

A Vision for Sport in Caerphilly County Borough 2011-2014

Education and Leisure
January 2011

“It is as important as ever to build communities and create harmony, and one of the most powerful ways of doing this is through sport. I have seen for myself just how important sport is in bringing people together from all backgrounds, from all walks of life and from all age groups.”
Queen’s speech

Executive Summary

This is the third partnership agreement (LAPA) between Sport Wales and Caerphilly County Borough Council (CCBC). This strategy outlines our vision, ambitions, goals, key priorities and guiding principles for the next 3 years. The annual delivery plans will outline the approach to delivering our vision and achieving our goals.

The foundations have already been laid and much success has already been achieved since the first LAPA in 2008. It is not about following a new process but building on this success.

“Its not what we do that needs to be different, but how we do it.”

Vision for sport in Wales, 2011.

High quality school experiences will be replicated in the community environment, and all participants will have the opportunity to fulfil their potential. A skilled and passionate workforce will play a critical role in the achievement of all 3 goals by providing high quality experiences.

Creating opportunities for all and a wide range of opportunities is critical. Developing the female game, disability sport and reaching out to diverse and deprived communities is not an optional extra but a vital and integral part of what is delivered.

This vision provides a pathway for all residents of CCBC where sport is at the heart of our communities, bringing enjoyment and fulfilment for individuals, a sense of unity and vibrancy for communities and pride and reputation for Caerphilly as a sporting County Borough.

By strengthening the sporting infrastructure we will widen opportunities to attract more people, and improve the mechanisms to keep them inspired and active.

It is hoped that all those involved in sport will take ownership of this vision as a context for their own contributions. Accordingly, “we” refers to all those who have a part to play in sport.

The success of achieving our goals depends on the cooperation amongst the many partners involved in sport, and it is only by sharing a common set of goals and partnerships for action that we can bring about the vision we have advocated.

Context

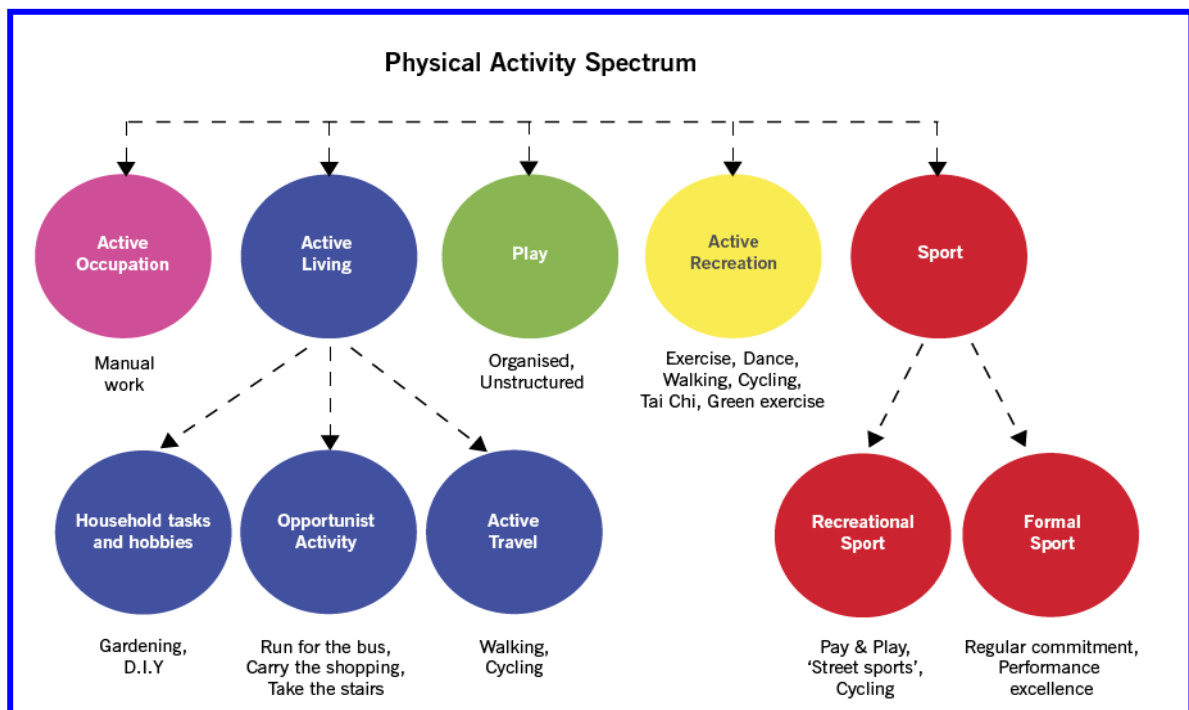
Scope of the Plans

This vision will focus on Sport's role in delivering the Welsh Assembly Governments wider physical activity agenda.

This vision uses the word "sport" in its widest sense, using the following definition;-

"...All forms of physical activity which, through casual or organised participation, aim to expressing or improving physical fitness and well being, formal social relationships or obtaining results in competition at all levels"

Council of Europe Sports Charter



Links To Strategy

This strategy attempts to provide a framework for the development of Sport and Active Recreation in CCBC over the next 3 years. It is not duplicating or replacing existing strategies and plans, but it aims to complement and supplement them by creating an environment that maximises efforts and can enhance capacity in a coordinated way. The delivery plans will aim to accelerate change by making best use of the available resources.

This vision is influenced by key strategies, policies, reports and plans both Nationally and Corporately.

The Key National Strategies and Plans include: -

- Climbing Higher
- Our Healthy Future
- Vision for Sport in Wales
- Increasing Physical Activity
- One Wales
- Creating an Active Wales

The Key Corporate Strategies and Plans include: -

- The Community Plan
- Corporate Improvement Plan
- WAG Outcome Agreement
- Health Social Care and Well-being Strategy
- Children and Young People Strategy
- Local Development Plan

These plans will guide and direct the work that is delivered through the Annual delivery Plans, which are an integral part of the business planning process. This vision and the delivery plans will also help influence future policies and plans. The following diagram succinctly illustrated our approach.

Vision

The creation of a vibrant sporting infrastructure where sport
Grow Sustain Excel

Goal 1
Grow

Skills for a life in Sport

Goal 2
Sustain

Sporting Communities

Goal 3
Excel

Sporting Excellence

Enabler 1

Growing a Passionate Workforce

Enabler 2

Innovation & Collaboration

Outcome

Improved Health & Wellbeing through increased frequency of participation in Sport & Active Recreation

The vision for CCBC is: -

This simplified way of working will reduce the levels of bureaucracy and release more time, energy and resources into delivering our outcomes.

The creation of a vibrant sporting infrastructure where sport grows, sustains and excels.

This vision is supported by clearly defined goals; -

Goal 1 – (Grow) - Skills for a Life in Sport

- Every child and young person is provided with the skills and confidence from an early age to be physically literate through high quality, engaging sporting experiences.

Goal 2 – (Sustain) - Sporting Communities

- Every community has sport at the heart of them offering opportunities and pathways for all, making it easy to be involved in sport throughout life.

Goal 3 – (Excel) - Sporting Excellence

- We are a County Borough that excels in identifying and nurturing sporting talent and supports the delivery of success.

These goals will be achieved by the support of the following enablers:-

Enabler 1 - Growing a Skilled & Passionate Workforce

- Growing a skilled passionate workforce. Every coach and volunteer are appropriately qualified, deployed and supported to meet the needs of the participant.

Enabler 2 - Innovation & Collaboration

- CCBC embraces collaboration, encouraging new ways of delivering opportunities to increase participation and improve performance.

Key Priorities

To achieve our vision the following priorities have been identified for each goal: -

Grow

- To increase participation in extra curricular sport.
- To support the delivery of high quality PE and School Sport.
- To deliver the Leadership continuum.

Sustain

- To increase Community club membership.
- To increase the number of teams in Community clubs.
- To improve the quality of provision in Community clubs.
- To provide transition from school to community clubs.

Excel

- To provide extensive and appropriate competition.
- To support the Legacy of London 2012 and major International Events at a local level.
- To develop pathways for the identification and support of talent.

Workforce

- To recruit more quality coaches and volunteers
- To train and deploy more coaches and volunteers
- To retain more coaches and volunteers

Innovation and Collaboration

- To develop true and sustainable partnerships
- To provide an evidence base through research and data management
- To develop a high performing culture
- To raise awareness of opportunities, contribution and impact
- To develop a strategic approach to the use of facilities
- To develop innovative and creative solutions

Guiding Principles

The guiding principles for how sport will be developed in CCBC are: -

1. Equality

CCBC will reduce in equalities and provide a range of opportunities accessible to all.

2. Participant Centred

CCBC will ensure that the needs of each participant are considered and met.

3. Positive Environment

All activities will be delivered in a positive, fun and safe environment.

4. Ambition

CCBC will build upon the good work already achieved by setting ambitious targets.

5. Innovation

New and creative solutions will be intrinsic to achieving our vision.

6. Sustainability

Sustainability will be built into every intervention

7. Evidence Based

All actions will be based upon robust evidence.

8. Simple

CCBC's direction will be easily understood and relevant to everyone involved in developing sport.

9. Outcome Focused

All plans will be developed starting with the desired results.

Impact

There are so many different ways that sport touches people's lives directly and indirectly. Sports wide reaching benefits include: -

Health and Well Being

Extensive evidence is available to prove that taking part in regular physical activity has both physical and mental health benefits and reduces the risk of illness, disease and obesity. Regular sporting activity has proved to be effective in the prevention of many chronic diseases. Regular participation can contribute to the reduction of absenteeism and a reduced call on health resources.

Educational Attainment, Skills and Employment

Sport can help provide many life skills, can impact on cognitive and emotional development, which may contribute to better academic performance. Sport provides employment and provides participants with transferable skills helping to enhance their employment prospects. Sport is also a significant contributor to the economy in terms of value added.

Community Pride

Sport provides enjoyment and enhances quality of life for the individual and the community. It helps to stimulate pride and a feel good factor. Some of the greatest gains from involvement in activity relate to psychological health and increased feelings of wellbeing. Sports facilities can make an important contribution to the physical infrastructure of communities, providing a social focus for a community and positively affecting people's perception of their community. Sport is a perfect vehicle to unite our communities behind a common goal with a sense of passion and excitement that is unmatched by any other intervention.

“Sport has the power to unite people in a way little else can. Sport can create hope where there was once despair. It breaks down racial barriers. It laughs in the face of all kinds of discrimination. Sport speaks to people in a language they can understand”
Nelson Mandela

Success

How will we know if we are winning?

A robust framework is in place to manage performance. The process of results based accountability is integral to the development of all delivery plans, making it easier to evidence success. Population outcomes have been set, targets for outputs established and key performance indicators are in place. Extensive monitoring and evaluation support this and research that provides not only evidence based approach to the allocation of resources but monitors impact and return on investment.

The delivery planning process will also be monitored through the following 5 key measures.

Goals

There are high level goals that are shared and agreed by the partnership

Relationships

There are effective relationships in place between all stakeholders

Action

The delivery plans include actions to meet the high level goals

Stakeholders

The right people are engaged, and there is clarity of roles and expectations

Performance

There is commitment to a culture of continuous improvement.