

Communities, Equality and Local Government Committee

Meeting Venue:
Committee Room 2 – Senedd

Meeting date:
19 June 2013

Meeting time:
09:00

Cynulliad
Cenedlaethol
Cymru

National
Assembly for
Wales



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Agenda

Private Pre-meeting – 09.00 – 09.15

1 Introductions, apologies and substitutions (09.15)

2 Inquiry into participation levels in sport in Wales – Evidence session 1 (09.15 – 10.05) (Pages 1 – 29)

Sport Wales
CELG(4)-19-13 – Paper 1

Dr Huw Jones, Chief Executive Sport Wales
Sarah Powell, Corporate Director Sport Wales

3 Inquiry into participation levels in sport in Wales – Evidence session 2 (10.05 – 10.50) (Pages 30 – 34)

Welsh Sports Association
CELG(4)-19-13 – Paper 2

Anne Hamilton, General Manager

Break – 10.50 – 11.00

4 Inquiry into participation levels in sport in Wales – Evidence session 3 (11.00 – 11.45) (Pages 35 – 51)

Disability Sport Wales

CELG(4)-19-13 – Paper 3

Jon Morgan, Executive Director

Michelle Daltry, Partnership Manager

5 Motion under Standing Order 17.42 to resolve to exclude the public from the meeting for the following business: (11.45)

Item 6, 7, 8 and 9

6 Consideration of Legislative Consent Memoranda (11.45 – 12.00)

(Pages 52 – 115)

CELG(4)-19-13 – Private Paper 4A

CELG(4)-19-13 – Private Paper 4B

CELG(4)-19-13 – Private Paper 4C

CELG(4)-19-13 – Private Paper 4D

7 Inquiry into Home Adaptations – further consideration of recommendations (12.00 – 12.15) (Pages 116 – 128)

CELG(4)-19-13 – Private paper 5

8 Inquiry into the future of equality and human rights in Wales – key issues (12.15 – 12.30) (Pages 129 – 133)

CELG(4)-19-13 – Private paper 6

9 Forward Work Programme – future inquiry (12.30 – 12.35) (Pages 134 – 137)

CELG(4)-19-13 – Private paper 7

10 Papers to note

Letter from the Minister for Communities and Tackling Poverty – update on actions following the meeting on 23 May (Pages 138 – 141)

CELG(4)-19-13 – Paper 8

Sport Wales response to Communities, Equality and Local Government Committee inquiry into “Participation levels in sport in Wales”



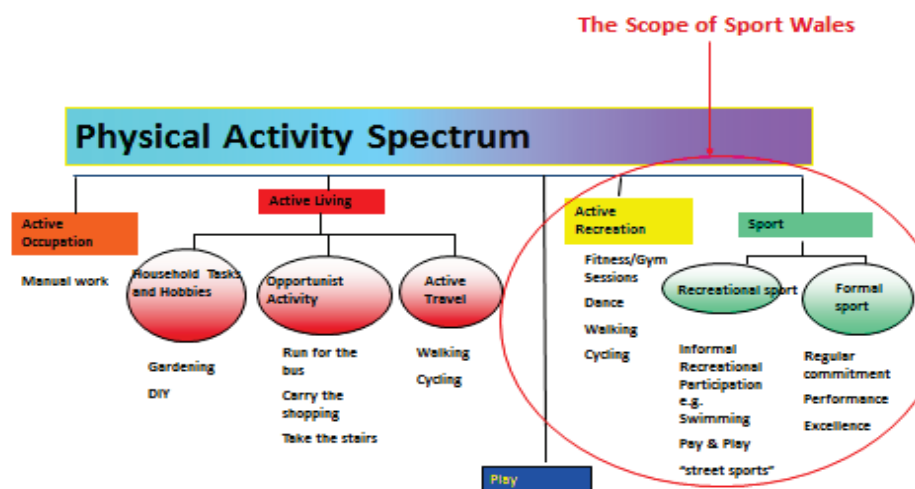
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1.1 Overview

1.2 We welcome the opportunity to respond to this Committee inquiry. Sport Wales is the national organisation responsible for developing and promoting sport and physical recreation. Working with partner agencies, on a national and local level, we aim to increase the frequency of participation in sporting activity, as well as improving elite performance. We take a broad view of sport, from our traditional sports, such as swimming and hockey to newer activities such as zumba and dance. The figure below outlines the full Physical Activity Spectrum and the scope of Sport Wales:

Figure 1: Physical Activity Spectrum



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1.3 We are also the main adviser on sporting matters to the Welsh Government and are responsible for distributing funds from the National Lottery to sport in Wales.

1.4 It has been a hugely successful twelve months for Welsh sport at the highest level, with promotion, medals and championships being won by a range of athletes and teams. Every single one of those sportswomen and men started at the grassroots, turning up at a club or activity and being nurtured to make the best of their talent. At Sport Wales we want everyone to have the opportunity to participate in sport and make the most of their talent. For some, this will lead them to elite success and for others it will encourage a healthier lifestyle.

1.5 Capturing the inspiration of elite Welsh sport and turning it into increased grassroots participation does not just happen, it takes dedication and planning from a range of partners within Wales. Despite the current economic climate, we are seeing progress on encouraging more people, particularly children, to participate in sport. However in order to achieve greater outcomes we need to be looking at how we offer and deliver sport to ensure we are not only maximising our investments, but also reaching and engaging the widest possible audience.

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1.6 From our perspective there are three key areas that there is a need to focus on in order to secure our aspirations and even greater outcomes:

- Experience of sport in the school environment;
- Greater collaboration across partners within the sport sector;
- Fundamentally shifting the Welsh population's attitude and behaviour towards sport in order to embed participation.

1.7 Whilst there are specific challenges in engaging some of the groups identified in the Committee's terms of reference, these three points provide the basic foundations for developing skills, opportunities and confidence to participate in sport. We recognise that these are not just significant challenges for us, but for the sector as a whole. We are proactively addressing these issues with our partners and believe we can create a Wales where participation in sport is central to how we view ourselves as a nation.

2. **The extent to which the Welsh Government and Sport Wales are achieving the goals set out in the Programme for Government, the Creating an Active Wales action plan and the Vision for Sport in Wales with regard to participation levels in sport**

2.1 Sport Wales is fully signed up to the goals of the *Creating An Active Wales*, particularly the overall vision of:

“An active, healthy and inclusive Wales, where sport, physical activity and active recreation provide a common platform for participation, fun and achievement, which binds communities and the nation and where the outstanding environment of Wales is used sustainably to enhance confidence in ourselves.”¹

2.2 Obviously *Creating An Active Wales* covers a much broader range of activity than simply sport, for example active travel and opportunities for informal play. In recognition of this, in 2010, following a consultation with the sport sector, we launched *A Vision for Sport in Wales*². The *Vision* outlined the two aspirations that the sector has signed up to:

- Getting every child hooked on sport for life
- Wales being a nation of champions

2.3 These reflect our two remits to increase participation and improve performance in Welsh sport. The document itself not only identifies the key areas for focus in order to deliver on these aspirations, but also looks to change the way in which sport is delivered in Wales. The five priority areas for attention identified in the *Vision* are:

- **Sporting Innovation:** Creating a sport sector that embraces collaboration, encouraging new ways of delivering opportunities to increase participation and improve elite performance;
- **Skills for a Life in Sport:** Every child and young person is provided with the skills and confidence to be physically literate through high quality, engaging sporting experiences;
- **Sporting Communities:** We have communities with sport at the heart of them, offering joined up opportunities for every child and young person to undertake at least five hours of safe, high quality sport every week and sustaining their engagement throughout their adult life;
- **Sporting Excellence:** We are a nation that excels in nurturing sporting talent and delivers on-going success on the international stage;
- **Growing a Skilled and Passionate Workforce:** All those involved in sport, whether in a professional or voluntary capacity, are supported to pass on their skills and passion for sport to the people of Wales.

¹ Creating An Active Wales, Welsh Government, 2009

<http://wales.gov.uk/docs/phhs/publications/activewales/100121activewalesen.pdf>

² *A Vision for Sport in Wales*, Sport Wales, 2010

http://www.sportwales.org.uk/media/506916/sport_wales_english_vision_doc_reprint_all_v3.pdf

2.4 The *Vision* is clear that to achieve a step change in delivery we have to change not only what we do. In short, it requires all of us to commit to becoming high performing organisations. The Vision commits us to:

- Apply a culture of ‘high challenge, high support’ to our work with partners; moving beyond traditional liaison activity, to a relationship where we will facilitate partners to set ‘unreasonable ambitions’;
- Proactively work with those sports that can make the biggest difference; geared towards a step change from providing opportunities to not the 100s, but the 1000s, and align our investments accordingly - based on evidence and on achieving big outcomes - to ensure we maximise impact;
- Take a more innovative approach to delivery. This will involve placing greater emphasis on the need to work with those that can deliver most effectively, from the wider public, private and voluntary sectors;
- Focus on enabling a significant step change in the scale of community based activity so that anyone can take part in a range of sports locally;
- Build on our renewed commitment to growing the volunteer base through proactively addressing challenges of volunteer recruitment, training, deployment and retention. The wider sport sector too is on the path to reviewing its approach to delivery, one that represents a growing commitment to being high performing and recognising the importance of collaborating with others.

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2.5 This new culture is about establishing a step change in the leadership of the sport sector. We believe five fundamental factors define high performing organisations. They are:

- Setting unreasonable ambitions;
- Developing strategies, informed by performance insights, to deliver the vision;
- Distributed leadership, where there are clear roles and responsibilities set out for all involved in delivering the vision, and people are encouraged to be accountable for their work;
- Providing high quality feedback to enable us to continually improve;
- Working as one.

2.6 Our Corporate and Business Plans over the next few years have the above principles as a central core. If we and our partners can embrace this culture then significant increases in sports participation are achievable. We want to get away from producing more of the same and expecting different results, our leadership of the sector is based on the desire to bring about this step change with our partners.

2.7 We have been pleased that the sector as a whole has welcomed the *Vision* document and utilised it as a guide for planning, to ensure that all aspects of a sporting community are captured. We have also engaged our partners in developing visions for their sport and communities, encouraging them that these should not only address their current provision and membership, but should address the community as a whole and how they can get everyone participating. We have been pleased with the progress a number of our partners have made in the area.

2.8 In order to deliver on the *Vision*, we have developed a series of underpinning strategies that broadly relate to the priority areas. These are:

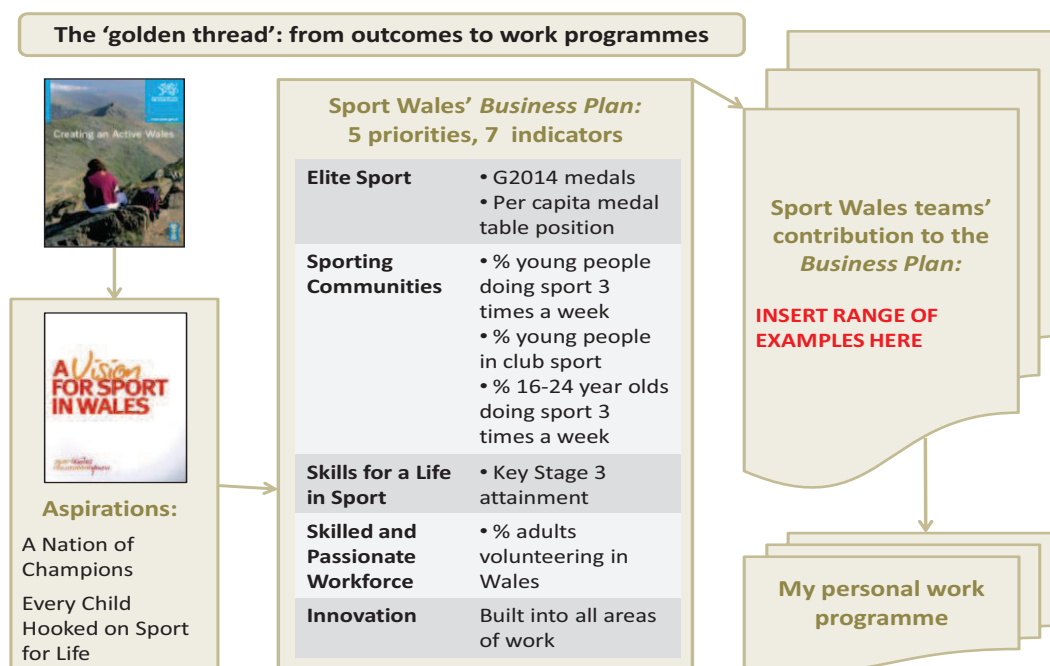
- Elite Sport Strategy 2010-16 (http://www.sportwales.org.uk/media/514091/sw-elitestrategy_eng.pdf)
- Coaching and Volunteering Strategy 2010-16 (http://www.sportwales.org.uk/media/512875/swc_coachingstrat_eng.pdf)
- Community Sport Strategy (http://www.sportwales.org.uk/media/1018674/community_sport_strategy_eng_.pdf)
- Child Poverty Strategy 2012-15 (http://www.sportwales.org.uk/media/810130/child_poverty_strategy_english_.pdf)

2.9 None of these strategies should be considered in isolation from the others, as together they reinforce the direction of travel and contribute to the sporting journey we want the people of Wales to experience. Whether it is getting 10% of the Welsh adult population volunteering or creating a better sporting experience at schools for children and young people in Wales, these strategies provide the detail for delivering on the *Vision*.

2.10 Following the development of the *Vision* we have spent time looking at performance management, both within Sport Wales and of our partners. As part of this we have led the sector in developing a Results Based Accountability (RBA) approach. This marks a fundamental shift from solely looking at outputs, e.g. number of sessions delivered, to now being more focussed on the big deliverable outcomes e.g. how frequently are young people active (measured by surveys for the whole population). As we ourselves have developed this RBA process we have supported our partners to do as well, so that we can all be clear on the outcomes we are aiming for and the most effective way of delivering them.

2.11 In adopting this approach we have identified a series of high level indicators for Sport Wales, which will identify how well we are delivering sport in Wales. The figure below outlines these indicators and how they fit into the delivery of the *Vision*:

Figure 2: Sport Wales: How we work



We have included the two scorecards that demonstrate progress in Appendix 1.

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2.12 To achieve these outcomes we need to know what our current performance is and where we want to get to for each priority. To achieve this, we utilise our performance measures or outputs (see Appendix 2) which we use 'in year' to chart trends. These measures are subject to constant review as to whether they are the most efficient trackers of the progress we want to see. Positive examples of these outputs are:

- Coaching data for 2011-12 shows an increase of 9% in active coaches over the past 12 months. (3 year trend is up 37% for all sports; up 49% for the 10 higher focus sports);
- Very positive increases in NGB membership have been reported as a result of the post London 2012 Games. However the five year trend is also very positive (pre-dates 2012 Games);
- The long term trend in after school participation is also positive (Dragon Sport and 5x60 outputs³);
- "Learn to swim" rates have improved over the last three years.

³ For more information on trends see: <http://www.sportwales.org.uk/community-sport/education/ayp-data-reports.aspx>

- 2.13 We have recently created a much clearer set of investment principles for our partners as well, accompanied by a self-assessment tool, developed with the sector, which will enable partners to look at their strengths and areas for development. We intend for this tool to be positive, rather than a way of “inspecting” or catching partners out. We believe that open and honest self-assessment is critical if we are going to see a genuine step change in the way sport is delivered in Wales. In the coming months we will be piloting the self-assessment tool with a range of partners to ensure that it is effective in driving change.
- 2.14 The aim of all of the work relating to the *Vision*, our strategies and the way we performance manage is to ensure greater forward planning and more accountability for delivery of sport in Wales. At the heart of this work is a commitment to collaboration, namely sharing outcomes, resources and what works. Where we have seen the greatest progress is often where partners have worked together on shared outcomes. At a time when public finances are tight, collaboration is critical. We want to make sure that we are investing in those partners that will help us deliver on our outcomes, at both an elite and grassroots level, as well as ensuring that any investment is maximised.

3. The availability of datasets and statistics to measure participation levels in sport, particularly those disaggregated by equality strand and socio-economic groups

3.1 At Sport Wales we run two major surveys every two years, our Active Adults Survey (sample size approximately 18-22,000) and our School Sport Survey (sample size approximately 40,000). These provide us with data on how well we are progressing in getting more people in Wales actively involved in sport, both as participants and volunteers.

3.2 Unfortunately the timing of this inquiry means that we are not able to provide the committee with the most up to date picture as both of our surveys are currently in the field, with a view to reporting the results this autumn. We will commit to write to the committee to draw your attention to the results of these surveys, which are particularly important as they will be the first indication of whether the Olympics and Paralympics have left a participation legacy in Wales.

3.3 Both surveys, providing the sample is large enough, can be broken down by equality strand. The only difference being the School Sport Survey does not collect information on sexual orientation, due to the age range of children that complete the survey. We have a socio-economic breakdown for the Active Adults Survey and the School Sport Survey uses percentage of pupils eligible for Free School Meals as a proxy measure.

3.4 Sport Wales is also a producer of Official Statistics. At a practical level this means we adhere to the UK Statistics Authority's *Code of Practice*; a set of principles and protocols that ensure the statistics are fit for purpose, methodologically sound and transparently produced. An important aspect of this, and in line with the Government's Open Data initiative, is that we make sure that our data is accessible via our website, easy to find and understand.

3.5 Our last School Sport Survey in 2011 was completed by around 40,000 children and young people in Wales. This made it the largest survey of children and young people in Wales. The headline results of the survey were:

- **CURRICULAR PARTICIPATION:** Physical Education is part of the National Curriculum from Key Stages 1 to 4. 98% of primary school pupils and 97% of secondary school pupils said they took part in curricular Physical Education (PE).
- **EXTRACURRICULAR PARTICIPATION:** Extracurricular participation levels for primary school pupils are identical to levels recorded in the 2009 survey - 78% overall took part in extracurricular sport in the previous year. In secondary schools, the overall level of extracurricular participation has dropped compared with previous survey findings, although over two thirds (65%) of pupils took part in the previous year. Older pupils in Years 9 and 10 are less likely to take part.
- **CLUB PARTICIPATION:** Club participation levels for primary school pupils are at the highest recorded level since 2000, with 85% of pupils taking part in sport with a club during the previous year. For secondary school pupils, levels of club participation have dropped, although club participation is slightly higher than extracurricular participation –

68% of pupils took part in sport with a club during the previous year. Participation levels are lower among older pupils.

- **FREQUENCY OF PARTICIPATION:** For the first time, the 2011 survey has captured a detailed picture of frequency of participation, allowing us to explore the number of occasions per week pupils take part in organised sport and recreation, outside of the curriculum. Just over a quarter of pupils (26% of secondary pupils and 28% of primary pupils) take part in organised activity (other than in curriculum time) on three or more occasions per week.
- **GENDER DIFFERENCES:** There is virtually no gender gap in extracurricular or club sport participation levels among primary school pupils. At secondary school, gender differences become more noticeable, and increase as pupils get older. Whilst there isn't a large difference in terms of overall participation levels, the main difference is in the frequency of female participation in organised sport. Relatively equal numbers of boys and girls take part in organised activity at least once a week outside of curricular time, but girls are less likely to take part three or more times a week. This pattern is the same for every year group.
- **SOCIO ECONOMIC STATUS AND PARTICIPATION:** 'Receipt of a free school meal' is used as a proxy measure to look at levels of deprivation of children and young people in Wales. Each school in the survey is placed into a Free School Meal (FSM) quartile – based on the percentage of pupils at that school in receipt of a free school meal. Pupils in schools with a higher percentage of FSM take up are less likely to be frequent participants, they are less likely to participate in regular sport at a club, and they are less likely to visit a leisure centre.⁴

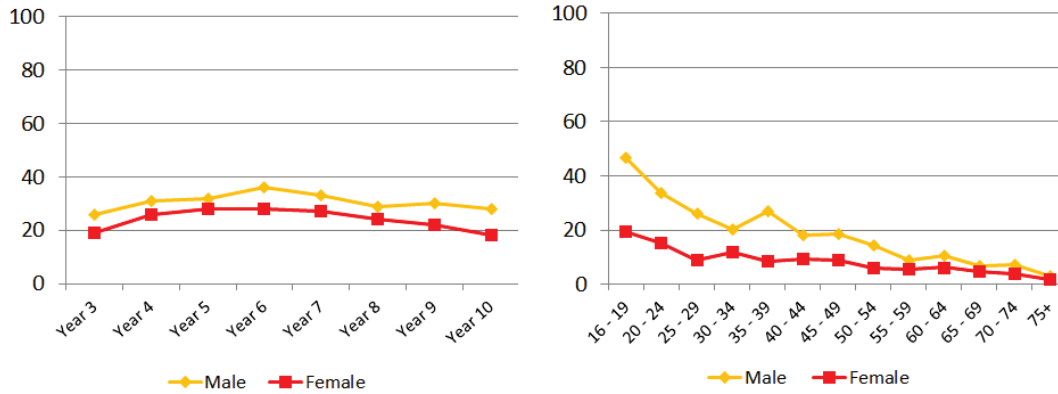
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- 3.6 The trends in adult participation have remained steady over the past 25 years, with between 35% and 40% of adults aged 15 and above taking part in sport (excluding billiards, snooker and walking) at least once a month. Including walking, 56% of adults participated at least once in the previous four weeks. Throughout this period, men have been more likely to participate than women, and remain significantly more likely than women to take part in traditional, formal club sport. Men and women are equally likely, however, to visit leisure and fitness centres, an indication of the activities offered by different types of clubs and centres.
- 3.7 Adults in households of 'higher social grade' are also more likely to participate. Sports participation is also linked to age, with younger adults more likely to play sport than older adults, as the graph below demonstrates:

⁴ School Sport Survey 2011: State of the Nation, Sport Wales, 2011
<http://www.sportwales.org.uk/media/958929/sss2011sotncy.pdf>

Figure 3: Hooked on sport

Hooked on Sport: Percentage participating in sport on average three or more times per week



Source: School Sports Survey 2011 and 2008-09 SCW Active Adults Survey

3.8 We have used our Active Adults data to produce a series of People Segmentation snapshots⁵, producing generic snapshots of different sections of society and their habits. We developed these in order to improve the way our partners focus on their target audiences. Where these have been used alongside partner information and intelligence we have seen some promising progress.

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3.9 Alongside the data we manage through our surveys we have also made an investment into our Governing Bodies to encourage them to identify the data and evidence they hold and use it effectively to make decisions. We have provided funding for a series of shared research posts, in order to embed the use of evidence in the development of their sport. Whilst our surveys do provide a national picture, partners should also be identifying their own data sets, including equality breakdowns, so that they can be responding to the needs of their membership.

⁵ More information on people segmentation can be found here: <http://www.sportwales.org.uk/research-policy/tools-and-resources/people-segmentation.aspx>

4. The opportunities and barriers to sports participation that exist for different groups of people, including by equality strand and socio-economic groups

4.1 Before looking at specific barriers for different groups, there are three more general points that we would want to make around areas for continuing development. If we get these areas right, we believe that it could take participation and provision of sport in Wales to the next level.

4.2 The school experience

The first experience of sport is absolutely crucial for planting the seeds for a lifelong participation and schools are absolutely central to this. We believe that a good school is one that values sport as part of a rounded curriculum, rather than simply seeing it as an add on. We welcome the commitment in the Programme for Government to make physical literacy as important a skill as reading and writing. This is an important principle in ensuring young people leave school with a range of skills.

4.3 Our School Sport Survey in 2011 highlighted that at primary school there were many positives, with the primary school experience perceived as being inclusive, regardless of ability. Unfortunately among secondary school pupils the survey shows a decline with age in participation and enjoyment. This is particularly concerning as participants reported that their experience of PE and school sports clubs in secondary school had a strong influence on whether they continued taking part, with the early years at secondary school being a key point for some in terms of disengagement. In many cases the issues affecting participation in sport are the same regardless of gender, but the result is particularly marked amongst female pupils, highlighted in the 'Women and Girls' section below.

4.4 From the survey it is quite clear that a significant number of children and young people are being put off from participation in sport from their school experience. This then makes it highly unlikely that we will be successful in bringing them back to sport in their later life. We have to get the offer in and around school right in order to build a nation where every child is participating.

4.5 In creating this environment we need to be ensuring that we are providing children and young people with the skills to participate in sport. Just like reading and writing, learning and practising the basic skills will open up a world of opportunity for children. Previously the focus has probably been too much on undertaking an activity, rather than learning the skills to participate. If children do not feel confident in their skills then they are much less likely to participate in sport, both in school and in the community.

4.6 We started to change that with the launch of our Play to Learn pack, which complements the Foundation Phase, and have developed this further with the launch of Dragon Sport and Multi-Skills last year. We believe that this will create a generation of children with the competence, confidence and motivation to take part in sport, all of which meets the Programme for Government commitment to making physical literacy as important as reading and writing.

- 4.7 Further to getting the offer right, we have to make sure that the delivery of sport in school is inclusive. Sport in schools needs to cater for the widest range of skills and talents. Those that demonstrate potential need to be stretched and challenged appropriately in order to develop. Those pupils who are struggling should be supported to improve their skill levels and confidence to participate. All of this needs to be delivered by teachers who have the confidence and appropriate training to work with children with varying abilities. Head teachers also play a critical role in setting the right ethos for the school, one that values sport and sees that it has an important role to play in the overall educational offer. Where we have seen this commitment from the very top of the school, we have seen school sport flourish.
- 4.8 We are pleased that Ministers have established a task and finish group on physical activity and school sport, Chaired by Baroness Tanni Grey-Thompson. We believe that this is a real opportunity to look at a unique Welsh approach to school sport and could be a significant point on the road to encouraging greater participation in sport. We would want to see the profile and quality of both PE and school sport being raised through the recommendations of the group, recognising the need to improve the training and support those professionals delivering PE and school sport.
- 4.9 We need to ensure that every child is encouraged and has a positive experience of sport in school if they are to develop a lifelong passion. If we get this right it will not only impact on participation rates, but would also make a significant contribution to creating a healthier Wales and helping with the fight against obesity.

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4.10 **Collaboration across the sport sector**

The Vision for Sport in Wales and *Sport Wales' Community Sport Strategy* both place the principles of collaboration, or joint working, at their heart. We know that by working together we can achieve more than if we work in isolation. In the current economic climate there is an added urgency to ensuring that we are looking at ways in which we can maximise resources, both human and financial. We believe that collaboration should always be for a clear purpose, namely to improve outcomes for the end user, rather than just for the sake of it.

- 4.11 Understandably so far most of the debates around collaboration have been focussed around health, education and social care. At Sport Wales we have instigated a number of discussions with Welsh Government and particularly our local authority partners around the "Simpson agenda". We have also seen some progress in this area with the Chief Officers of Recreation and Leisure (CORL) agreeing outcome based indicators for their work and now a National Peer Group is being set up to add scrutiny to this work. In doing this CORL produced a National Outcomes (RBA) Report Card. These proposals were agreed by the Organisational Development Simpson Implementation Board (ODSI).
- 4.12 In addition to this, potential areas for collaboration have been developed especially within North Wales and Gwent CORL which has developed a regional RBA scorecard and will be focusing on four areas: swimming, physical literacy, workforce, and systems and data. Despite this, progress has probably been slower than we would have liked. Whilst leisure

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services are not a priority area for collaboration in the local government sector, we often hear that these are the services under threat if the cuts become more severe. Some of our local authority partners have viewed this as an opportunity for doing things differently and working more collectively, but this is not common across Wales. We believe that by thinking and working collectively we could come up with some exciting new delivery models. To this end we have started to investigate potential alternative models of regional delivery to discuss with partners to see whether they would add value to the way in which sport is delivered in Wales. We also need to have an open and honest debate about the provision of facilities and how sport should be organised to deliver the maximum results. There can be no escaping that tough decisions will need to be made going forward, but these should be made utilising all the evidence available and looking at different delivery models.

4.13 In raising this it is important to note that it is not just our local authority partners we are encouraging to work together more, we make the same challenge to our governing bodies to work across sports and with local authorities. This becomes particularly important when we consider planning and use of facilities going forward. With resources being so tight, we need to make sure that future facilities are multi-purpose and usage is maximised. We are encouraged that some governing bodies have started working together on this issue and we have agreed in principle, depending on certain criteria being met, to an investment of up to £3,000,000 over 4 years towards a collaborative approach by Hockey Wales, the Football Association of Wales (FAW) and the Welsh Rugby Union (WRU) to develop 3G pitches. This will also require working in partnership with local government.

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4.14 We are also encouraging our governing bodies to take a more business-like approach to their development, so that they are leveraging private finance as well as support from Sport Wales. In the long term we would envisage this making the sports more sustainable. Collaboration should not be solely between the public and voluntary sectors though. The private sector has a degree of expertise and finance that can be used to support the development of sport in Wales.

4.15 Greater collaboration across the sport sector would be something we would want to see develop over the coming years.

4.16 **Creating behaviour change**

Increasingly we are seeing the need to shift the Welsh culture about participating in sport. We are known as a nation that really gets behind our athletes and teams, but that then does not translate into participation and volunteering. Sport is one of the defining characteristics of Welsh life, with most villages having some form of sport club at their heart. This means that we are not looking to sell the importance of sport to communities, but more the benefits of active participation.

4.17 We want to see a Wales where participating in sport, in its broadest sense, is instinctive. The sporting activity becomes the centre of the community, with all helping out and taking part. We know behaviour change is not easy. To suddenly expect a culture change in what has become people's sedentary behaviour will not happen overnight. In order to achieve behaviour change, sophisticated marketing and innovative programmes will be required.

Continuing to use our traditional approaches to this issue will only result in more of the same, rather than engaging a wider section of the population in participating in sport.

4.18 Whether we are considering indoor sport, outdoor games or outdoor pursuits the challenges of changing people's behaviour are the same. Most potential participants have little, if any, technical knowledge of their chosen sport. For most, it will be the first time that they had an opportunity to try that activity. In simple terms, providers have to overcome three specific challenges faced by participants:

4.19 Lack of knowledge about what is available and where

The first issue to overcome is the provision of information in order to address the challenge of lack of knowledge. A range of media tend to be used including:

- word of mouth;
- printed material;
- electronic based information – newsletters; websites; increasingly social media;
- signage.

4.20 Invariably, all of these are needed to make a sustained impact but in the first instance, 'word of mouth' is crucial. A theme constantly running through research is the importance of the social element which the activity itself engenders. People want to do activities with their friends or their peer group. Few people are prepared to go along to a session without knowing someone. With the growth of social media this has become considerably easier as experiences can be shared with a wide variety of people in an instant.

4.21 This does not mean that printed material should be relegated to a level of insignificance. Pamphlets, posters and papers provide basic information about activities. The date and time they are due to take place; venue; what the session will comprise and contact details. These should be clear and concise with surrounding images reflecting the particular target group. We also need to think beyond traditional locations for displaying this material. Marketing materials in leisure centres will be seen by those already engaged in some way, so more thought needs to be given to target audiences and where they get their information from. Our people segmentation tool has been used for this purpose by partners.

4.22 Consideration also needs to be given to on-going provision of information about future activities; location; dates etc. so that people can plan in advance. As will be discussed later, it is also important to ensure that long term development and sustainability of participation occurs. Keeping in touch with participants and making them feel valued through personal contact, provision of newsletters (whether printed or electronic) and the development of web based information is also important. The establishment of the latter is particularly important when targeting the younger age groups.

4.23 Lack of understanding or skill to participate in an activity

Not having the skills to participate, or almost more importantly perceiving that you do not, is a common theme in sports development. Giving people the confidence and skills to enable them to participate is fundamental. Consequently, the recruitment of session leaders with

the right technical skills is a prerequisite. Having empathy with participants and being able to develop good relationships with them whilst teaching them appropriate skills is fundamental to establishing successful projects.

4.24 Many leadership/instructor courses tend to focus on organisational and technical skills. Increasingly, 'soft' skills are seen to be of crucial importance. Successful projects have the following characteristics in relation to group leaders, a person who:

- Welcomes all participants at the very outset;
- Empathises with both the group and individuals;
- Puts people at their ease;
- Assesses individual needs and is able to deliver the required response;
- Ensures that all participants have a full involvement in the group's activities, not just a particular clique;
- Considers how to ensure that participants will come to the following next session not just hopes that they will turn up.

4.25 Access to appropriate equipment to participate.

Research has shown that the lack of suitable equipment is a barrier for non-participants to engage in activities. Having a badminton racket to play badminton or a canoe to paddle down a river are obvious examples. Loan schemes have been used initially to attract people to the activity. This can be done either by the activity provider purchasing the equipment on behalf of the scheme or forming links with an existing provider such as a leisure centre/ outdoor activity centre. The latter partnership approach has worked very well in areas where centres have been an integral part of promoting outdoor activities.

4.26 We are also aware that certain groups of people are also concerned about the clothing and footwear required to undertake various physical activities whether indoors or in the outdoors. For some, venturing into what they perceive as the unknown can be a daunting challenge. Consequently, being clear what is required and what is not required is essential if a programme is going to be successful from the outset.

4.27 Essentially we need to make it as easy as possible for people to get involved in sport, addressing the three areas above and allaying any concerns or preconceptions people have. Clubs need to be welcoming and there needs to be a balance between recreational and structured competitive offers in order to cater for the casual participant as well as the more competitive.

4.28 **Women and Girls**

Increasing participation among women and girls has been a prominent issue for all the home sport councils for a number of years. Trends across the nations broadly look the same, with participation peaking around 10-11 years old and then tailing off, quite dramatically around 14-16, and never recovering. The two graphs from our 2011 School Sport Survey below demonstrate the dramatic tail off in enjoyment of school sport from female pupils.

Figure 4: Enjoyment of PE 'How much do you enjoy PE lessons?'

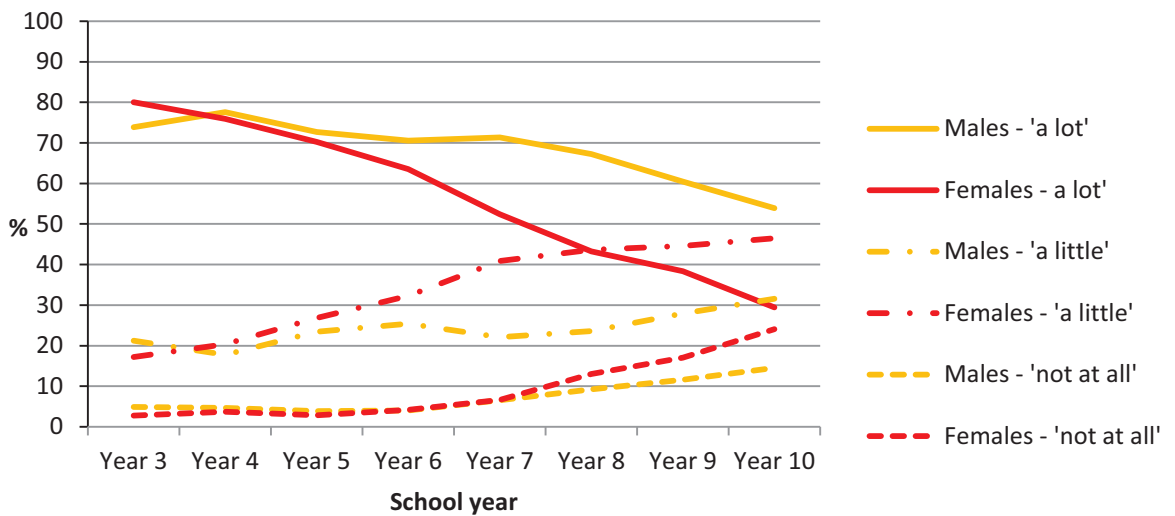
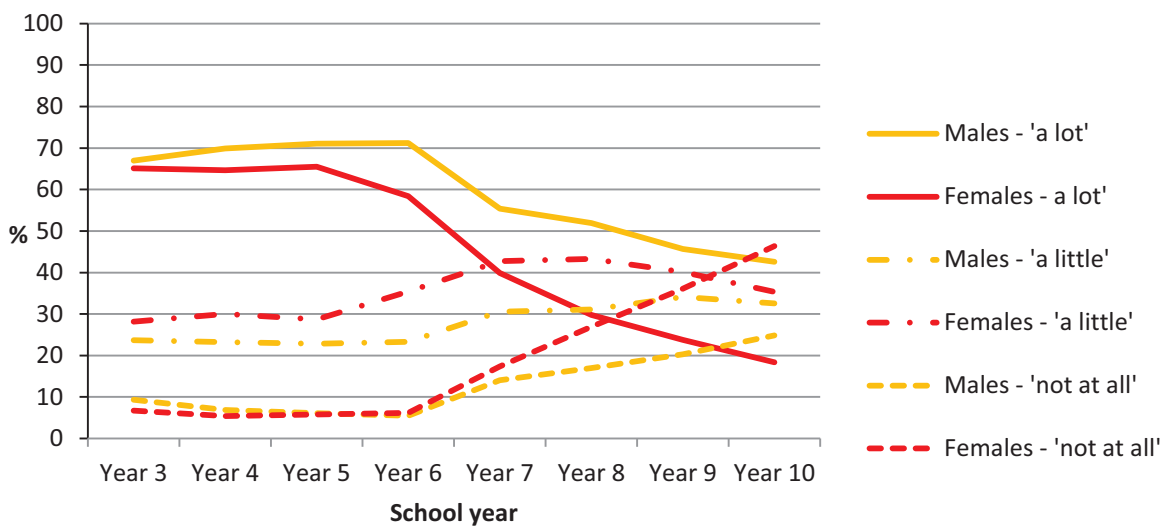
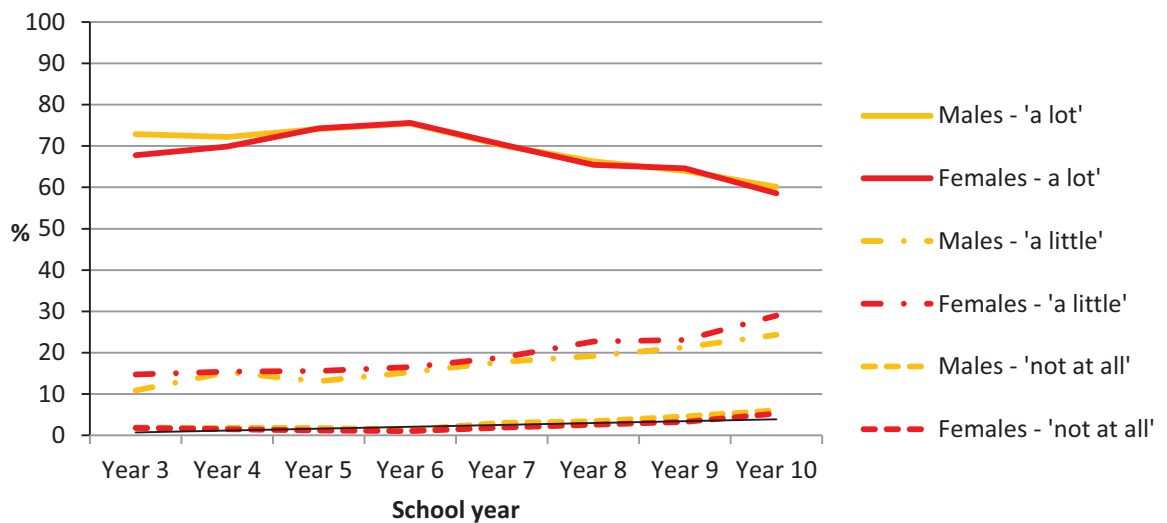


Figure 5: Enjoyment of extracurricular sport 'How much do you enjoy taking part in sport in school (at lunchtime or after-school)?'



4.29 This lack of enjoyment in later school years is obviously having a major impact on whether these young women decide to carry on with sport for the rest of their lives. The graph below though does highlight that there is, in general, a positive view of the importance of sport in having a healthy lifestyle.

Figure 6: Percentage of pupils in Wales who said that sport contributes ‘a lot’, ‘a little’ or ‘not at all’ to a balanced healthy lifestyle



4.30 This seems to suggest that sporting activity is valued, but is not meeting the needs of these female pupils as they get older.

4.31 In order to get a better understanding of this we commissioned some qualitative research to look at why both boys and girls drop out of sport. The findings from the report included:

Non-sporty girls of all ages reported that a big factor in them dropping out of sport was that it was no longer fun for them, for a number of reasons:

- *having fewer sports available to them, so they became repetitive and boring*
- *less of an emphasis on enjoyment and more on technical skills*
- *competitiveness went against their preferences for enjoyment and sociability⁶*

4.32 What was particularly interesting was the number of young women we spoke to in their early twenties who indicated that they now regretted drifting away from sport and wished they could get more involved, but didn't feel they had the fitness to go back to sport.

4.33 The findings indicate that there are those women and girls who have been brought up around sport, or who have always participated and they clearly see the benefits, not just for health but also in terms of community and mutual support. Then there are a wider range of women and girls who enjoyed sport, mainly at primary school, but gradually drifted away as they perceived it becoming more competitive and "serious". It is this second group that we need to focus on, firstly not losing from sport and secondly ensuring that there is an offer that enables them to return if they do drift away for a time.

⁶ Sports participation amongst 14-21 year olds: How do we encourage young people to stay involved in sport?, Brightpurpose, 2012 <http://www.sportwales.org.uk/research--policy/tools-and-resources/publications.aspx>

4.34 To this end, 'Women and Girls' has been made Sport Wales corporate priority theme for the next twelve months and a task group is in the process of being established by our Board to scrutinise our work in this area. Alongside this we have been working with our governing bodies to encourage them to adapt the offers of their sport, in order to encourage more people to get involved in the sport, as well as working with a number of our local authority partners to identify what more can be done to make sport an attractive option for this particular group.

4.35 We have some outstanding high profile role models for women and girls, but our research also identified that one of the most effective ways of encouraging greater participation is through peer influence. We have seen this directly with our Young Ambassadors programme, where young people have played a critical role in inspiring their peers to get involved.

4.36 Disability

Sport Wales provides funding to Disability Sport Wales to grow community opportunities for disabled people across Wales, as well as ensuring that we continue to deliver Paralympic success. We initiated the Community Sport Programme, which has been developed and is now delivered by Disability Sport Wales. This is seen globally as one of the best examples of how to engage disabled people in sport. This forms part of our £1 million investment into disability sport in Wales.

4.37 In 2002 there were just 30 clubs with a handful of members getting the chance to play sport in Wales. There are now 331 disability sport clubs, growing by 20% from 269 in the last twelve months.

4.38 The number of participation opportunities delivered in 2012 rose from 927,000 opportunities to 1,012,000. There has also been an increase in the number of active coaches working on the programme, from 1,621 to 1,766, while volunteers have increased from 2,130 to 2,390.

4.39 Disability Sport Wales has since developed their "inSport" programme, which aims to work with a range of partners, including local authorities and governing bodies, to encourage inclusive activities for disabled people in their communities.

4.40 Lesbian, Gay, Bi-sexual and Transgender (LGBT)

Sport Wales has been a Stonewall Diversity Champion since 2011, working internally to ensure that we are an attractive employer to the LGBT community and that we are supporting LGBT members of staff. In the summer of 2012, in partnership with Stonewall Cymru, we invited lesbian, gay and bisexual individuals living in Wales to share their views about sport by taking part in some qualitative research⁷.

4.41 This ground-breaking research revealed that whilst many lesbian, gay and bisexual people are interested in sport (94% of those who responded), they have also been put off by

⁷ Full report and materials can be downloaded via: <http://www.sportwales.org.uk/lgbreport>

negative experiences or the perception that it is an unpleasant and unsafe environment for gay people. It is recognised that there needs to be a mixed offer of both encouraging clubs to become more LGBT friendly as well as the creation of more LGBT specific clubs where there was demand.

4.42 The report made a number of recommendations, including the creation of the Sport Charter and the establishment of an LGBT sport forum, which could act as a platform for discussion and action on issues relating to sexuality in sport. We are delighted that the Charter will be launched in the coming months and that the forum has been established, with representation from most of the major sports in Wales. We see this element of work as a learning curve for ourselves and the sector as a whole. The process of completing the report has also created stronger links between Sport Wales and Stonewall Cymru. This year, for the first time, Sport Wales along with various governing bodies will have a presence at Mardi Gras in order promote sport as an activity for all.

4.43 Black and Minority Ethnic (BME)

Participation statistics on the BME population in Wales have always been difficult to obtain through the Active Adult Survey, due to the small sample sizes in Wales. In saying this in 2009 we commissioned a short piece of research to look at the barriers facing the BME community in accessing sporting opportunities. The research identified factors such as:

- Many leisure and youth settings were perceived as male friendly places or having unsuitable facilities for women of certain faiths, for example mixed changing areas in swimming pools were a “no go” for some groups;
- Family responsibilities and childcare were both potential barriers for women’s participation;
- Discrimination continues to be an issue for some in participating
- Need to develop more family based activities in order to raise the participation level

4.44 At Sport Wales, working with StreetGames, we have recently set up a BME forum in South East Wales. The purpose is to bring together partners delivering sport to BME communities to look at ways in which we can share what works as well as supporting access to funding to make the activities sustainable.

4.50 Child Poverty

Alongside the launch of our Community Sport Strategy in 2012, we also launched our Child Poverty Strategy, covering the period 2012-15. Our surveys have indicated that:

- Patterns of sport participation differ by socioeconomic group;
- Young people and adults living in deprived areas are less likely to participate in sport than their peers. For young people this is particularly in reference to club sport;
- Levels of latent demand for sport tend to be lower for young people living in areas of relative deprivation.

4.51 We do not believe that lower participation levels in deprived areas are inevitable or that any of the barriers to greater participation are insurmountable.

- 4.52 Our first Child Poverty Strategy has the following aims:
- To see an increase in participation amongst children and young people living in poverty, contributing to our wider aspiration of all children and young people being hooked on sport for life;
 - To see an increase in volunteering amongst adults in lower social grades, contributing to our target of getting 10% of the adult population in Wales volunteering in sport by 2016;
 - For sport to be considered a key partner in the effort to tackle poverty in Wales, with poverty and participation targets being shared across partners.
- 4.53 We recognise that whilst some of our partners will be well versed in working with deprived communities, e.g. local authorities, other will have had less experience. In saying this we view poverty as not solely an economic issue, but relating to poverty of opportunity.
- 4.54 In the coming months we will be publishing research we have undertaken looking at the barriers to participation in formal club activity in deprived communities. The emerging findings include the role of parents in facilitating sport and the critical role that schools play in providing sport to this group of young people. We will ensure the committee receives copies of the final report.
- 4.55 We are fully committed to working with organisations in Wales' most deprived areas and we are improving our links with the reorganised Community First areas. Alongside this we have increased our funding to StreetGames to £150,000 per year for the next two years, to support the work they are undertaking in delivering doorstep opportunities to some of the most deprived children and young people in Wales. The outcomes of this partnership in the last twelve months include:
- StreetGames are now active in 98 of 200 Lower Super Output Areas (LSOAs), starting point was 62
 - 664 generic volunteers have been deployed, providing over 9,000 volunteering hours to StreetGames – average 13.5 hours per person
 - 840 delegates have engaged with the Training Academy; 292 candidates have accessed sports specific entry level qualifications
 - An estimated 10,000 participants have engaged with StreetGames
 - Positive engagement with a wide range of governing bodies
- 4.56 We are also in some very early discussions with colleagues in Welsh Government about undertaking some focussed work with a couple of Community First areas looking at changing behaviour and approach to sport. Finally we work closely with Sported, a charity that seeks to provide funding for sporting activities in deprived communities, in order to ensure that we are making the best of our investments.
- 4.57 Age
- 4.58 Our primary focus is on getting more children and young people engaged in sport from the earliest age, ensuring that their rights to leisure activities are met. We believe that if we can

create a generation of adults who are physically competent from the earliest age, then we are much more likely to see that participation continue throughout their lives. Obviously changing perception and behaviour is much easier at an earlier age.

- 4.59 This is not to say we are not interested in ensuring that there is provision for adults, our aspiration is to get “every child hooked on sport *for life*”, not just for childhood and adolescence. We have been encouraging our partners to look at ways in which they can adapt their sports to encourage adults to return to the sport, for example “back to netball” schemes. We have to make sport more accessible and relevant to people’s lives as well. Not everyone has the time to take part in a full eleven-a-side football, but we have seen how smaller five and seven-a-side centres have developed through provided recreational competitive opportunities.
- 4.60 It is important to remember as well that it is not just about active participation in sport, we are always looking for new skills and new people to get involved with coaching, general volunteering and governance. Just because someone’s playing career has come to an end, their participation in creating opportunities for the community is only just beginning. Retaining and adding to the army of volunteers who keep sport running in our communities is vital.

5 What are the links between programmes to develop sport in Wales and other Welsh Government initiatives to increase physical activity?

- 5.1 As indicated earlier we are committed to supporting *Creating An Active Wales* and the Programme for Government. We have also recently been asked to develop a joint programme of work with Public Health Wales, which has been submitted to Welsh Government. We believe that this is a significant step in placing participation in sport firmly in the category of a preventative solution to the well documented health problems that are facing the Welsh nation.
- 5.2 Through the Physical Activity and School Sport Task Group we have further strengthened our links with colleagues in education, which had been formed through the development of the PE and School Sport (PESS) programme⁸. Education plays such a crucial role in ensuring those first experiences of sport encourage a lifelong interest that we have seen these relationships as particularly important.
- 5.3 We are developing our links with the Welsh Government's Community First Programme and have built a positive relationship through our joint funding of StreetGames, referred to in the previous section.
- 5.4 We have also led on developing links with Business Wales' regional centres, linking them with governing body and club activity. This has enabled the sport sector to receive support and advice on how to develop business plans and sustainable models.
- 5.5 We intend to continue developing these relationships over the coming years, not only to increase participation in sport, but also to ensure that sport is maximised to impact on other areas of the Programme for Government.

⁸ More information about PESS can be found via: <http://www.sportwales.org.uk/community-sport/education/pe--school-sport/about-pess.aspx>

6 The impact of the Olympic and Paralympic legacy, the Ryder Cup and other high profile Welsh sporting events and achievements on participation levels in Wales.

- 6.1 We will have more complete evidence of the impact of the Games when our surveys report in the autumn. So far we have some positive anecdotal evidence of clubs that have seen an increase.
- 6.2 Sports such as gymnastics (25%), hockey (32% of clubs), swimming (39%), cycling (24%), boxing (33%) and athletics (12%) have all reported significant increases in participation, whilst canoeing have set up 30 new clubs to cope with the surge in demand spurred by the Games. Some of this may be down to an Olympic and Paralympic effect.
- 6.3 The Young Ambassadors scheme was established as part of the Games legacy programme and has gone from strength to strength in Wales with now around 1800 signed up in Wales. Increasingly we are seeing our partners using the enthusiasm of these young people to inspire their peers and directly deliver sporting opportunities. These young people are a very tangible legacy from the Games and we are working with the Youth Sport Trust to continue to develop this programme in Wales.
- 6.4 It is important to remember that legacy is not just what happens a few months or even a year after a major event, but in the sustained increase in participation. There can be no doubt that major sporting events play a role in bringing sport to the public at large, but increasing participation in sport takes more than a single major event.
- 6.5 Since the 2010 Communities and Culture Committee report *Making the Most of Major Sporting Events* we have developed a stronger relationship with the Welsh Government's Major Events Unit, building a dialogue around what sporting events would create good development opportunities for our elite athletes and what events we would view as more of an economic driver, with little participation legacy.
- 6.6 Throughout this the media play a crucial role in enabling people to access coverage across a wide range of sports. Part of what the Olympics and Paralympics provides us with is the opportunity to become immersed in sports that we only tend to see on television every four years. Sadly it was not long before the triumphs of our Olympians and Paralympians were replaced on our back pages with the regular diet of football and rugby. How can we expect to see a legacy from events, if the media are not following up the public's interest? We congratulate BBC and Channel 4 on their high quality and extensive coverage of both the Games last summer, but we need to keep that going if we are to inspire the next generation to get involved.

7 Conclusion

- 7.1 The sports sector in Wales has gone through a significant change in the last three years, starting with the launch of *The Vision for Sport in Wales* in 2010. We now have a clear direction, know the areas we need to focus on and have strategies to provide us with the actions that need to be taken. There are some areas where we are starting to see positive progress, such as the concerted efforts our partners have made to work in a different way. For others we have significantly more work to do to fundamentally shift behaviour.
- 7.2 Overall we believe that the sector is moving in the right direction to increase participation in sport, recognising the barriers and challenges along the way. At Sport Wales we are enthusiastic about tackling these challenges with our partners in order to achieve our aspirations for Wales and its communities.

Nation of Champions

POPULATION: All people in Wales

1. OUR PRIORITIES /APPROACH

- a) Drawing a distinction between those sports and events where Sport Wales investment of support and resources can have a direct impact, and those where the effect / impact will be less direct;
- b) Continuing a system of categorisation through which Sport Wales can apply different levels of support to sports in the fulfilment of its overall objectives;
- c) Focus support and resources on a smaller number of sports, in order to maximise their potential to achieve consistent and sustainable high-level success;
- d) Deliver and refine a more flexible model of support and delivery which allows Sport Wales to:
 - i. Support world-class athletes, regardless of the overall strength of the sport in which they compete
 - ii. Invest purposefully in bespoke performance projects which have the potential to deliver high-level success
 - iii. Recognise and respond to the complex structures in place for elite sport within disability sport
 - iv. Develop partnership working with the major professional sports in Wales which adds value to their performance pathways where appropriate
- e) Redefine the relationship between the delivery of elite sport and the underpinning structures, recognising how the performance pathway runs between the two.
- f) Through pursuing this approach we recognise that we are a small nation of limited resource. Therefore, our focus must be on getting the very best out of the resources available. It's about raising the bar and creating accountability from everyone involved. It's about ensuring that the success that Wales produces on the world stage is systemic, deliberate and can be sustained.
- g) If we can do all of these things, we are confident that the result will be more medals won at Olympic, Paralympic, Commonwealth, World and European levels

Institute feedback Survey data:

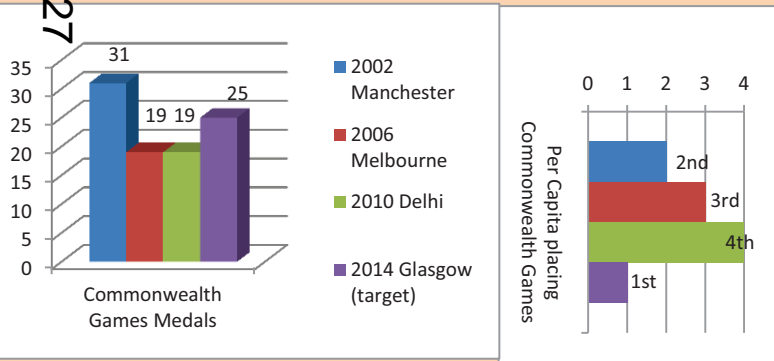
Athletes - 58% response rate
Coaches - 90% response rate
PD's - 70% response rate

The headline statistic was that the quality and effectiveness of the services delivered was generally rated as either very good or excellent by 86% of respondents.

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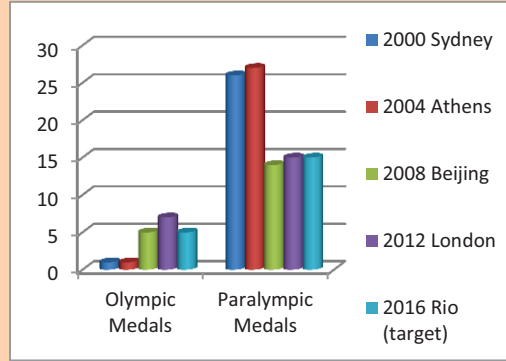
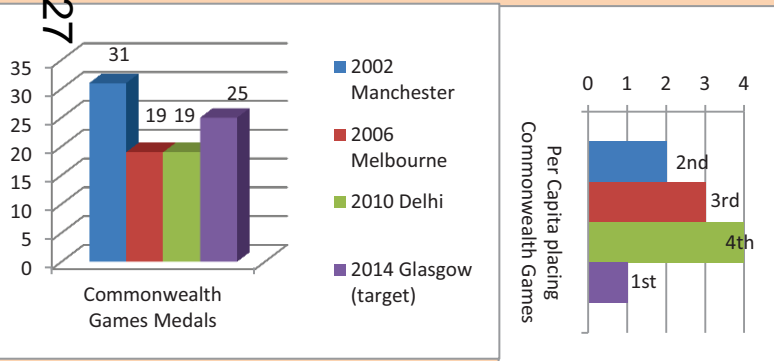
between 2010 and 2016, fulfilling the Welsh Government's vision that:
"We want to be the best we can be and we want to be known across the world for our sporting achievements."

HOW WELL ARE WE DOING? Figures 1: Commonwealth, Olympic and Paralympic Results

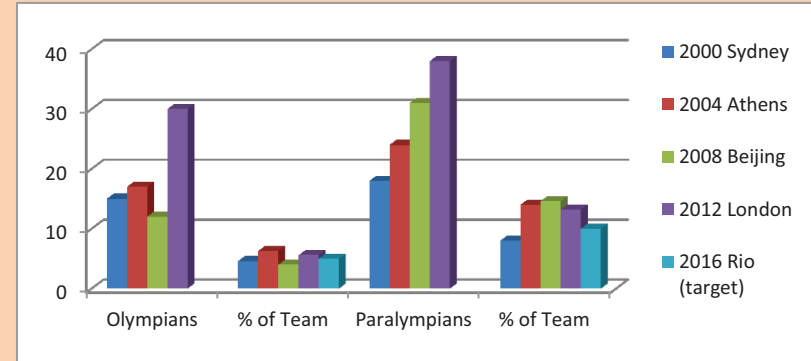


(Fig. 1B)

(Fig. 1A)



(Fig. 1C)



(Fig. 1D)

STORY BEHIND THE GRAPHS – Games Graphs: The Commonwealth and Olympic medal graphs (figs 1B and 1C) are only representative of the state of health at the time of the Games, up to 2010 Commonwealth and 2012 Olympic. Figure 1A identifies that, despite the fact that Wales continues to be the best performing Home Country in medals per capita, performance against the entire Commonwealth has started to erode slightly, 2nd (2002) to 4th (2010). There are a number of contributory factors, foremost being the improved competitive nature of some countries such as Malaysia and Cyprus, plus the fact that Sport Wales has spread its elite support service too thinly across a high number of sports. The Elite Sport Strategy has been developed to counter this, focussing strategically on a fewer number of medal winning sports. Welsh athlete performance at the Olympic and Paralympic level continues to improve in terms of medals won (fig 1C) although has increased in Olympic terms for numbers on the team and also for the Paralympics (fig 1D)

REPORT CARD

OUTCOME. Every child hooked on sport for life

POPULATION: All people in Wales

OUR PRIORITIES

- Support everyone to undertake 3 occasions of sport each week outside of school
- Increase the number of 16-24yrs old who participate in 3 occasions of sport each week
- Give young people the skills/confidence to be physically literate through high quality sporting experiences.
- Increase the number of people involved in sport at a club
- Double the number of volunteers and coaches involved in sport

WHAT OTHER DATA DO WE NEED (Data development agenda)

Existing graphs only reported on every year / 2 years. No trend data for some graphs. Information relating to Ethnic Minority Communities is insufficient. More clarity needed on the right key outputs to evidence progress against outcomes. Physical competency measure to be developed.

HOW WELL ARE WE DOING? STORY BEHIND THE GRAPHS – ALL

Geographical differences in participation across Wales. Participant is not at the centre of the planning process. Men are more likely to participate than women. Males are more likely to be sports club members than females. Participation decreases with age. Of those with a long-term illness, health problem or disability, 35% participate (38% males & 32% females). Participation in leisure and fitness clubs is broadly the same for men and women. In line with club membership rates for adults — males are much more likely to volunteer in sports clubs.

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The percentage of the population who participate in sport on average of three times a week, over time – young people



Source: School Sport Survey 2022

The percentage of the population who participate in sport on average of three times a week, over time – 16-24 year olds



Source: Active Adults Survey

The percentage of pupils in school years 3 to 11 participating in sport in a club outside of schools at least once in the past year



Source: School Sport Survey

The percentage of adults (aged 15 and over) who have volunteered in sport in the past 12 months



Source: Active Adults Survey 2020/21

The percentage of pupils achieving at least the expected level (5+) in Physical Education at Key Stage 3



Source: Ofsted

28% primary pupils (31% male & 25% female) and 26% secondary pupils (30% male & 22% female) participate on at least 3 occasions per week.

Girls less likely to participate on 3 occasions. At secondary school gender gap more noticeable (and increases with age).

Need a better connection between school and community, with more opportunities in community.

Club participation for primary school pupils is highest level since 2000 at 85% (84% for girls and 87% for boys).

Levels have dropped for secondary pupils to 68% (65% for girls and 72% for boys). Participation levels are lower among older pupils – from 76% in Year 7 compared to 63% in Year 10.

No clear variations at a regional level.

Fewer participate beyond the age of 15, more pronounced for girls. Leave school without being hooked on sport.

Participation by adults remained static over the last ten years.

Traditional model of sport – limited opportunities for those people who cannot make traditional teams, lacking appropriate competition for all.

Limited culture of volunteering – Time is barrier – process of becoming a coach is too long.

Strong programme of young leaders needs to be converted into active adult volunteers.

45% of volunteering measure = coaching. Net 36% increase in active coaches in last 2 years.

Bottleneck at L3 (poor transfer L2 - L3). Losing active coaches on annual basis.

Standards improved for last 8 yrs from 66 to 78% but variations across Wales. 78% is the same national standard for other subject areas. However, a lower number of pupils achieve Level 6 standard in PE.

PESS has improved standards at KS2 and now focussing on KS3 as key outcome.

PARTNERS WHO CAN HELP US: PARENTS AND YOUNG PEOPLE, SCHOOLS, LOCAL AUTHORITIES, GOVERNING BODIES OF SPORT, SPORTS CLUBS, LEISURE CENTRES, PRIVATE / PUBLIC / THIRD SECTOR PROVIDERS, COACHES AND VOLUNTEERS, TEACHERS

Appendix 2: KEY (OUTPUT) TARGETS FOR 2013-4

Dragon Registrations			5x60 attendance			5x60 frequency 20		
Actual 10/11	Actual 11/12	Target	Actual 10/11	Actual 11/12	Target	Actual 10/11	Actual 11/12	Target
209804	223755	250066	1071360	1258615	1202128	16885	20326	25653
All Swims per 1000 population			Learn to swim rates at age 11			No. Schools Active Marc		
Actual 10/11	Actual 11/12	Target	Actual 10/11	Actual 11/12	Target	Actual 10/11	Actual 11/12	Target
1303	1460	1920	69%	75%	91%	199	220	322
Number of active Coaches and officials			Adult membership Senior Men			Adult membership Senior Women		
Actual		Target	Actual		Target	Actual		Target
35861	43008	50074	249352	254578	262868	39924	45865	52264
Junior Club membership boys			Junior club membership girls			Number of clubs		
Actual		Target	Actual		Target	Actual		Target
139437	141954	158721	43001	44413	52189	5624	5596	5682

Agenda Item 3

Communities, Equality and Local Government Committee

CELG(4)-19-13 : Paper 2

Inquiry into participation levels in sport in Wales

Response from : Welsh Sports Association

About the Welsh Sports Association (WSA)

1. The Welsh Sports Association (WSA) is the recognised independent voice for sport, physical recreation and outdoor pursuits in Wales. Since its foundation in 1972 the WSA has been the 'umbrella' organisation for National Governing Bodies (NGBs) of sport in Wales, providing them with representation and support. Currently over 60 NGBs are members of the WSA with an estimated 500,000 plus individual members participating in sport and recreation under their banners.
2. As well as being the voice for the sector the WSA offers a wide range of services to its members including guidance, training, information, governance support, financial management, development support and other services.
3. This response has been put together by the WSA in consultation with its members.

MEETING GOALS

4. A number of National Governing Bodies (NGBs) have challenged themselves to meet aspirational targets to help meet the goals set out by Welsh Government and Sport Wales. In the last year, significant increases have been seen in participation levels in sports such as gymnastics (25%), swimming (39%), cycling (24%), boxing (33%) and athletics (12%), as well as a 20% increase in disability sports clubs.
5. These increases are mostly the result of systematic and sustained efforts to improve the way the sport is delivered. To make significant change, NGBs have looked at elements such as whether they need to adapt their format, rules, venues and infrastructure. They have considered how to make their sport more family friendly; how facilities might be developed or better used to enhance capacity; what coaches, officials and administrators are needed, and what training and support they need; how their clubs can be consulted and engage with changes; utilised tools such as market segmentation to review who is mostly likely to be attracted to their sport and adapted their approach to suit this audience: created business development and mentoring schemes to help clubs improve their operation and so increase their membership. The InSport programme from Disability Sport Wales is also helping NGBs and clubs do more to create opportunities accessible by people with disabilities. NGBs have had to do all this... and make sure they keep the people currently involved!
6. All this is a vast amount of work. For small sports, particularly those entirely run by volunteers, undertaking this level of change, whilst still trying to ensure that the day to day business of the organisation runs smoothly is a huge challenge. Even in bigger sports with paid staff, the bulk of delivery is done by volunteers. Engaging the voluntary workforce in this change takes time, so none of this happens overnight. So while there are some great

examples of good progress, the work involved and the time lag before results are seen should not be underestimated.

DATA AND STATISTICS

7. Sport Wales conduct biennial surveys on adult and young people's participation. The data provided is very useful in providing trend information and can be broken by equality strand and socio-economic group at national level. The fact that the surveys are only done every other year does mean that they are slow to show any impact of events or major initiatives.
8. NGB membership data is generally collected annually and is linked to the seasonality of the sport involved. Data is only collected on people who affiliate to the NGB or take part in organised programmes. Most sports can breakdown data by gender and an increasing number by disability and ethnicity. Data on socio-economic group is not normally collected although analysis by postcode can be done by some NGBs. Increasingly NGBs are interrogating the data they hold and using it to inform planning and decision making. In smaller NGBs, where the data is often held in a simple format on a volunteer's personal computer, this is harder and more time consuming for already stretched volunteers to do.
9. A small number of NGBs have recently started work on using 'results based accountability' to help plan and deliver outcome based services. This is expected to help gather and present data in a more cohesive way.

OPPORTUNITIES AND BARRIERS

10. Barriers to participation can be practical such as poverty, access, lack of coaches, transport and facilities, or attitudinal such as cultural acceptability, lack of role models, feeling unfit or not good enough, community insularity.
11. There are opportunities to address some of these practical barriers. We list below some matters worthy of serious consideration.
 - a. **Investing to Save:** Consideration should be given to the provision of additional support to activities in disadvantaged areas. This should be new money from health or community regeneration budgets or ESF funds if possible - rather than a reallocation of the existing sport budget which would be self defeating. This would be investing to save- not only -but especially - in regard to pressure on our health service since lifestyle diseases and obesity threaten to overwhelm us.
 - b. **Statutory listing:** We know that we live in austere times and the pressures on local authority budgets are considerable. We are concerned that because the provision of sport and leisure services is not a legal duty this area is at risk of being further diminished simply because it is an easy target for cuts.

The published Programme for Government states in chapter 2 that the aim is: 'To support the delivery of effective and efficient public services that meet the needs of people in Wales.' We would submit that the provision of sport and leisure is vital to the needs of the people of Wales and ought not to be discretionary. This is not to say we are suggesting that sport and leisure should be immune from cuts – clearly realism must apply. We *do* suggest, however, that by requiring its provision as a

legal duty then at the very least local authorities would need to pause before acting, to make proper impact assessments and ensure decisions are balanced and made for the right reasons.

- c. **Broadened access to the environment:** In Wales we have a spectacular natural environment that is a haven for outdoor pursuits. We need to ensure that as many people as possible are able to access our waterways and countryside and are able to enjoy a wide variety of outdoor pursuits through the sustainable use of our natural environment. The associated health benefits and well-being generated from a more active population, as well as the boost to local economies, increased tourism and job opportunities in the countryside are compelling reasons to be developing Wales as a sporting destination.

We are well aware that there are tensions however which can arise between more casual users and those with property rights such as landowners, farmers, anglers etc. It is vital that such issues can be managed intelligently and sensitively so that as many as possible can enjoy the obvious benefits responsibly - and without damaging our precious environment.

Changes to the law in Scotland in 2003 enshrined an already accepted presumption in favour of access. Critically it created a clear, equal and intelligent basis upon which any such issues could be managed for the protection of all interested parties and for the stewardship of the environment itself. This is in stark contrast to the more restrictive approach afforded by the CROW Act which applies in England and Wales.

It is widely accepted that the Scottish system has been extremely successful in both securing access, managing conflicts and protecting the environment for the benefit of all. A report commissioned by Scottish Natural Heritage in 2011 states as one of its findings 'The Responsible Behaviour Surveys show an increasing and widespread awareness of the key responsibilities for access to the outdoors as detailed in the Code among both recreational users and land owners/managers.' (The code referred to is the Scottish Outdoor Access code)

The Programme for Government states that the Welsh Government will take action to 'Improve public access to land and water with a particular focus on access for families and children' (Environment & Sustainability - Chapter 11). Furthermore in Chapter 4 of the Programme (21st Century Healthcare) the government undertakes to promote physical activities. We would submit that following the Scottish model would represent significant progress in regard to delivering on both these commitments.

- d. **Schools:** We believe that PE and sport in schools should be given greater priority and importance as it is here that young people establish skills and habits that provide the basis for their adult behaviour. This greater importance would be reflected in actions such as primary school banding including a measure of children's physical literacy or sports participation, improved time for PE in initial teacher training, continued professional development for teachers in PE (including how to deliver inclusive PE), better links with local clubs to provide enhancement opportunities, an extended school day to enable extracurricular activity. We are

particularly keen to see Estyn comment on a school's progress in forming and fostering school club links. Further work should also be done to examine ways that clubs can be supported to increase their capacity to make these links.

- e. **Volunteering:** Volunteers are essential to the provision of sporting opportunities. We believe it is time to have a complete review in regard to the incentivising of volunteering. Innovations such as tax credits, benefits to companies who devote staff to volunteering in company time, use of those not in employment or education should all be explored and costed.

12. As well as addressing practical barriers, there is a need to address attitudinal issues in order to change peoples' behaviour. There are large numbers of people in Wales who do not think of themselves as sporty or active and just do not see it as something they would do or something they should ensure their children do. For these people, a significant attitudinal shift is needed. During the 1970s campaigns on drinking and driving had a dramatic effect such that it is no longer socially acceptable to drink and drive. Similar shifts in attitudes are taking place about recycling. It would be great if taking part in sport and ensuring your children take part in sport became a social norm in Wales, and that not doing so was frowned upon. This would require significant campaigning and good cooperation right across public sector, third sector and commercial partners.

LINKS WITH OTHER INITIATIVES

13. Links between the activities of NGBs in Wales and Welsh Government physical activity initiatives could be improved. For example, there is only one Welsh NGB link on the Change4Life website. NGBs don't appear to be organisations that departments across Welsh Government automatically include or consult when designing any physical activity initiative. Links and collaborative work right across government could be improved. Sport cannot deliver the significant behavioural change needed to deliver the targets in Creating an Active Wales without greater collaboration with education, children's services, health, transport, economic development and planning.
14. A clear example of this is facility provision. There are places in Wales where facilities have clearly been planned with the involvement of the whole community and sport's needs have been considered alongside those of education, library services, etc. Typically, these facilities can be accessed easily and clear booking and access arrangements are in place. Often there is also a café or social area available. These facilities are usually well used during both day and evening, making best use of resources. There are other examples where there are school sportshalls that are barely used out of school hours and where there are similar leisure facilities within a few miles of each other.

MAJOR EVENTS AND THEIR LEGACY

15. Some sports have seen substantial increases in their membership figures since the Olympics and Paralympics. The London games provided a fantastic window for Olympic and Paralympics sports and many NGBs for the sports involved are able to give anecdotal examples of clubs receiving large numbers of enquiries from interested individuals. Where

they have capacity and well developed infrastructure, sports have been able to capitalise on this interest. Over the past few years for example, a number of gymnastics clubs have moved from running sessions in leisure centres to having their own bespoke facilities. This, together with significant investment in coach and workforce development, has meant that they have had far greater capacity to accommodate new members. Rowing has seen a 7% increase in clubs since the Games. However, many rowing clubs are heavily reliant on having the correct equipment to cater for beginners, which can be extremely costly. Access and facilities are a phenomenally large challenge in the sport. For example, three Swansea based clubs do not have appropriate access to water, they launch boats from a slipway and their boats are stored unsecured in an open air public car park. These three clubs are struggling to cater for new participants as they face these significant infrastructure challenges.

16. For the Ryder Cup in Wales, a legacy fund project was created and the Welsh Government committed £2million to this. This funding was used to create specific beginner facilities which could be used to introduce people to the game as well as to break down a number of the perceived barriers which prevented people from trying the sport. These facilities have seen great gains not only in membership but visitors to the clubs. Golf Development Wales (GDW) was also set up to maximize the impact of the Ryder Cup. In the year after the run up to the Ryder Cup, participants in GDW linked schemes increased by nearly 43%.

Communities, Equality and Local Government Committee

CELG(4)-19-13 : Paper 3

Inquiry into participation levels in sport in Wales

Response from : Disability Sport Wales

Company No: 05199508:

Charitable Number: No: 1144663

Registered Office: Sport Wales National Centre, Sophia Gardens, Cardiff, CF11 9SW

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BACKGROUND TO THE FEDERATION OF DISABILITY SPORT WALES

1. The Federation of Disability Sport Wales (Disability Sport Wales) was established in 1985 for the sole purpose of benefitting disabled people through the pursuit of sports and physical activity.
2. It is recognised by Sport Wales and Welsh Government as the national lead body for the strategic development of disability sport in Wales.
3. The legal status of Disability Sport Wales is that of a company limited by guarantee with charitable status. Disability Sport Wales is a not-for-profit organisation.
4. Disability Sport Wales is fully committed to supporting the principles of equality of opportunity.
 - 4.1 Disability Sport Wales is responsible for ensuring that no job applicant, employee, participant, performer, volunteer or member receives less favourable treatment on the grounds of age, disability, race, colour, ethnic or national origin, religious belief, parental or marital status, pregnancy, sexual preference, language or political belief, class or social background.
 - 4.2 Disability Sport Wales ensures that there will be open access to all individuals who wish to participate in all aspects of sporting and leisure activities and that they are treated fairly.
 - 4.3 Equality of opportunity in Disability Sport Wales is regarded not as a privilege for some but as a right for all. Disability Sport Wales has achieved the Foundation level of the Equality Standard and is actively working toward the Preliminary Award level.

- 5 The **VISION** of Disability Sport Wales:

‘Transforming the Lives of Disabled People through the Power of Sport’

5.1 Our vision is driven by our commitment to a Wales where, irrespective of ability, every person has the right to a full and lifelong involvement in sport. It is the belief of Disability Sport Wales that sport has the power to change the lives of disabled people for the better, whether taking part in community sport, achieving in a competitive arena or contributing to sport through coaching, volunteering or leadership. Disability Sport Wales believes that our Vision (and Mission’s) contribute directly to Welsh Government’s plan ‘Creating an Active Wales’ and to the sport sectors strategy: ‘A Vision for Sport’ (led by Sport Wales)

6. The **MISSIONS** of Disability Sport Wales are:

(1) Every Disabled Person Hooked on Sport for Life

6.1 Disability Sport Wales endorses the position of the United Nations (Article 30 - Participation in cultural life, recreation, leisure and sport):

- i) With a view to enabling persons with disabilities to participate on an equal basis with others in recreational, leisure and sporting activities, (nations) shall take appropriate measures :
- ii) To encourage and promote the participation, to the fullest extent possible, of persons with disabilities in mainstream sporting activities at all levels;
- iii) To ensure that persons with disabilities have an opportunity to organise, develop and participate in disability-specific sporting and recreational activities and, to this end,

- encourage the provision, on an equal basis with others, of appropriate instruction, training (coaching) and resources;
- iv) To ensure that persons with disabilities have access to sporting, recreational venues;
 - v) To ensure that children with disabilities have equal access with other children to participation in play, recreation and leisure and sporting activities, including those activities in the school system

(2) A Nation of Disabled Champions

- 6.2 Disability Sport Wales shares the sector goal of Wales creating, and in Paralympic terms, sustaining a Nation of Champions. Disability Sport Wales will work toward achieving and when possible to exceed the agreed targets of the Sport Wales 'Elite Sports Strategy' relating to the Paralympic and Commonwealth Games.
-

THE EXTENT TO WHICH THE WELSH GOVERNMENT AND SPORT WALES ARE ACHIEVING THE GOALS SET OUT IN THE PROGRAMME FOR GOVERNMENT, THE CREATING AN ACTIVE WALES ACTION PLAN AND THE VISION FOR SPORT IN WALES WITH REGARD TO PARTICIPATION LEVELS

7. Disability Sport Wales believes that through our Vision and Mission (s) it directly contributes to the 'outcomes of the current *Programme for Government*, the '*Creating an Active Wales*' action plan and the '*Vision for Sport in Wales*' strategy.

'At the heart of this is a focus on people and our commitment to support the development of a fairer society in which every person is able to make the most of their ABILITIES and contribute to the community in which they live.' (Welsh Government)

8. Disability Sport Wales contributes toward the following aims of the '*Programme for Government*':

Equality – Aim: 'Create a fair society free from discrimination, harassment and victimisation with cohesive and inclusive communities.

8.1 Disability Sport Wales delivers bespoke and specialist services to disabled people, either through the creation of sustainable community sports participation/membership opportunities or through the provision of an elite sport pathway enabling individuals or teams to achieve their full potential.

8.2 Disability Sport Wales has developed a programme called 'insport' which drives the principles of inclusion to the core of Welsh sport.

Education – Aim: Help everyone reach their potential, reduce inequality, and improve economic and social well-being.

8.3 Disability Sport Wales, in partnership with UK partners and financed through a sponsorship agreement with Sainsbury's, delivers a UK Disability Inclusion Training programme called 'Active Kids for All'. The programme aims to up-skill teachers and non teaching support staff to deliver adapted physical education in an inclusive manner.

8.4 Disability Sport Wales supports the national competition programme 'Gemma Cymru' by advising the delivery agency and national governing bodies on which sports should be included in the event. Sports involved in Gemmau Cymru in the past include boccia, swimming, football, athletics and for 2013, wheelchair basketball.

Tackling Poverty – Aim: Reducing poverty, especially persistent poverty amongst some of our poorest people and communities, and reducing the likelihood that people will become poor

8.5 Disability Sport Wales liaises with its local authority partners to monitor 'access to sport' type schemes which provide subsidies/discounted for disabled people/carers to participate in local sport activities.

8.6 Disability Sport Wales believes that poverty should not be a barrier to fulfilling an individual's potential in sport. Disability Sport Wales, in partnership with Sport Wales and commercial partners, provides Talented Athlete awards to identified athletes with real

potential of achieving selection to British squads or the ParalympicsGB team (summer/winter Games). Disability Sport Wales also provides awards via its charitable funds to deaflympic and intellectually disabled athletes who achieve selection to European / World Games.

8.7 Disability Sport Wales has provided funding from its charitable funds to support the Special Olympics Wales team who will compete in the Special Olympics GB Games in Bath, August 2013.

The Culture and Heritage of Wales – Aim: ‘Enrich the lives of individuals and communities through our culture and heritage.’

8.8 Specific objectives that Disability Sport Wales contribute toward are

8.8.1 Through Sport Wales, widen participation in sport and programmes targeted at increasing physical activity.

8.8.2 Increase the number of sports coaches and elite athletes in Wales.

8.8.3 Work with national, UK and international sports federations to ensure that more major sporting events are hosted in Wales in the future.

8.9 For the past 10 years Disability Sport Wales has measured key performance indicator outputs against the above objects through its two critical offers – community sport / elite performance.

8.10 Community Programme Outputs

8.10.1 Disability Sport Wales has supported the placement of Development Officers in each of the local authorities to create and sustain grassroots opportunities to participate in sport. Supported primarily by the grassroots club sector and voluntary organisations, the outcomes achieved over the past 10 years have been significant:

Performance Indicators	Position 2004	Position 2006	Position 2007	Position 2008	Position 2010	Position 2011	Position 2012
Number of clubs	217	348	350	373	309	269	331
Trained coaches	166	278	700	941	1500	1621	1766
Number of volunteers	164	203	785	1403	2100	2309	2390
Number of local competitions	48	23	31	77	71	89	85
Number of participants in programme	14,271	78,680	320,000	356,523	959,500	1,007,737	1,012,923
Number of active club members	1038	3,675	3,825	7803	6,300	5,861	6684

- i. In 2012/13 the community programme achieved significant growth further increasing the number of clubs by 20% and club membership by 10%.

ii. The programme has also increased the number of coaches and volunteers who serve the community programme.

8.10.2 Disability Sport Wales is also committed to delivering high quality education and training opportunities to the sports sector. In 2012 / 13, Disability Sport Wales delivered 50 inclusion training courses across Wales to leisure centre staff, sports development officers the club sector and National Governing Bodies.

8.11. Elite Performance Outputs

8.11.1 Over the same period Disability Sport Wales have contributed to the sporting success of the Nation, with Wales punching well above its weight.

Figure 1; Academy athletes selected for ParalympicsGB

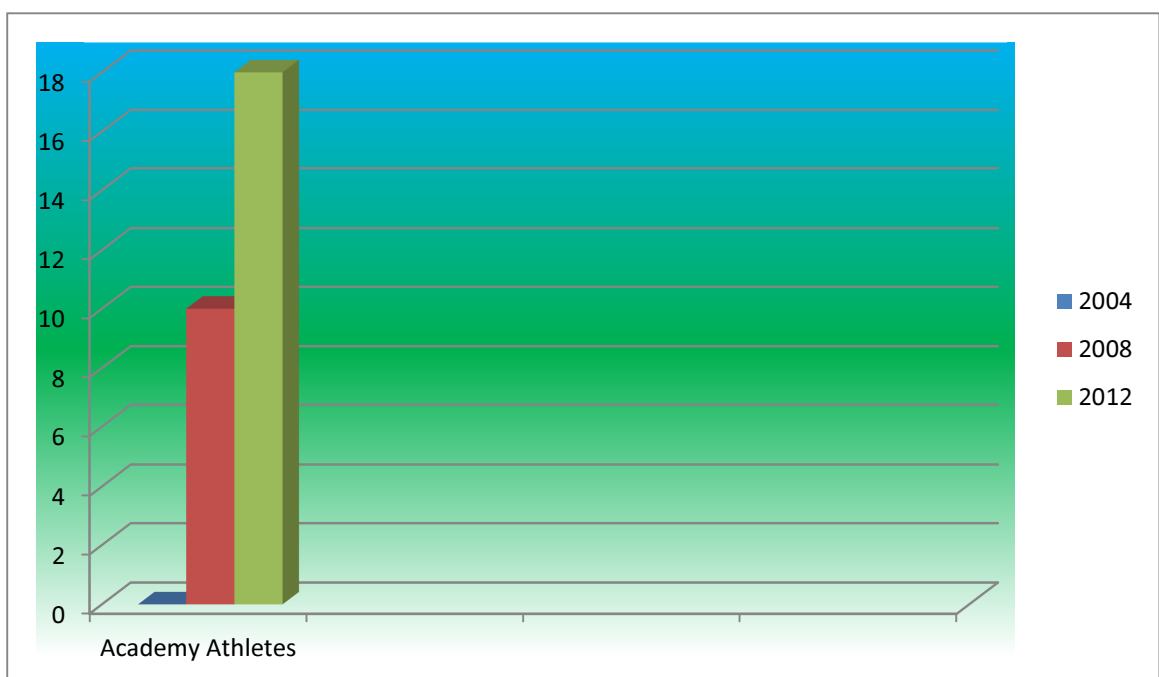


Figure 2: Number of Welsh Athletes selected for Paralympic Games

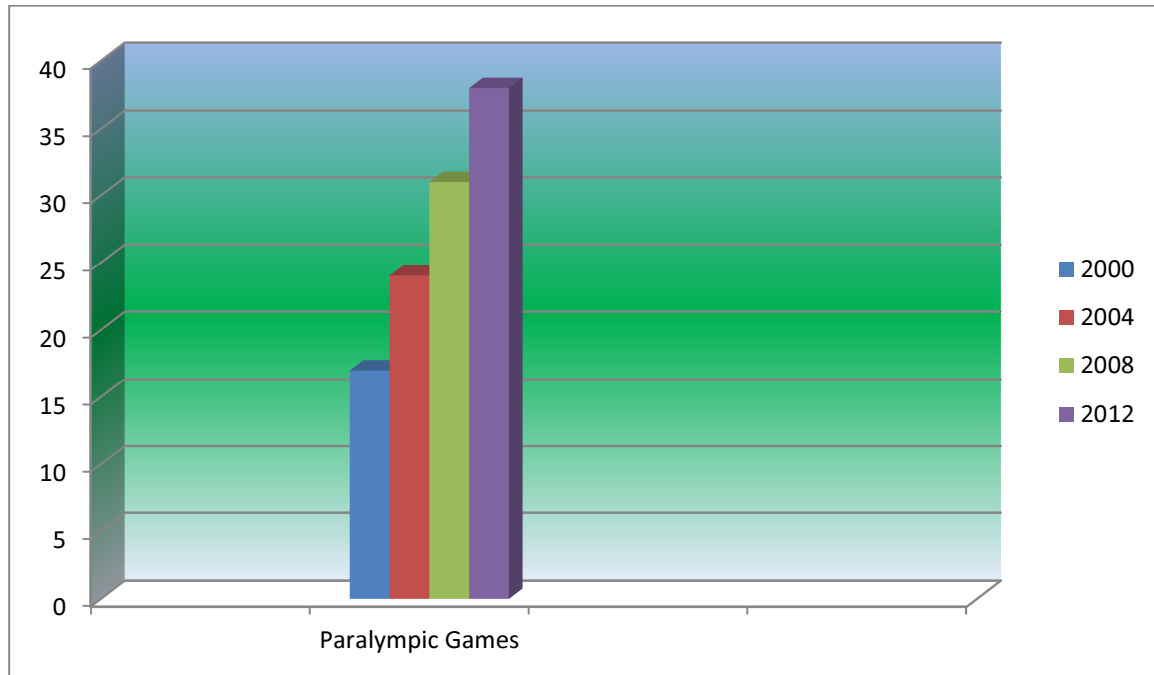


Figure 3: Medals at Paralympic Games

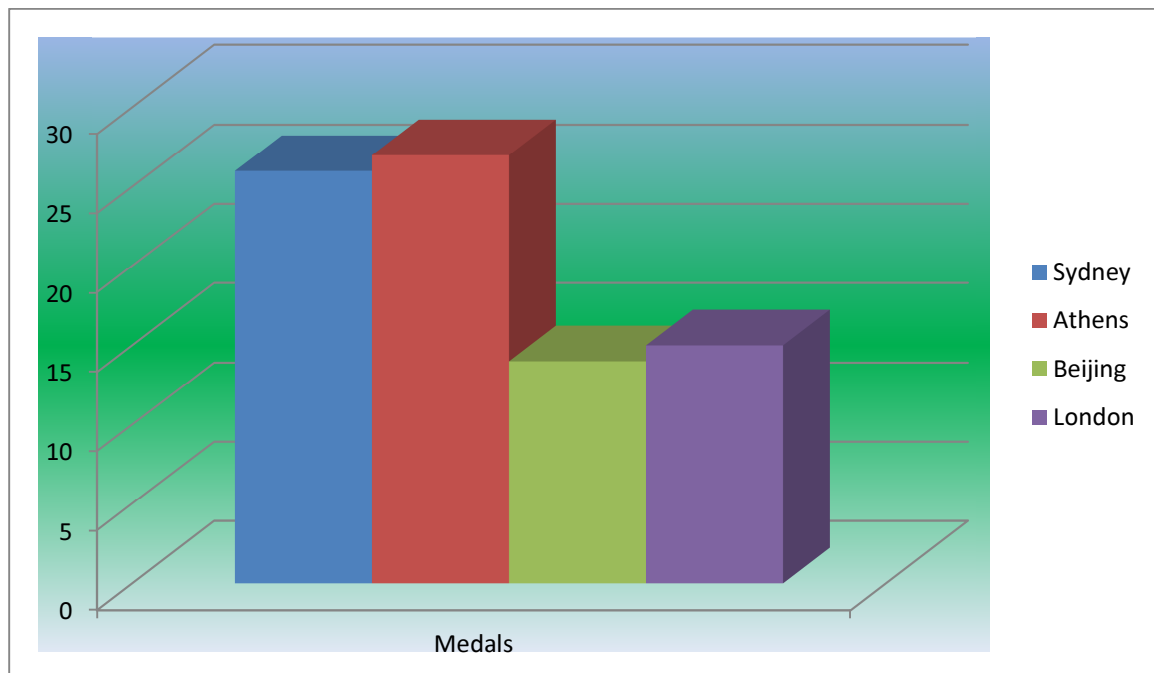
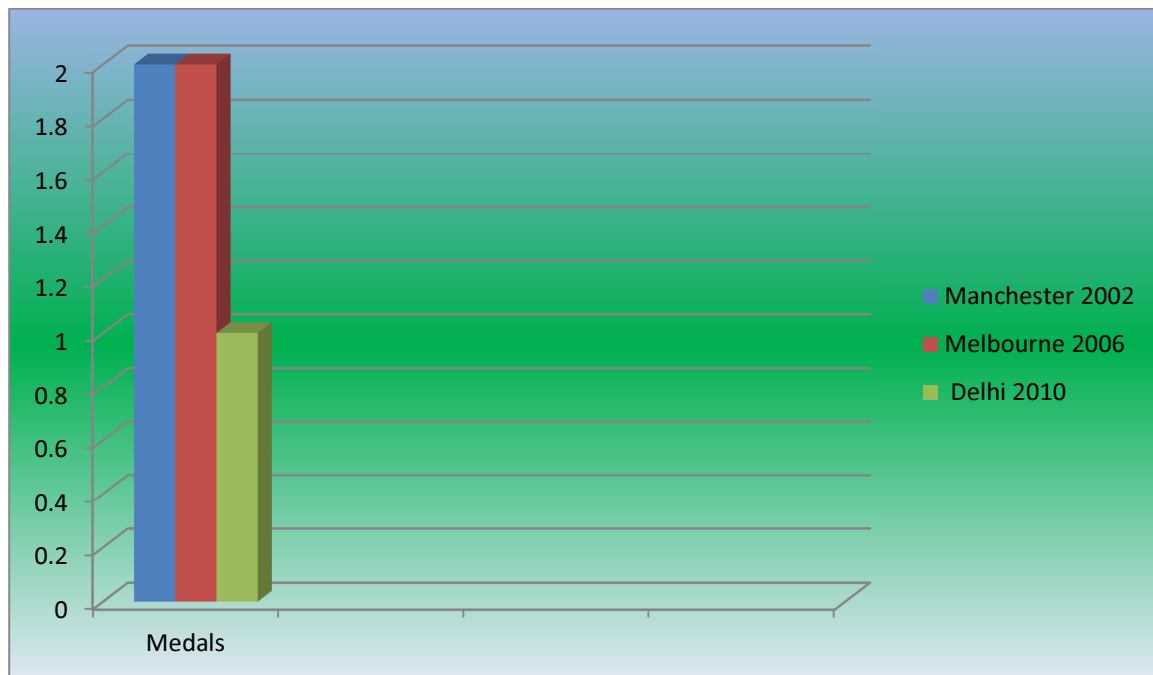


Figure 4: Medals from Disabled Athletes at Commonwealth Games from 2002



8.11.2 Much of the success of the elite performance outputs is attributable to the introduction of a Welsh Academy system (the first of its type in the UK) for the identification and development of disabled athletes. The Academy is pan-disability in its approach, providing opportunities for Paralympic, Deaflympic and Intellectually disabled athletes.

8.12 Major Sporting Events

8.12.1 In March 2013, it was announced that a consortium bid involving Disability Sport Wales, Swansea University, the City and County of Swansea and Welsh/British athletics won the rights to host the International Paralympic Committee (IPC) European Athletics Championship 2014 in Swansea.

8.12.2 This major event is likely to attract approximately 1500 athletes/support staff from to 40 countries and will maintain the high profile of elite Paralympic sport in Wales following the success of London 2012.

9. The above evidence illustrates that, as far as disability and Paralympic sport is concerned, the Programme for Government, Creating an Active Wales plan and Vision for Sport strategies are being delivered through the programmes and activities of Disability Sport Wales.

AREA 2

THE AVAILABILITY OF DATASETS AND STATISTICS TO MEASURE PARTICIPATION LEVELS IN SPORT, PARTICULARLY THOSE DISAGGREGATED BY EQUALITY STRAND AND SOCIO-ECONOMIC GROUP

10. Disability Sport Wales has maintained a robust set of key performance indicators over a period of 10 years which, collectively, provide important statistical and performance management information which influences future strategy and priorities areas for action.
 11. Examples of trend data have been identified on pages 6/7/8/9 above.
 12. Disability Sport Wales has always sought to provide information reflecting its user groups. Currently Disability Sport Wales is able to disaggregate users by:
 - 12.1 Age
 - 12.2 Gender
 - 12.3 Impairment Type (physical / learning disabled / deaf & hard of hearing / blind and visually impaired)
 - 12.4 Black Minority Ethnic
 - 12.5 Welsh Speaking
 13. This information is made publicly available as and when required
 14. Disability Sport Wales has not historically collected statistical information by Socio-economic group but recognises that this is an area which should be addressed in future years. Future priorities such as the reduction of poverty have been identified in our 2013 – 17 strategic plan. Our impact in this area will need to be measured.
 15. Disability Sport Wales is undertaking an equalities survey (by under 18s and over 18s) to ensure that its provision of service meets the needs of its current user group as well as how it can better meet the needs of any non-user group or where take up of opportunities is currently lower by some groups within the community.
 16. Moving forward, as well as the statistical data collected on at least an annual basis, Disability Sport Wales is introducing a new performance management approach through the use of the Results Based Accountability (RBA) system. RBA scorecards are being produced and will be made available to the general public, online, through Disability Sport Wales websites and through other public documents.
-

AREA 3

THE OPPORTUNITIES AND BARRIERS TO SPORTS PARTICIPATION THAT EXIST FOR DIFFERENT GROUPS OF PEOPLE, INCLUDING BY EQUALITY STRAND AND SOCIO ECONOMIC GROUPS

Opportunities for Participation

17. Disability Sport Wales believes that it currently provides a robust range of opportunities for disabled people to become involved in sport, at all levels of the sporting pathway.
18. Disability Sport Wales, in-partnership with the 22 local authorities, funds (via Lottery support) the employment of local disability sport Development Officers.
19. The primary roles of these officers are to increase sustainable participation by disabled people in grassroots sport and to drive the 'insport' programme to help create a more inclusive sporting landscape in Wales.
20. The Disability Sport Wales Community programme has been in place for 10 years and has been heralded by commentators and some overseas nations as one of the best practise approaches to the development and delivery of grassroots disability sport anywhere in the World.
21. Since 2002, the number of clubs delivering disability sport opportunities has grown from 31 to 331. The voluntary workforce supporting that infrastructure has increased from 330 to 4,156, with the number of community events growing annually from 48 to 85. Overall the number of annual participation opportunities taken up by disabled people has grown from 14,271 to 1,012,923.
22. Welsh representation at Paralympic Games has increased from 17 Welsh athletes in 2000 (Sydney) to 24 by 2004 (Athens), 31 by 2008 (Beijing) and 38 by 2012 (London).
23. Much of this success can be attributed to the introduction of the Disability Sport Wales Academy system which identifies, develops and nurtures emerging athletes. Between 2004 and 2008, 10 Welsh academy athletes were selected into the Paralympics GB team. Between 2008 – 2012 this figure had increased to 18 athletes (with a further 9 indirectly supported by Academy services).
24. In terms of opportunities taken up by different groups of people by equality strand, the following figures are available:
 - 24.1 Male members of clubs
 - 24.2 Female members of clubs
 - 24.3 Welsh speaking members
 - 24.4 BME members
 - 24.5 Disabled Coaches
 - 24.6 Welsh speaking coaches
 - 24.7 BME coaches
 - 24.8 Disabled Volunteers
 - 24.9 Learning Disabled
 - 24.10 Deaf and Hard of Hearing
 - 24.11 Physically Disabled
 - 24.12 Blind and visually impaired

25. The main emphasis of Disability Sport Wales is to now build upon this foundation of grassroots sport, sustain existing structures, whilst expanding the scope of inclusive sports activities and workforce knowledge and capacity through the delivery of the 'insport' programme.

Barriers to Participation

26. Whilst Disability Sport Wales believes it has made significant progress over the past 10 years in creating new and improved participation opportunities for disabled people, barriers still remain.
27. Evidence drawn from an independent consultants report in 2010 and more recently from the 22 local authority Development Officers indicate the following barriers remain:
- 27.1 **cost to participate in sport** – normally due to session sizes and lower numbers
 - 27.2 **locations of facilities/sessions** – requirement to travel further to access choice of sport
 - 27.3 **lack of clubs** – Need to increase capacity and knowledge of mainstream clubs to deliver inclusively
 - 27.4 **lack of appropriate support** – requirement by some participants for higher support needs
 - 27.5 **perceptions around disability and sport** – need to change mainstream attitudes and engagement
 - 27.6 **Lack of training to support mainstreaming** – training now available through Disability Sport Wales
 - 27.7 **Dependency on local public / parental / carer transportation support** – transport critical for some disabled people. Public transport not always an option
 - 27.8 **Poor timing of some sessions** – concerns over availability of session times
 - 27.9 **Media representation / coverage to maintain profile of disability sport** – need to maintain higher levels of media interest in disability sport since London 2012. More coverage and interest in grassroots sport
 - 27.10 **Marketing Materials** – sports providers need to ensure materials are inclusive in terms of accessibility, visual presentation and messaging
 - 27.11 **Ensuring promotion and information reaches disabled people**
 - 27.12 **Accessibility to some Venues** – physical adaptations required in aging stock of public buildings
 - 27.13 **Parental/carer attitudes toward sport** – parents and carers need to be supported to ensure that disabled children participate in sport
 - 27.14 **Physical Education in schools** – Teachers and non teaching support staff need to be supported to ensure that they have the relevant skills to deliver P.E. in an inclusive environment
28. Disability Sport Wales remains focused on eradicating barriers wherever possible. Action has already been taken to remove or reduce some of the above barriers e.g.
- 28.1 **Physical Education in schools** – Introduction of Sainsbury's 'Active Kids for All' programme in schools
 - 28.2 **Marketing Materials** – advice and training to NGBs, Local Authorities and clubs through 'insport' programme on accessible marketing
 - 28.3 **Cost to participate in sport** – Local Authorities have introduced subsidised or discounted 'passport to leisure' schemes to support disabled people / carers to access sport
 - 28.4 **Perceptions, increasing capacity of clubs, lack of training** – These issues, are being addressed through the 'insport' programme.
 - 28.5 **Media representation** – significant upturn in coverage of disability / Paralympic sport during and since London 2012. Disability Sport Wales has introduced a communications post to drive promotion and increase media coverage.

AREA 4

WHAT ARE THE LINKS BETWEEN PROGRAMMES TO DEVELOP SPORT IN WALES AND OTHER WELSH GOVERNMENT INITIATIVES TO INCREASE PHYSICAL ACTIVITY

29. In line with Welsh Government's 'Creating an Active Wales', Disability Sport Wales has introduced a national sports inclusion programme called 'insport'. This contributes directly towards two outcomes contained within the 'Creating an Active Wales' action plan.

- a) Ensure that professionals and volunteers receive appropriate inclusion training as identified through local needs / impact assessments.
- b) Work with Local Authorities and other partners to increase accessibility to facilities and services by addressing barriers that may dissuade participation by all groups.

(Source: [Creating an Active Wales Action Plan](#))

31. 'insport' is a project which consists of 3 different programmes, each of which is aimed at a different segment of the sport and leisure sector. It is being supported through a 3 year funded cycle by the St James' Place Foundation, which will enable the delivery of resources, case officers (insport NGB), and the delivery of workshops (UK DIT) to support the sport and leisure network workforce.

32. The intention of 'insport' is to support the delivery of inclusive opportunity throughout the sport and leisure network. Disability Sport Wales have provided support, and been responsible for the delivery of disability sport and sport for disabled people throughout Wales for over 25 years, which includes, (for the last 10 years) a community programme that has based full or part-time officers in all 22 LAs.

33. Post the 2012 Paralympic Games the profile of disability sport is rising, and a progressive move towards inclusion is becoming less of an ideal and more of a reality. In order to support this in Wales, DSW's Strategic Plan 2013 – 2017 identifies a transitioned move from 'delivery' to 'support'. This is going to be achieved through the 3 'insport' programmes:

- | | |
|---------------------|--|
| insport NGB | • aimed at National Governing Bodies in Wales |
| insport Development | • aimed at Local Authorities facilitated through the Sport Development Unit |
| insport Club | • aimed at ALL clubs (not just those already associated with DSW) throughout Wales |

34. The final element that Disability Sport Wales has a direct responsibility for within the 'Creating an Active Wales' plan is:

34.1 Identify opportunities for research to widen knowledge of current participation levels and barriers that prevent participation in physical activity by all groups.

35. Disability Sport Wales supports this aim and intends to continue to undertake research into barriers that prevent participation in physical activity by disabled people.

36. A second initiative introduced to increase participation is funded through Sport Wales. Called The Patient Pathway, this new initiative is delivered in-partnership with Betsi Cadwalder University Health Trust.

37. This partnership proposal intends to create enhanced awareness, understanding and greater coherence between the health sector and sport network in North Wales, through a planned programme of education and up-skilling of professionals within both areas, so as to better enable a patient pathway which illustrates and opens opportunities for disabled people to get involved with physical activity, including sport.
38. The Health sector is the one institution which is guaranteed to come into contact with every disabled person in Wales, at the moment data protection legislation combined with the traditional invisibility of disabled communities makes it difficult for the sport network to target and create awareness of physical activity and (disability) sport opportunities.
39. In order to support disabled adults in the right to access opportunities, potentially attain a better health status, reduce the need to use acute health services, and target communication about physical activity including sport to a greater percentage of the disabled population in North Wales it is essential that more robust and sustainable collaboration, communication and co-existence, between key partners be facilitated.

Aims

The specific aims for the partnership will be:

Increase the numbers of physically active disabled people across the 6 local authorities in the region

Create a robust partnership between (Disability) Sport and Health

Contribute to the identification of talented disabled people who may be interested in/able to becoming involved with competitive or elite sport

Decrease disabled people's requirement for medical intervention as a consequence of ill-health linked to physical inactivity

Identify a model for best practice with regard to establishing a conduit between health professionals and settings, and physical activity (including sport) professionals, which could be modified as appropriate and rolled-out through the other 6 Health Trusts/Boards across Wales

AREA 5

THE IMPACT OF THE OLYMPIC AND PARALYMPIC LEGACY, THE RYDER CUP AND OTHER HIGH PROFILE WELSH SPORTING EVENTS AND ACHIEVEMENTS ON PARTICIPATION LEVELS IN WALES.

40. London 2012 provided a unique opportunity for sport to market itself to new participants. The Games themselves were never going to directly increase participation. It was for the sports providers themselves to decide how they would use London 2012 to maximise their offer.
41. Disability Sport Wales took an early decision to use London 2012 to impact across four key areas:
 - 41.1 Elite Performance
 - 41.2 Grassroots Participation
 - 41.3 Raising the Profile of disability sport
 - 41.4 Creating new (commercial) partnerships
42. **Performance:** In 2008 (post Beijing) Disability Sport Wales set the bold target of 36 Welsh athletes being selected into the ParalympicsGB team for 2012.
43. The outcome was that 38 athletes were selected – the highest ever contingent of Welsh athletes in any single Paralympic Games. The athletes made up approximately 14% of the ParalympicsGB team, far exceeding the target of 5%. The athletes delivered 15 medals.
44. If Wales had been competing as a nation at the Paralympic Games, by medals per head of population we would have finished number 1 in the World (closest rivals New Zealand). This is a remarkable position that we have enjoyed at every Games since Athens 2004.
45. The positive impact that role models such as our paralympians can have on disabled people, particularly the young, and the non-disabled population can be profound, helping to change the aspirations of disabled people and the perceptions of society on the way they view disability. Succeeding on the world's greatest stage for paralympic sport enables Wales to deliver on its aspiration of being a Nation of Champions as well as making a significant contribution to the equalities agenda of Welsh Government.
46. **Participation:** The local authority development officer network displayed great commitment and creativity in ensuring that 2012 was a year that delivered on expectations around 'legacy'.
47. Local Authorities delivered festivals, competitions, school based events, campaigns, young ambassador programmes, London 2012 Inspire Mark projects, Flame Festivals and more to ensure that they maximised the opportunity that this unique year provided.
48. The outcome was an increase in the number of clubs delivering disability sport by 20% and a general increase in club membership by 10%. The number of general participation opportunities went through the '1 million' mark.
49. These outcomes were achieved partly because Wales had the foresight over the past 10 years to invest in a disability sport delivery model which was ready to exploit 2012.

50. **Raising the Profile of Disability Sport** – Disability Sport Wales took the view that it had to be 'ready' to exploit 2012.
51. In preparation, Disability Sport Wales changed its legal status to that of a charity (benefitting from the increased profile the Games would bring and the resulting ability to generate additional sources of income, other than Government or lottery funding)
52. The corporate brand of Disability Sport Wales was also improved and strengthened, generating increased visibility to both potential participants and partners. The success and power of the brand has also partly contributed to the success of the increased levels of activity with commercial sector partners.
53. A communications post was introduced to the organisation to manage messages around 2012 athletes, Welsh success, participation and sporting opportunities. A series of media friendly events were generated, each one looking at a different aspect of the Disability Sport Wales' offer from community sport through to elite performance.
54. Promotional activities were increased, including a more dynamic and targeted approach to online services including blogging, twitter feeds, Face-book, Disability Sport Wales You tube sites and more traditional website services. A campaign to increase participation was also introduced on the South Wales to London mainline train stations at the time of the Olympic and Paralympic Games. This campaign was only possible by using poster sites that were allocated to London 2012.
55. The hosting of 11 paralympic nations for their holding camps in the lead into to London 2012, in-partnership with Welsh Government and Local Authorities also maintained intense media interest.
56. The resulting outcome was increased coverage by all forms of media, sustained interest in our programmes throughout 2012 and beyond, and positive coverage of Welsh elite athletes and their individual performances.
57. In March 2013 it was announced that a consortia including Swansea University, City and Council of Swansea, Welsh/British Athletics and Disability Sport Wales had won the rights to host the IPC European Athletics Championships 2014, in Swansea. This event will maintain the high profile of elite Paralympic sport and will further enhance the reputation of Wales as one of the foremost Nations for the delivery of disability sport.
58. **Creating new (commercial) partnerships** – Disability Sport Wales has a track record of developing and sustaining innovative partnerships with the commercial sector and other partners. 2012 offered new opportunities to expand the range of partnerships based on the heightened profile of disability sport resulting from the Paralympic Games.
59. During 2012, Disability Sport Wales entered into commercial agreement with the following Companies:
- Sainsbury's
 - Sinclair Volkswagen Cardiff
 - St James's Place Foundation
 - South Wales Chamber of Commerce
 - Deloitte

JacBee
Goldfox Media
Hush
General Dynamics

60. These deals are commercially sensitive, however, it can be reported that the total committed investment into Disability Sport Wales during 2012/13 was in excess of £300,000.

61. These partners join an existing portfolio of commercial supporters including:

Dolmans
USY Peachey's
Total Teamwear ERREA
ACE Feet in Motion
Cardiff Bay Rotary Club

62. The value of this type of partnerships is that it offers new streams of income and / or genuine budget relieving 'value in-kind' support at a time when public finances are under pressure. The success of the commercial programme reflects the 'values' based approach that Disability Sport Wales applies when working with partners.

63. Disability Sport Wales has now decided to invest in the appointment of a 'Client Relations Executive' post. This innovative approach will seek to further generate free income and manage existing commercial accounts and partnerships.

Evidence Ends

Disability Sport Wales
May 2013

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Huw Lewis AC / AM
Y Gweinidog Cymunedau a Threchu Tlodi
Minister for Communities and Tackling Poverty



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref: SF/HL/2155/13

Christine Chapman AM
Chair
Communities Equality and Local
Government Committee
National Assembly for Wales
Cardiff Bay
CF99 1NA

13 June 2013

Dear Christine,

At the Communities, Equality and Local Government Committee meeting on 23 May 2013, I agreed to provide the Committee with a note on a number of issues. Please find the information requested below.

Role of Welsh Government in the delivery of the work programme in Wales

The Welsh Government has working arrangements in place with the Department for Work and Pensions (DWP) through the 'Joint Employment Delivery Board'. The key purpose of the Board is to provide a forum for bringing together the strategies and policies of the DWP and the Welsh Government. Membership of the Board is made up of representatives from the Welsh Government, the DWP and Jobcentre Plus. The Board also has a number of experts from key stakeholder organisations such as the Welsh Local Government Association and the two Work Programme providers in Wales.

The Board considers delivery arrangements for Wales where there is a joint interest and this includes the delivery of the Work Programme in Wales. For example, the Board was consulted on DWP proposals for the Welsh contract footprint for the Work Programme. Following their appointment, both Work Programme Providers accepted an invitation to attend the Board meetings. As part of wider considerations, the Board has, and will continue to have a keen interest in the overview of the delivery of Work Programme in Wales.

Discussions regarding implementation of Flying Start within Swansea

At the end of March 2013 Mike Hedges AM wrote to me expressing his concern that Plasmarl Primary School is not in a Flying Start area despite, he says, that nearly two thirds of the children attending are receiving free school meals. The Assembly Member raised this issue again in Committee and went on to question the criteria for determining which areas

benefit from Flying Start services. The information below includes the content of my response to the Assembly Member and includes more detail on some issues.

The Welsh Government recognises the need to provide support to more families through our Flying Start programme, and that is why we are committed to doubling the number of children and families supported through the Flying Start programme during this term of Government.

We are continuing to work closely with local authorities to ensure that Flying Start support reaches those who need it most. Flying Start is not a means tested entitlement and so the programme needs to be carefully targeted to maximise benefits to disadvantaged communities. It is a geographically targeted programme and so this does inevitably mean that the boundary will fall somewhere and families in some areas will not be eligible for Flying Start services.

The programme operates only in defined areas that have been identified as being the most disadvantaged within each local authority and the basis for targeting the expanded Flying Start programme within Local Authorities is linked to concentrations of children under 4 living in income benefit households. The Local Authorities are best placed to make the decisions as to which areas the programme should expand into and their decisions are based on the data and their local knowledge of needs. This is the criteria set by the Welsh Government and the City and County of Swansea has confirmed that the areas selected as part of the expansion of the Flying Start programme have been selected in line with the guidance issued by the Welsh Government. These areas were determined by Lower Super Output Areas (LSOA) with the highest numbers of income benefit households with children under 4 years of age.

It is worth noting that Flying Start is not a school based programme and whilst some local authorities like Swansea choose to locate services in or near to the local primary schools, this is not the case in every local authority area.

As I outlined at Committee, any kind of measure used to determine areas of the greatest deprivation is always going to be imperfect and there will always be anomalies. Swansea is not the only area to have LSOAs with areas of great need which contain pockets of affluent properties. We are not in a position to means test every household in Wales and the Welsh Government believes that the proportion of income benefit households within an LSOA coupled with local knowledge is the best way of determining where Flying Start services should be concentrated.

The City and County of Swansea has informed the Welsh Government that it has previously made contact with Plasmarl Primary School. Support in relation to childcare and parenting programmes has been offered by the Local Authority given that the school and surrounding area is not eligible for Flying Start.

It is regrettable that not all families are able to benefit from this programme and I appreciate the disappointment this can cause. As part of the expansion of the Flying Start programme, we will be building a small element of outreach work to support the most vulnerable families living outside Flying Start areas and this will be based on a robust referral process. We do recognise that these are challenging times for families, and that there are still more families in Wales that need our support.

Information on the provision of bi-lingual services as part of Flying Start

Welsh language provision continues to be an integral part of Flying Start and the guidance has always placed a requirement on local authorities to respond to parental choice, and to deliver Welsh-medium provision where required. The new Flying Start strategic guidance continues this commitment by making it clear that local authorities must put in place arrangements to meet the preference of parents for Welsh-medium and / or bilingual childcare.

The Flying Start programme was devised ensuring that it complied with Section 22 of the Childcare Act 2006. This requires local authorities in Wales to secure sufficient childcare to meet the needs in their area and in determining whether the provision is sufficient the local authority has to take account of the needs of parents whose preference is for the provision of childcare through the medium of Welsh.

All the local authorities must set out in their Flying Start plans the arrangements they have made in relation to the provision of Welsh medium and / or bilingual childcare, where parents have expressed a preference. Whilst the local authorities are not statutorily obliged to provide childcare through the language of choice, all try to comply although there are times when demand exceeds capacity.

Within the on-going monitoring process local authorities are required to regularly provide information on a range of issues. In relation to the Welsh language provision, they are asked to record the number of children where the parent or guardian has expressed a preference as to whether they wish the childcare element to be delivered in Welsh or English. The data collected at the end of 2012-13 shows that there were 609 specific requests for childcare through the medium of Welsh and of these 576 were met.

Nineteen of the 22 local authorities were able to fulfil all requests for childcare through the medium of Welsh. There is an account management structure in place whereby officials meet with the local authorities to discuss a range of issues highlighted by the monitoring process and this includes working with the local authorities to ensure that they are better able to meet demand for childcare in either Welsh, English or bilingually.

As part of an on-going monitoring process, officials are currently undertaking an audit to establish the language used in Flying Start childcare settings. This will provide us with the number of places in each setting and the language of that setting, in accordance with the five definitions within the Childcare Act 2006.

With regard to the other key elements of the Flying Start programme, local authorities strive to respond to the language preference expressed by parents. This includes delivering parenting and early language development courses through the medium of Welsh when requested.

The enhanced health visiting service is a fundamental part of the Flying Start programme and the local authorities are working to ensure that they have sufficient health visitors to deliver services in Welsh when requested. I am aware that a number of local authorities have had difficulties recruiting Welsh speaking health visitors and my officials are working closely with the National Leadership and Innovation Agency for Healthcare (NLIAH) to ensure that we are training sufficient health visitors and in particular those able to deliver services through the medium of Welsh.

Update on the current position of the Fuel Poverty advisory group

The Minister for Natural Resources and Food is responsible for energy policy including the provision of grants to aid energy efficiency and reduce fuel poverty; and will be writing separately regarding the Fuel Poverty advisory group.

A handwritten signature in black ink, appearing to read 'Huw Lewis', is positioned above the printed name.

Huw Lewis AC / AM

Y Gweinidog Cymunedau a Threchu Tlodi
Minister for Communities and Tackling Poverty