



Getting People in Wales. Active for Life.

Community Sport and Activity Programme

Sector Engagement - Briefing Document

www.playyourpart.wales

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Resources - There are a number of documents that can be found on www.playyourpart.wales and provide background information on the work to date.



1. Foreword

We want to help make the Vision of creating 'An Active Nation Where Everyone Can Have a Lifelong Enjoyment of Sport' a reality.

Regular physical activity is fundamentally important to the health and well-being of our communities and an effective community sport system is vital if we are to deliver our aspiration to get everyone active through sport.

The Welsh sport sector will play an important part in this but so will many other bodies, agencies and individuals who can, or could, play a part in getting more people active.

Despite recent progress, we know that too many people who could benefit from regular activity don't benefit at all. Collectively we want to ensure that everyone has the opportunity to participate and benefit from a lifelong enjoyment of sport.

There is lots of good work happening already and we want to build on the successful aspects of the current approaches to community sport and activity - bringing people together to plan for the long term.

Sport Wales is developing a new approach to the way it funds and delivers community sport in Wales. Work has already commenced in North Wales, and this briefing document sets out Sport Wales' current thinking on how the new model will be introduced for the rest of Wales. However, it is recognised that this is an emerging process, and with a commitment to a learning-led approach, we will consistently be reflecting on the best way in which we can collectively achieving the right outcomes.

This is an exciting opportunity. We have a strong sporting culture, a solid community sport platform to build from, an outstanding and perhaps unrivalled natural environment, a network of sporting facilities, and a dedicated skilled workforce that wants to be empowered to innovate and achieve greater success.

This is your opportunity to participate and influence the future development. This is now your chance to **Play Your Part**.

Graham Williams

Director of Community Engagement, Sport Wales

2. The Ambition

A new approach to community sport could help us achieve positive change for generations of Welsh citizens who are not currently benefitting from sporting activity.

We want to create active healthy communities that we all want to live in, now and for the future. We want to put citizens at the heart of delivery so that everyone has an opportunity to be active through sport.

At the skate park or on the beach. In the pool or at school. At the club or on the track. We are all different and have our own interests, but what's important is that everybody has the skills and opportunity to be active, whether just starting out, aiming to progress or striving for excellence on the world stage.

Everyone must be able to reach their potential – whether that is being active with friends, enabling other people to be active, joining a community 10k run, or becoming a top athlete.

The ambition is:

- For people in Wales live physically active lives
- That people have the skills, confidence and motivation to be active through sport
- That everyone is able to fulfil their own potential
- That everyone has the opportunity to be active through sport and physical activity

Working with and supporting you, Sport Wales is aiming to create and implement a world-class delivery and operating model for community sport in Wales which:

- Makes it easy to be active through sport
- Increases the number of high-quality opportunities available
- Removes the barriers identified by certain groups
- Creates a connected active community – including links between schools, clubs, leisure centres, voluntary groups
- Inspires people to be more active - through appropriate activities, facilities, programmes and environments
- Narrows the gap in participation between the general population and underrepresented groups
- Creates complete sporting pathways (ways in which people can join and progress as much or as little as they like in any chosen sport)
- Increases the percentage of people undertaking regular weekly activity and meeting Chief Medical Officer (CMO) guidelines

In developing this approach, we recognise there are many organisations that have a role in getting Welsh citizens more active. The new model focuses on how Sport Wales' investment can best be delivered to contribute to increased levels of activity, but also how it can showcase the benefits of sport in order to leverage in other investment and resource to achieve success in the future.

The proposed approach will ensure there is

- a. A greater level of collaboration in strategically planning community sport across a defined geographical area (region)
- b. More local opportunities to be active through sport, focussing greater support for people who face the greatest barriers to participation

3. The Outcomes

We want to establish innovative, long-term strategic partnerships in Wales that will deliver our collective ambition to get more people active through sport and places the requirements of the Well-being of Future Generations (Wales) Act 2015 (WFGA) at the heart of its planning.

The commissioning of the new model will ensure that a significant contribution is made to the following outcomes:

- Getting more people active at every stage of their lives: while they are at school, when they leave education, when they get a job, if they have a family of their own, and when they retire.
- Providing children with the best start in life and giving them the knowledge, motivation and confidence to be, and stay, active.
- Investing effort and resources where it is needed most, where there are significant variations in participation and where there is a lack of opportunity or aspiration to be active.

Below we have set out the outcomes and measures of success we are seeking – both at a strategic (coordinating) level and at a delivery level.

Strategic Outcomes

- Sport has a high profile in Wales and is effectively contributing to the goals set out in the WFGA and Prosperity for All
- An organisation with good governance, that is able to ensure key standards and expectations are delivered
- A sustainable programme of attractive, effective sport and activity services
- An engaged partnership network efficiently delivering innovative schemes
- Impact of Sports Wales investment increases through leverage and commercial investment
- Communities engage with commissioned services creating positive social impact
- A partnership able to deliver at the cutting edge of thinking and delivery processes
- The single 'go to' resource for all locally delivered sport and activity

Local Delivery Outcomes

- Young people have the motivation, skills, knowledge and understanding to take part in physical activities for life
- Through exposure to a wide range of high-quality activities, young people are able to make informed choices that support regular weekly physical exercise
- Everyone is able to participate, irrespective of background and circumstance
- There is a skilled and diverse workforce

- There is sufficient local capacity to ensure consistency of access to opportunities
- Decision are based on insight and research and is used to attract additional resources and investment

4. Getting Involved

This is an exciting time for community sport in Wales and we want you to play your part. And this is not just for sporting organisations!

While we are clear about our goals and outcomes, we are flexible in our process and the structure of the future models, so please use this sector engagement phase to contribute and help shape how we deliver an innovative approach.

Although we have defined the process within this document, we are mindful that it is important to get the right outcome, and so flexibility is key.

Why Should I Get Involved?

There are many organisations, across lots of different sectors, which share our ambition and whose own outcomes and goals are very closely aligned to this work. We believe there are multiple benefits from getting involved, for example:

- An opportunity to work with all sectors of the community to effect real change
- The opportunity to shape and drive community sport in Wales
- Deliver your own community sport objectives in partnership with others across the sector
- Development of a long-term partnership with Sport Wales and other partnerships
- Access to funding
- The potential to innovate and deliver high quality services for the communities that you serve

We believe this is an exciting prospect for organisations across a range of sectors: whether you are a local authority, educational establishment, health organisation, housing trust, charity or voluntary organisation, social enterprise, leisure operator or trust, sports club or other community organisation.

This is the chance to be involved in the discussion from the very start and find out how you could be involved.

For more information visit www.playyourpart.wales

5. More Detail on the Approach

Sport Wales is seeking a partner (or partners) to deliver the new model. At present, the National Business Case identifies the need for three further regions in Wales as illustrated below.



Sport Wales has appointed a preferred partner in North Wales, which is currently developing a detailed business case for the partnership. For the other three regions, Sport Wales is commencing sector engagement in June 2019 to enable it to refine its approach to procuring a partner.

The process for the latest sector engagement has been developed building on the learning from North Wales. It has been designed to encourage flexibility and minimise organisations' commitments in the early stages.

Sector Engagement

Sport Wales has developed an approach to the delivery of the new model which is currently expected to include:

- 3 further regions as outlined above (Central South, Gwent, Mid and South West Wales)
- A procurement process which seeks partners for each of the regions in parallel to enable partners to bid for one or more regions
- A procurement process which enables potential lead organisations to develop their thinking through the process and ensure effective engagement with potential delivery partners

The sector engagement is a key stage for Sport Wales (and you) to ensure that the future process is further developed and delivers the best outcome for the sector. There are further details on the sector engagement sessions at the end of this document and also on the website.

Lead Organisations & Delivery Partners

Sport Wales anticipate engaging and seeking EOI's from organisations who wish to lead one or more regions (Lead Organisations) and those organisations who believe they can offer significant benefit across one or more regions (Delivery Partners). We illustrate what is meant by each of these below:

Lead Organisation	• An organisation that would like to lead the establishment and development of one or more Regions • Can be a single organisation or a consortium of organisations • Is not required to have identified all of its Delivery Partners but will need to identify its approach to working with Delivery Partners
Delivery Partner	• An organisation that is keen to work as part of one or more region but is not interested in leading the establishment of the region • Can offer the delivery of one or more of the outcomes across one or more region – would be expected to have a regional or national presence • Does not have to commit exclusively to one lead organisation and can be part of more than one submission

The lead partnership will be asked to:

Ensure the investment is **delivering the desired outcomes**, demonstrating this through evaluation and reporting

Generate maximum impact from Sport Wales' investment through far greater commercialisation and by leveraging resources from new partners

Target and prioritise the needs of participants (and non-participants) and empower communities to support people to become, and stay, active.

This will be delivered in two ways:

Strategic Leadership

- **Delivering outcomes**
- Regional strategic leadership: planning, coordination and prioritisation of investment
- Embedding equality, diversity, and governance in the operating model
- Adopting effective behaviours that ensure the 5 ways of working in the WFGA (long-term, integration, involvement, collaboration, prevention) are central to planning and delivery

Commissioning and/or Delivering High Quality Services

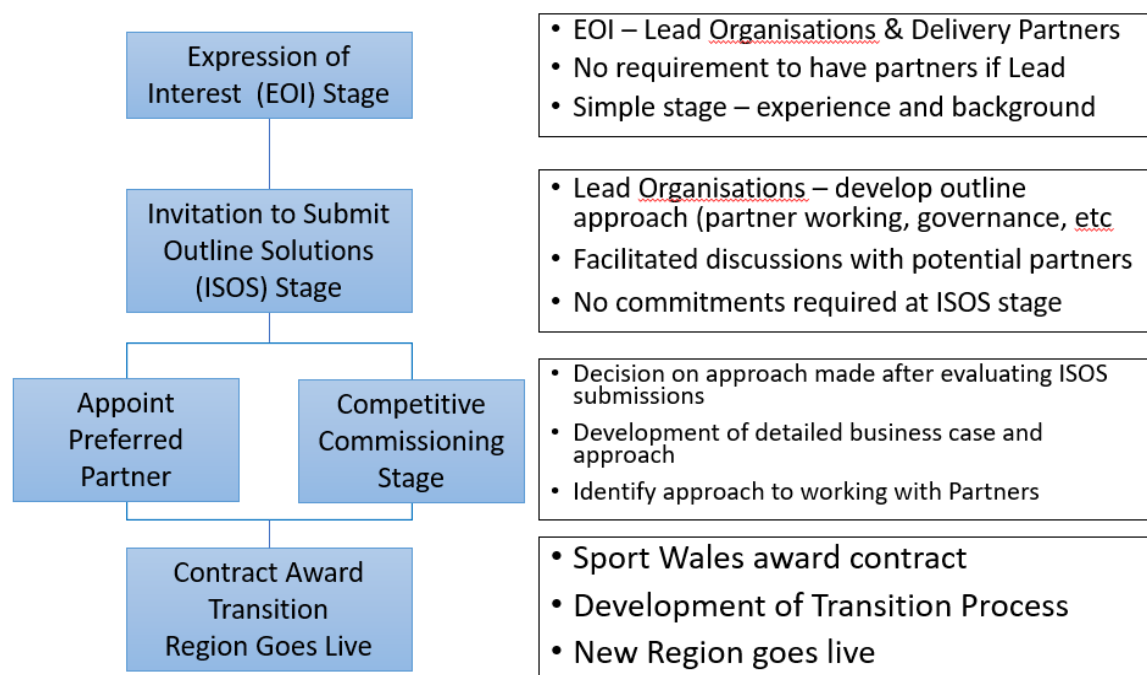
- Commissioning quality services, initiatives and programmes
- Potentially delivering services, initiatives and programmes, based on insights, and which build on the successful aspects of the current delivery system

The roles of potential partnership organisations are described in more detail at:

www.playyourpart.wales/resources/

Proposed Process

Sport Wales is currently adopting the following process, incorporating a formal commissioning stage. It is important that this is flexible, and as such it may change following the completion of the Sector Engagement stage. We are keen that organisations engage and provide feedback on the process to help inform the future delivery. It is anticipated that the process will include the following key stages.



*This process has been developed to follow the OJEU light touch regime.

How can you get involved?

Sport Wales is seeking cross-sector support and involvement in the delivery of the new model. Whether you are a local authority, educational establishment, health organisation, housing trust, leisure operator/trust, national/regional charity or any other organisation we believe there is a role for all.

Use this opportunity to help shape and influence the future process – book into one of the sector engagement sessions, where you will hear more about the background and approach to enable you to consider your future involvement. There will also be workshops to enable your feedback to be collated and discussed.

Book into a session through the website: www.playyourpart.wales

APPENDIX A

Sport Wales is approaching the appointment with an open mind. Ahead of the formal commissioning process (commencing with the EOI stage) we want to engage with you to shape and structure our approach, so that any organisation bidding will be able to demonstrate that they:

- Will be viable, and sustainable in the long-term
- Have a vision for the future
- Have a strong understanding of the sporting landscape within which they will be operating
- Are able to give an account of the steps that they will take to advance equality, diversity and inclusion both internally and through delivery
- Have a track record in meeting safeguarding standards
- Can evidence a track record in delivery and have a mix of skills relevant to the challenges they have to meet

Sport Wales do not expect organisations to have fully developed their approach or indeed have formed any new legal entities. The legal form of the new partner will be expected to be developed through the ISOS and Competitive Tender/Preferred Partner stages and there is not a requirement to have this established before bidding.

Following on from the engagement sessions in June, Sport Wales has set up opportunities for organisations to raise queries and provide feedback on the approach and overall outcomes as follows:

- Website – www.playyourpart.wales which has a series of FAQs
- Email contact point for organisations to provide feedback and raise questions
- Consultation sessions for organisations to book an appointment to discuss their interest. These sessions can be booked through the website

Sport Wales is keen that all organisations have an opportunity to discuss their approach or thoughts in the Sector Engagement and as such are willing to have further consultations and dialogue as required.

Any organisation should contact playyourpart@sport.wales

At this stage there is no formal commitment required from organisations and Sport Wales is seeking feedback and input to structure the process beyond the engagement. In particular we will be seeking through the Sector Engagement sessions to identify

- Is establishing 4 Regions (including North Wales) still the most appropriate approach?
- Is there interest from the sector or benefits in one organisation leading more than one region?
- Does the process and approach set out enable flexibility and provide the ability for organisations to engage