

Culture Committee CC 01-03 p3 Annex 4

Date: 16 January 2003

Time: 1.30pm - 4.00pm

Venue: National Assembly for Wales, Committee Room 2

ADDITIONAL FUNDING BIDS – SUPPORTING EVIDENCE

1 FOOTBALL DEVELOPMENT

This bid was fully supported by the work documented by the Football Forum.

2 COACHING

Background

2.1 Coach recruitment, education, training and qualification in Wales are primarily the responsibility of governing bodies of sport. In 2001-2002, attendance at governing body coaching courses totalled 2,837. Funding for these courses is provided by the Sports Council for Wales (SCW) from its Governing Body Development Support budget.

2.2 The governing body programme is complemented by SCW's coach education programme, which is not sports-specific. For example, courses are organised on subjects such as the physiology of training and the psychology of competition. Many of the courses organised are in co-operation with sports coach UK. In 2001-2002, 140 courses were organised – 26 nationally, 114 regionally and 8 specifically for Commonwealth Games Team Managers and Coaches. SCW has one officer who is specifically responsible for this programme. She also manages and administers SCW's Elite Coach Scholarship and Visiting Coaches schemes, and administers the continuous professional development programme of national coaches.

2.3 Clearly a great deal of work is currently being undertaken. However, there is a need to further develop coaching because SCW's participation and performance objectives are directly dependent upon the need to increase the quantity and improve the quality of coaches in Wales. In addition, SCW via its Dragon Sport programme, is recruiting an increasing number of parents and it is important that these are recruited for coaching as their children progress to club sports.

DCMS Coaching Task Force

2.4 The DCMS Coaching Task Force report recognised that sport in the United Kingdom is delegated to each of the devolved administrations but also acknowledged that a number of bodies involved in coaching had a UK dimension. The report also stated that, although it was written with England in mind, it believed that its recommendations had validity in Scotland, Wales and Northern Ireland and it was hoped that the devolved administrations in those countries would give serious consideration to them.

2.5 The report identified five major objectives:

2.5.1 the development of a quality assured National Coaching Certificate at five levels to create parity between national governing body qualifications

2.5.2 the employment of national governing body Regional Talent Development Coaches to reduce the loss of young talent because they are not identified effectively or are coached inappropriately

2.5.3 the development of a sub-regional network of 45 County Coaching Development Officers to co-ordinate and manage the delivery of coach development locally

2.5.4 'Come into Coaching': a recruitment campaign to increase the number of people entering coaching

2.5.5 the introduction of a Community Coaches scheme to encourage the employment and deployment of 3,000 coaches working locally across a family of schools, a network of clubs or sports partners or a combination of the three, that best meets local needs.

2.6 The DCMS has committed an investment of £3 million for 2003-2004; £9 million for 2004-2005 and £11 million for 2005-2006 for the implementation of the report in England.

Wales

2.7 The introduction of a National Coaching Certificate (NCC) and the 'Come into Coaching' recruitment campaign will impact on Wales from the outset, regardless of whether or not Wales wishes to be involved.

2.8 Many governing bodies (particularly the major Olympic sports) have UK coach education programmes. The development of the NCC in these sports will, therefore, be led by the UK governing body and there will not be initial cost implications for Wales. This will change in subsequent years as governing bodies, such as the Athletics Association of Wales, will be required to implement new structures and this will probably mean revalidation for existing coaches and the need to provide education and training for new areas of work.

2.9 Other governing bodies in Wales, for example rugby, football, netball, hockey, badminton and

squash, have home country coach education programmes. The DCMS intends to provide finance to enable the English governing bodies to appoint Directors of Coaching who will be specifically tasked with the implementation of the NCC for their sports. It would be a duplication of effort if all four home countries did the same. If home country governing bodies were to agree, it would be better if England took the lead with good communication and consultation with Wales, Scotland and Northern Ireland. In this way the costs for Wales will be minimised, however there will be a need to fund the extra travel and meeting costs which governing bodies will incur and it might be necessary, in some instances, to 'buy out' individuals' time from their normal work programme. It will also be necessary to produce bilingual manuals.

2.10 The 'Come into Coaching' recruitment campaign is to be led by the BBC. Obviously, the broadcast media does not recognise national boundaries and recruitment initiatives linked to major events, such as Wimbledon, will result in potential coaches from Wales being frustrated if Wales is not involved. If the campaign is successful, there will be an increased demand for courses and the whole recruitment campaign will need excellent management to ensure that expectations are met.

2.11 The SCW is aware that children with talent are often logistically disadvantaged because they are unable to access the coaching and competition they require near to home. This applies, in the main, to areas of north, mid and west Wales. To overcome these difficulties, they (and their parents) are often required to travel significant distances, several times a week, and this can often have an adverse effect on their education and their sport as well as their family lives. SCW would like to establish a network of paid coaches (full-time/part-time) who are specifically tasked to identify and develop talent within specific localities. In the long-term, this will also help increase the standard of competition locally and minimise and delay the need to travel. Significant resources will be required to make a meaningful impact throughout Wales. In many instances, it will be possible to establish partnership posts with local authorities and some of the coaches' time can be used to support local schools and clubs.

2.12 SCW currently employs one Coach Development Officer and she has a full work programme (para. 2). England is planning to employ 45 Coach Development Officers to implement the programmes outlined in paragraphs 7 – 11. SCW would need to employ two additional people. Proposed structure: one Manager of Coaching; two Coach Development Officers (one north Wales based).

Finance

2.13 2002-2003 (Year one)

2.13.1 Support Welsh governing bodies to implement the NCC;

2.13.2 Support Welsh governing bodies in their involvement with the 'Come Into Coaching' campaign;

2.13.3 Co-ordinate the training and development of Dragon Sport volunteers;

2.13.4 Manage the above and prepare to establish a network of coaches for local talent development £150,000

2.14 2003-2004 (Year two)

Continue with the work identified in para. 13 and, in addition, start to establish a network of Talent Development Coaches, some of whom will also support the work of schools and clubs. £1 million

2.15 2004-2005 (Year three)

Fully establish a network of coaches throughout Wales. £2 million

3. PLAYING FOR WALES

3.1 In the 2002/03 financial year the WAG allocated funding of £250,000 to reduce the cost incurred by people who are selected to represent Wales in national teams or at sports events.

3.2 To date, SCW has provided 20 governing bodies with additional support and anticipates similar demands from others when they have been through their annual business planning process.

3.3 SCW is now confident that by 31 March 2003, no Welsh national squad members will be financially disadvantaged because of their home location. For example, individuals in north and west Wales, who are faced with additional travel and accommodation costs as a result of attending training events away from their local area, are now given financial assistance.

3.4 In addition, SCW has been able to reduce the costs incurred by some individuals when they are selected to represent Wales. For example, in Hockey, squad players used to pay £750 pa towards team travel and accommodation costs and this has now been reduced to £150 pa.

3.5 To eliminate national player contribution costs for all individuals across all sports, would require additional funding of £500,000 p.a. This estimate is based on current governing body programmes, although it must be noted that event programmes vary annually and funding would be negotiated with each sport through their annual business plans.

4. WOMEN AND GIRLS: GIRLS FIRST

Background

4.1 The Council's focus on women and girls started initially with the Dragon Sport programme in 2000. The Council's biennial research surveys are used to monitor the impact of its work and the

results for the 7-11 age group targeted by Dragon Sport are as shown in the table below.

	2000	2002
Any extra-curricular participation		
Boys	79	81
Girls	75	81

4.2 The results indicate that participation rates for this age group in extra-curricular sports have shown an overall increase between 2000 and 2002. More importantly, they indicate that participation rates for girls have been raised to the same level as boys. There can be little doubt that Dragon Sport has played a significant role in facilitating this achievement.

4.3 Encourage by this evidence, the Council has developed its Girls First programme to focus on girls of secondary school age and to provide new opportunities for girls as they move up through the education system. As yet, the Council has no plans to extend the clear sport focus of Dragon Sport into secondary schools as the priority has been to concentrate on providing alternative physical opportunities to cater for the needs of girls. The Girls First programme is still in its early stages and has been limited by available funding but the research survey figures are shown in the following table.

	1999	2001
Any extra-curricular participation		
Boys	76	76
Girls	68	69

4.4 These figures confirm the continuing gap between boys and girls participation rates in extra-curricular sport in this age group. The Girls First programme aims to encourage the introduction of sports activities that are more suited to a wider range of girls' interests and is being welcomed by those schools that have been targeted so far. To extend and support the programme across all secondary schools in Wales and help close the gender gap will require additional funding and is the basis of the bid for an additional £250,000 p.a. This will also enable the programme to work in partnership with the PE and School Sports initiative by providing new extra-curricular opportunities that create the links from the PE curriculum developments, through extra-curricular activity and into community clubs and leisure provision. The gap in development of the more traditional sports and team games created when Dragon Sport ends at the transition from primary to secondary schools could be delivered through the proposed plans for coach development identified and discussed in para.2 above.

4.5 It is anticipated that this combined approach to improving school age provision will see active lifestyle habits carried forward into adulthood and benefit Wales through improved health and quality of life.

GIRLS FIRST: Year One Evaluation

4.6 The Girls First programme was introduced in 2000, and allows secondary schools to apply for up to £1000 to fund a programme of extra curricular sport. The main challenge of the scheme for schools is to create a programme that will increase extra curricular activity amongst girls who do not normally take part in the school's current programmes.

4.7 It is hoped that Girls First will help the Sports Council for Wales (SCW) achieve two key strategic objectives:

- to increase participation amongst schoolchildren, particularly 11-16 year olds;
- to halve the gap between men's and women's, girls' and boys' participation;

4.8 Since Dragon Sport has been introduced, it has been important to ensure that there is continuity in the provision of sports and activities as children transfer from primary to secondary school. In comparison to extra curricular participation in primary schools, extra curricular participation decreases in secondary schools. The Girls First scheme goes some way to dealing with this drop in provision.

4.9 All Wales sports participation surveys undertaken by SCW have found that extra curricular participation tends to decline with age. However, participation figures for boys remained relatively static between years 7 to 10 before dropping to 71% in year 11. In contrast, girls' participation showed a slow but steady decline from Years 7 to 10 with an even larger drop of 11% between years 10 and 11 (Ref: Sports Council for Wales (2001): Sports Update 45 Widening the Net? Young People's Participation in Sport 1999/2000.)

Application Process

4.10 It is intended that this money be used as a challenge fund to prompt, provoke and enable a range of different extra curricular activities in schools for girls. It should raise the profile of girls' sport as well as increasing opportunities for and encouraging more girls to play sport. The main aims of the programme are to:

- raise the profile of sport for girls in the school;
- bring about a cultural change in attitudes to girls' sport amongst the girls, their teachers and parents;

- increase the number and range of opportunities for girls to play sport in school.

4.11 Schools are asked to submit an application for funding to provide new extra curricular opportunities for girls. This should be in addition to what is currently provided. Schools are asked to outline what sports or activities will take place and the numbers of girls in each year group that they propose will take part in the scheme. An important part of this process will be for the school to aim to make the activities provided attractive and accessible to girls that are either unlikely to, or never take part in extra curricular sports.

4.12 In the first year of the scheme, 153 schools took part in Girls First out of a possible 229. This paper looks at the progress that has been made in the first year of the evaluation against the targets that were originally proposed by schools in their application forms. All schools are required to submit a monitoring and evaluation form once their scheme has been completed. This records the actual number of girls that took part, by activity and year group. In addition it records the number of girls who took part who had never done any extra curricular activity before the scheme was in place.

4.13 To date, 111 monitoring and evaluation forms have been received from schools, with one reminder letter also being sent out. The following results have therefore been assessed against the total numbers of sports and activities proposed by these 111 schools only, rather than the whole 153 applicants.

Results

4.14 Table 1 shows the recorded number of girls that have taken part to date. These figures are based on the 111 monitoring forms received so far from the first year of the programme.

Table 1 – Participation in Girls First

	Number of Girls
All Wales Total	9812
South East Region	3736
South West Region	4421
North Region	1655

Ethnic Minorities	132
People with disabilities	102
New participants - girls who didn't take part in extra curricular sport prior to provision of Girls First programme	3520

4.15 Figure 1 shows the actual numbers of girls taking part in the first year of the Girls First scheme compared with the numbers that were originally proposed by the schools.

5 COMMONWEALTH GAMES 2006

The key issue here is that the bid for £500,000 to set up a holding camp in Australia for Welsh athletes in 2005/06 needs to be confirmed by the year end because facilities need to be booked now to ensure that potential Welsh medal winners secure top quality training and acclimatisation facilities in competition with other countries. SCW has advised that it cannot make any plans or commitments unless funds are included in its indicative budget for 2005/06.

6. e.government

The Sponsor Division advised that this would not be a priority.

7. UK AND EUROPEAN FUNDING OFFICER

The Sponsor Division advised that this would not be a priority.

8. CAPITAL MODERNISATION FUND

This item was included in the Corporate Plan bid at the instigation of the Sponsor Division. The Sponsor Division agreed to research the basis of their original guidance.

11 November 2002