

Sport Flintshire Development Plan 2013 – 2017 Executive Summary

OUTCOME. Ensure all children are hooked on sport for life and have the skills and environment for lifelong participation

POPULATION: All people in Flintshire

OUR PRIORITIES

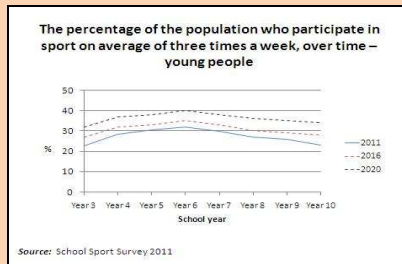
1. Increase opportunities and frequency of children aged 0-16 participating in sport and physical activity developing skills for a life in sport
2. Provide a coordinated approach for sustaining participation 16 – 24
3. Increase the number of sports volunteers supporting growth across the sector
4. Provide a coach education programme for all existing and prospective coaches to ensure we develop a skilled workforce
5. Increase the number of club members across the county at all ages
6. The percentage of pupils achieving at least the expected level (5+) in Physical Education at the end of Key Stage 3

WHAT OTHER DATA DO WE NEED(Data development agenda)

- School sport survey Flintshire Data
- Census Data
- Active Adults survey data

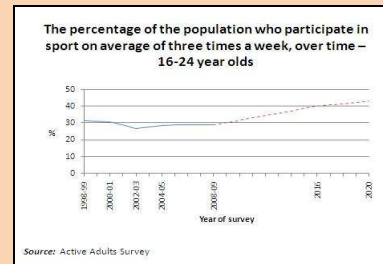
HOW WELL ARE WE DOING? STORY BEHIND THE GRAPHS – The programmes which contribute to the Outcomes and the information currently collected which supports

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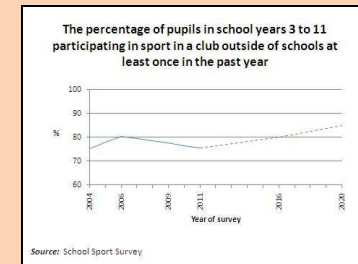
28% primary pupils (31% male & 25% female) and 26% secondary pupils (30% male & 22% female) participate on at least 3 occasions per week.

2



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.

3



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

What We Do Now

0 - 7	7-11	11-16
Jimmy Bear 0- 4	Dragon Sport	5x60
Gymini's	Kidz Fit	
Play To Learn	Schools E/C Programmes	
Dragon Multi Skills		
	Active 8-16	
Festival Of Youth Sport		
Dragon Sport Holiday Camps		
Disability Sport		

Key Data

- 1a Dragon Sport Festivals/sessions at school per term.
- 1b Dragon Sport Clubs/community participation
- 1c 5 x 60 sessions attended 1x, 5x, 20x, 30x
- 1d holiday clubs participation (Registers/tableau)
- 1e Community Chest – measure of increase in participation
- 1f Jimmy Bear participation
- 1g Number of registered junior Netball & Basketball teams
- 1h Total participation at Festival of Youth Sport
- 1i Number of Gold Cards issued
- 1j Number of 11-15 year old Actif Card holders
- 1k Dragon Sport holiday club attendnace

What We Do Now

What We Do
Workplace Activity
Leisure Centre Programmes
NGB Programmes
Disability Sport 16+
Walk Programme
FOYS 2012/13

Key Data

- 2a 5 X 60 – Overall participation, KS3 + KS4, Girls and boys
- 2b CYQ - No people/no courses
- 2c Workplace – Number of participants and frequency
- 2d Leisure centre links – can be measured through database
- 2e Basketball/Netball - 18+ for Basketball and 16-24 year olds for Netball
- 2f Disability Sport - 16+ participation
- 2g Walk Programme – Number of participants
- 2h FOYS 2012 – New Clubs and Activities
- 2i Number of 16-24 year old Actif Card holders

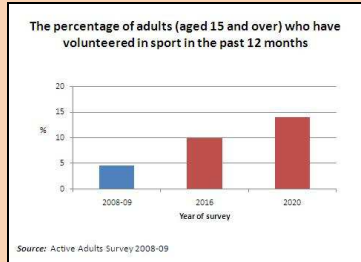
What We Do Now

Developing New Clubs	Developing Links To Clubs	Supporting Existing Clubs
Street Dance Programme	Dragon Sport	National Governing Bodies
Cheerleading	5x60	
Dodgeball	Holiday Clubs	
Jimmy Bear		
	Disability Sport	
	Kidz Fit	
	Workplace Programme	

Key Data

- 3a Database - Increase in volunteers and increase capacity
- 3b Workplace Programme – Links to local clubs
- 3c Club Development – no of clubs attended workshops (CPD)
- 3d ACTIV 8 -16 – new referral to clubs/new clubs
- 3e KIDZFIT – Nos attending/new clubs
- 3f Disability Sport – no clubs 0-16-16-65-65+
- 3g Jimmy Bear – No of new clubs – no of parts
- 3h Street Dance – Measured Through FOYS
- 3i FOYS – No of new clubs
- 3j Basketball – 4 -7, 7-11, 11- 16, 16-24 and 25+ No. of clubs
- 3k Netball – 4-7, 7-11, 11-18, 19+ No of junior league teams No affiliated juniors/adults No junior/adult divisions.
- 3l Community Chest – Administrator – use this.

4



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

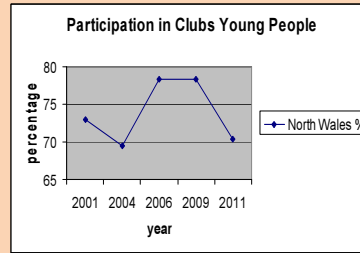
What We Do Now

Coach Development	Dominant Age	Coaches Linked To A Club
Dragon Sport	Adults	Mixture
5 x 60	Young Leaders	No
Disability Sport	Adults	Yes
Active 8-16	Young Leaders	Mixture
Festival of Youth Sport	Young Leaders/Adults	YL NO Adults Yes
National Governing Bodies	Mixture	Yes
Workplace Activity	Adults	No

Key Data

- 4a Dragon Sport – teachers/AOTTS/Young people leading and assisting
- 4b 5 x 60 - teachers/AOTTS/Young people
- 4c Festival Of Youth Sport – Number of Volunteers

5



Participation in sports clubs has remained fairly constant for the last ten years, however, evidence tells us that only 2 out of 10 children are sports clubs members

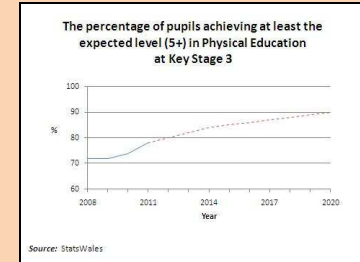
What We Do Now

Developing New Clubs	Developing Links To Clubs	Supporting Existing Clubs
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Jimmy Bear		
	Disability Sport	
	Kidz Fit	
	Workplace Programme	

Key Data

- 5a Coach Database - Increase in volunteers and increase capacity
- 5b Workplace Programme – Links to local clubs
- 5c Club Development – no of clubs attended workshops (CPD)
- 5d ACTIV 8 -16 – new referral to clubs/new clubs
- 5e KIDZFIT – Nos attending/new clubs
- 5f Disability Sport – no clubs 0-16-16-65-65+
- 5g Jimmy Bear – No of new clubs – no of parts

6



Standards improved for last 8 yrs from 66 to 78% but variations across

What We Do Now

KS1	KS2	KS3
Jimmy Bear	Dragon Sport Clubs	5x60 Clubs
	Holiday Clubs	
	Kidz Fit	
Swimming Programmes		
	Active 8-16	
NGB Programmes		

Key Data

- 6a Data collected through PESS and Estyn Inspections
- 6b Free Swim usage
- 6c Percentage of schools achieving ActiveMarc
- 6d GCSE average grade C and above

4d Community Chest – Number of projects supported
 4e Coach Database – know how many – need to measure All ie MV,FE,schools, clubs, community chest applications
 4f National Governing Bodies - no of coaches/officials
 4g GOOGLE ANALYTICS – no of clubs viewed Newsletter
 4h Disability Sport – Number of volunteers and coaches
 4i Workplace – no of people trained
 4j Number of Walk leaders
 4k Number of candidates attending CYQ courses

5h Street Dance – Measured Through FOYS
 5i FOYS – No of new clubs
 5j Basketball – 4 -7, 7-11, 11- 16, 16-24 and 25+ No. of clubs
 5k Netball – 4-7, 7-11, 11-18, 19+ No of junior league teams No affiliated juniors/adults No junior/adult divisions.
 5l Number of leisure centre based clubs
 5m Total number of community clubs across priority sports

PARTNERS WHO CAN HELP US: Parents and Young People, NGB's, Clubs, Leisure Centres, Community Organisations, Teachers, Volunteers and Coaches, Training Providers, the Voluntary sector/organisations, Sport Wales, Local Businesses, Neighbouring LA's

WHAT WORKS - Successful Community Sport is delivered through:-

- Joint working across the department, other departments and the sports sector
- Development of the 5x60 programme
- Development of the Dragon Sport programme
- CYQ in house delivery and Tutor and IV development
- Coach Education courses in house and external to develop our workforce
- Delivery for all age ranges with the aim of 'All Children Hooked On Sport'
- Innovative methods of programme delivery and partner engagement such as Basketball Development Officer
- Development of a 'Can Do' culture across the workforce allowing staff to make decisions and develop programmes

SUMMARY: WHAT DO WE PROPOSE TO DO?

Ensure the participant is at the heart of our decisions and actions for growing sports participation. This will be done by growing the surveys carried out currently through 5X60, Holiday Clubs, FOYS and coach education programmes and events. We will also use School sport survey data in 2013, Active Adult Survey Data and the Census information to help inform our decision making.

As a unit we will work with key partners to deliver a service which exceeds its targets year on year and delivers against the priorities, ensuring there is a shift change in the key headlines.

Inequality of opportunity: Increase in all aspects of sport for females, people with disabilities and Ethnic Minority Communities. This will be done through a range of programmes and initiatives and there will be a large emphasis on working with client groups who are either at risk of non participation or who are already non participants. Programmes such as FOYS, Active workplace and 5x60 will particularly target these groups along with active 8-16 and disability specific sports officers.

Strong Enterprising Clubs: We will support sports to develop a local performance structure and share learning across a range of partners; Invest in NGBs to create products that support and develop strong enterprising clubs i.e. adapted and shortened versions of the game; Disproportionately target resources in areas of inequality of provision to ensure every child has the same access to safe opportunities across Wales; Challenge partners and support those that have the ambition to deliver significantly more sporting opportunities to more people through strong safe enterprising clubs; create partnerships between business and sport to develop stronger, more enterprising club structures; share learning and support the up skilling of partners to develop a network of strong enterprising clubs in a number of sports across Wales; maximise the opportunity that London 2012 and Glasgow 2014 provides to capture and maintain the interest of young people through high quality sport experiences.

The Education Agenda: A collective approach will be provided to ensure that children have skills for a life in sport and are physically literate. Support for schools will be offered to help ensure that the percentage of children at Level 5 by the end of Key Stage 3 increases. The sports development programmes from 0-16 will enhance and support this agenda and projects such as learn to swim in year 7 will further support children's ability to stay in sporting activity beyond school.

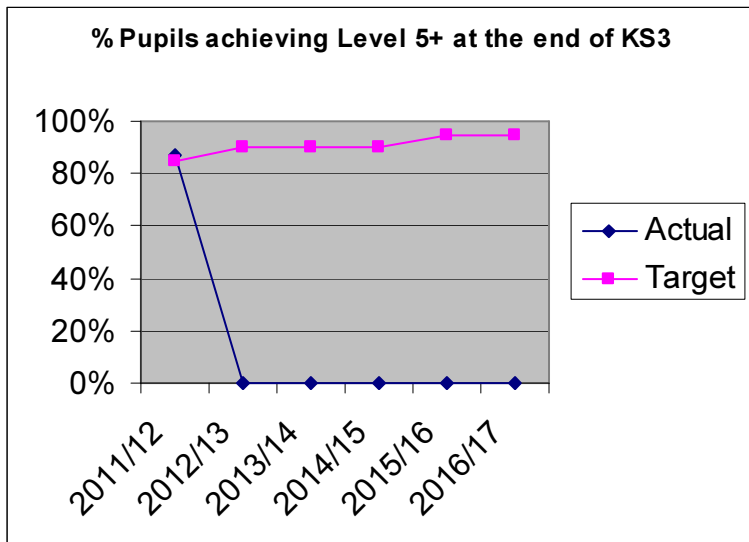
Forecasting/Future Planning: We will continue to embrace new data sources and support the School Sport Survey which we have prioritised within our plans and have created a county wide approach to ensuring a 'Flintshire' response. We also continue to advocate the sporting agenda with our partners to increase the opportunities for sporting activity and active recreation. Our planning demonstrates the commitment to achieving high level outcomes and we will continue to use data sources to take calculated risks which allow the sector to grow.

Workforce: Key to achieving our vision is growing our own workforce of professional staff, paid coaches and volunteers. Our team ethos is based around retention of all and support and mentoring at all levels. There is currently a strong emphasis on young leader development and we continue to embrace the young ambassador programme. There needs to be more planning and support for club coaches and volunteers as this will be key to ensuring that children and adults are engaged in club activity and continue to participate in clubs.

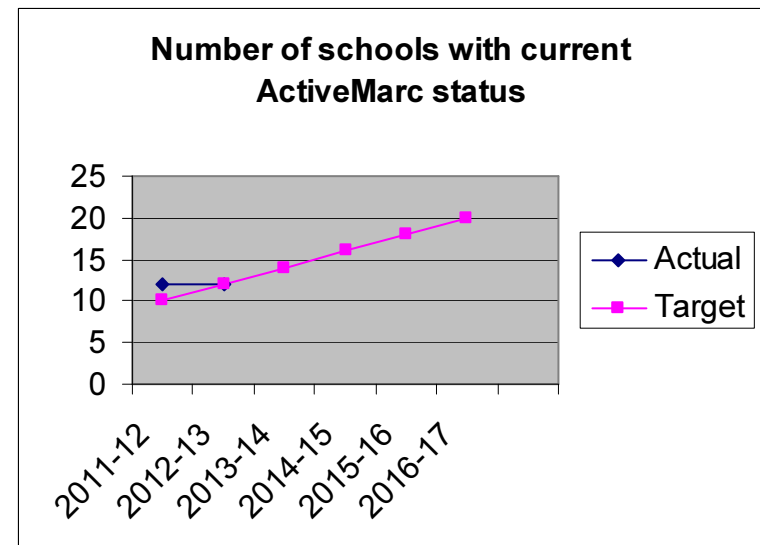
Facilities: We will work with our partners such as leisure centres to ensure that facilities are fit for purpose and promote sport at all levels. We have actively engaged with Governing bodies to create elite performance facilities and we will continue to support clubs with funding applications to develop facilities at a local level.

What We Are Doing Now And Where Do We Want To Be

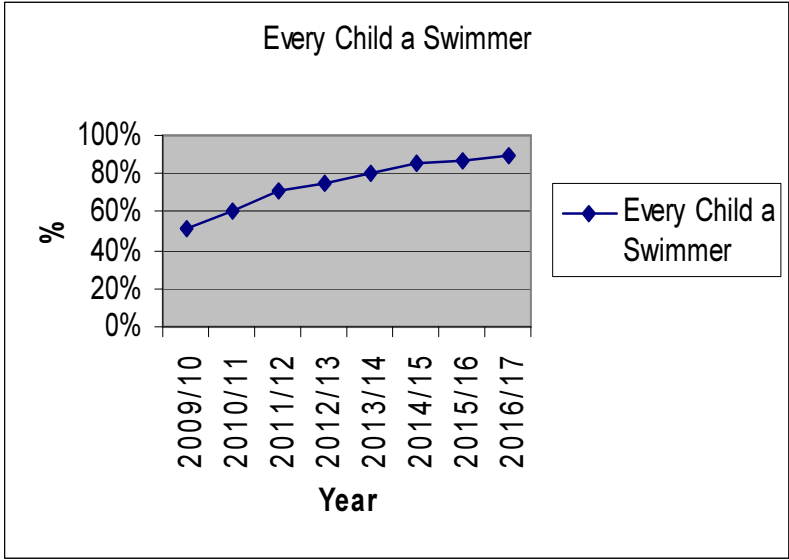
1	% of pupils achieving Level 5+ at end of KS3	12	Number of Junior/adult Netball Teams
2	Number of schools receiving ActiveMarc Award	13	Number of junior (4-16) players Basketball
3	% of pupils achieving Learn to Swim criteria by end of KS2	14	Number of junior league Basketball teams
4	All swims paid and free (excludes junior swim term time)	15	Number of junior netball players
5	Number of registered aquatics members	16	Total number of clubs in priority sports
6	Individual participants as % of current "5x60" schools population	17	Number of InSport accredited clubs
7	% individual participants attending 20 times or more	18	Total number of volunteers
8	% of females in "5x60"	19	Number of attendances at Coaching Workshops/courses
9	Total Number of Names on a Register Dragon Sport	20	Number of candidates attending CYQ courses delivered through FCC
10	Number of children attending 0-7 activity sessions	21	Number of Gold Cards awarded to Flintshire residents per year
11	Number of Actif Card members 11 – 15 year old	22	Number of Holiday Club Sessions per year (3-6 & 7-13)



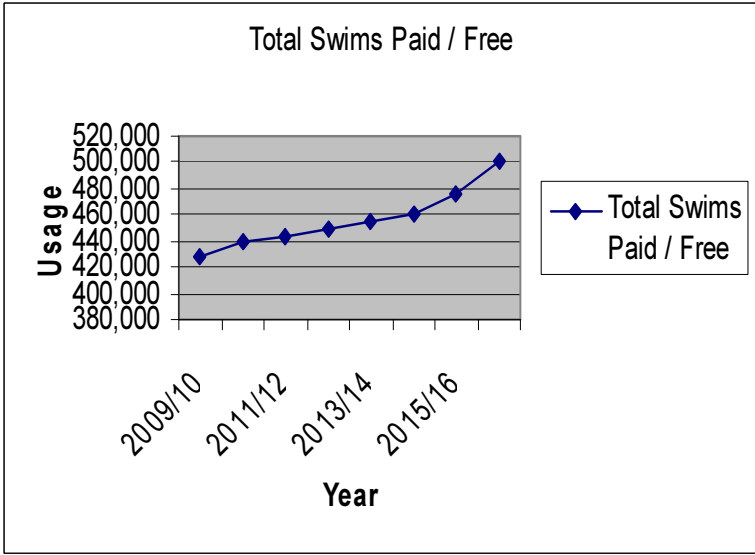
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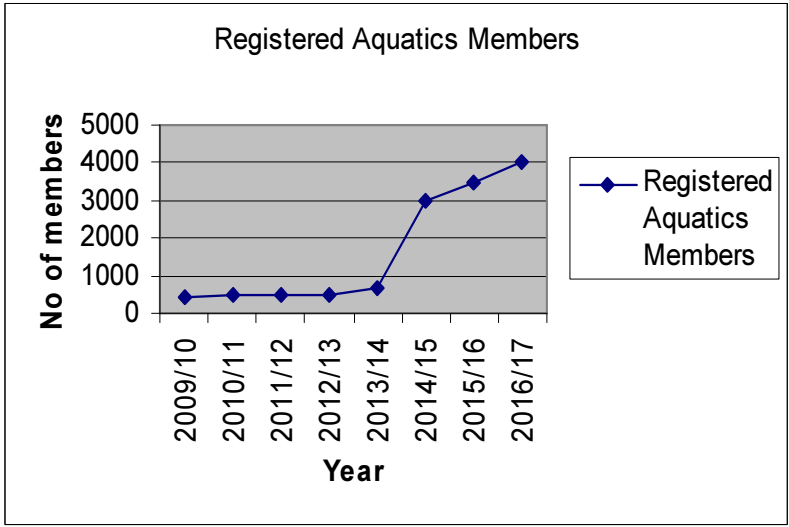
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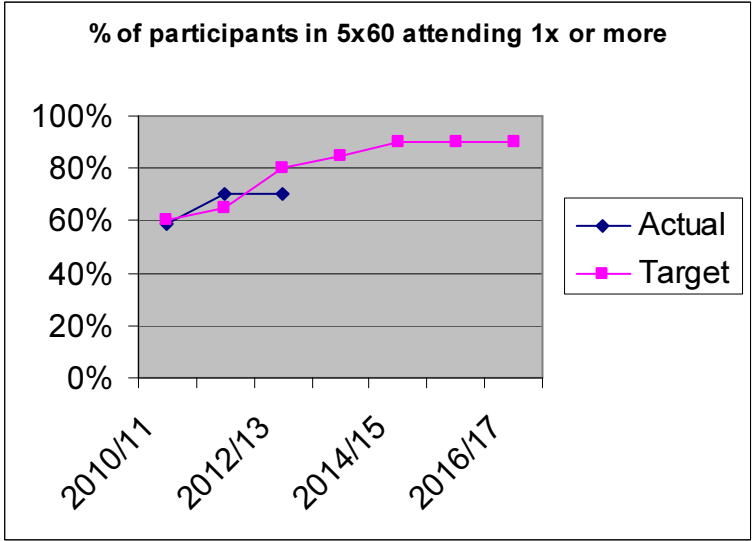
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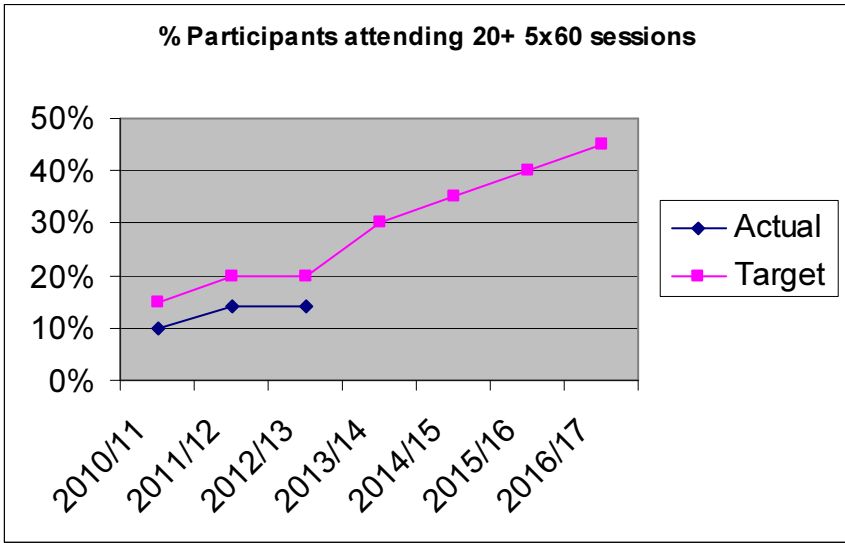
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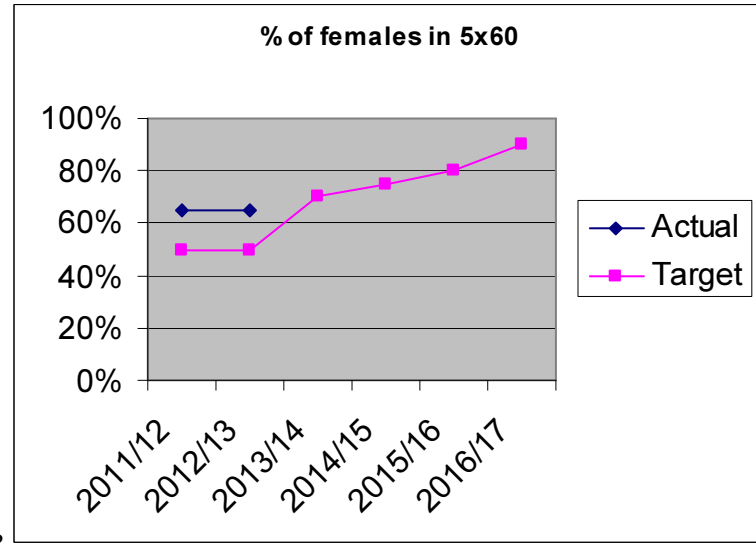
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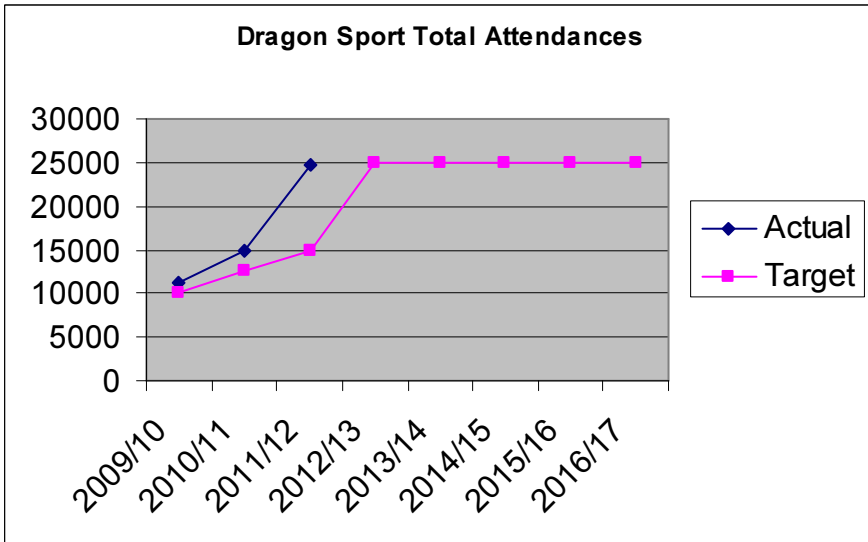
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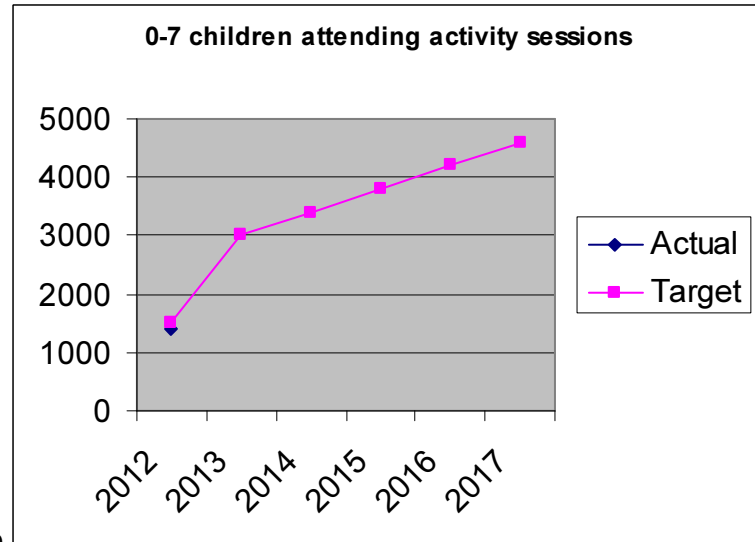
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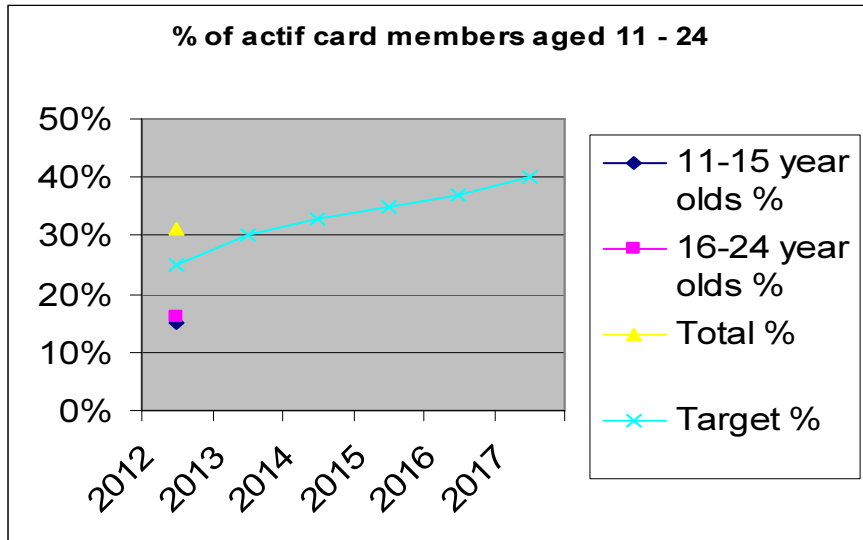
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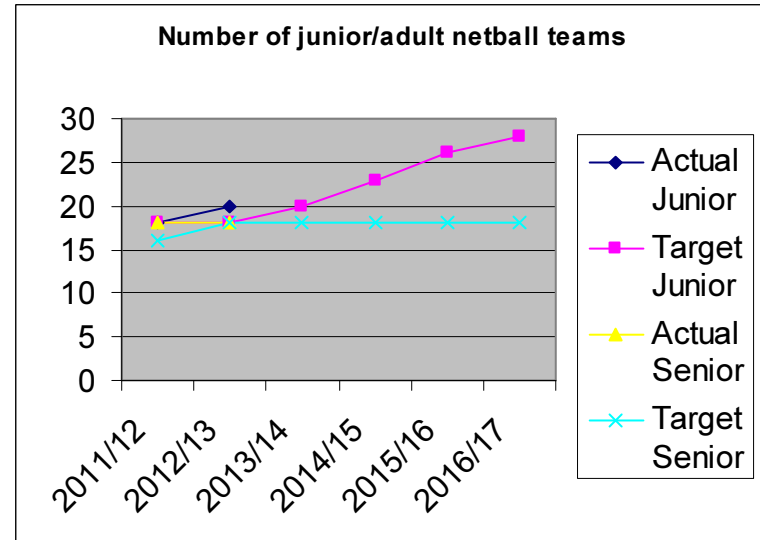
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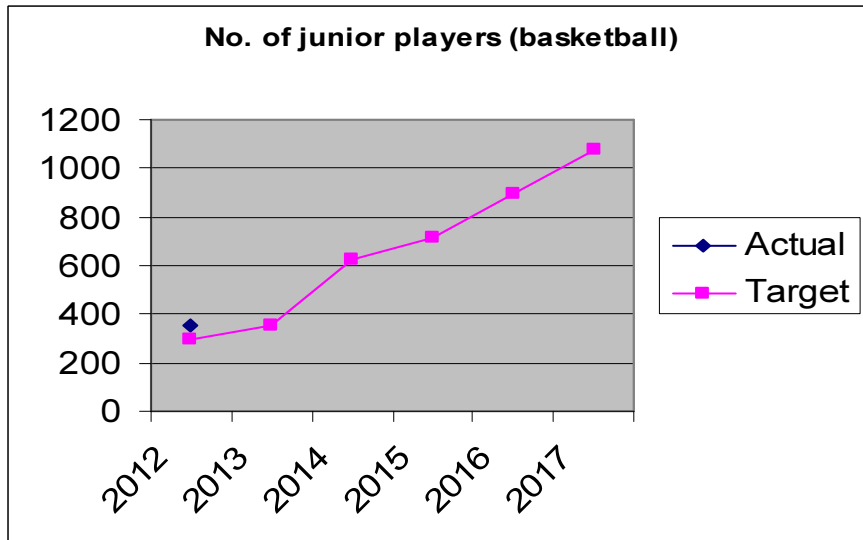
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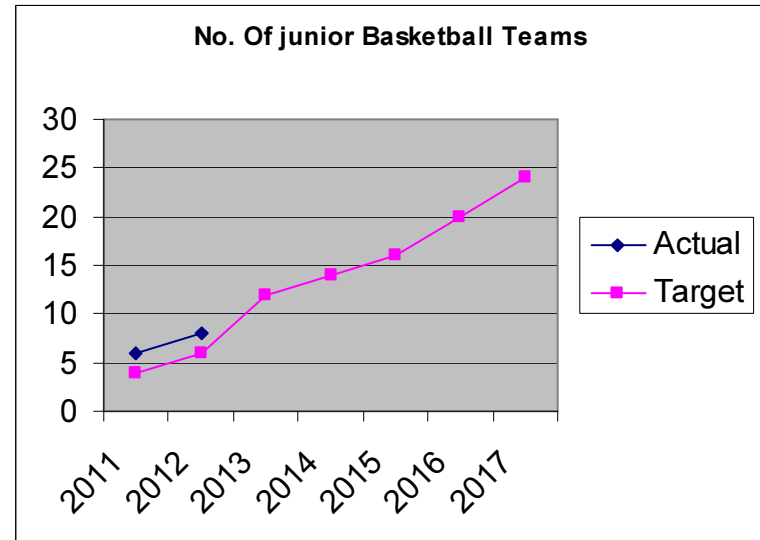
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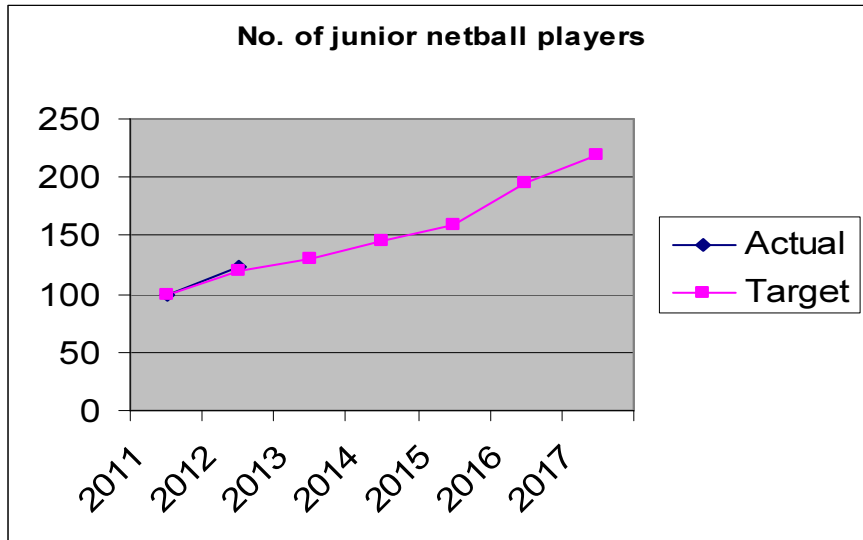
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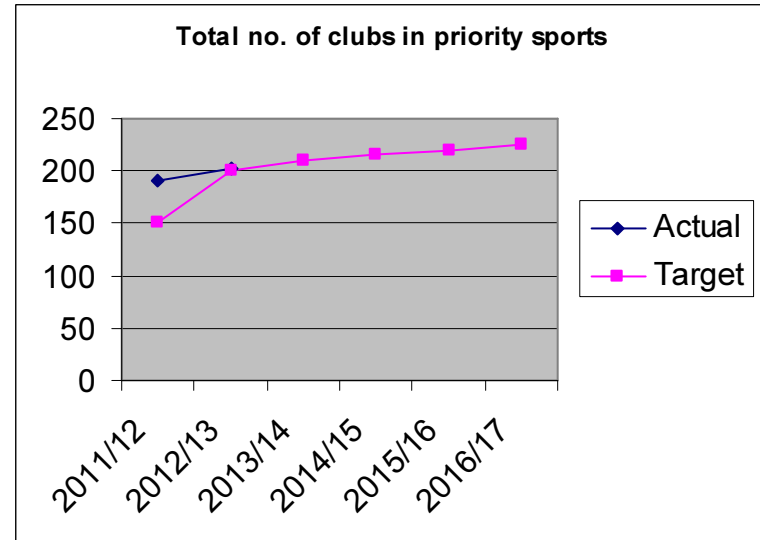
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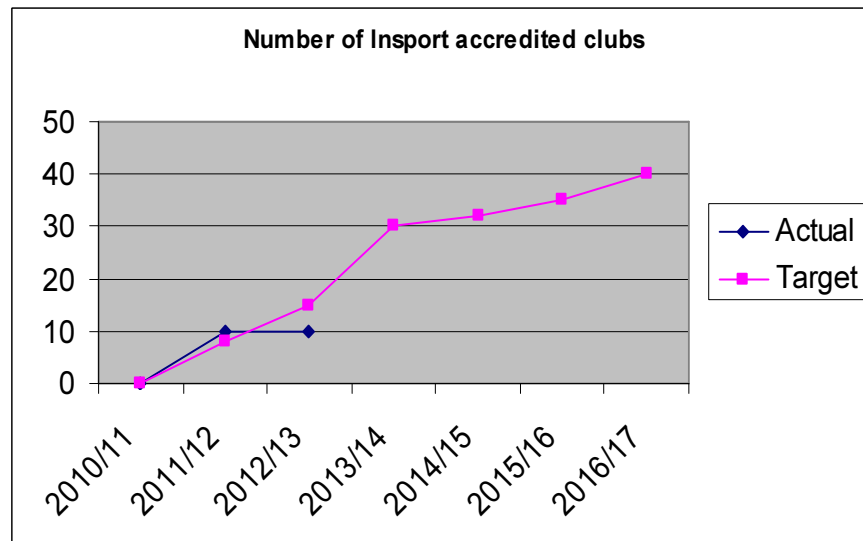
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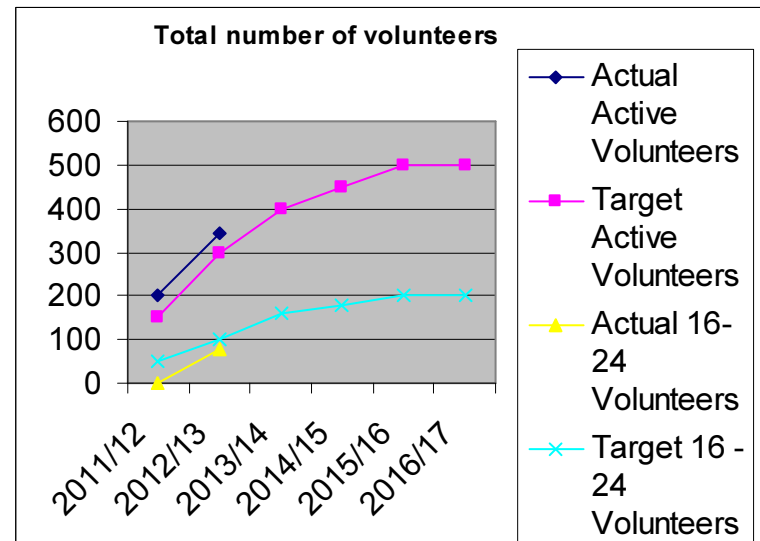
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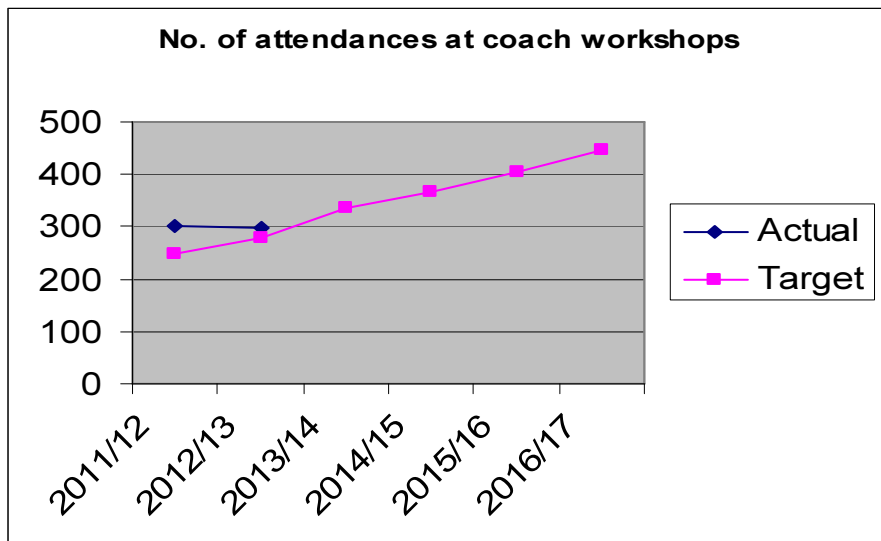


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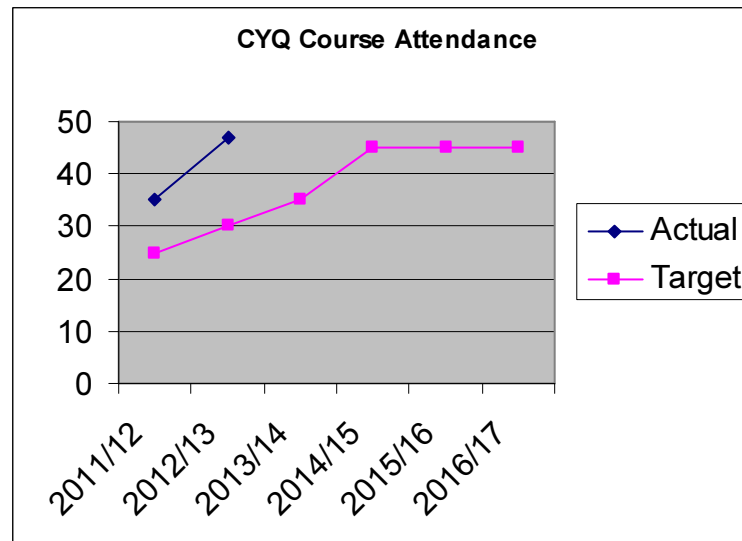


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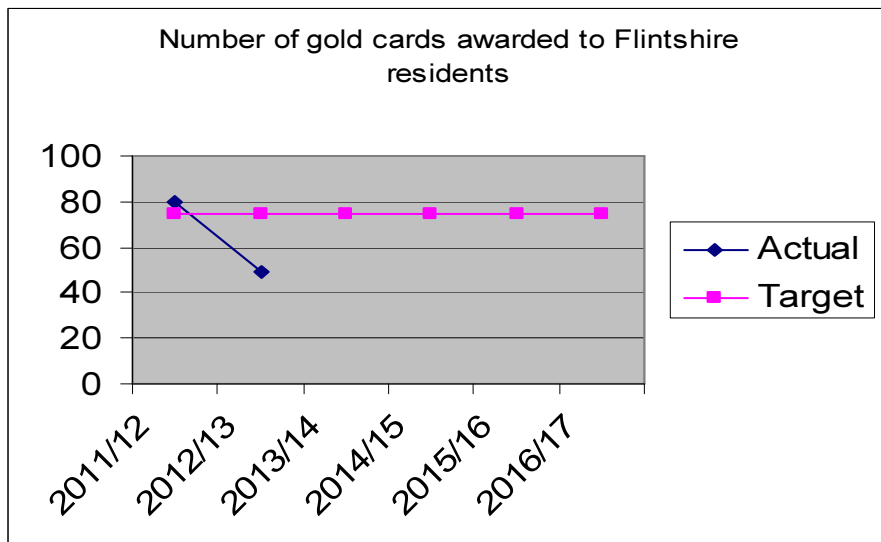
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