



sports council wales  
cyngor chwaraeon cymru

# PLANNING FOR INCREASED SPORT AND PHYSICAL ACTIVITY

Huw G Jones  
Chief Executive  
Sports Council for Wales



sports council wales  
cyngor chwaraeon cymru

# Presentation

- **Physical Activity and Sport**
- **Progress to Date**
- **WAG's Vision and Policy**
- **Culture Change and Transformation**



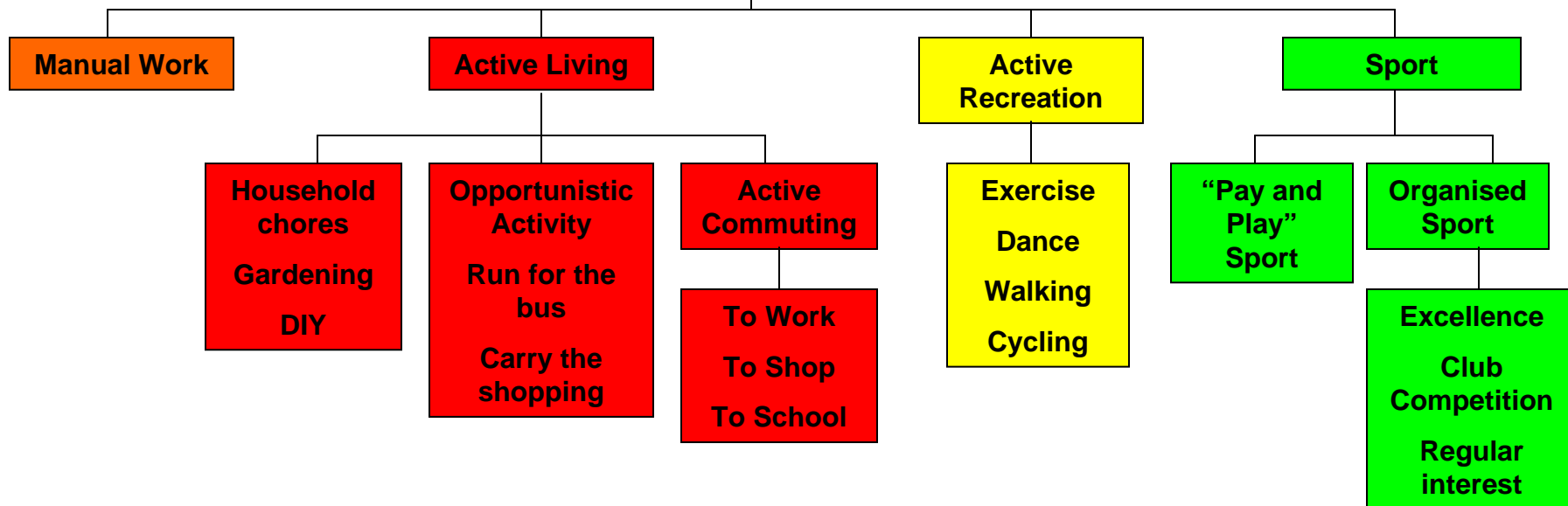
sports council wales  
cyngor chwaraeon cymru

**"I believe every human has a finite number of heartbeats. I don't intend to waste any of mine running around doing any exercise."**

***Neil Armstrong***



# Physical Activity





sports council wales  
cyngor chwaraeon cymru

**" One never notices what has been done; one only sees what remains to be done".**

**Marie Curie, Scientist**



## Recent Participation Successes

- **94% of primary schools offering Dragon sport and 148,000 children involved**
- **96% secondary schools offering 5 x 60**
- **Over 80% of secondary school aged children taking part in club based activities**
- **$\frac{3}{4}$  schools taking part in PESS (6<sup>th</sup> Year)**
- **Quality of PE improving; Estyn Reports**
- **More extracurricular and club activity than ever**
- **Junior membership of NGBs is at record high**

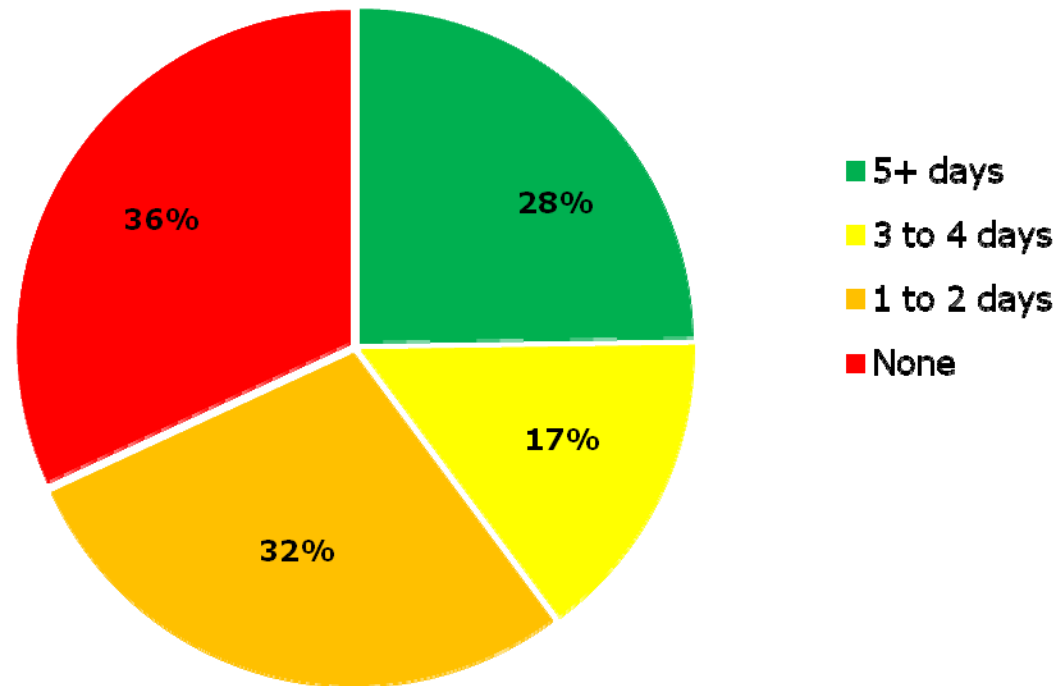


## 'Children and Young People' TARGETS

PI's	1997/8	2004/5 (Regular)	Targets 2005	2006/7 (Regular)
7-11 yr old's				
% Extra Curr.	40%	80% (58%)	(70%)	84% (63%)
% Club Memb.	58%	78% (62%)	(65%)	81% (65%)
11-16 yr old's				
% Extra Curr.	49%	71% (42%)	(60%)	77% (47%)
% Club Memb.	42%	73% (53%)	(60%)	81% (60%)



## The number of days a week adults in Wales undertake at least 30 minutes of physical activity





**Wales is renowned across the world for the performance of its teams and sportsmen and women, from rugby to cycling to wheelchair athletes**

**However, we need to broaden participation in sport and physical activity because of its significant health benefits. Our ambition is for a nation where everyone gets their recommended thirty minutes of exercise five times a week, and sporting clubs and teams are flourishing.**



## **'Creating An Active Wales': Vision**

- **Develop an environment that makes it easier for people to be physically active**
- **Proximity of local services**
- **Streets designed to encourage PA**
- **Traffic reduction and calming**
- **User friendly walking/cycling routes**
- **Workplace cycle facilities – showers, lockers**
- **Well designed/maintained open space**
- **Variety of environments to play**



## **'Creating an Active Wales' - Actions**

- **PPW and TANs to encourage PA**
- **Web based tool-kit for planners, architects**
- **Open Space Assessments to advise LDPs**
- **Re-gen and housing projects to consider PA**
- **Encourage active commuting in Regional Transport Plans**
- **Ensure Rights of Way Improvement Plans increase opportunities for walking/cycling**
- **Develop long-term facilities plans**

# Barriers

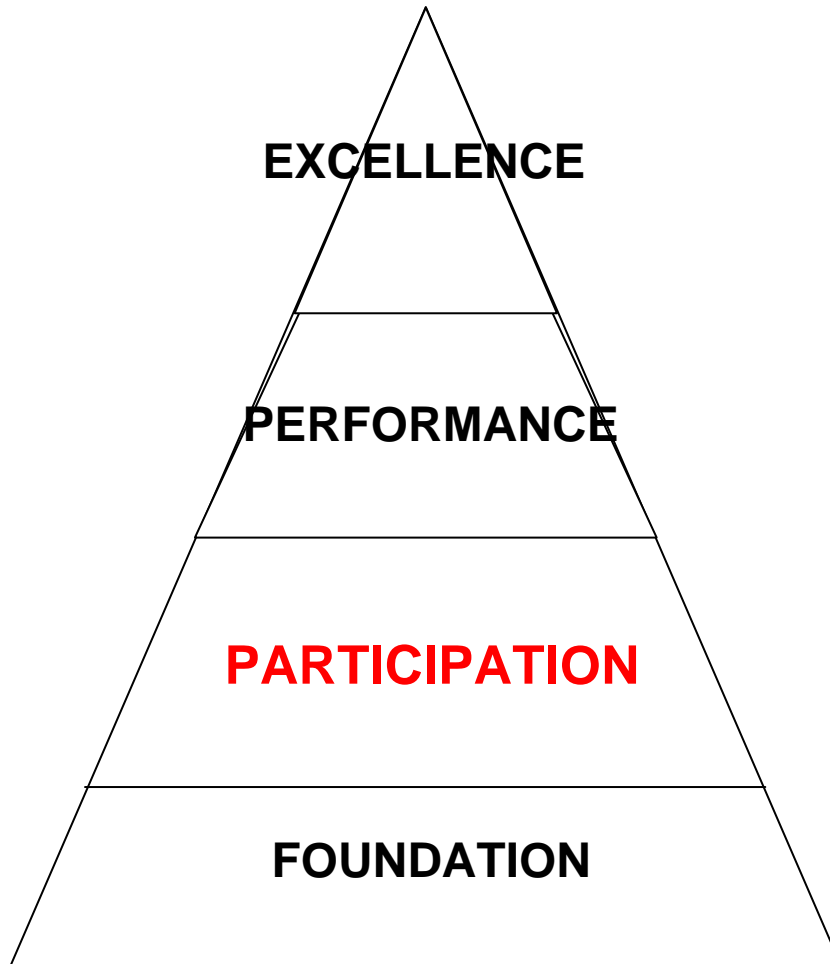


sports council wales  
cyngor chwaraeon cymru

- Time/ Commitment
- Culture
- Gender equality
- Alternative activities
- Perceptions of sport
- Personal appearance
- Role Models
- Family responsibilities
- Parental attitudes
- Negative experiences
- Facilities
- Costs
- Programming
- Transport
- Coaches: quality/no.
- Lack of volunteers
- Legal concerns
- Competition structures
- Financial support
- Safety



# SPORTS DEVELOPMENT



- Olympic, Paralympic, Commonwealth Games, World, European, Commonwealth Championships, International Competition
- Wales National representation, Training and Competition
- Community Activities, Recreational Activities, Leisure Centres, Clubs
- Physical Education, School Sport, Dragon Sport, 5x60.



# Facility Developments

FACILITIES	1972	2009
Sports Halls	11	277
Swimming Pools	44	140
Golf Courses	104	200 (@185 locations)
Squash Courts	86	339 (@142 locations)
Synthetic Athletics Tracks	-	17
Indoor Tennis Centres	-	11
Artificial Pitches (75m x 45m minimum)	-	108
Indoor Bowls	-	25
Ice Rinks	-	2



## Culture Change?

- **Change when things are going well not badly!**
- **Financial cuts 2010-2014?**
- **Beecham Review and 'Making the Connections'**
- **Focus on 'outcomes' not 'inputs'**
- **Partnerships – public, private, voluntary**
- **Empowerment, Subsidiarity and Decentralisation**
- **Local Solutions for Local Needs**
- **Joining-up**



## Are we Innovative?

- **Blank sheet of paper - would we do the same things again?**
- **Would we design our facilities the same and build in the same place?**
- **Would we restrict our approach to primarily one where the public sector provides?**
- **Would we employ the same people?**
- **Would we put them in the same structures?**
- **Do we spend most of our time talking to the same people?**
- **Are we brave enough to take difficult decisions?**



## Joining-up is the Norm!

- Do we know what happens locally?
- Do we know what's needed locally?
- Joining-up with others not just providing
- Every activity has an exit route
- Delivering outcomes
- Taking responsibility NOT 'It's not my job'



sports council wales  
cyngor chwaraeon cymru

"I bought all those Jane Fonda videos.  
I love to sit and eat cookies and watch  
'em."

Dolly Parton, U.S. Singer