

## COUNTY BOROUGH OF BLAENAU GWENT

**REPORT TO:** THE LEADER AND MEMBERS OF THE EXECUTIVE COMMITTEE

**REPORT SUBJECT:** SPORT AND ACTIVE LIVING STRATEGY

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**LEAD OFFICER/  
DEPARTMENT** CORPORATE DIRECTOR  
ENVIRONMENT

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### 1. PURPOSE

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

### 2. BACKGROUND

In 2003, the Welsh Assembly Government introduced a Sport and Active Recreation Strategy for Wales – Climbing Higher depicts W.A.G.'s commitment through sport to achieve objectives relating to;

- Health
- Economy
- Culture
- Society
- Environment
- Wales' performance on the world stage

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

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

- The endorsement of a Sport and Recreation Strategy in 2000, with key issues for action including (i) junior participation (ii) gender and sport (iii) social inclusion through sport (iv) physical activity and health (v) developing facility provision on school sites.
- The inclusion of Sport as a key action area in the 2004/2009 Community Plan for Blaenau Gwent.

- Sport and Active Living is recognised and advocated in the Health, Social Care and Well-Being Strategy for Blaenau Gwent, with physical activity being seen as a key preventative health and well-being measure.
- Establishing effective partnerships both at a strategic level (e.g. Sports Council for Wales) and at a community level (.e.g. local sports organisations) which has resulted in unprecedented external investment into the human and physical sports infrastructure across Blaenau Gwent.
- Promoting Sport and Active Living as an integral part of the Scrutiny Forward Work Programme.

### 3. **PRESENT POSITION**

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

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

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

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

### 4. **PROPOSAL**

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

### 5. **STATEMENT ON FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

6. **STATEMENT ON PERSONNEL/STAFFING IMPLICATIONS**

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

7. **STATEMENT ON CONSULTATION WITH OTHER DEPARTMENTS**

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

<b>HUMAN RESOURCES</b>	<b>CHIEF LEGAL OFFICER / MONITORING OFFICER</b>	<b>DIRECTOR OF RESOURCES / S.151</b>	<b>OTHER</b>
			CMT

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

8. **STATEMENT CONFIRMING THAT CONSIDERATION HAS BEEN GIVEN TO**

All appropriate legislation has been complied with.

9. **CONCLUSION**

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

10. **RECOMMENDATION**

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

11. **REASON FOR RECOMMENDATION**

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

**CORPORATE DIRECTOR ENVIRONMENT**

**EXECUTIVE SUMMARY**

This Sport and Active Living Strategy has been prepared by the Authority for the Borough as a whole. The Authority has adopted a community leadership role and is seeking to bring together the perspectives in the many different organisations involved in physical activity, recreation and sport into one overarching and comprehensive strategy.

This thematic approach complements the methodology of the Borough's Community Plan. The aim is to produce a common vision and commitment, which integrates the views of all those agencies who are involved in the provision of, or participation in sport and physical activity.

It is intended that this should be a working 'live' document with the flexibility to be revised as and when necessary, thereby giving dynamic direction to Blaenau Gwent County Borough Council's Leisure Services Division and its partners in sport.

The case for increasing participation in physical activity and sport is compelling. A successful strategy will deliver many benefits to the community of Blaenau Gwent and through encouraging positive participation will improve health and well-being. It will be a key element in the development of communities and individuals of all ages, helping to build strong, safe communities. Furthermore, it will have the potential to generate economic benefits and ultimately contribute to people's quality of life.

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

In April 2000, the Government published its strategy for the development of Physical Education and sport for the next decade. The Department for Culture Media and Sport (DCMS) produce 'A Sporting Future for All' which sets out a clear Government aim for the future.

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

The DCMS strategy was followed by the publication of "Game Plan" (2002), identifying the ongoing commitment to intrinsically link participation in physical activity to health gains. The focus highlighted the role that sport can play in addressing the health and well being of a community, and creating the "feel good factor" associated with winning at international level. This twin track approach to a healthier and more successful sporting nation is advocated with recognition of the role of local authorities in bridging the gap between mass participation in active recreation and the promotion of international success. The expectation of the Government is that every Local Authority embrace and implements 'Game Plan', taking into account their local and regional needs. This includes the acknowledgment of the duty on local authorities to be committed to the value of sport, both for its own sake and in regenerating communities.

The opportunity associated with London hosting the 2012 Olympics should not be overlooked. The key element of sustainability (linking environmental quality to sporting excellence and healthy living) and the active involvement of 'preparation camps' (utilising facilities across the country for athletes world class pre-Games preparation) would allow the whole country to embrace the spirit of the Games, as well as boosting local economies.

The Welsh Assembly Government (WAG) has provided their strategic agenda for the nation in 'Wales –A Better Country', advocating the promotion of healthy lifestyles in a holistic way, supporting the principles of Health Challenge Wales. WAG endorsed a strategy for sport and physical activity 'Climbing Higher' I (2003) and II (2005), which acknowledges the way that sport complements a modern integrated policy framework, with sport and physical activity seen as contributing to the Assembly's priorities for Wales. Climbing Higher contains objectives relating to health, economy, culture, society, environment and Wales' performance on the world stage. These sentiments are echoed within Blaenau Gwent's Sport and Active Living strategy (2005-2010).

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

The Community Plan (2005-09) sets out a vision of making Blaenau Gwent a better place to live, work and visit. The Community Plan mission statement is:

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

Key action areas contained within the Community Plan include:

- Regeneration
- Health Social Care and Well-being
- Lifelong Learning
- Environment
- Housing
- Transportation
- Culture and Sport

The overarching aim of the cultural and sporting element of the plan is to ensure a valid contribution to all aspects of quality of life in a well-rounded community.

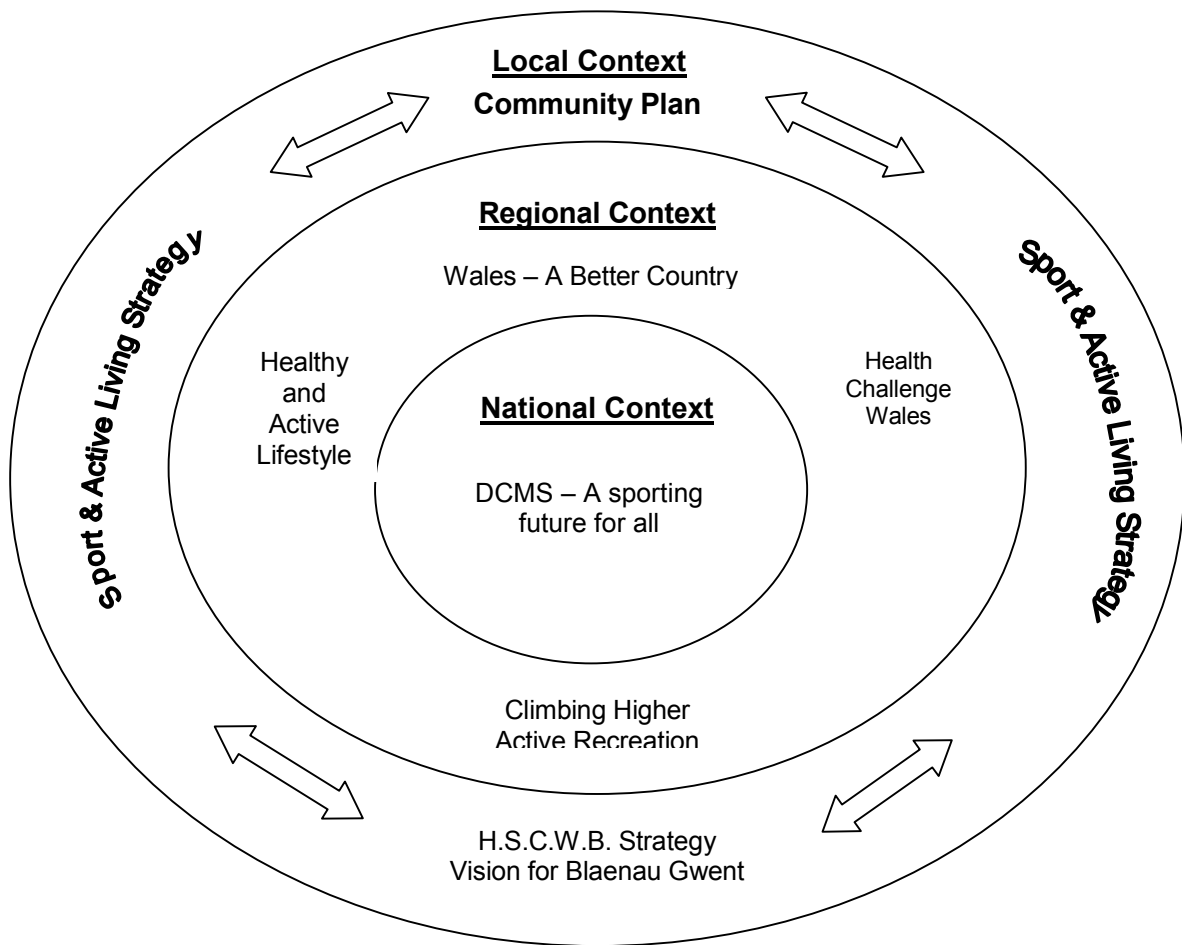
'Blaenau Gwent: A Better Place to Live and Work' (2005) sets out the strategic focus to ensure direction in terms of the Council's vision, values and priorities. The document focuses on the aspirations that will positively impact on the quality of life for the people of Blaenau Gwent, through:

- Helping more people into jobs
- Improving health and well-being
- Developing strong, safe and sustainable communities
- Creating better jobs and skills and
- Delivering effective corporate governance

The Healthier Future strategy (2005-08) for Blaenau Gwent has been developed to provide the basis from which to work together as a community to address some of the most important health social care and well-being challenges facing Blaenau Gwent. As reported in the Health Survey for Wales (1998) Blaenau Gwent has some of the highest levels of coronary heart disease, respiratory illness, mental illness, arthritis and back pain in Wales. Critically, the needs assessment supporting the Healthier Future strategy highlights that of the high levels of reported illness much is at least partially preventable, and facilitating access to physical activity is seen as a key preventative measure.

Progress towards improving quality of life issues in Blaenau Gwent is also supported by the W.A.G's strategic framework for the Head of the Valleys region, set out in 'Heads-We Win...'. The Vision is to create an area that includes a full range of modern leisure, cultural and social facilities and significantly improved health, with area 'hubs' within the County Borough recognised as having an essential role to play.

## Sport and Active Living – The Strategic Fit



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

The Blaenau Gwent Sport and Active Living strategy (2005-2010) recognises the direction and key priorities identified within the national, regional and local strategic context in relation to sport and physical exercise. The overarching purpose of this strategy is to contribute to the health and well-being of the local population through increased regular participation in sport and other forms of physical activity. This includes an understanding of the inter relationship with wider determinants (e.g. emotional well being, diet and nutrition) and subsequent agendas (e.g. community safety, inclusion), which is implicit in debate.

The strategy identifies six thematic approaches, which endorse this aim, and considers the relationship between them. Distinct strategic priorities derived from the themes provide clear objectives, supported by explicit and measurable actions. The themes are:

- Healthier Lifestyles
- Active throughout life
- Community Sports Development
- Partnerships and people
- Sport and active living in the natural and built environment
- Measurement and evidence



## **Healthier Lifestyles**

Better Health: Better Wales (1998) sets out framework for reducing health inequalities and improving health and well-being in Wales. Raising awareness of the factors that affect people's health and recognising the significant contribution that sport and physical activity would make to the improvement of health in Wales, emerge as key principles.

Research identified within the Healthy and Active Lifestyle in Wales document (2003) reports that only 28% of adults in Wales are active at the recommended levels for health. Furthermore, in excess of 50% of adults are considered overweight, with the prevalence of obesity approximately doubling over the last ten years. Research also highlights the gap in gender participation where males are twice as likely to be active in leisure than females. Present recommended levels state that 30 minutes of moderate exercise five times per week, can help reduce the risk of critical illnesses including risk of cardiovascular diseases some cancers, strokes and obesity. Current estimates in the UK put the total cost of physical inactivity in the order of £2 billion a year. Conservatively, this represents around 54,000 lives lost prematurely on an annual basis.

As identified within Blaenau Gwent's Healthier Future Strategy, the area has huge potential for healthy living and improved physical and mental health and well-being. Blaenau Gwent is an area of diversity in its environment, communities, culture, economy and health and social needs. The new focus of this strategy embracing active living, affords the Leisure Services Division the opportunity to look outside and beyond current beneficiaries and services to make the health connection. Health continues to be a main theme of central, regional and local government policy. There are currently unprecedented levels of media attention and policy initiatives seeking to raise awareness of current and impending health pressures, whilst fostering solutions through new partnership agreements and statutory frameworks.

This strategy commits the Leisure Services Division to making a real difference to the people of Blaenau Gwent, through appropriate physical activity programmes and through raising awareness of the benefits of participation. Blaenau Gwent is indeed a place of challenges but also opportunity.

### **Statement of intent**

Strategic objective to:

- Educate and promote the benefits of an active lifestyle.

## **Active Throughout Life**

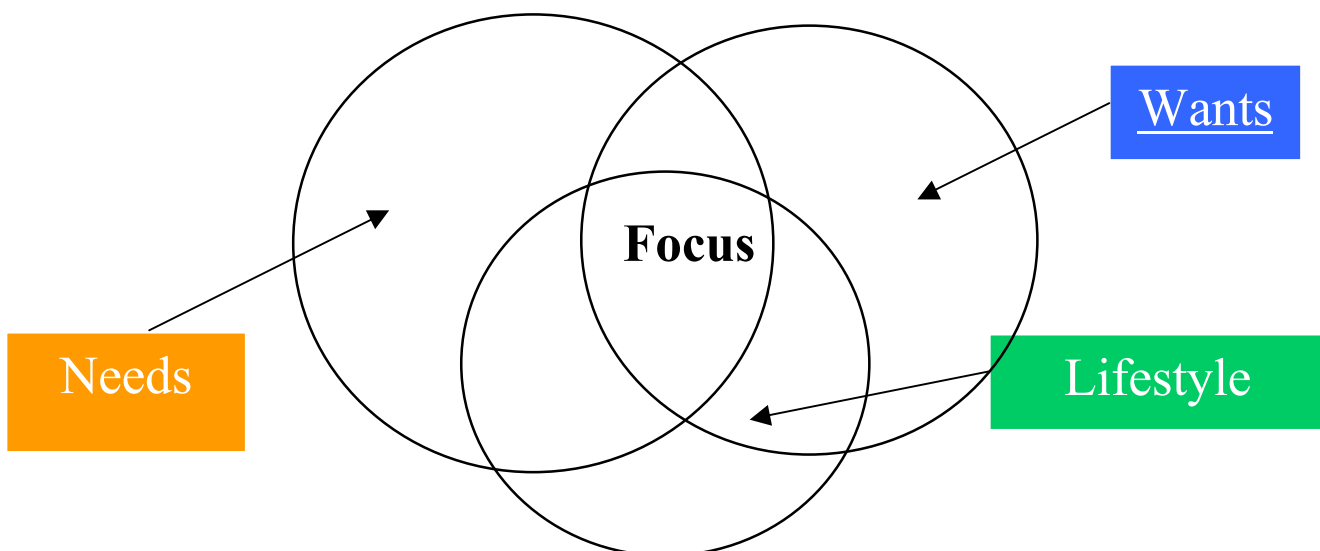
This strategy recognises the benefits to the community of Blaenau Gwent being more physically literate. In line with national focus, the benefits of participation are deemed equally significant during adult life, as well as in formative years. This includes an understanding of the value of sport and physical activity at different stages within people's lifecycle. Consequently, three key principles underpin this strategy

- Informed choice for all
- Personalisation of support to make appropriate choices
- On-going support to maintain active participation and positive behaviour change in individuals

By adopting a person centred approach, the skills learned along the way will help participants lead independent, 'active lives'. This strategy acknowledges the role of Leisure Services to develop the right choices from the participants' perspective; we must look to empower participants, working with them to identify and develop their underused potential, throughout all stages of their lives, at whichever level they choose to participate. This requires us to determine participants

- Needs (which may be related to educational, high risk or motivational factors)
- Wants (which relate to areas of enjoyment, their interests, expectations and aspirations) and
- Lifestyle factors (which sometimes make it difficult to maintain optimal patterns of active participation)

Focusing on areas of overlap, where a need and a want coincide and the lifestyle is compatible, holds the greatest potential for success.



### **Statement of intent**

Strategic objective to:

- Increase participation in sport and active living among the population of Blaenau Gwent.

## **Community Sports Development**

The Sports Council for Wales Corporate Plan (2005-08) acknowledges that

**Sports Development has a potential to deliver significant impact on health improvement, lifelong education and community development and will also have secondary benefits for skills development and employment opportunities. This will have particular benefit in relation to the main streamed principles of social inclusion, equal opportunities and sustainable development with a strong focus on Community's First areas.**

Community Sports Development is characterised by its approach to service delivery and practice and is essentially person, or community centred. Fundamentally, community sport implies a basic change of approach or adaptation of practice. This strategy endorses an alternative sports development continuum where at one end the practice of sport is an end in its self. At the other end of the spectrum, community sports development is not solely concerned with the development of sport, but also encompasses the realm of community development.



This approach echoes the sentiments contained within Game Plan, which considers the importance of sport both in its own right and as a tool to achieve core public goals (crime reduction, health, education and social inclusion). This strategy will provide direction through targeted actions that focus at the one end on grass roots participation, through to high performance sport. The principles of Long Term Athlete Development (LTAD) are acknowledged, supporting a logical approach to player development, regardless of whether the aspiration is participation at a recreational level, or international performance. Indeed, this approach is becoming increasingly significant in National Governing Body and Sports Council for Wales thinking.

### **Statement of intent**

Strategic objective to:

- Ensure that sporting and active living opportunities are available to all through the provision of affordable and accessible programmes and facilities.

## **Partnerships and People**

In making Blaenau Gwent more physically active the Leisure Services Division, and indeed the authority, acknowledge the significance of partner's contributions to the overall aim. An important step in the effective endorsement of sport and active living is the development of this strategy to encourage effective partnerships between a variety of professional and community groups. The advocacy role that the Leisure Services Division plays in validating the use of the medium of sport and physical activity as a key driver in cross cutting agendas is increasingly vital.

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

As identified with Climbing Higher II, the need for both professionals and volunteers across the sport and physical activity sector to have robust qualifications and opportunities for continuing professional development are considered critical for the development for sport and active living in Blaenau Gwent. This strategy, will therefore, look to positively impact on opportunities for lifelong learning in encouraging, facilitating and training for active participation.

### **Statement of intent**

Strategic objective to:

- Develop the capacity of partners and people within the Borough for supporting the growth in sport and other forms of physical activity.

## **Sport and Active Living in the Natural and Built Environment**

This strategy intends to maximise the potential synergy between sport, active living and the natural environment. As recognised by the Welsh Local Government Association (W.L.G.A.) within their consultation manifesto document (2005), a healthy environment and healthy lifestyles are strongly influenced by the environment. A diverse ecology encourages us to get out, take exercise and feel good about ourselves. The rich and varied natural resources within Blaenau Gwent offer the ideal opportunity to develop activities in the natural environment. As stated within the document

**Be they global or local issues, Local Government has a key role to play in protecting, managing and enabling people to enjoy our natural and built environment**

The actions within this strategy reflect one of the key priorities within the consultation document, which is to support the role of local authorities as environmental stewards, including endorsing the link between a healthy environment and healthy lifestyles. Acknowledging this viewpoint, the significance of suitable, accessible facilities within the built environment for the development of sport and active living cannot be underestimated, and is reiterated within the action plans. Indeed, Blaenau Gwent has an enviable record of providing valuable community based facilities, and looks to consolidate work in this area.

### **Statement of intent**

Strategic objective to:

- Make better use of the natural and built environment for sport and active living throughout the Borough.

## **Measurement and Evidence**

The benefits of participating in sport and physical activity, although implicit in debate, are frequently difficult to substantiate. Increasingly in many quarters, the key message of creating an evidence base to verify perceived benefits is emerging. For example, a Welsh Assembly report (2005) of the Culture, Welsh Language and Sport Committee highlights the need for more research in Wales to underpin and maximise the role of Sport (and Arts) in community regeneration in all WAG policies. Climbing Higher acknowledges the need for ensuring that robust and reliable research and evaluation mechanisms are in place. This strategy recognises the significance of effective measurement and evaluation of its intended actions, to provide a credible evidence base for both internal and external audiences.

### **Statement of intent**

Strategic objective to

- Provide a realistic framework for the collection and analysis of performance data, to inform policy and future direction.

Strategic Theme	Objective	Key Actions	Position statement/ baseline	Targets	Timescale
Healthier Lifestyles	Educate and promote the benefits of an active lifestyle	<ul style="list-style-type: none"> <li>Consolidate working practices with N.P.H.S. Health Promotion team and L.H.B. to raise awareness of the benefits of physical exercise e.g. Young @ Heart project.</li> <li>Develop and implement targeted marketing/ promotional campaigns to promote healthier lifestyles.</li> </ul>	<p>New structure for the Councils' Executive/ Scrutiny function established and projects included in the Forward Work Programme.</p> <p>Health, Social Care and Well-Being Monitoring Group established.</p> <p>Dedicated Marketing &amp; Research Officers posts established</p> <p>Working with internal/ external partners (e.g. Sports Council for Wales) to advocate active lifestyles</p>	<p>To continue and strengthen Member engagement through the Executive Scrutiny Forward Work Programme.</p> <p>To achieve and review Healthier Future Strategy targets.</p> <p>To achieve actions detailed within the Division's Marketing Plan.</p>	<p>2005-10 Ongoing work</p> <p>2006/2011</p> <p>2004/2007</p>

Strategic Theme	Objective	Key Actions	Position statement/ baseline	Targets	Timescale
Active Throughout Life	Increase participation in Sport and Active Living among the population of Blaenau Gwent.	<ul style="list-style-type: none"> <li>• To continue to develop the Living project.</li> <li>• To continue to develop the primary care exercise referral scheme in line with the National Exercise Prescription Scheme (2006/09)</li> <li>• To continue to develop and implement a gender based programme of activity.</li> <li>▪ Staff Training to deliver programmes</li> </ul>	<p>Initial uptake onto scheme (2004/2005) was 389 people, target inline with W.A.G Policy Agreement</p> <p>Consolidate the existing Active Living programme. Work with younger people to extend the programme</p> <p>Currently some GP practices within the County Borough are engaged in consultation</p> <p>Dedicated Female only sessions in a variety of disciplines already in place.</p> <p>Ensure succession planning for key staff by creating training</p>	<p>Training of minimum of 8 additional staff to BACR standard to deliver increased programmes.</p> <p>Develop a referral scheme for younger people</p> <p>Work towards every GP practice within Blaenau Gwent being involved in the scheme.</p> <p>Continue to develop activities to reduce the gender participation gap identified by the Beaufort Research by 50% (increase women's participation to 27%)</p> <p>To provide training opportunities for 6 female staff in order to</p>	<p>2006 ongoing</p> <p>2006 ongoing</p> <p>2007</p> <p>2006/2010</p> <p>2006 Ongoing</p>



		<ul style="list-style-type: none"> <li>▪ Community Outreach Programme</li> <li>• To develop the Dragon Sport and P.E.S.S. schemes in line with local need.</li> <li>▪ Increase Number of U11 children participating in sport.</li> </ul>	<p>opportunities. Currently operating with only male qualified staff</p> <p>Pilot project currently being run as part of the project in conjunction with the Sports Council for Wales regarding new ways of working.</p> <p>Ball Skills with Key Stage one students currently being undertaken in some schools.</p> <p>Pilot year three clubs currently being run in a number of schools as extra curricular activities. From 2004 sports survey carried out by Sports</p>	<p>promote and further develop female participation in physical activity.</p> <p>Further develop community outreach work and provide activities following consultation with people. Aim to increase participation by 1% in line with National Targets. Look to establish outreach programmes in all 16 Wards.</p> <p>All schools to establish a Key Stage one ball skills programme in line with the fundamental stage of Long Term Athlete Development.</p> <p>All primary schools to develop a year three sports club to increase participation. We will commit to working towards being above national average of 58%</p>	<p>2007</p> <p>Establish outreach work in each of the 16 wards by 2011.</p> <p>2006 onwards</p> <p>2006 Onwards</p>
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		<ul style="list-style-type: none"> <li>To develop the W.A.G. Free Swim Initiative to maximum potential.</li> </ul>	<p>Council for Wales- Blaenau Gwent below National Average for junior participation in sport with only 29% of children participating on a weekly basis.</p> <p>Currently run as per W.A.G. guidelines.</p> <p>(i) Young People (ii) Older People (Baseline for 2003/04 1,247 visits per 1,000 population) (Baseline figure for older people for 2003/2004 608 per 1,000 population)</p>	<p>for junior participation in sport.</p> <p>To appoint a Free Swim Co-ordinator.</p> <p>To improve accessibility and participation in swimming activities above the current baseline figure per 1,000 population.(under 16's) in line with Climbing Higher 1% per annum.</p>	<p>2006/07</p> <p>2006 onwards</p>
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Strategic Theme	Objective	Key Actions	Position statement/ baseline	Targets	Timescale
Community Sports Development	Ensure that sporting and active living opportunities are available to all through the provision of affordable and accessible programmes and facilities.	<ul style="list-style-type: none"> <li data-bbox="311 1055 416 1482">• To continue to develop sports development programme of activities.</li> <li data-bbox="683 1055 788 1482">• To develop performance related sport as appropriate to local need.</li> </ul>	<p data-bbox="311 701 448 1008">Currently 6 out of 9 Clubs working towards FAW club accreditation scheme.</p> <p data-bbox="491 701 596 1008">Also club accreditation programmes for Netball and Cricket</p> <p data-bbox="676 701 782 1008">Football/Rugby/Cricket centres of development in place.</p>	<p data-bbox="311 288 416 665">Increase number of clubs to 9 clubs working towards FAW club accreditation scheme.</p> <p data-bbox="459 288 635 665">Commit to accreditation and developing clubs in line with National Governing Body Club Accreditation Schemes for netball and cricket.</p> <p data-bbox="676 288 1150 665">Introduce principles of Long Term Athlete Development into training centres. Work with athletes to obtain/increase County/National/International recognition/representation. Develop a performance management measurement to monitor increase in performance athletes in line with W.A.G Core Indicator Set.</p> <p data-bbox="1193 288 1299 665">Establish L.T.A.D. within all sports development centres of development.</p>	<p data-bbox="311 136 376 257">2006 Onwards</p> <p data-bbox="676 118 710 257">2006-2011</p> <p data-bbox="1193 118 1227 257">2006/2008</p>

		<ul style="list-style-type: none"> <li>To continue to develop volunteering opportunities in sport and active living.</li> </ul>	<p>Develop Centre of Development for Hockey</p> <p>There is currently no reward incentive scheme for supporting National performance athletes in Blaenau Gwent</p> <p>Current schemes Volunteering Counts, Dragon Sport, Millennium Volunteers. Link to Voluntary Sectors. Sport in Blaenau Gwent highly dependant upon volunteers.</p>	<p>Establish framework of training for clubs on L.T.A.D</p> <p>To establish a Centre of Development for Hockey.</p> <p>Introduce Gold Card scheme to reward local athletes who gain International/National Honours</p> <p>Develop a wider volunteer recruitment database in line with the volunteering counts programme.</p> <p>Develop links to Lifelong Learning (e.g. alternative curriculum)</p> <p>Increase volunteering opportunities, support for volunteering initiatives throughout the term of the strategy.</p> <p>Commit the Authority to promoting 4 initiatives over the period of the strategy promoting volunteering.</p>	<p>2006/2007</p> <p>2006/2007</p> <p>2006 onwards</p> <p>2006 onwards</p>
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		<ul style="list-style-type: none"> <li>To continue to develop the Disability Sport Cymru scheme within the County Borough.</li> <li>To continue to develop and implement diversionary activities linked to the Community Safety agenda.</li> <li>Street League Football Initiative.</li> </ul>	<p>Newly Established Disability Sport Forum</p> <p>Splash Programme over 100 youths participating holiday periods.</p> <p>Street League football currently being held at Glynceoed Sports Centre.</p>	<p>Continue to work with Disability Sports Forum to organise Borough wide events for clubs (min 2 per year)</p> <p>Create a directory of disability sports clubs within the Local Authority to promote all the opportunities for people with disabilities.</p> <p>To maintain funding for Splash. Further develop Splash programme for young people to obtain qualifications/ achieve from the programme. E.g. OCN</p> <p>To reduce incidences of anti-social behaviour. Work in close partnership with Safer Blaenau Gwent and the police to monitor reduction in crime and anti-social behaviour. We will provide evidence on an annual basis.</p> <p>Develop Street League football throughout every Ward within the County Borough.</p>	<p>2006 onwards</p> <p>2006 onwards</p> <p>Ongoing</p> <p>Ongoing</p> <p>2006</p>
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Strategic Theme	<u>Objective</u>	Key Actions	Position statement/ baseline	Targets	Timescale
Partnerships and People	Develop the capacity of partners and people within the County Borough for supporting the growth in sport and other forms of physical activity.	<ul style="list-style-type: none"> <li>To continue to negotiate common ground of objectives between Local Authority and National Governing Bodies of sport.</li> <li>Develop a coach licensing quality assurance scheme in conjunction with key stakeholders. Scheme to be managed through the Sport Development Unit.</li> </ul>	<p>Partnerships in place between local authority and; FAW WRU WNA EWCBC Exit Strategies being investigated and explored. Represented within service risk assessment/business plan.</p> <p>No database or licensing scheme currently exists.</p> <p>Need for Coaches forum identified.</p>	<p>To sustain and align Sports Development Unit to the Authority's priority areas.</p> <p>Database of coaches to be established across the Borough</p> <p>Minimum qualification / accreditation achieved by all coaches used by the LA</p> <p>To deliver a minimum of two programmes of coach education per year.</p> <p>Establish a Coaches Forum, so that Coach Education is provided in</p>	<p>2006 Onwards</p> <p>April 2006</p> <p>2006/2007</p> <p>2006/2011</p> <p>2006/2007</p>

		<ul style="list-style-type: none"> <li>To continue to explore the opportunities for cross-border partnerships through the 'Making Connections' agenda.</li> </ul>	<p>Initial discussions taking place with other Local Authorities.</p>	<p>line with the needs of sport within the community.</p>	<p>2006</p>
	<ul style="list-style-type: none"> <li>To continue to work with internal/external partners to advocate sport and physical activity within relevant strategies e.g. Transportation Plan.</li> </ul>	<p>Community Plan is fed by seven key themes.</p>	<p>Cross-bordering partnerships established and new ways of working in place. 1% efficiency savings per annum achieved in line with 'Tricky' report.</p>	<p>Establish formal links in reporting mechanisms between relevant partnerships e.g. Community Safety, C.Y.P.F.</p>	<p>2006 onwards</p>

Strategic Theme	<u>Objective</u>	Key Actions	Position statement/ baseline	Targets	Timescale
Sport and Active Living in the Natural and Built Environment	Make better use of the natural and built environment for Sport and Active Living throughout the Borough.	<ul style="list-style-type: none"> <li>• Continue development and implementation of projects at Parc Bryn Bach.</li> <li>• Ebbw Vale Sports Centre Options Analysis.</li> <li>• Continue to develop the Pace Yourself Walking your way to Health project.</li> <li>• To develop Mentro Allan through local projects.</li> </ul>	<p>Funding for Golf, BMX &amp; cycling developments secured</p> <p>Options Analysis report submitted.</p> <p>Project currently confined to limited areas within the County Borough.</p> <p>Stage 1 national partnership agreed and portfolio of potential local projects submitted and agreed by BLF.</p>	<p>Completion of facilities identified in the Vision for the Future of B.B.P</p> <p>Achieve B.B.P development plans submitted to SCW.</p> <p>Secure appropriate sports provision for the town of Ebbw Vale.</p> <p>Extend Pace Yourself project across the whole of the County Borough.</p> <p>Local projects portfolio submitted. Targets in line with Big Lottery application</p> <p>Blaenau Gwent to jointly lead on Mentro Allan</p>	<p>2006 onwards</p> <p>2006 onwards</p> <p>2006 Onwards</p> <p>2006 Onwards</p> <p>2006 onwards</p>



		<ul style="list-style-type: none"> <li>• Continue to promote key preventative healthcare measures throughout sports facilities.</li>   <li>• Continue to develop community based sports facilities.</li>   <li>▪ Commit to developing Corporate Membership Scheme</li>   <li>▪ Valley Leisure Card Scheme</li> </ul>	<p>Smoking permitted in bars.</p> <p>Leisure represented on Healthy Eating Forum.</p> <p>Undertake a review of the nature of Sports Centre provision within the community in line with national and local priority.</p> <p>Internal corporate membership scheme initialised</p> <p>Membership scheme in place</p>	<p>No Smoking Policy introduced.</p> <p>Action Plan developed.</p> <p>Undertake a facilities planning exercise with S.C.W.</p> <p>Provide facilities inline with planning model and need.</p> <p>Corporate membership scheme externalised</p> <p>Review and re-branding of existing membership scheme inline with market needs.</p>	<p>2006</p> <p>2006 onwards</p> <p>2006 onwards</p> <p>2006/2007</p> <p>2006</p>
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Strategic Theme	<u>Objective</u>	Key Actions	Position statement/ baseline	Targets	Timescale
Measurement and Evidence	Provide a realistic framework for the collection and analysis of performance data to inform policy and future direction	<ul style="list-style-type: none"> <li>To continue to develop and consolidate the work of Performance Management.</li> <li>To identify, publish and share good practice in relation to sport and physical activity.</li> <li>Undertake work to achieve the ILAM Health and Leisure recognition award.</li> </ul>	<p>Performance Management Team established and performance management framework in place.</p> <p>Case study has been agreed with INVEST regarding Older People's Free swim.</p> <p>ILAM award forms part of the agreed programme of outcomes for the Challenge Fund</p>	<p>To align the Division's performance management framework with the W.A.G. Core data sets</p> <p>Evidence of number of referrals (including self referrals) into projects under the active living Policy Agreement W.A.G.</p> <p>Evidence of increased physical activity levels within County. Targets in line with Climbing Higher, 1% increase annually.</p> <p>To produce a minimum of one case study per year.</p> <p>Achieve ILAM Recognition Award within Leisure Services.</p>	<p>2006 onwards</p> <p>2006 onwards</p> <p>2006 onwards</p> <p>2006 onwards</p> <p>2006 onwards</p>

		<ul style="list-style-type: none"> <li>• Establish appropriate community consultation mechanisms.</li> </ul>	No sports forum groups in place.	Investigate the potential for a corporate award.  Establish community consultation and focus groups to inform future policy direction.	2007/08  2006 onwards
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