themes.</p>	<p>Establish formal links in reporting mechanisms between relevant partnerships e.g. Community Safety, C.Y.P.F.</p>	<p>2006</p>
				<p>Cross-bordering partnerships established and new ways of working in place. 1% efficiency savings per annum achieved in line with 'Tricky' report.</p>	<p>2006 onwards</p>
				<p>To review current position of sport and physical activity within the relevant strategies. Identify gaps and strengthen position of sport and physical activity from a corporate review of community planning.</p>	







Measurement and Evidence	Objectives	Key Messages	Performance Indicators	Key Messages	Timeline
	<p>Provide a realistic framework for the collection and analysis of performance data to inform policy and future direction</p>	<p>To continue to develop and consolidate the work of Performance Management.</p> <p>To identify, publish and share good practice in relation to sport and physical activity.</p> <p>Undertake work to achieve the ILAM Health and Leisure recognition award.</p>	<p>Performance Management Team established and performance management framework in place.</p> <p>Case study has been agreed with INVEST regarding Older People's Free swim.</p> <p>ILAM award forms part of the agreed programme outcomes for the Challenge Fund</p>	<p>To align the Division's performance management framework with the W.A.G. Core data sets</p> <p>Evidence of number of referrals (including self referrals) into projects under the active living Policy Agreement W.A.G.</p> <p>Evidence of increased physical activity levels within County. Targets in line with Climbing Higher, 1% increase annually.</p> <p>To produce a minimum of one case study per year.</p> <p>Achieve ILAM Recognition Award within Leisure Services.</p>	<p>2006 onwards</p> <p>2006 onwards</p> <p>2006 onwards</p> <p>2006 onwards</p> <p>2006 onwards</p>

			<p>Investigate the potential for a corporate award.</p> <p>Establish community consultation and focus groups to inform future policy direction.</p>	<p>2007/08</p> <p>2006 onwards</p>
		<p>Establish appropriate community consultation mechanisms.</p>	<p>No sports forum groups in place.</p>	