Climbing higher
next steps

Health Challenge Wales
Her Iechyd Cymru

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Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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Ministerial Foreword

On the North ridge of Tryfan is the Canon Stone. The view is a great reward for the initial effort expended and contemplating the difficulties ahead. Hundreds and thousands of our fellow citizens enjoy the benefits of sport and active recreation. Our numbers are growing but regular physical activity at the levels health professionals recommend is still a minority pursuit.

In 2005 I launched the Welsh Assembly Government's sport and physical activity strategy, Climbing Higher, which was a major response to Health Challenge Wales and which set out our long term strategic vision for the next twenty years. Over that time I want regular participation in sport and physical activity to be at the heart of Welsh life and a focus of Government policy. We have laid a solid foundation and set some ambitious targets. This document explains the areas we will be targeting for investment to ensure that we make real progress in delivering long lasting benefits to the people of Wales.

This will involve working in partnership with key stakeholders in Wales so that we not only change the culture and make a difference to the health of the people of Wales but we do so using a systematic approach, investing wisely.

It will involve targeting our spend towards those areas and communities in Wales where activity rates are at their lowest and where the benefits will be most vital.

I am very confident that the Climbing Higher strategy and this Next Steps framework for action will make a difference. I have already been overwhelmed by the support and interest that our strategy has generated throughout Wales from individuals and key partner organisations. However, it is now time to step up from base camp to higher ground to secure a better, fitter and healthier Wales so we can compete with the best and take our place on the world stage.

It is time to climb higher.

Alun Pugh AM

Minister for Culture,
Welsh Language and Sport

Introduction

The Climbing Higher Strategy is the Welsh Assembly Government's twenty year vision for sport and physical activity. It recognises that increasing levels of physical activity and engaging local communities in more active lifestyles will also make very important contributions to other strategic priorities of the Welsh Assembly Government.

There is widespread evidence that the benefits of increased physical activity will contribute to better education and lifelong learning, socio-economic regeneration and reduced crime as well as promoting Wales on the world stage and most important of all improvement to the health of the people of Wales.

Climbing Higher Progress

Since 1999, spend on sport and physical activity within the Welsh Assembly Government's cultural portfolio has increased by 250%. This has led to major developments such as the introduction of the first national free swimming programme in Europe and an expansion of the activities of the Sports Council for Wales who are our specialists in sport and physical activity, advisory and delivery agent. The Climbing Higher consultation process and strategy has also taken place in that period. As a consequence of such increases in investment and the heightened awareness and profile of sport and physical activity, the 30 minutes/5 days a week adult physical activity levels have increased by a remarkable 4%[1] which equates to an increase of 15 million individual adult activity sessions a year or 95,000 additional adults achieving the 30 minutes/5 days a week target activity level.

Investing to Achieve

Over the next 2 years, we intend to increase spending within sport policy by a further £7.8m per annum. This document outlines how we intend to distribute this funding, ensuring that all elements of the strategy can start to be delivered next year.

Climbing Higher is a cross-cutting strategy and there are many important Welsh Assembly Government activities that will be focused on increasing physical activity. This document, also outlines the planned investment in other portfolios that will contribute to the strategy.

Lottery distribution in sport and physical activity is designed to fund extra activity on top of government funding in sport. The Welsh Assembly Government sets out the high level policy direction and for that reason the complementary lottery schemes have also been included in the funding tables included in this document.

Delivering Change

A good deal of positive action is already underway in helping us to achieve our vision of a fitter, healthier and more successful Wales. Notwithstanding external social pressures, sustaining current participation and performance levels including increasing junior participation, closing the gender gap and increasing physical activity levels are all successful achievements of current activity.

However, despite doing well, we need to do even better. If we do what we have always done we will only get more of the same. Maintaining what works well is necessary, but to achieve new levels of physical activity will require new policies, new approaches to operational delivery, more efficient and effective management and changes in public perception. In short, a culture change by the public and the providers of opportunities.

Major promoters of sport and physical activity such as Local Authorities and the Sports Council for Wales will have a key role to play in the action plans but new investment will also require delivery by, or in partnership with, many new organisations in the private, public, community or voluntary sectors.

The Challenge is for All

The ultimate Climbing Higher vision is for more adults participating on a daily basis as well as aspiring to achieve greater sporting success internationally. To achieve this, all policy makers and providers will need to respond with their own plans aligned to Climbing Higher.

We must also not lose sight of the importance of the citizen's personal awareness of the need for action and of encouraging greater individual responsibility for personal health. We are refocusing government spend and activity, but we will fail if we cannot encourage people to choose to change their own lifestyles and help change the lifestyles of others in their communities.

Climbing Higher is a vital part of the Welsh Assembly Government's own response to Health Challenge Wales. The action will make an important positive impact on health. Regular physical activity can have a beneficial effect in tackling Coronary Heart Disease, Strokes, Type 2 Diabetes, obesity and some cancers[2]. It has a positive impact in reducing the incidence of injuries associated with ageing and helping older people to lead independent lives. Physical activity is also associated with a number of positive mental health benefits and with a reduced risk of clinical depression, improvement in mood and reduction in anxiety.

Key Principles

The primary rationale underpinning Climbing Higher action is to achieve an "active for life" physical activity culture. This requires building positive attitudes to physical activity from childhood onwards. It also requires access to appropriate activity opportunities and facilities on an ongoing basis.

Critical Intervention Points

The scope of Climbing Higher encompasses all communities and all age groups. Given the various priorities in other portfolio areas, some groups such as pre-school children and older people will be targeted through those other policy areas, programmes and specialist services.

The focus of interventions and investment for the extra funding related to sport and physical activity will generally target audiences when they are known to reach key life stages/ages and communities where barriers to sport and physical activity are greatest. These include:

- teenagers
- young adults leaving education
- adults having a family
- adults who are over 45/pre retirement
- in areas of multiple deprivation
- amongst people with disabilities
- in minority ethnic communities
- for women and girls generally

Social Justice

All participation programmes must prioritise Communities First areas where participation is low and disadvantage is greatest.

Partnerships and cross-cutting activities to tackle deprivation will be the cornerstone for all programmes (e.g. working with existing Communities First Partnerships) and the effects of poverty and social exclusion must be taken into account.

Equality

All Climbing Higher deliverers must include equality plans and appropriate levels of investment to support the required action to redress known imbalances in sports participation.

The development of a modern sporting infrastructure must address the gender, disability and minority ethnic imbalances in sports participation.

Issues of equality will be mainstreamed through all the programmes receiving investment. Additional investment in specific areas will be identified in order to target hard to reach audiences and reduce physical and social barriers.

Mainstreaming the Welsh Language

The Welsh Assembly Government expects access to opportunities and funding through the medium of Welsh to be an integral entitlement. Specific initiatives are in place to actively develop more leaders and coaches who can deliver activity in Welsh and to support the voluntary sports sector in effective bi-lingual provision.

The National and Local Government Partnership

The number of partner organisations that have an essential role to play in the delivery of Climbing Higher are too many to mention. Local Authorities, however, are a particularly major local deliverer of sport and physical activity opportunities. We will continue to work closely in partnership with Local Authorities to encourage the adoption of the Climbing Higher framework when targeting resources. At the community level, Communities First Partnerships are a particularly useful and important vehicle for engaging with the most disadvantaged communities and reaching many of the people who will most benefit from increased sport and physical activity.

This will require sports development services, as well as local leisure facilities to be reviewed in conjunction with our partners in Local Authorities, in order to focus on Climbing Higher targets and improve services to local communities and citizens.

Creating a Climbing Higher Olympic Legacy

Hosting the 2012 Olympic Games and Paralympic Games in the UK provides Wales with a catalyst which should stimulate development in a wide range of sporting opportunities. London 2012 creates the opportunity to be more ambitious in attracting resources to enhance existing and exploit additional opportunities. It will also enable us to showcase Wales, boosting the tourism and economic legacy effect.

We must ensure that existing programmes are enhanced so that Wales maximises the positive legacy impact prior to, during and after the games, particularly in relation to facilities, young peoples' participation and volunteering.

This Climbing Higher document includes a focus on high performance sport as well as mass participation. This focus aims to provide more and better opportunities for young athletes to reach their potential in the coming years.

Developing People and their Leadership and Motivation Skills

Increases in participation and standards of performance will not be achieved without more people to lead, teach, organise and coach activity. We need to learn from and review our investment in the Coaching Plan and develop more physical activity leaders with appropriate motivational and organisational skills to respond to the needs of different audiences and support the new programmes and approaches. There should be a focus on "innovation and enterprise" funding to invest in people directly providing the opportunities "at the point of delivery".

Developing Appropriate Places to Play

It is essential to ensure that facilities are attractive to the audiences and appropriate to the activities for which they are designed. They must service all needs and be accessible, whether it is to sporting competitors, young people or adults in the community. This requires the development of facilities at 3 levels:

- National and regional specialist facilities: providing appropriate opportunity for specialist coaching, training and competition.
- Community specialist facilities such as leisure centres and swimming pools and dual use school facilities that are well maintained and upgraded to successfully attract new audiences as well as providing sporting facilities for local participation that are accessible to all.
- Local "doorstep" physical activity locations including improved access to the local outdoor environment for "green exercise".

Promotion and Marketing

All the investment themes outlined in the new plans will include an element of promotion and marketing to ensure that the maximum value and impact is derived from new policies.

Communications regarding Climbing Higher and physical activity with a Health Challenge Wales focus will be developed ensuring a consistent and effective physical activity message. In the future we will also be looking to work more effectively across organisational boundaries to maximise communication effort and to make the most of marketing opportunities. In particular the Welsh Assembly Government and the Sports Council for Wales will be working more closely on key communications activities.

Other awareness campaigns are important to underpin our work, for example: the "Active Places" (proposed) website; Show Racism the Red Card; fair play through Chwarae Teg and the use of Health Challenge Wales Sports Ambassadors.

Research and Evaluation

Climbing Higher policies, programmes and targets will need to be regularly reviewed as a consequence of experience and evidence of the effectiveness of the different approaches. Appropriate research and evaluation programmes will be commissioned to inform these reviews. Further work on the Climbing Higher outcome targets will also be commissioned to develop them as effective measures of progress and work is also being progressed to develop new national performance indicators and standards for Local Authority leisure services aligned to Climbing Higher outcome targets.

Table 1.

Current and Planned Sport Policy Programme Investment

Objectives	Main Actions	Resources							
		2005/06		2006/07		2007/08		2008/09	
	N.B Actions in bold text are the planned new initiatives which will be funded from the additional £7.8m Climbing Higher funding from 2007/08	**Gov't funding**	**Lottery**	**Gov't funding**	**Lottery**	**Gov't funding**	**Lottery**	**Gov't funding**	**Lottery**
Active Young People	Dragon Sport • introducing primary school aged children to sporting opportunities in extra curricular time		£1.1m		£1.1m		£1.1m		£1.1m
	Secondary School Sport • **ensuring young people have a wide range of positive sporting and physical activity experiences. To develop skill and knowledge as well as enjoyment so they want to participate in sport and physical activity and continue doing so into their adult lives.**			**£0.6m**		**£3m**		**£4m**	
	Free Swimming • encouraging young people aged 16 and under to use swimming as a regular physical activity	£2.5m		£2.5m		£2.5m		£2.5m	
	North West Outdoor Recreation Partnership • developing leaders and participants physically active using the great outdoors	£0.1m		£0.1m		£0.1m			
	Informal active recreation • supporting increased physical activity through youth organisations	£0.06m		£0.06m		£0.06m		£0.06m	
	Big Lottery Fund • PE and School Sport Programme - £46.3m net capital investment in sports facilities on school sites for school and community use • Out of School Hours Learning School Sports Programme		£16.35m £0.3m		£16.96m £0.15m		£4.56m £0.15m		£1m
Successful Sport & Sporting Nation	National Governing Bodies support • for training, competition and sport development	£5m		£5m		£5m		£5m	

Successful Sport & Sporting Nation	**Welsh Sports Academies /Performance Hubs** • **ensuring talented young athletes have regular and frequent access to gifted coaches; are able to take part in challenging competition; and have regular and frequent access to training facilities and sports science and medicine support**			**£0.5m**		**£0.5m**		**£0.5m**	
	Coach Cymru and the Coaching Plan • developing more and better coaches	£1.2m	£1.1m	£1.2m	£1.1m	£1.2m	£1.1m	£1.3m	£1.1m
	Elite Cymru • focusing on top-level performance and providing tailored support for talented athletes		£1.4m		£1.4m		£1.4m		£1m
	Minor Grants • small capital grants for essential sports performance facilities and equipment for priority sports		£0.5m		£0.5m		£0.5m		£0.5m
	Sportsmatch • levering private finance into local clubs and national sport programmes	£0.4m		£0.4m		£0.4m		£0.4m	
	Specialist Facilities • developing national priority specialist sports training and competition facilities				£3.4m		£3.4m		£3.4m
Active Communities: More Adults More Active More Often	Community Chest • small grants for local community groups to increase participation in sport and physical activity		£1m		£1m		£1m		£1m
	Exercise Funding (Coaching Budget) • developing more and better exercise leaders and instructors	£0.1m		£0.1m		£0.1m		£0.1m	
	Equality and Social Inclusion • additional funding over and above mainstream funding for disadvantaged/excluded groups including Disability Sport		£0.6m		£0.6m		£0.6m		£0.6m
	Mentro Allan • 15, 3-5 year pilot projects developing new ways of engaging "hard to reach groups" in physical activity in the natural outdoor environment		£0.1m		c£1.1m		c£2m		c£2m

Active Communities: More Adults More Active More Often	Free swimming for over 60s • encouraging older people to use swimming as a regular physical activity	£1m		£1m		£1m		£1m	
	Capital and Minor Grants • innovation grants including small capital funding for supporting new community and workplace initiatives and improvements to community sports facilities • Active Lifestyles Community Capital - additional in year capital allocation announced July 06 by Finance Minister to support Climbing Higher			£4m	£3.6m		£3.6m		£3.6m
	Active Lifestyles Innovation Fund • **Workplace Activity: enterprise grants encouraging employers and employees to build activity into the working week to support the Corporate Health Standard** • **Community Activity: to include green exercise, voluntary sector challenge, community buildings challenge** • Regeneration Challenge: piloting new approaches to develop disadvantaged communities through sport and physical activity			£0.125m		**£3.8m** £0.25m		**£2.8m** £0.25m	
	Mass Participation Events Challenge • encouraging new or returning participants through activity events and their continued post event participation					**£0.5m**		**£0.5m**	
	Swimming Activity Challenge Fund • building on the success of the Free Swimming Initiative to increase participation levels through local swimming activity plans			£1.5m		£1.5m		£1.5m	
Totals		**2005/06**		**2006/07**		**2007/08**		**2008/09**	
		Gov't	Lottery	Gov't	Lottery	Gov't	Lottery	Gov't	Lottery
		£10.36m	£22.45m	£17.085m	£30.91m	£19.91m	£19.41m	£19.91m	£15.30m

N.B Figures for 2007/2008 and 2008/9 are indicative and all figures are programme costs only and exclude Sports Council for Wales operational costs and capital.

Framework for Sport and Physical Activity Action

Active Young People

Developing Sporting and Active Lifestyles

We know that people are more likely to drop out of sports and activity participation if they have not had the opportunity to develop and practice a broad portfolio of physical skills in their early years. Active Young People programmes are an important element of the Climbing Higher strategy for reducing the 40% of the adult population who are sedentary by ensuring barriers are removed minimising the drop off in sports participation in mid to late teenage years. They also make an essential contribution to the Extending Entitlement[3] and 14-19 Learning Pathways strategies of the Welsh Assembly Government.

Particular care will need to be taken to ensure that those who are more likely to be put off physical activity, such as those less physically able, girls, children with disabilities and those from black and minority ethnic backgrounds, do not encounter the same barriers as previously.

Focusing Current Action

- **Dragon Sport:** introducing primary school aged children to a range of positive sporting experiences and at the same time recruiting and developing more volunteers. Whilst the next step is the introduction of the follow up secondary school initiative there will need to be a greater focus in Dragon Sport on more effectively reaching those children still not participating and ensuring an effective transition into the secondary school.
- **Free Swimming:** the next steps includes building on the lessons learned and making sure the successful encouragement of new participants as a result of the free introduction is converted to continued and more frequent participation.

- **Outdoor and Informal Recreation:** building on and learning from the lessons from the North West Outdoor Recreation Partnership and investment in major youth networks and if appropriate extending them into new areas, supporting Extending Entitlement and Learning Pathways and reaching more young people and developing leaders.

New Action Planned

- **Secondary School Sport:** the priority is to extend and develop participation levels across all secondary school aged children. Developing young leaders; developing club membership; the creation of new leagues, festivals, fun days, participation events and recreational activities across a wide selection of physical activities ranging from dance, aerobics, indoor and outdoor exercise, outdoor adventure activities, aquatics, team games and individual sports.

  Targets:

  Year 1 - 30 schools, 10,000 participants;
  Year 2 - 120 schools, 30,000 participants;
  Year 3 - 190 schools, 60,000 participants.

- **School to Community:** extending the sport and physical activity experiences introduced in school and through out of school programmes into continued participation in the community and away from the school environment. Developing informal recreation in partnership with and through the young people themselves and linked to Extending Entitlement and Learning Pathways.

- **Active Young Adults:** extending the active lifestyles experience through activities developed in partnership with Further and Higher Education and groups such as student unions.

- **Club Development:** developing the transition between school and adult opportunities to retain the increases in sports participation.

Framework for Sport and Physical Activity Action

Successful Sport and Sporting Nation

We need to balance the major focus on mass participation with prioritising investment in the sports which can ensure Wales achieves greater international success. This can be measured in various ways including through athlete personal bests; representation in GB teams; finalists; top three competition places and medals. This will be achieved through an athlete centred approach supporting and developing talented individuals. We also need to prioritise investment in the sports that offer a strong domestic infrastructure particularly a large network of successful clubs that can accommodate increased participation generated through new programmes as well as helping to develop and progress talent.

Focusing Current Action

- **Governing Bodies:** successful sport requires strong and effective National Governing Bodies to provide the appropriate sporting infrastructure. It also requires support from and effective partnerships with local authorities and Higher and Further Education.
- **Competitive Structures:** we need to ensure that effective competitive structures exist at school, club, county, regional and national level.
- **Coaches:** we must improve the identification, training, qualifying and retaining of coaches, but we also need more volunteer leaders who are well placed to organise and motivate participation and the transition and retention of participants at local and club level.

- **Club Membership:** there needs to be a greater focus for sport on the retention of participants and their transition into clubs, particularly in teenage years when drop-off is greatest and especially linked with new participation initiatives.

New Action Planned

- **Welsh Sports Academies / Performance Hubs:** many young talented competitors face difficult choices at the age of 18 whether to focus on their sport or education. A partnership with the universities & colleges across Wales to fund the employment of high quality coaches, provide access for athletes to appropriate facilities, time to compete and train through their full time education and access to appropriate sports science and medicine support would help alleviate this problem. Sports academies in key Olympic and Paralympic sports should be established. To help achieve this, new partnerships with HE & FE institutions and the governing bodies of sport will be initiated.
- **Regional Academies / Performance Hubs:** in some parts of Wales it is less easy to implement all elements of the sporting success formula particularly because of the distance talented athletes are from national coaching and expertise often based in south Wales and Cardiff. Regional Academies/Performance Hubs would identify young individuals with potential to compete at the highest levels and help them manage the issues which could have a positive or negative impact on their development and ensure:
  - they have regular and frequent access to gifted coaches;
  - they are able to take part in challenging competition;
  - they have regular and frequent access to training facilities and sports science and medicine support.

A North Wales Academy will be established to pilot solutions to these issues.

Framework for Sport and Physical Activity Action

Active Communities: More Adults, More Active, More Often

Climbing Higher sets a 20 year goal of increasing adult physical activity levels by 1% per annum over the period. This equates to an additional 20,000 adults each year reaching the 30 minutes/5 days a week target. By the end of the 20 years, this target requires over 66 million new physical activity occasions to take place a year. Whilst the focus of sport and physical activity investment will need to be on adults who are partially active but need to do more to see a health benefit, we must also begin to address the 40% of the adult population who lead sedentary lifestyles. The Climbing Higher adult participation challenge requires different approaches and not one solution, programme or project. The primary focus should be where the biggest return can be secured i.e:

- in communities which are often excluded through deprivation or socio-economic barriers;
- where drop off in participation is known to be greatest.

Reducing the numbers who are sedentary will require a longer term strategy bringing about a lifestyle change through:

- **Active Young People Programmes:** which seek to address a decline in activity that comes about as young people progress through teenage years into adulthood.
- **Targeted Interventions:** the contributions of agencies particularly in the public health sector will be important to reach those people for whom barriers to participation are greater, whose lifestyles are most sedentary and for whom poor health is perceived a greater risk. Inclusion programmes, older people strategies and exercise referrals are examples of initiatives targeting these groups. Programmes such as the Big Lottery Fund's Mentro Allan are an example of a targeted approach designed to develop new ways of working with hard to reach audiences.

- There must also be a recognition that the Welsh Assembly Government and the Sports Council for Wales, may need to look elsewhere for the delivery of new programmes in this area.

Focusing Current Action

- **Free Swimming:** building on the success of the Free Swimming Initiative for children and young people and older people to develop activity participation levels through swimming. Leading on to support at a later stage for improvements in the provision of dry side activities as well as swimming.
- **Mentro Allan:** over £6 million Big Lottery Funding investment is being put into 15 demonstration projects across Wales focussing on encouraging participation in physical activity by the most "hard to reach" groups and using the local outdoor environment. This programme will be closely evaluated and the lessons learned will need to be promoted and applied to other programmes and inform future plans.
- **Sport and Community Regeneration:** additional resources and more effort will be invested in our most recreationally and socio-economically deprived communities and Communities First areas to develop sport and physical activity participation and support community regeneration.

New Action Planned

Active Lifestyles Innovation Fund: this will be a new fund underpinned by the following key principles:

- motivating adults to become more active and to fit physical activity into their daily lives;
- providing easy to access doorstep opportunities whether in the workplace, or the local community or countryside/coast;
- focussing on making the maximum impact on the Climbing Higher targets - giving priority to socio-economically and recreationally disadvantaged and larger populations where the biggest differences can be made to activity levels;
- involving new approaches including work with new partners and in new market places as well as involving traditional providers;
- using capital and revenue funding in innovative ways to stimulate new opportunities including adaptations to facilities to make them more appropriate and attractive for daily physical activity e.g. showers, lockers, physical activity flooring, exercise mats, bike racks, sheds, bikes, maps, signage, jogging and walking trails and launch/landing facilities for boating and other water-craft. This should be alongside enterprise grants to invest in individuals or local community groups who are best placed to provide attractive physical activity opportunities which can be accessed easily as part of daily lifestyles;
- up skilling existing personnel developing the knowledge and understanding of new approaches and appropriate customer care and motivational skills. Developing people from within "communities", creating new activators/activity champions, event organisers and entrepreneurs.

The Active Lifestyles Innovation Fund will include the following challenge approaches:

- **Workplace Activity Challenge:** working with large employers and trades unions in support of the Corporate Health Standard to develop a more active Welsh workforce through links to active commuting; workplace programmes; investing in in-house motivators and champions; enterprise schemes; physical activity voucher schemes; creating activity clubs etc.
- **Community Activity Challenge:** working through community and voluntary organisations and focussing on buildings such as village halls, miners' institutes, social clubs and other facilities well used but not currently for physical activity.

  Capital and revenue funding will be used in an innovative way to bring sport and physical activity into the heart of communities by adapting appropriate facilities and supporting community activators to encourage participation.

Other approaches will include:

- **Outdoor green exercise:** developing initiatives in partnership with outdoor activity centres and outdoor organisations.
- **Voluntary Sector Challenge:** accessing new audiences not currently engaged in physical activity such as through youth movements, black and ethnic minority groups, Age Concern.
- **Regeneration Challenge:** piloting new approaches to develop disadvantaged communities through sport and physical activity.
- **Swimming Activity Challenge:** supporting the development of aquatic plans for pools coordinated across local authorities to develop activity participation levels through swimming.
- **Mass Participation Events Challenge:** funding for national, regional or local participation events that can demonstrate potential to make a significant impact on Climbing Higher targets. Proposals will need to encourage new or returning participants to the activity and demonstrate mechanisms for encouraging continued participation in the run up to and following the event.

Table 2 Investment in Physical Activity Across Other Relevant Policy Areas of the Welsh Assembly Government and Lottery

Department	Main Actions	Resources			
		2005/06	2006/07	2007/08	2008/09
Culture Welsh Language and Sport	Big Lottery Fund (BLF) • Healthy Families Initiative - developing children's play and the promotion of physical activity and healthy eating among children and families • The BLF is also contributing to improving physical activity levels through several other programmes such as Healthy Living Centres, Integrated Children's centres and Activities for Young People Arts • Dance development including a particular focus on community regeneration through a specific additional allocation of funding Welsh Language • Grants for developing the use of Welsh language through sports specific work in partnership with the Urdd and Welsh Sports Association	£0.1m	£20m between 2007-2009 £0.8m £0.1m	- Cont'd £0.923m	- Cont'd - N.B Funding to be reviewed in light of forthcoming dance strategy
Education, Lifelong Learning And Skills	PE & School Sport Plan • Improving the range and quality of opportunities in Physical Education for pupils in maintained schools Play • Cymorth Theme C investment: "play, leisure and enrichment". While this is not pure investment in physical activity, it is generally invested in staffed outdoor play and research evidence suggests children choose to be physically active when provided with these opportunities.	£1.8m £5m	£1.9m £5.3m	£2.5m (Includes Health Challenge Wales funding) Tbc	£2.5m (Includes Health Challenge Wales funding) Tbc

Environment Planning & Countryside **Transport**	• Countryside Council for Wales access programme • Walking and Cycling schemes • Cycling Infrastructure • Safe routes to schools	£1m £3.5m £1m £3.8m	£1.25m £2.7m £1m £3.8m	£1.25m £1m	£1.25m £1m
Older People	• Schemes to promote exercise amongst older people e.g. Young at Heart, outreach classes in residential homes and communities, promoting Free Swimming.		£0.15		
Social Justice & Regeneration	Communities First • 11.5 Sports Development Workers and project costs		£0.314		
Health & Social Care **OCMO- PHSD** **OCMO- PHSD**	• Physical activity (PA) programmes (Moving more often, Voluntary grants, PA network, walking) • Delivery of food and fitness plan (includes both physical activity and nutrition elements) • Health inequalities (all projects either physical activity specific or with element of physical activity)	£0.247m £0.715m £2.586m	£0.938m £5.162m £3m	£1.484m £4.350m tbc	£2.293m tbc tbc

N.B. these figures only relate to confirmed budgets at this point in time and may change in future years

Cross Cutting Activity

Increasing activity levels is not simply the role of sports funding in Wales. Table 2 shows the investment already being made across Government to promote physical activity, and more will be done to focus future initiatives on developing active lifestyles.

Examples of these areas include:

- **Built Environment:** planning Policy Wales (2002) and the revised Technical Advice Note (TAN) 16, Sport, Recreation and Open Space, will provide an important framework and guidance for preparing Local Development Plans, informing planning policy and planning decisions. The outcome of planning action whether it concerns the built or natural environment should be focussed on encouraging increases in levels of physical activity through the development of more appropriate and attractive locally community based resources and developments and enhanced access to the outdoor environment, playing fields, and existing community sports facilities. Developments should actively encourage activities such as walking, cycling, jogging, fitness, indoor fitness and low level recreational activity in communities, retail parks, town centres, the workplace and linked to new housing developments. Sport and Physical activity providers such as in leisure and education as well as the voluntary and community sectors should ensure they are actively involved in consultation schemes to inform the development of local plans, planning consultations and proactively seek to be involved in the positive use of planning agreements to secure better activity provision. TAN16 will provide new guidance to support such actions including greater attention to sport and recreation open space and creating better living environments, for example through referencing Home Zone.

- **Natural Environment:** further work will take place through specialist outdoor environment agencies including the Forestry Commission, Countryside Council for Wales, Environment Agency and the National Park Authorities to ensure their action plans support Climbing Higher targets and they take action to enhance existing sports participation and develop access to water, coastal and land-based outdoor activities using the natural environment through walking and cycle paths, bridle ways, rivers, lakes and coastal access. The focus should be on actively encouraging "doorstep" physical activity using the local outdoor environment accessible to priority communities. The Welsh Assembly Government successfully implemented, in summer 2005, the new CROW Act (right of public access to the countryside) and has recently announced a new programme to improve public access to the coast[4]. A key objective is to encourage the Welsh public to utilise the new countryside access for physical recreation - and in a way which is sustainable and which embraces all sections of society including the disabled, the young, ethnic minorities and those from socially disadvantaged groups.

- **Transport:** building on the Welsh Assembly Government's Walking and Cycling Strategy[5], supporting actions such as safe routes to schools and the development of the National Cycle Network through Sustrans and local urban walking projects in partnership with agencies such as Living Streets. Supporting the Welsh Assembly Government's action plan in promoting active living in towns, cities, villages and the countryside. Supporting the sustainable travel agenda and encouraging people to choose alternative transport options.

- **Health Promotion and Health Care Services:** there is a clear link between physical activity and health and the role of the health sector is vital in contributing to the delivery of Climbing Higher targets. The health services and networks have an important contribution as the lead sector for working with, reaching and promoting positive physical activity messages to those people who are most at risk of poor health.

- They can provide direct advice to patients and clients on how to become more active e.g. GP's, practice nurses, pharmacists and other health professionals such as physiotherapists who have a role in using exercise as part of a rehabilitation programme generally undertaken in a health care setting.

- A number of health led strategic documents already show the contribution health contributes to the Climbing Higher physical activity agenda: i.e. the Healthy Ageing Plan for Wales[6]; action on Food and Fitness Promoting Healthy Eating and Physical Activity for Children and Young People in Wales[7]; National Service Frameworks; Health, Social Care and Well Being Strategies. In addition specific activities planned over the next two years that will contribute to the targets in Climbing Higher are as follows: a Wales wide exercise referral scheme;

'Moving More Often'[8]; the promotion of the Corporate Health Standard with a planned approach to physical activity in the workplace in support of the Corporate Health Standard; Welsh Network of Healthy School schemes; Food and Fitness grant scheme; voluntary grant scheme; Inequalities in Health Fund; delivering programmes for specific health improvements in communities and in partnership with exercise professionals e.g cardiac rehabilitation, exercise referral or falls prevention; developing and delivering programmes targeted at the least active and often most hard to reach groups e.g. through walking projects.

- We are now moving towards greater integration of nutrition and physical activity policies, plans and programmes where appropriate. This recognises the fact that the effects of diet and physical activity on health often interact, particularly in relation to obesity. A physical activity network is being developed in partnership with the Wales Centre for Health to identify and disseminate good practice, encourage the development of local partnerships and actions plans and identify and meet training needs. Lead organisations such as Local Health Boards, NHS Trusts, the National Public Health Service, local government and voluntary sector bodies are taking forward a host of actions including: walking projects[9]; young peoples health clubs; exercise classes for the elderly; hospital and community based cardiac rehabilitation programmes.

- **Physical Education in Schools:** Physical Education is vitally important for developing the "physical literacy" of our young people. The Welsh Assembly Government's PE and School Sport (PESS) initiative aims to improve the range and quality of opportunities available to pupils in maintained schools. Working in partnership with the Sports Council for Wales and local authorities, Development Centres have been established in each local authority area. Centres draw together primary and secondary schools with a range of local partners to make best use of expertise and facilities. To support this, the Sports Council for Wales has worked with local authorities and funded PESS co-ordinators; extended the range of professional development opportunities provided for practitioners; provided specialist advice and materials targeted at the teaching of children with special needs, gymnastics, dance and health related exercise. Progress is monitored by Estyn and the most recent report published by the Inspectorate confirmed that the initiative is having an increasingly positive impact on the number of opportunities available to children and the quality of provision and standards of achievement.

- Future work includes: developing effective partnerships between schools and the dance sector to broaden pupils' experience of dance; supporting the provision of health related exercise in the Foundation Phase for 3-7 year olds; providing practical support and guidance to providers to promote health related

exercise; piloting of opportunities in Outdoor and Adventurous Activities and developing specialist materials to promote the teaching of outdoor and adventurous activities.

- **Play:** play policy embraces informal recreational activity for children and young people from 0 to mid teens. There is evidence that a large proportion of funded play work is physical activity and often outdoor based. The Play Policy Implementation Plan - Play in Wales[10] supports the case backed up by evidence that children need regular opportunities for outdoor play in order to maintain healthy levels of physical activity. Cymorth, provides funds for this type of play within its Theme C investment: "play, leisure and enrichment". Other initiatives such as Flying Start[11] develop early play through early years home visits and parent support programmes.

- **Education and Lifelong Learning:** a Sector Skills Agreement is being produced which will raise issues of financial and other support required for the initial education and continuing professional development and learning of leisure professionals, volunteer coaches and leaders essential for the provision of the sport and new physical activity opportunities.

- **Regeneration:** the Communities First programme is targeted at the most disadvantaged and most deprived communities in Wales. These areas are characterised by high levels of health and social problems. Sport and physical activity have a key role to play in promoting better health, social inclusion and community cohesion in these areas. Each Communities First area has a partnership which brings together the local community, voluntary organisations, local business and the statutory sector - to work together to bring about the social and physical regeneration of the area. Communities First Partnerships offer the opportunity to inform, mobilise and engage with the local community around a range of activities. The Welsh Assembly Government and its agencies will continue to be proactive in offering their support and guidance to ensure that Communities First Partnerships are able to enjoy the benefits of increased involvement in sport and physical activity.

- **Economic Development:** new workplace physical activity initiatives will be developed in partnership with the economic development networks so as to better improve work force health and productivity benefiting the economy and the development of an innovation and enterprise culture, to enhance participation in sport and physical activity.

  The sports tourism and major events strategies will make important contributions to better showcase Wales and boost the economy through increases in tourist visits and enhance sports participation and sporting success. The Ryder Cup investment is a good example of how the Welsh Assembly Government is playing a lead role in support of a major sporting event for all of the above reasons.

Who to contact

It is now time for action.

You are invited to align your plans to Climbing Higher targets and the Active Young People/ Successful Sport/Active Communities action framework and consider how you can better contribute to the Climbing Higher challenge and the ideas and actions referenced in this Next Steps document. We have made good progress but there is much to be done and much to learn and we all have an important part to play in taking forward Climbing Higher.

If you would like to discuss any of the ideas and plans in this document or require further information or advice please contact:

Head of Sport Policy,
Welsh Assembly Government
02920 82 3224 or your
local Sports Council
for Wales manager:

North Wales
0845 0450908

Mid and South Wales
0845 0450904

West Wales
0845 0450906

References

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2. **Choosing Health? Choosing Activity**: a consultation on how to increase physical activity (Department of Health/DCMS May 2004)

At Least Five a Week - Evidence on the impact of physical activity and its relationship to health. A report from the Chief Medical Officer, Department of Health April 2004.

3. **Extending Entitlement** - Supporting Young People in Wales: Welsh Assembly Government 2000 (ISBN 0 7504 24664): Extending Entitlement; support for 11 to 25 year olds in Wales: Direction and Guidance 2002 (ISBN 0 7504 2975 5)

4. **Coastal Access Improvement Programme**: Welsh Assembly Government - June 2006

5. **Walking and Cycling Strategy for Wales**: Welsh Assembly Government - December 2003 (ISBN 0 7504 3281 0)

6. **Healthy Ageing Action Plan for Wales**: Welsh Assembly Government, October 2005 (ISBN - 7504 3856 8)

7. **Food and Fitness** - Promoting Healthy Eating and Physical Activity for Children and Young People in Wales: 5 year Implementation Plan Welsh Assembly Government 2006 (ISBN 0 7504 40961)

8. **Moving More Often** (British Heart Foundation) http://www.bhactive.prg.uk/areas_of _interest/older_people.htm" www.bhactive.prg.uk/areas_of _interest/older_people.htm

9. **Walking Way to Health** (www.ww2h.org.uk)

10. **Play Policy Implementation Plan** - Play in Wales - February 2006 (ISBN 0 7504 9758 0)

11. **Flying Start** - Consultation Document Welsh Assembly Government - November 2005 (ISBN 0 7504 9720)