

Community Sports

Development

Planning and analysing

community sport

development

M5X02089

Adam Rowe

1802339

Strengths

There are many strengths of the Neath Port Talbot Physical Activity and Sports Service (NPT PASS). These can be seen on the organisations website. One area where it is strong is within the 'Active Young People' area. One particular part of this which is good is their ability to make the most of local facilities. One example of this is in the Afan Valley where there is already top class mountain bike trails in place which were not being used to their full potential. This enabled them to create a junior club and because the trails were already in place the costs can remain lower than other clubs in this sector. This creates a positive effect for people wanting to get involved in new things as it provides opportunities which they may not have had before. Also looking at the Ysgol Bae Baglan school sports survey mountain biking was second on the list of sports the kids wanted to try more of, so by NPT pass providing them with the opportunity to do so it shows they listen to the opinions of the people who their decisions affect, which in turn will get more younger people active as it is their desired activity.

The young ambassador scheme is also very useful as it goes through primary and secondary school and also college. This helps to bring through the next generation of sports development enthusiasts and coaches which should help the Neath Port Talbot area continue to improve in terms of sport and physical activity opportunities.

Weaknesses

One weakness that could potentially be mentioned is the NPT pass is that without the links they have to other organisations then it might not work quite so well. For example without volunteers from other organisations helping with the running of the sessions then they may have to employ more people to do so which would increase the costs for participants, and with the Neath Port Talbot area not being the most affluent for a lot of people this may not be possible and so they could miss out on opportunities. It is good that they have these links but important not to become over reliant.

One other weakness highlighted on the 2018 school sports survey is that only 31% of pupils felt that their opinions on sport and PE are always listened to. Obviously it is difficult to please such a wide variety of people with differing likes and dislikes across the region but 31% is low in comparison to the other statistics for this region such as enjoyment levels and confidence levels to try a new sport. This shows that work still needs to be done when it comes to listening to the opinions of their target participants. Although there must be a balance between allowing them to do the sports they want and getting them to try new ones to develop new skills.

Opportunities

Although highlighted in the weaknesses one area of opportunity to expand on is the links with other organisations. Organisations such as Sport Wales, UWTSD, Neath Port Talbot college group and alike can help to develop sport further in the area. Sport Wales' school sports survey is something which can provide vital data to be analysed and used when providing new and continuing existing sports sessions. For example the survey could highlight an area of potential weakness or could enable them to spot something which had been overlooked and improve on them.

Links with the university and college can help to provide more volunteer coaches which can lower costs of putting sessions on which would make the potential cost for participants lower and so allowing more people to participate. This goes in line with the aim of NPT pass 'Increasing the activity levels of the Authority's population'.

There are also a lot of opportunities with the facilities available now. With 3 schools in the Neath Port Talbot region being modernised in recent years there is now much better sports facilities available. One example is down in Bae Baglan where there is now an indoor sports hall, grass pitches and a 4G pitch. This will enable PASS to attract more people with better facilities as people will be more likely to want to come and try them out. This is something that should be taken advantage of and advertised. Also with the 4G pitch it allows activities to go ahead all year round in a modern setting which parents will have no problems with sending their children to.

Threats

With each new generation different threats and challenges are posed in the world of sport, with new trends coming out and new sports becoming more popular than others. One of the more prominent threats facing today's generation is childhood obesity with 21% of 10-11 year olds being obese in the UK (UK Parliament, 2021). This proves a great threat to organisations such as PASS because it shows that a lot of parents do not understand the importance of regular exercise for their children, mixed in with a balanced diet. Because of this numbers could start to dwindle in classes and groups could get smaller and smaller, meaning that they could have to put prices of sessions up, which could drive people away and so make the numbers so small that the session may even have to get cancelled. This will stop PASS from being able to achieve its goal of getting more people more active which for the people running it would be disheartening, but coming from a funding perspective they may end up losing large sources of

funding due to not being able to meet expectations. This would be a massive threat to the organisation as without funding there is no other large source of income to out sessions on, other than the little that they may charge. The goal however is to keep session costs as low as possible so this would create a real tough scenario.

References

UK Parliament(2021). *Obesity Statistics*.

Available at: <https://commonslibrary.parliament.uk/research-briefings/sn03336> (Accessed: 10/03/21)