



Chwaraeon a Hamdden
Sport and Leisure



Actif Strategy

2020 - 2030

Inspiring our population to be Actif for life



About us

Actif Sport and Leisure aims to promote physical activity and well-being within the local community and at our leisure facilities, with exceptional programs, and top of the range services.

Serving a population of around 190k, facilitating a diverse, inclusive, impactful suite of activity opportunities, resulting in around 1.2m annual attendances.

Actif Sport and Leisure comprises of 6 leisure centres, all-weather pitches and teams that develop and deliver sport and health-related activity countywide, including programmes linked to primary and secondary schools, sports clubs, community centres, primary and secondary care, etc.

Our mission

Improve wellbeing through inspiring our population to be active for life.

Our vision

We will create an active Carmarthenshire and establish ourselves as the most successful and trusted Sport & Leisure service in the UK.



[aktif.cymru](https://www.aktif.cymru) | [aktif.wales](https://www.aktif.wales)



The road to 2030



Start Well

Start Well Objectives

Objective 1:

Give people the best start in life through the development and provision of high-quality, inclusive, sustainable activity opportunities across the county.

Objective 2:

Focus on areas of deprivation, helping connect communities and build resilience through an ACE (Adverse Childhood Experience) aware approach to improve wellbeing.

Objective 3:

Provide connection between young people and their communities, through intergenerational projects and a 'kindness' approach that creates volunteers and leaders of the future.

Start Well Measures

- 55% of young people (School Yr 3-11) participating in 3 or more activity sessions per week (54% from 'Free School Meals' quartiles 3 and 4).
- 70,320 attendances at Actif facilities/activities by people aged 0-17yrs
- A Net Promoter Score of 65 or above relating to Actif opportunities for people 0-17yrs.
- 3,154 attendances at workforce development opportunities facilitated/provided by Actif
- 40,000 people volunteering in sport & physical activity in Carmarthenshire.

Live Well

Live Well Objectives

Objective 4:

Develop and provide high quality, inclusive, sustainable opportunities that enable people to live healthy lives through participating and volunteering.

Objective 5:

Help people to help themselves through a targeted, thriving offer of accessible activities as a preventative approach to inactivity and ill health.

Objective 6:

Provide help when people need it through simple systems of referral (incl. self-referral) to safe, effective activity programmes.

Live Well Measures

- 42% of adults (18 - 64 yrs) participating in 3 or more activity sessions per week.
- 35,160 attendances at Actif facilities/activities by people aged 18-64yrs.
- A Net Promoter Score of 65 or above relating to Actif opportunities for people 18-64yrs.
- 2050 people referred annually to Actif to improve their health and wellbeing.
- 50% of referrals joining and completing activity programmes

Age Well

Age Well Objectives

Objective 7:

Enhance and deliver an appropriate programme of accessible activity that enables an ageing population to maintain participation in their later years.

Objective 8:

Help tackle loneliness and isolation by connecting people in greatest need with activity and volunteering opportunities.

Objective 9:

Develop effective programmes for the highest-risk populations, consisting of robust connections to referral partners and sustainable activity in a range of venues.

Age Well Measures

- 55% of young people (School Yr 3-11) participating in 3 or more activity sessions per week (54% from 'Free School Meals' quartiles 3 and 4).
- 70,320 attendances at Actif facilities/activities by people aged 0-17yrs
- A Net Promoter Score of 65 or above relating to Actif opportunities for people 0-17yrs.
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Manage Well

Manage Well Objectives

Objective 10:

Ensure high-quality standards of our services in our facilities and in the community, exceeding any service standards set and benchmarking across the sector where possible.

Objective 11:

Provide high quality experiences for our those who access our services and support, resulting in the growth of our customer base and of the community sport network.

Objective 12:

Be 'Fit for the future through a culture inspired to deliver sector-leading, inclusive, innovative services that are sustainable in terms of finance, people, places and the environment.

Manage Well Measures

- Achieve and maintain 4 quality-related accreditations and awards for our facilities and community services.
- Increase the percentage of people active 3 times or more per week from 37.5% to 44.5%.
- Increase the combined score of Net Promoter Score and Mystery Visits from 53.5% to 73.5%.
- Reduce the subsidy per usage by 27% (from £1.80 to £1.30).
- Reduce our energy consumption from 12,266,811 kWh to 5,660,975 kWh
- Achieve a Net Promoter Score (NPS) where 30% of the Actif workforce recommends Actif Sport and Leisure as a place to work.

Connect Well

Connect Well Objectives

Objective 13:

Achieve a reputation as a successful and trusted service that positions Actif prominently in the sport, health and education sectors locally, regionally and nationally.

Objective 14:

Maximise physical activity capacity and engagement across the county through strong and effective partnerships with local, regional and national organisations.

Objective 15:

Enhance provision through an integrated and person-centred approach to improving people's wellbeing.

Connect Well Measures

- To capture open access ratings and achieve a score of 95%
- To capture overall NPS of all users and partners and achieve a score of 65%
- Increase Mystery Visit score from 63% to 92%
- 1,487,245 of attendances and opportunities facilitated/delivered by Actif
- 3,194 consultations held with clubs, organisations and individuals to help develop activity opportunities
- 587,941 monthly engagements with Actif through all digital platforms
- 75% of Carmarthenshire residents who feel a 'Sense of Community'
- Delivering £12m of social value making a positive impact in your community through participation, education and wellbeing.