

Community Sports Development



M5X02089

Mark
Napieralla



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David



Community Sports Development



The aims of today's lecture:

To recap sport for all / Wolfenden Report / Policy

To understand the processes in planning, implementing and monitoring sports development initiatives

Explore further Grant funding available to sports / activity organisations and prepare and application



Community Sports Development



Wolfenden Report:

- ✓ 1957 a team was employed to review the provision of sport
- ✓ Chaired by Sir John Wolfenden
- ✓ Key findings- School sport had increased participation, increased participation post War, team sports popular, more people doing different sports such as skiing, MTB, climbing but hard to put a figure on it
- ✓ THE GAP 13-24 year olds- drop off in participation
- ✓ More collaboration needed
- ✓ Children wont always continue doing the sports they have in school
- ✓ Wales- priceless assests- mountains/beaches/countryside-not used enough by the Welsh
- ✓ **SPORTS DEVELOPMENT COUNCIL RECOMMENDED**



Community Sports Development



SPORT FOR ALL:

- ✓ Sporting strategy
- ✓ Sport in the 1970's was booming with increased participation and new facilities being built
- ✓ Participation in indoor sport doubled in the 1970's
- ✓ Sport for all policy – 1966-1984 What was the impact/findings?



Community Sports Development



SPORT FOR ALL:

Most people do not rank exercise high when it comes the things that determine quality of life

One policy of the council is it encourage and assist authorities to make greater provisions for **disabled people to take part in sport**, Another policy was for organizations to **use more of their natural resources** , To **use sport as way to reduce anti-social behaviour** , To increase the opportunities to take part in sport in **densely populated low income areas**, To encourage more in **depth research** to gain greater understanding of what people want and need

More quality **school facilities** , More **quality participation all over the country** , Increase **participation of mothers** , The council also placed an emphasis on increasing the participation of **retired people specifically between 45 and 59** , Persuading **drop outs to return** to sport , To **encourage governing bodies to recruit at all levels** not just those they believe have a future in that particular sport

The main objective is to get everyone healthy as all studies show people function better and are more productive when healthy , And to **just generally improve the quality of life**
For school to open their facilities to the public so that pupils who played sport in school can continue to do so after they leave



Community Sports Development



SPORT FOR ALL:

Wants needs- Greater focus on health needed, not just sport. Targeting certain disease. Policy makers not always the right people.

Research- most research was on those already participating. More was needed on the non participants. Gender Gap more men than women participating.

Sponsorship- More money coming into sport but most of it at the elite end.

Staffing- Numbers involved in developing sport doubled, there was a gap in training as there was lots of facilities being developed but few qualified to run them.



Community Sports Development



SPORT FOR ALL: SUCCESS

- Participation spiked shortly after the council formed from 73 to 77
- Increase in some notable sections of participation
- More sports facilities developed
- Action Sports have shown a way to more local planning and more local initiative
- Decentralisation and the breakdown of target groups
- More professional roles in sports and sports development
- Research into drop out rates THE GAP undertaken



Community Sports Development



SPORT FOR ALL: Failure

- The policy seemed to only half work as the % of people taking part in sport went up but so did the amount of people who died from heart disease
- Many boys and Girls drop out of sport and physical recreation when they leave school
- More Volunteers are needed but with the success of Professionals it is unlikely as they are pushing them away
- A 10-15 year age gap provides a useful focus for sports councils strategies but a closer identification of different attitudes within each age group is necessary in order to devise policies and programmes which will now attract the non- participants
- Policies need to move from a national emphasis to a regional emphasis as different areas have different needs



Community Sports Development



The planning process:

Two types of plans- 1- Strategic 2- Operational





Community Sports Development



The planning process:



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

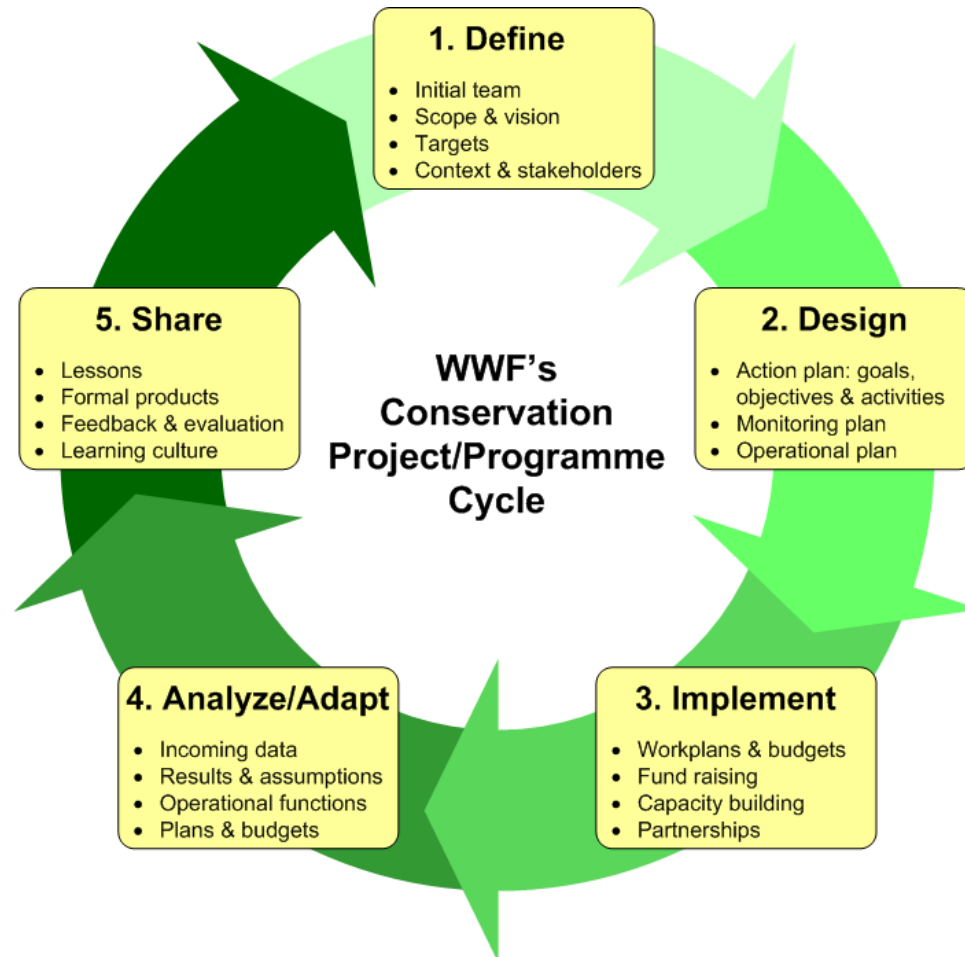
<https://www.ready.gov/>



Community Sports Development

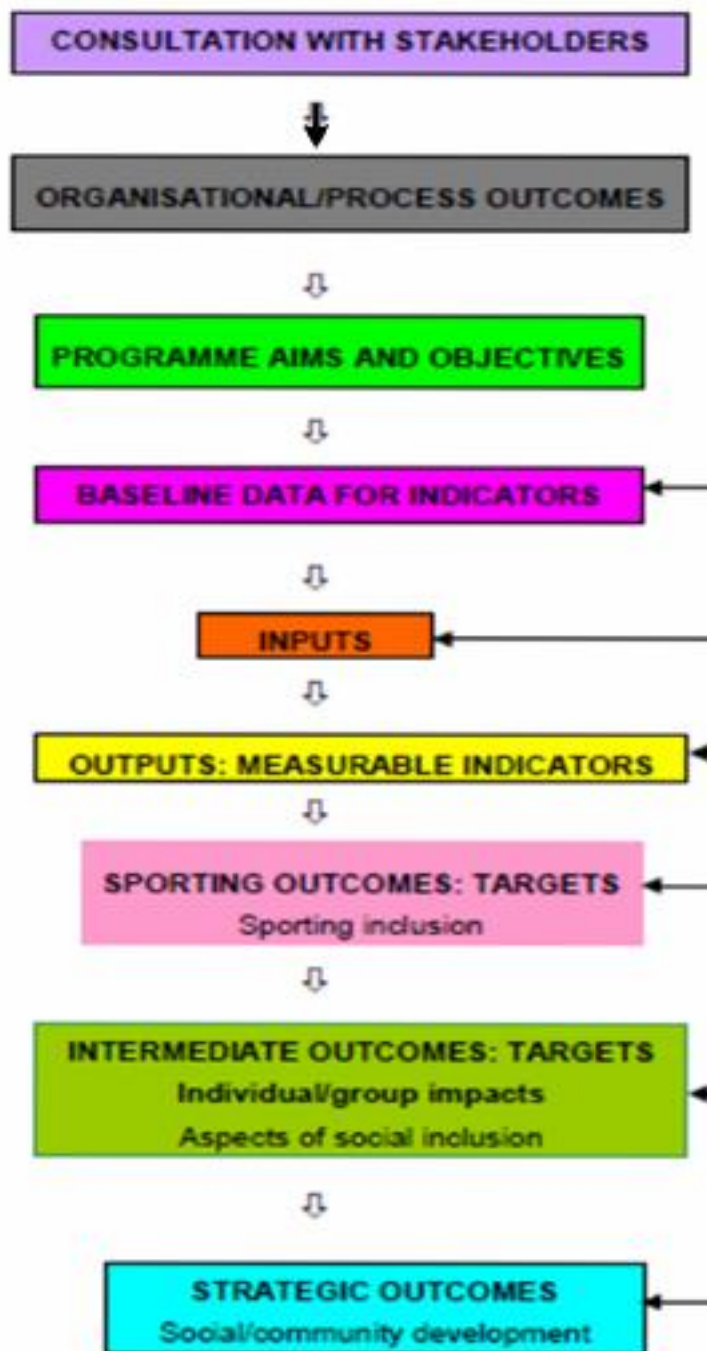


The planning process:





The planning process:





Community Sports Development



The planning process:

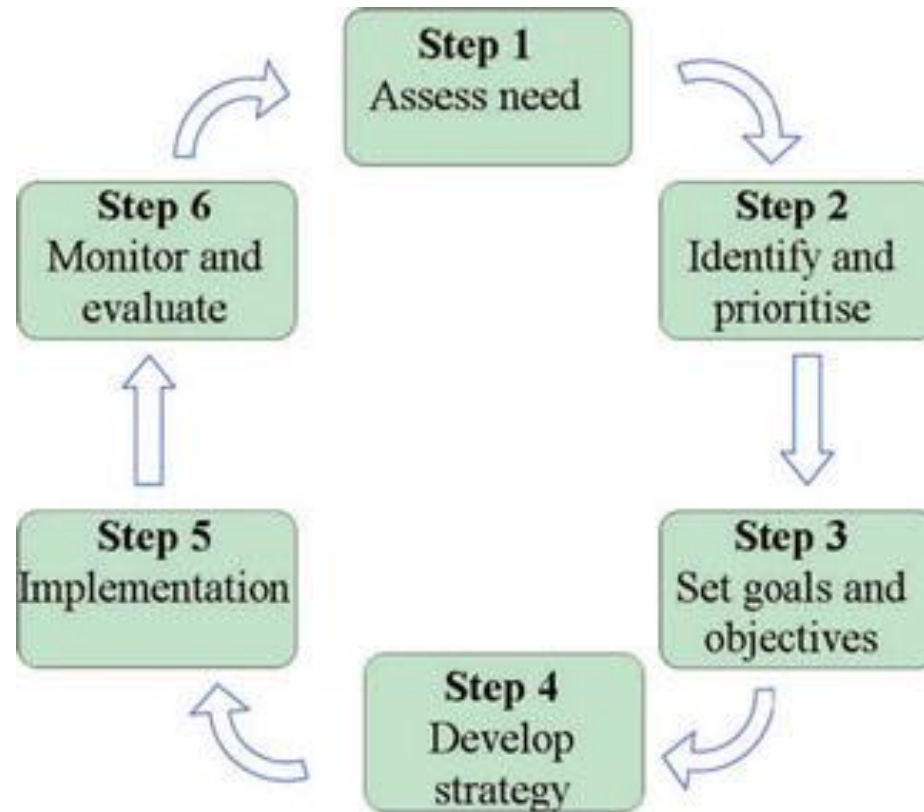
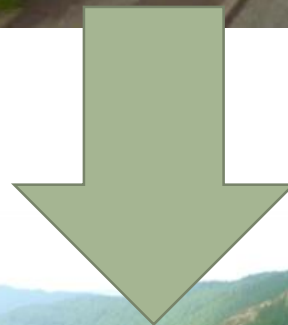


Figure 8.3 Six steps in planning health interventions.
(Diagram: Henk von Stokkom)



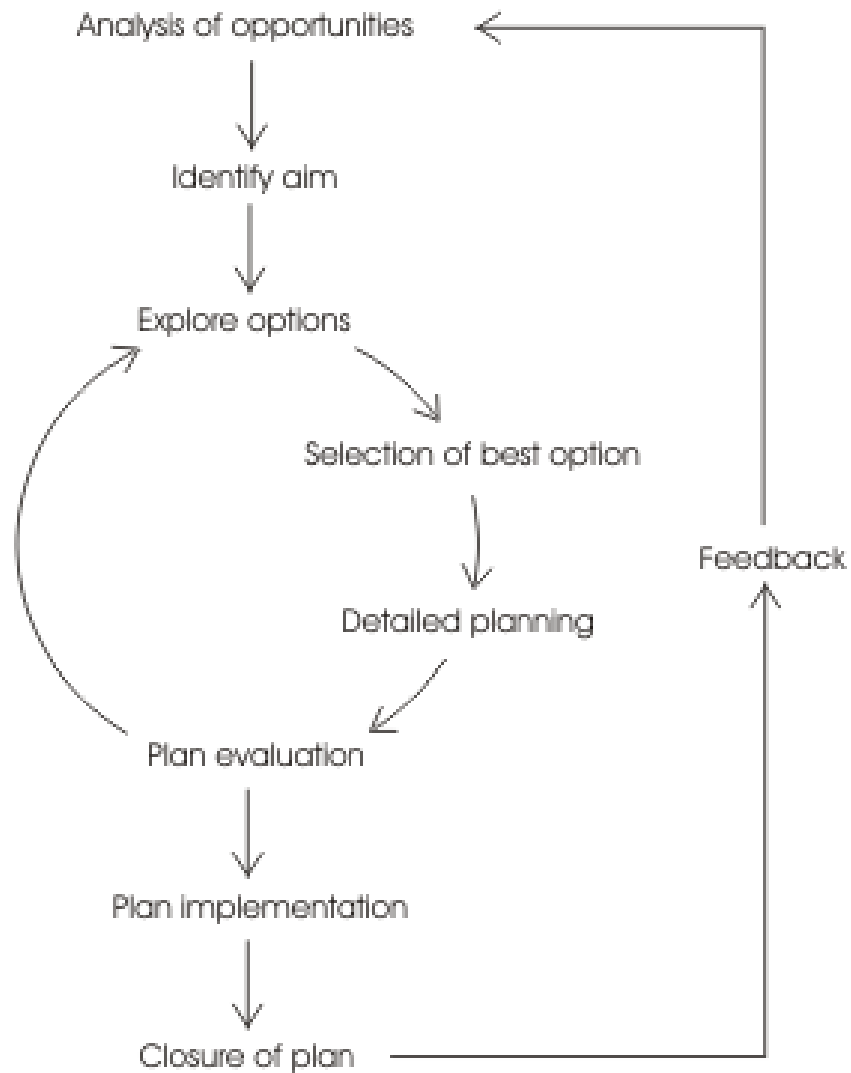
PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Planning

Focus Area And Lead Dept & Officer	Proposed Approach	Baseline Information	Target <i>Outcomes & Outputs</i>	Evaluation & Monitoring	Costs / Budget / Resources
Mountain Biking In The Afan Valley And Margam					Additional LAPA Funding
Active Young People Co-Ordinators Mark Napieralla Michelle Hall AYP Officers Mountain Bike Partners- Bike Shed and Margam Activity Centre British Cycling Welsh Cycling	Our aim is to create two offers for Mountain Biking. A beginner / intermediate club ride and an advanced ride at Afan Valley and Margam Park are needed in order to cater for the demands and different abilities of riders. A series of taster sessions will be offered to schools from across NPT. A weekly beginner / intermediate evening ride will be organised at Margam Park and Afan	The Afan Valley has world class mountain bike trails which are used by people from all over the world. Local people do not utilise the trails on their doorstep. Margam Park is an ideal venue for Mountain Biking and can host all levels of ability. There is a demand for Mountain Biking, the learning from last year was that it can be very expensive to deliver	2 beginner / intermediate sessions developed with 40 new riders attending. 4 advanced blocks of rides will be organised for experienced riders to explore trails across NPT. 32 participants to be signed up. To train 8 new trail cycle leaders. Go ride to be delivered in 6 schools in NPT.	Progress reports provided on a Quarterly basis to Sport Wales. Sport survey data 2018 Case studies	20 x cycle <u>leaders</u> Total cost- £1000 (workforce) 5x Mountain bikes of different sizes and helmets to supplement current stock- £2700 2x Bike Maintenance course for instructors - £300 Taster sessions for different groups in the Afan Valley and Margam- 20 x sessions. 2 instructors= £650 Mountain bike club cost for the Afan Valley- 20



Figure 1. The Planning Cycle



Planning Task

IN groups Of?

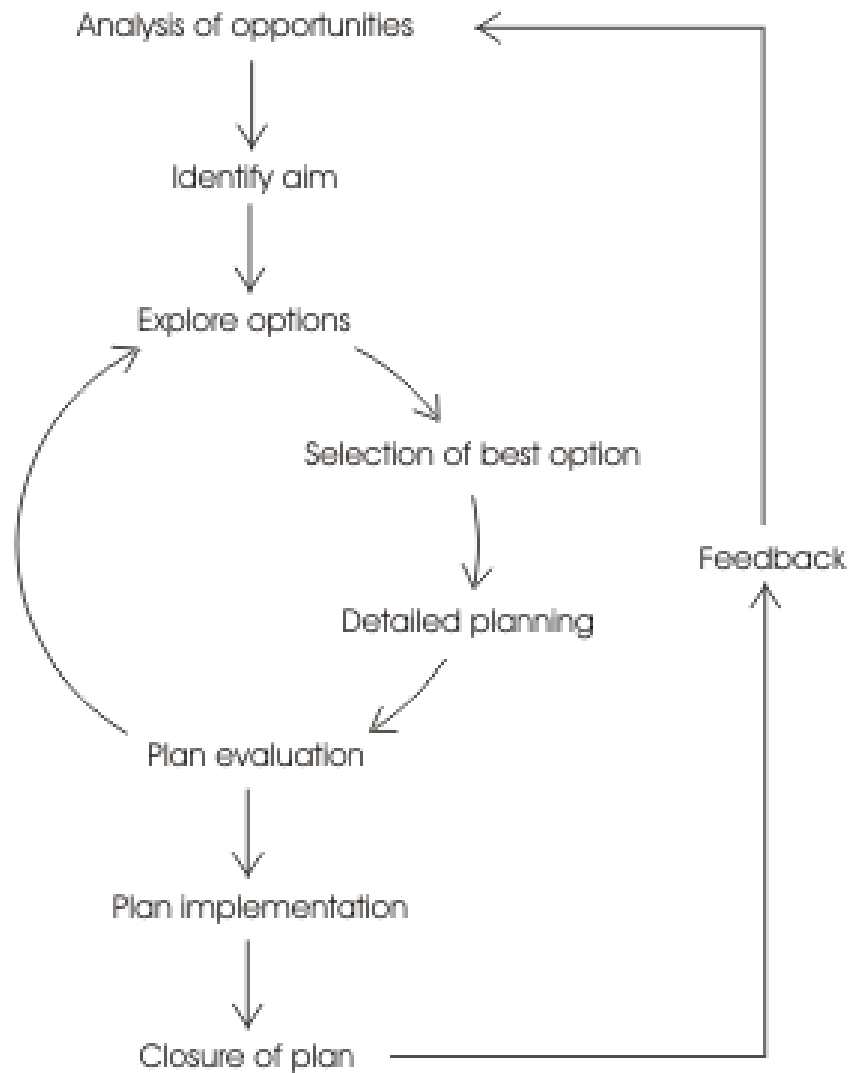


- You have been give the task to plan a trip to watch Real Madrid / Barcelona / Paris Saint German at the Bernabeu / Camp Nou / Parc Des Princes . A 2 night stay with an activity one day before the game.
- Use the planning tool to present your options and the decision of what will you will do. Present back a detailed itinerary / plan for your trip with costings and timings. Present all options and the reasons why you choose your preferred ones.





Figure 1. The Planning Cycle



What is a SWOT analysis?

One of the many strategic planning tools organizations can use to analyze its current offer and plan for future development or change.

- **Strengths** are internal attributes of the organization that are helpful to the achievement of the objective.
- **Weaknesses** are internal attributes of the organization that are harmful to the achievement of the objective.
- **Opportunities** are external conditions that are helpful to the achievement of the objective.
- **Threats** are external conditions that are harmful to the achievement of the objective.



Community Sports Development



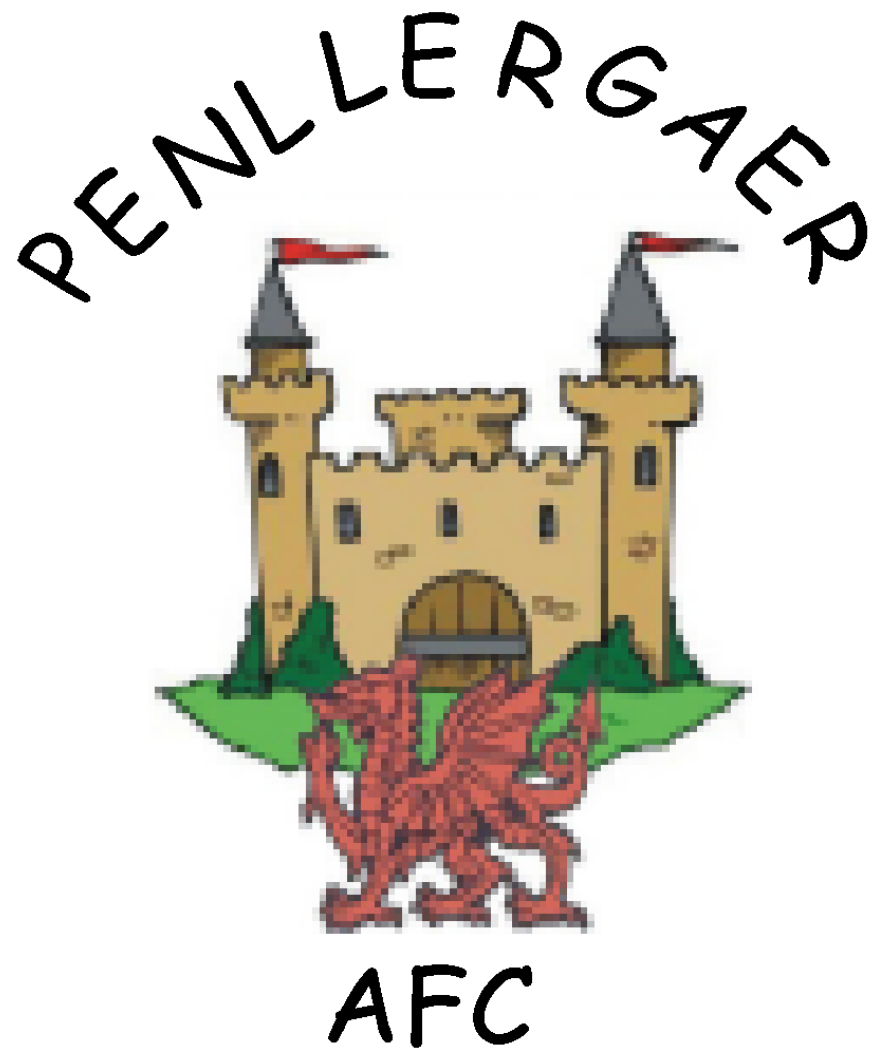
Assignment – 22nd November 23:59pm hand in

Students are required to complete a SWOT analysis on the Physical Activity Sport Service in Neath Port Talbot and its offer as a sports development organisation. Use the template to critically analyse the service and its offer and carry out research in order to identify opportunities for future development whilst considering potential threats to the organisation. (1000 words)

Part 2- Presentation to be handed in and delivered after Christmas TBC

Funding Grant

- Use the club solutions page to research a grant to apply for new training equipment for Penllergaer AFC.
- Ask Mark for any details that may be needed
- Think carefully about how you write the grant and satisfy the criteria
- If suitable the grant will be sent





Community Sports Development



- 15th November-** No lecture enterprise week
- 22nd November-** Social media and marketing
- 29th November-** Roles in sports development / Presentation information
- 6th December-** Design presentation 1-2pm – support at uni
- 13th December-** How to deliver the presentation

