

Annex A: Individual responses to Culture Committee consultation on participation in sport

Response From	Observations and Recommendations
Welsh Schools Athletics Association	Provide details of their work, highlighting their need for funding. No recommendations as such.
Institute of Sport and Recreation Management – South Wales and West Branch	<p data-bbox="495 269 793 297"><u>Barriers to participation</u></p> <p data-bbox="495 337 705 365">Women and girls</p> <ul data-bbox="548 407 2026 992" style="list-style-type: none"> • Not enough encouragement and opportunities to participate in sports outside school • Clubs only encourage individuals with skills that are well developed and show high competitiveness • Not enough opportunities to play sport at social levels • Not all leisure centres provide opportunities, as they do not have the provision or the resources. These opportunities are often left to clubs which sometimes only cater for the individuals who excel in their chosen sport • Not all women and girls feel comfortable participating in a mixed gender environment • Opening hours for leisure facilities on school sites is a big barrier to participation for these groups of people, particularly if it is the only facility in the area. These facilities do not provide any leisure/sporting opportunities to participate at convenient times during the day. • The wrong image of sport and leisure facilities is often a barrier, as people sometimes have a preconceived idea of the type of people that participate in sport. • Child care facilities can often be a barrier • Not enough research done to find out what opportunities these groups would like to participate in and at what level • Not enough provision/resource/facilities in junior school to encourage participation at an early stage • Current trends in fitness activity are geared for women only. This concept has encouraged women into an activity they may not have contemplated if it had been mixed gender activities • Variety of activities will encourage a greater participation, breaking down pre-conceived ideas that you have to be fit to participate in sport • Travelling alone, especially on dark evenings, can be a serious concern. <p data-bbox="495 1032 667 1060">Young people</p> <ul data-bbox="548 1101 2026 1466" style="list-style-type: none"> • Not enough provision/resource/facilities in junior school to encourage participation at all levels, particularly for those who do not like what schools generally offers like rugby, football, hockey and netball • Insufficient trained PE staff in junior schools • Not enough opportunity to play social team games outside the school environment except for those listed above • Computer games are often an easy substitute • Insufficient advice to children on how sport and fitness can improve their quality of life • Activities are often programmed after normal school hours. Therefore transport, location, time, money, kit etc are often barriers especially for low income families • Football/rugby/hockey/netball are all often played at weekends with training mid-week. Therefore these children in the teams will take priority over those that will not make the team • Peer pressure • Lack of opportunity to participate in minority sports <p data-bbox="495 1507 705 1534">Ethnic minorities</p>

- Mixed cultures
- Religion
- Mixed gender groups
- Time constraints
- No community involvement
- No sporting provision in their communities
- Not providing them with the type of activity that they want to participate in

Disabled people

- Insufficient access to facilities in older buildings
- Assumptions that they are not able to participate
- Lack of specialised sports equipment due to high costs
- Educating of facilitators as to what sporting opportunities are available for this group

Older people

- Access to facilities at a time they want to use them
- Image of the type of people that participate in sport
- Transport, money, opening times of the facilities could prove difficult
- Preconceived ideas of sporting activities level of participation
- Mixed age groups
- Activities offered at leisure centres/clubs
- Health issues
- Improvement to participation in this client group has given them access to activities that they want to participate in and make it more of a social event than a sporting event
- Educating this group on how sport activity can improve their quality of life

Socially disadvantaged groups

- Opportunities to participate in sport activities are often very costly
- Transportation
- Parental interest
- Lack of interest in sporting opportunities
- Many sports clubs/leisure centres do not have a pricing policy to cater for disadvantaged groups
- Unaware of opportunities to participate and schemes run to cater for these groups
- No sporting opportunities / facilities / resources in their area
- No community involvement

Suggestions for improvements to access and participation levels for these groups

- Access to sport participation in this group can be improved through consultation with the community
- Schemes can be set up at street level as long as the resources are available
- Involve the people and make them responsible for the success of the schemes
- Give them opportunities to put something back into the community by training them to become sports leaders / coaches
- The possibility of improving their lifestyle and self-esteem through sport will give them back their self-belief
- Give them the opportunity to start at the bottom and finish at the top

Role of volunteers

- Numbers of volunteers has diminished over the years. Most people will only help a club if paid.
- Parents may contribute to an activity if they have a child that is participating at the club but leave once the child has moved on
- Volunteers make a difference if they have the community interest at heart. They can make a difference to all schemes and make them successful
- There is difficulty in getting adults to assist with child activities as there is an awareness of child protection

Impact of infrastructure and facilities, major events and elite sport on participation

- Better sporting / leisure facilities
- Easier access for all groups of people
- Pricing policy that can be flexible enough to meet community needs
- School development programmes that lead into sporting participation for life
- Education on health issues and how keeping active can improve quality of life
- Sporting / leisure facilities should be more diverse in activities to allow greater choice for users
- Consult with the public on activities that they would like to participate in
- Local transport that catered for opening times to facilities especially if it could stop outside the door

Welsh sports Association

Barriers to access

- Geographical and transport access remain a problem
- Increasing costs for the more talented who may wish to further their involvement
- Limits on the number and variety of sports which can be provided in schools, coupled with the very limited time allocated in the timetable for sport
- Opportunities for women and girls are better than ever with the SCW identifying this as a key area.
- Opportunities for older people, disabled people and ethnic minorities are also improving with many sports now offering veteran/ senior categories.
- However, participants are often expected to self-finance their activities
- There needs to be a closer partnership with the health sector with additional funding coming from that sector
- Access to participation for disabled groups now has a higher profile but can provide difficulties for some sporting governing bodies in terms of physical access, specialised equipment and qualified coaches

Infrastructure and facilities

- Local authorities are doing an excellent job given that sport is not a statutory requirement in their budgets
- In some areas, facilities are badly in need of refurbishment and upgrades
- The impact of major events on participation levels can be considerable. Further financial support may need to be provided to governing bodies of sport to respond to the new demand by the general public

Elite sports

- The impact of elite sports also has an impact on participation levels because the concept of elite sports is closely associated with success.
- Further financial support could assist even more young people to reach the highest levels of excellence in sport

Royal National Institute for the Blind CYMRU

Barriers to participation for people with visual impairment

- Transport to and from sports centres especially in rural areas. Public transport is often inaccessible.
- Variety of sports available. The training and confidence of instructors within the different sports affects the access of visual impaired people. As does the speed and level of competition at which sports are played
- Team games which mix sighted and visually impaired young people are not always practical, especially where quick movement is involved
- Accessing information about sports opportunities. Information must be provided in a format which can be accessed by people who are blind or partially sighted.

Suggestions for improvements

- Training for coaches, trainers and other front-line staff to give them confidence in working with people with visual impairment
- An audit to see which sports are suitable for visually impaired young people
- Involvement of coaches who are visually impaired / have other disabilities to act as role models

Role of volunteers

- Involvement of volunteers, including those who themselves have visual impairments, is an essential component to improving access to sports
- Volunteers could be involved in a 'buddy' scheme to support people with visual impairments
- Volunteers who are suitable qualified / skilled could also participate as coaches.
- Appropriate recruitment, selection and training processes along with regular supervision and ongoing support would be essential to ensure that the right volunteer is placed in the required role.

Infrastructure and facilities

- The Disability Discrimination Act ensures that all facilities should be accessible to young people with visual and other impairments

NSPCC

- The lack of recognition of the vulnerabilities of some children and young people and the subsequent lack of ability to address these vulnerabilities within a sporting environment has the potential to deter specific children/young people from participating
- In order to reap the benefits of improved confidence and self-esteem for vulnerable and disadvantaged children increased levels of support within sport is required.
- Volunteers should be subject to the same recruitment and selection procedures, training and supervision as paid employees. Such a system serves better to protect young people and reward volunteers with the message that they are a valued resource
- All sporting organisations needs robust child protection welfare policies and procedures for dealing with child welfare and child protection matters

Barriers to participation

Women and girls

- Transport is a problem in rural areas
- Child care issues
- Safety issues
- Low income areas in rural areas
- Shortage of female coaches and referees

Young people

- Availability of transport
- Cost of transport and facilities
- Conflict of interest with other forms of entertainment

Ethnic minorities

- Language can be a problem in some areas
- Cultural differences

Disabled people

- Rurality issues
- Cost and availability of suitable transport
- Shortage of trained volunteer support
- Access issues

Older people

- Daytime access to facilities (dual use facilities)
- Transport issues
- Shortage of trained volunteer support
- Safety issues relating to evening participation

Socially disadvantaged groups

- Rural deprivation
- Cost of transport and facilities
- Access issues (dual use facilities)

Access and participation

Could be increased for all of the above groups by the provision of:

- Improved transport in the rural areas
- Subsidised fees and charges

- Subsidised governing body membership fees
- More outreach sports development programmes in rural areas
- Promotion of free Come and Try events

Volunteers

Rates of volunteering are high in Ceredigion which is due to strong participation rates and Sports Club Membership

Ceredigion Sports Council make a substantial contribution to improving participation levels through its activities and work programme which is volunteer led.

Support for volunteers could be improved through:

- More governing bodies of sport involvement in rural areas
- Subsidised training fees for sport and recreation qualifications
- Paid volunteers in targeted areas of deprivation

Infrastructure and facilities

Good quality facilities need to be located to serve the needs of the local community

- Dual use facilities to maximise participation levels sited on or next to secondary schools in all main towns
- Good car parking provision

Major events

- Have an impact on raising profile and on participation levels in certain sports for a short period during and after the event

Elite sports

- Elite sports that have huge media coverage, like rugby, have a big impact on participation levels
- Minor sports that do not have the same level of media support need help to raise their profile and image to increase participation levels

Wales Council for the Deaf

There is a bureaucratic barrier which prevents deaf people and organisations from fully participating in sports. Suggest that the Committee discuss the situation with the Welsh Region of the British Deaf Sports Council

Fitness Wales	<p><u>Barriers to participation</u></p> <ul style="list-style-type: none"> ● For many girls traditional sport and team games are not appealing ● There needs to be more training for PE teachers in health related activities ● Time is a huge barrier to working women. Offering facilities/opportunities to exercise at work could be encouraged in the Corporate Health Standards. ● Leisure centres should co-ordinate their timetables to allow parents to exercise while their children are being taught ● Leisure centres should consider taking their sessions into the community rather than getting people, particularly the elderly, to come to them. <p><u>Access to opportunities</u></p> <ul style="list-style-type: none"> ● There needs to be increasing awareness of the benefits of an active lifestyle ● Schemes to allow students (especially PGCE) to work with sports/activity projects as part of their teaching hours should be encouraged. Training could be offered free to volunteers ● There needs to be opportunities for entry levels and ease of access to encourage beginners <p>The recommendations in the Healthy and Active Lifestyles Task Force report may also impact on sporting participation as they will help to raise awareness, build confidence and increase participation</p>
Neath Port Talbot County Borough Council	<p>Provide SCW publications highlighting participation and identify participation levels in NPT area</p> <p><u>Women and girls</u></p> <ul style="list-style-type: none"> ● Constraints on women may include lack of money, childcare facilities, transport problems, walking alone, time ● Solutions may include providing sports that do not require specialist clothing, off-peak sessions at local centres with family initiatives, provide a crèche <p>There needs to be greater efforts to increase awareness of sporting opportunities and the benefits of leading an active life</p> <p>For those most disadvantaged there could be a free pass card to be used at any local sports facility</p>
Cardiff County	No recommendations or observations recorded
FAW Football in the Community	<p><u>Barriers to participation</u></p> <p><u>Women and girls</u></p> <ul style="list-style-type: none"> ● Restricted activities delivered in schools. Focussed on traditional sports eg hockey and netball <p><u>Ethnic minorities</u></p> <ul style="list-style-type: none"> ● Socially excluded particularly within competition structures <p><u>Disabled people</u></p> <ul style="list-style-type: none"> ● Limited provision at a local level due to lack of trained volunteers

Older people

- Limited flexibility in provision

Socially disadvantaged

- Cost of activities, accessibility and transport issue groups

Equitable targets for provision have to be included within strategic plans of local authorities and governing bodies.

A greater emphasis needs to be placed on parents assisting in supporting provision for their children

Success at the highest level raises the profile and interest in sport which in turn raises participation levels. This can equally be the case when major events are held. Facility provision is vital in ensuring that participation rates are maintained

British Deaf Sports Council

Adequate provision should be made for disabled people

Commonwealth Games Council for Wales

Further investment is needed to support elite athletes

Welsh Rugby Union

Barriers to participation**Women and girls**

- Entrenched attitudes of PE teachers and rugby clubs
- Culture – female PE teachers (pro netball / hockey) - traditional sports at school
- Parental perception of male game / overly physical
- Public perception media marketing
- Lack of female coaches and administrators

Young people

- Attraction of sub-culture activities – eg drugs/alcohol/video games
- Lack of opportunities at secondary school (not enough staff supporting the game) – club culture, lacking quality support staff (coaches/administrators etc) to develop a progressive programme for players
- Competition from other sports
- Environment – climate – facilities
- Lack of sports policy in education
- Lack of media marketing with other sports
- Computer age IT

Ethnic minorities

- No barriers in rugby – actually encouraged
- They do not associate with the sport or its culture. Need role models (maybe administrator / coach in first instance)
- Traditional costumes and cultures
- Facilities and climate
- Lack of government policy and targets(KPI)

Disabled people

- No barriers in rugby – actually encouraged – eg deaf people
- There is a successful deaf set up. There is acceptance of minor disabilities playing in able bodied sport
- ‘Wheelchair rugby’ has not been accepted as an associate member of the governing body
- Depends on local authority objectives and policies
- Facilities
- Lack of awareness
- Specialist training
- Need directives for future development plan in this area

Older people

- No barriers in rugby – actually encourage family ethic
- Insurance – nobody to run the sport for the elderly
- Physical, climate, lack of media and marketing
- Re-vamp the product – ie. non-contact

Socially disadvantaged

- No barriers in rugby
- Lack of parental support
- Peer pressure
- No role models in their community / or from peers
- Lack of specialist resources within the community and human resources
- Cost of equipment and training
- Seeing sport as an educational and vocational avenue
- Lack of parental support
- Isolation/localities

Suggestions for improvements to access and participation levels for these groups

General

- More purpose built facilities
- Increased funding to employ more development officers
- Facilities (lack and space)
- Marketing the game
- Government Sports Policy for Wales, education based
- Better facilities, media and marketing
- Human resources (specialist)

- National success
- More curricular time for rugby development

- More open-minded approach from schools

Women and girls

- More professional support
- Change of culture / attitude
- Education and awareness at schools and colleges
- Policy for women's sport

Young people

- Clubs should be 'People Developers' rather than merely developing rugby players

Ethnic minorities

- Develop sports administrators and coaches from this area and also marketing specifically to this group
- Target area focus government led
- Role models
- Education

Disabled people

- Knowledge of how to access / contact disabled people. Develop MODIFIED game to attract a variety of disabilities. A full-time Rugby Disability officer
- Specialist training
- Sport awareness to athletes needs

Older people

- Promote and develop non-contact rugby
- Cut down on league – more social games
- Social aspect
- Management course - (proactive training programmes) volunteer base

Socially disadvantaged groups

- Transport schemes – increase funding (to specific clubs in these areas) from both the WRU and the Sports Council. Develop administrators with fundraising capabilities
- Specialist resource
- Grants and targets
- Awareness
- Costs

Role of volunteers

- The whole game is underpinned by the VOLUNTEER
- Admin, coaching, player recruitment
- Referees
- Transport
- Funding

Promotion and support of volunteers

- Specific budget to promote the image and well-being (feel good factor) of volunteers eg, kit, expenses
- Value their time – offer development programme for all
- Funding of courses for referees and coaches
- No management course
- Active recruitment policy and active training programmes
- Recognition by public and others

Impact of facilities on participation

- Major influence
- Poor ground conditions – affect training and number of games played
- Lack of floodlit facilities hamper quantity training – cost of facilities hamper both
- Due to weather, location, funding availability sharing and clashing with other sports
- Floodlights / surfaces

Impact of major events on participation

- Huge impact by creating role models, access to stars and putting the sport in the spotlight
- 6 nations increases participation at schools/clubs and entice teachers / coaches to play more games
- Media and marketing needs improvement
- Cost of tickets

Impact of elite sports on participation

- Major impact. Obvious need for equal funding for all home nation countries to achieve parity in elite competition
- Provides role models which entice young players into sport
- Lack of funding
- Individual coaches due to resources
- Facilities
- Lottery
- Lack of good role models

Impact of weather on participation

- Huge impact on the promotion/participation/competition of rugby in Wales

Rupert Moon

Disabled people

- Disability Equality Training needs to be provided for all staff at leisure facilities
- Accessibility to facilities – whilst wheelchair users may be catered for through ramps and separate changing facilities, little provision is often made for people with hearing and visual impairments.
- Access to information - ie braille, tape, large print.
- Provision for personal assistants support workers need to be considered
- Database of information/contacts regarding what sporting opportunities are available throughout Wales

Welsh Netball Association

Barriers to participation

- Although netball is primarily for women and girls, in primary age (7-11yrs) both sexes are encouraged to play using a modified game suitable for the age group concerned. The main barrier to participation is access to suitable facilities at reasonable times. Pressure on leisure centre usage limits the access and hence the number of clubs and leagues.
- Use of community chest and other beneficial grants has in some cases removed finances as the reason for non-participation. Sports participation can be expensive for single mothers and unemployed people
- New projects to include the socially disadvantaged and young people are encouraged but financial pressures on the governing body can be a limiting factor as there is only a small number of staff and limited volunteers

Suggestions for improvements to access and participation levels for these groups

- Sport in Wales is still seen as predominantly male driven. More media coverage of women's sport is need to encourage participation

Role of volunteers

- Huge impact, but can be difficult to attract volunteers. New child protection legislation may cause further problems

Impact on participation

- Major events can act to set up role models but can have devastating effects on the hosting governing body as WNA experienced in 2000.
- Elite Sport also assists in increases participation rates. Both are very positive influences and should be encouraged
- Facilities for staging major netball, particularly international matches in Wales is very limited

Barriers to participation**Gender**

A review of research literature suggests reasons why participation in sport may be lower for women than men:

- Experience of physical education at school producing a negative feeling toward sport whilst at school: school kit seen as old-fashioned, unsuitable for cold weather and embarrassing; a fear of enforced showers lead many girls to 'forget' their kit or be absent on PE day; girls are worried about embarrassing themselves in front of boys because of perceived lack of sporting ability
- Physical appearance and femininity; women who participate in sport seem to be regarded as 'tomboyish' or 'butch' reflecting the perceived 'maleness' of sport
- Lack of positive role models; women's sport receives much less coverage within the national media despite international successes. There are very few examples of sportswomen who the media concentrate on purely as a result of their performance. Furthermore, traditional female sports such as netball get very little media coverage.
- More caring / family responsibilities which may prevent participation
- Amount of free time – tends to be shorter chunks and hence limits the type of activity that can be undertaken
- Lack of clubs catering for women
- Personal safety out of the home – fears centre on travelling on public transport or visiting facilities alone

Ethnicity

A Sport England study conducted in 1999/2000 provides the only real large scale quantitative measure of participation among ethnic communities. It found that in England, participation rates in the ethnic population are at 40% (compared to 46% among the national population). Barriers identified in this study and other research projects include:

- Home / family responsibilities – particularly in Asian communities also much more likely to be mentioned by women
- Work/study demands – more likely to be given as a reason by men. Sport given a lower priority due to the lack of perceived benefits
- Lack of role models at a higher level
- Fears of abuse/not welcome/don't fit in – The Sport England Survey revealed that 20% had a negative experience to do with their ethnicity while participating in sport
- Lack of facilities
- Sports clothing may not be appropriate to their culture, especially Muslim women

Age

- Similar reasons to above: family commitments, time, work demands,
- For many, participation in sport ends when 'youth' sports which require a certain level of physical fitness are given up. It is for this reason that SCW emphasises the importance of physical literacy and a broad portfolio of skills at a young age.

In a recent participation survey conducted by SCW, 16% of people agree that cost is a barrier to participation compared to 40% for time.

SCW, via Dragon Sport programme, is recruiting an increasing number of parents for coaching.

Welsh Hockey Union	<p><u>Barriers to participation</u></p> <ul style="list-style-type: none"> ● Women and girls – Lack of access to indoor / appropriate facilities. Venues are block booked by traditional male sports ● Women and girls – Consider offering recreational pay and play facilities with free creche provision for younger mothers ● Lack of local competitive infrastructure. Many women and girls sports are presently underdeveloped and require vast amounts of travel ● Young people – alternative sports available. Consider providing free or at reduced (cost) rates. I.e, swimming or at post school slots and when facility bookings are slack to allow for mass participation <p><u>Access to sport</u></p> <ul style="list-style-type: none"> ● Disadvantaged – ‘open access’ facilities which are free for participation ● Cost of running sport clubs prohibitive. No female clubs with social facilities and therefore no means of generating income – suggest sports association – multi sport with club house. ● Improve profile – more female / ethnic minority role models <p><u>Volunteers</u></p> <ul style="list-style-type: none"> ● The vast majority have no desire to make a profit out of their voluntary work but many cannot afford to be out of pocket. Suggest honorarium payments ● Suggest a ‘thanks volunteers’ award as part of a national campaign ● Cross volunteer networks. Sports to link with Wales Council for Voluntary Action, Inter department sports, parks, education and recreational management etc <p><u>Facilities</u></p> <ul style="list-style-type: none"> ● Additional better quality facilities required – possibly taken through nationalisation ● UAs have insufficient funds for capital maintenance schedules ● SCW Community Investment Programme has started to address the issues but has only scratched the surface ● Major injection of funds to refurbish old facilities
Audit Commission	Inspection report on sport facilities – identified the need to develop good practice guide for UAs and share good practice
Llandarcy Park Ltd	Proposal to develop Llandarcy sports facilities to create a Sports Village
WDA and Golf Development Wales	Highlight the benefits of attracting Ryder Cup to Wales to increase participation

Welsh Council for School Sports

Suggestions:

- An improvement in sporting facilities in schools which are also available to the community. In particular it should be a requirement that every Secondary School in Wales should have high quality sporting facilities that are available to the public beyond the confines of the school day and school term
- Ideally these facilities should be outdoor (grass or artificial) and indoor, with at least one floodlit area per school.
- In many respects there is limited games experience on the school curriculum and choices are conservative and very traditional

Barriers to participation

- Lack of opportunities
- Public perceptions
- Traditional views
- Negative early experiences
- Parental support
- Reduction in volunteers
- Cultural diversity and attitudes
- Financial considerations
- Accessibility
- Transport availability

There is a need for National governing bodies to enhance and improve the contribution of volunteers through:

- Professional training and support
- Development and increase participation in the Sports Leaders Award
- Give due consideration to insurance cover, public safety and accountability, child protection and welfare issues
- Auditing their current volunteer levels in terms of: Administration / Organisers, Referees, Umpires, Coaches, First Aiders

While recognising that major events and elite sports can largely have a positive effect on young people because they provide role models and a focus for aspiring young athletes, we must also be aware that, in financial terms, they take by far the biggest slice of the cake and, in the case of some sports, put enormous pressure on young people and discourage them from participation in other activities. In addition, the final rejection rate is extremely high with most being discarded by the age of 18

Boys and Girls Clubs of Wales

Barriers to participation

Women and girls

- Lack of facilities
- Lack of opportunities
- Restricted exit routes
- Poor role models
- Media coverage is minimal therefore less impact

Young people

- Often required to choose a sport at an early stage rather than be offered a generic approach – if the wrong choice is made then they will not succeed leading to apathy to sport in general
- Facilities are often too expensive

Disabled people

- Little targeted provision
- More expensive
- Many access issues

Older people

- Wales as a nation has the wrong philosophy – we tend to target possible achievers and not people who will not succeed – needs to be addressed

Socially deprived

- Expense
- People lose sight of issues such as sport therefore becoming disinterested

Access

Sporting opportunities should become more generic, more fun and less competitive at an early age. Importance of building a young persons confidence and self-esteem

Volunteers

Volunteers are fundamental and are the real key holders to most young people sporting achievements. To promote the idea of volunteering, people should be given more recognised praise, offered awards and qualifications through training

Impact

Infrastructure and facilities

The key to improving participation levels. Young people are disenchanted with many facilities that are offered because they are aware of facilities which do exist but which they cannot afford. As a result they very often feel rejected, disenchanted and disregarded to a certain extent.

Major events

Should include access for all levels of ability and not purely emphasis on winners

Elite sports

A small percentage of participants are termed elite but many others are winners through personal achievement. More people might be encouraged to participate in other minor sports and are not generally aware of the approximate fifty sports (with governing bodies) which exist throughout Wales

Tennis Wales

Barriers to participation

- Image, perceptions regarding cost, distances to a sustainable participation opportunity, shortage of volunteers and even the existing participants within the sport
- Despite its image as a 'white middle class' sport, tennis is very inclusive, although participation rates amongst ethnic minorities and socially disadvantaged groups needs addressing.

Access

- Tennis Wales has made a commitment to 'broadening the game' to new geographical areas. Issues relate to distances, travel times, small population sizes in rural areas.

Volunteers

- Offering training that takes up more of the volunteers time can be counter-productive, unless it is offered in a social environment with a relaxed atmosphere with the emphasis on enjoyment. The key is for volunteers to feel supported by other people and part of the system, without them even realising it.

Infrastructure, facilities, major events and elite sport

- Major events and elite sport provide the 'shop window' for every sport and the inspiration for the next generation of players, coaches, referees and volunteers
- The production of a world class Welsh player would have an enormous 'knock-on' effect to levels of participation.
- There needs to be opportunities to play all year, with indoor and floodlit facilities available.

Welsh Gymnastic Association

Barriers to access

- Limited facility time and space
- Expense of equipment
- Lack of coaches
- Cost of clothing can sometimes be a barrier for the most disadvantaged
- Difficult to retain boys
- Re-education of parents to understand the benefits of participating in sport

Access to sport

- There needs to be a co-ordinated approach by all key stake holders
- people need a better understanding of what is available within their locality
- Teachers need to be better trained in the importance and delivery of sporting activity

Volunteers

- Need to be valued and encouraged, by recognition of their services
- This can be through help with coach education costs, volunteer awards, letters of thanks etc.

Impact

- Media coverage undoubtedly increasing the profile and therefore the participation rates in gymnastics
- Coverage of award ceremonies can also have an impact
- Wales needs to be recognised in our own right and allowed to enter the European, World and Olympic competitions as a separate team from GB where Welsh talent can often be smothered
- The hosting of major events also have a positive effect on participation
- While there are facilities in place to support elite athletes, there are gaps in the provision of expert coaches and facilities in some geographical areas

Cardiff CC

Barriers to participation

Women and girls

- Confidence / lack of female role models / body image
- Time
- Lack of provision and programming to meet their needs
- Privacy including the design of facilities and changing rooms
- Staffing
- Childcare (provision and expense)
- Poor experiences of physical education when young – many are more interested in health and fitness rather than team sport
- Physical education can portray a negative image for young girls (hot and sweaty is perceived as unattractive and regulation sports kit isn't perceived as "cool")

Young people

- Lack of family role models
- Not having anyone to go with
- Time constraints – school work, family commitments, other leisure activities
- Limited choice in sports available
- Transport – particularly in the evenings and not just in rural areas
- Portal phobia – not knowing how to access and use facilities
- Admission costs
- Centre "rules" (perceived or real)
- Image / kit
- Staffing – leisure staff are not trained to work with young people

Ethnic minorities

- Cultural issues – many have needs such as female only classes which need to have curtains around the hall with no male access. Timing of sessions may have an impact on religious prayer / festivals. Being familiar with sports halls and activities
- Language barriers
- "diverse groups with diverse needs"
- Often misunderstood
- Discrimination (a real or perceived view of institutional racism etc.)

Disabled people

- Physical access to and within buildings

- Availability of equipment
- Lack of confidence
- Knowledge of adapted sport amongst coaches and facility based staff
- Transport
- Understanding that they do not always want separate activities but want to mix with able bodied friends etc
- Cost for some disabled people

Older people

- Ageism
- Need better access to facilities
- Programming
- Transport, access and mobility
- Social side accompanying the activity is often neglected
- Cost

Socially excluded people

- Lack of knowledge of what is available – information can be too complex for people with basic literacy skill difficulties
- Price
- Attitudes and perceived attitudes of staff / clubs
- Confidence "that the centre is for them"

The following barriers could be applicable for a variety of groups:

- Branding – improved image – public perception of services – many still see "leisure/sports centres" as a place for the physically fit and body beautiful
- Publicity of sport and leisure facilities – general unawareness of activities available. Suggests that places where large groups congregate should be approached
- Pricing – difficult for those with large families. Suggests the use of family cards or flexible pricing for more than one child
- Programming of sports and leisure activities – current programmes do not reflect changing needs of the community. Need for more single sex sessions for both men and women, especially for minority groups. Timing and availability of creche facility
- Staff awareness - lack of awareness regarding diverse cultural and disability issues and about working with young people.
- Sport and Leisure Facility access – some sports facilities are considered too formal. Provision for cultural requirements, ie privacy during single sex sessions or changing facilities. The need for equipment for disabled people and adequate staff training

Access

- Consulting with local community
- Branding and Publicity – taking into consideration alternative forms of publicity and accessibility to information in terms of language, basic skills, visual impairment
- Pricing – take into account needs of disadvantaged communities
- Review Programming of sports and leisure activities – more availability of childcare facilities
- Raise Staff awareness through cultural and disability training
- Sport and leisure facility access – improve disability access – improve safety of facilities
- Outreach work

Volunteers

- Need a growth in volunteering to support sports within schools and communities
- Need to offer a clear structure for development
- Provide access to all relevant information and facilities in order to allow volunteers to carry out their role effectively and make them feel part of a team.
- Investment in advertising campaign in order to raise the awareness and potential benefit of volunteering

Infrastructure and facilities

- Every governing body of sport needs to ensure that appropriate pathways are available for people to participate at all levels. There must be appropriate facilities to support this.

Major events

- Staging major events will always raise the awareness of, and participation in a given sport. Further information needed on long-term impact
- Provide role models
- Importance of celebrating local achievement

Elite sports

- Need to provide financial assistance to young people who are below the elite performance level but show potential to develop further

Powys CC

Barriers to participation

Women and girls

- Definition of sport is too narrow. They do not want hockey, netball etc. but health, fitness, aerobics
- Poor facilities eg. Safe parking, individual showers, nice changing rooms, crèches
- Very little structure in terms of organised women's sport, leagues etc

Young people

- Alternative leisure activities at home, eg. computer games
- May prefer more trendy sports – eg. skateboarding

Disabled people

- Physical restrictions either to or within buildings
- Lack of provision/integration with mainstream clubs

Older people

- The perception that sport is not for them
- Programmes and facilities not geared towards encouraging older people

Socially disadvantaged groups

- Possibly transport in rural areas
- Possible price
- Don't view leisure facilities as welcoming

Access

- Investment in facility infrastructure to provide quality sustainable facilities, not necessarily more of the same
- Target funding at specific groups and make it easy to access

Volunteers

- Significant role within clubs
- There must be a structure in place to ensure these volunteers become quality coaches, safety and consistency
- This should be targeted at 16-24 year olds and be done at a national level
- Tax relief for volunteers on travelling and qualifications
- Coach development programme

Infrastructure and facilities

- Extremely significant impact on participation
- There must be good facilities and transport links
- People have high expectancy levels
- Quality is important if people are to compete at a high level

Major events

- Usually only has a short term impact
- Can encourage participation in sport
- This does however require good quality facilities and infrastructure

Elite sports

- Does have an impact as long as they are popular men and women competing in the sport
- This is heavily linked to a Coach Development programme

Colin Crayford, Immediate Past President of the Institute of Sports and Recreation Management

Generic barriers to participation

- Up-to-date facilities – needs major investment
- Finance is a problem for participants, coaches and organisations
- Why is there is a charge for sport which assists healthy living, social inclusion, crime reduction, community development whilst there is no charge for parks, libraries, museums and art galleries?
- The cost and lack of adequate transport

Improved access

- Decrease prices or remove the need for payment for use of facilities.
- Better transport arrangements. Free to those wishing to use transport facilities
- Provide facilities at a neighbourhood level
- Provide incentives for specific groups to be involved in sport

Volunteers

- Need volunteers to be well trained, knowledgeable, first aiders, well managed and professional, with an understanding of the law, child protection policies, psychology, team building techniques
- Fund all training needs

Infrastructure

- Facilities must be easily accessible to all the community, at all levels from grass roots to elite
- As provision of sport facilities is a discretionary service provided by LAs, when finance is scarce it is financially squeezed by either reduction in expenditure or increase in income generation through higher fees.
- Both major events and elite sports have a huge impact on participation

Wales Tourist Board

The WTB is currently developing a Sports Tourism Strategy which will provide a National Framework for the development and prioritisation of Sports Tourism in Wales. The strategy is being developed in partnership with the Welsh Assembly Government, Sports Council for Wales, WDA and the Countryside Council for Wales

Major events are important for Wales as providers of direct income and for the resulting positive publicity. It is suggested that the Ryder cup will provide a direct economic benefit of approximately £100million and increase the level of golfing tourists to Wales from 30,000 to 100,000 per annum.

City and County of Swansea

Provide an analysis of sports participation in the Local Authority area

Barriers to participation

Women and girls

- The exit routes from schools sport to community and lifelong sports participation are not as strong as those for traditional male dominated sports.
- Lack of opportunity for casual or social team sports

- Availability of appropriately qualified teachers to deliver sporting opportunities to the primary age group

- "Female friendly" community facilities would improve participation rates, eg. Changing rooms with individual cubicles, mother and toddler parking spaces, well lit and clearly sign-posted car parks, CCTV

Ethnic minorities

- Lack of understanding from local providers towards the needs of many ethnic communities. Religious or traditional practices may prohibit participation.
- Lack of role models
- Low number of ethnic minority coaches meaning potential athletes have to leave their community
- May be pushed into certain activities because of preconceived ideas

Disabled people

- Staff awareness training
- Traditional lack of choices of available sports
- Shortfall of qualified coaches
- Need positive publicity to negate preconceived beliefs of disabled peoples abilities

Socially disadvantaged

- Lack of disposable income for kit, membership etc means sport can be a low priority
- Transport to and from venues
- Distance to amenities

Young people

- Transport – could have subsidised fares or subsidised routes to key facilities
- Parental support / encouragement – parents need an understanding or experience of sports
- A wide variety of sports should be available
- Ability to take part casually and informally
- Appropriate coach education for youth workers would also benefit the casual sports participation and this taster often leads to more sustainable and structured participation at club level

Volunteers

- Need to recruit more volunteers
- A national strategy needs to be supportive of the volunteers enabling them to participate, giving them confidence that there is support for them creating a framework in which all volunteers can feel confident
- Make training facilities enjoyable and affordable
- They need access to support and advice when requested
- Need to feel valued and receive recognition. They respond to positive motivation. A way of doing this is to create a family environment and inclusive community with support mechanisms.
- Volunteering is often the pathway for coaches / administrators and organisers of the future
- Work / family commitments can hinder commitment
- Issues of personal liability and insurance cover and an increasing claim culture are creating an environment where volunteers may consider it too risky to get involved.
- Consideration of the legal framework that volunteers work in with regard to health and safety law, the Children's Act and child protection issues over police checks.

- A professional approach and skill level is expected from volunteers which is sometimes difficult for them to attain.

Facilities and infrastructure

- Major role in participation in terms of venues and opportunity, maintaining participation, development and progress. Provide focal point
- Without suitable infrastructure, the longevity of any take up of activities is limited through lack of formalised structures and development.
- Relevant factors in facility provision include numbers and type of facilities, siting and accessibility, quality of maintenance and upkeep, available finance for new build or improvements, the policy of the local provider, aims and objectives of the local authority.

Major events

- Can produce increases in participation but this is limited if facilities and infrastructure are not in place for follow up action
- They draw large audiences, create a high profile and image for the area, increased finance and commerce, and can also attract new users to the particular sport
- There is a danger of interest being lost in the long run – this interest needs to be sustained

Elite sports

- World class success is dependent on the highest standards of management and infrastructure of that sport and funding available
- Development of elite athletes requires a well structured sports specific plan which links grass roots participation to international excellence by defining the critical steps along the way. This includes providing suitable facilities, from basic participation through to club structures, and coach education, to be able to coach the differing levels within the sport through to the provision of top class facilities and ancillary equipment and back-up.
- Need infrastructure and facilities to support new participants to aspire to become the next top class athletes
- The use of well known sporting names can always attract people to a one off large participation event, or as a starter to promote a particular activity, but dissatisfaction will soon occur if the back-up is not in place