

Approach to Sport Development - International models

Overview of holistic models of sport development as requested by the CCWLSIR committee.

Norway

Norway's approach to sports is based on a concept known as the 'Joy of Sport for All,' where children are encouraged to play as many sports as possible.

The concept is underpinned by the country's '[Children's Rights in Sport' document](#). This is a declaration that says 'children should receive a positive experience every time they participate in sport.'

The declaration was introduced in 1987 and updated in 2015 by the Norwegian Olympic and Paralympic Committee and Confederation of Sports. It is an eight-page statement, which describes the type of experience that every child in the country must be provided, from safe training environments to activities that facilitate friendships. All 54 national sport federations voted to adopt and abide by Children's Rights in Sport.

The key messages are:

1. **Safety** – children have a right to practice sport in a safe and secure environment.
2. **Friendship and enjoyment** – sport activities should be designed to help develop friendships and solidarity among children.
3. **Competency** – sporting activities should give children a sense of competency and give them opportunities to learn a varied skill-set through a variation of sports.
4. **Influence** – children have the right to express their own opinions, and these should be considered.
5. **The freedom to choose** – children have the right to determine how much they wish to practice their sport.
6. **Competitions for all** – children have the right to choose whether they would like to participate in competitions, and should have equal opportunities to participate.
7. **On the children's terms** – children have the right to participate in training and competition activities that are suitable to their age, physical development and maturation level.

The statement places a high value on autonomy for children when it comes to what sports they play and how much they train. Children "must be granted opportunities to participate in planning and execution of their own sport activities," according to the document. They may "decide for themselves how much they would like to train," and can even opt out of games if they just want to practice.

The document also describes the type of activities not allowed by member clubs. Clubs are not allowed to keep league standings or publish game scores

for children under 13, and there are no individual rankings, travelling teams or regional and national championships for that age group. Competition is promoted but not at the expense of development and the Norwegian vision: 'Joy of Sport for All.' If a federation or club violates the rules, they risk losing access to government grants.

New Zealand

The New Zealand sport system (e.g. sport organisations, leaders and administrators, schools, clubs, coaches, parents and volunteers) has developed a ['Balance is Better' philosophy](#) to support the culture change needed to provide quality sport opportunities to children and young people.

'Balance is Better' is an evidence-based philosophy to support quality sport experiences for all young people, regardless of ability, needs and motivations. The aim is for young people to stay involved in sport for life, and for an individual's potential to be realised at the right time.

The philosophy recognises that to prevent young people from falling out of sport, there is a need to improve what is happening at the grass roots and for those involved in delivering youth sport to think differently.

Nine principles have been developed to underpin the Balance is Better philosophy:

1. **Safe, fair and inclusive** – all New Zealanders have the right to participate in sport in a safe, fair and inclusive environment.
2. **Quality experiences, regardless of ability or motivation** – all young people should receive a quality sport experience, irrespective of the level at which they are involved.
3. **Bold and courageous leadership** – bold and courageous leadership at national, regional and local levels is required to design and deliver quality youth sport participation and development opportunities.
4. **Working together** – the sport sector must work collaboratively to encourage the widest possible change for the wellbeing and sport participation of young people.
5. **Collective attitudinal change** – sport leaders, coaches, administrators, parents, and caregivers involved in youth sport must collectively lead attitudinal change.
6. **Skill development for all** – all young people should be offered participation and skill development opportunities.
7. **Encourage variety** – all young people should be supported to participate in a range of activities and play multiple sports.
8. **Talent ID occurs later** – talent identification should occur later in young people's development.

9. **Balance getting better with doing too much** – adults need to proactively monitor and manage the workload of motivated young people to mitigate the risks of overtraining and overloading.

Sport Partnerships

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Overview of the approach to Sport Partnerships, as requested by the CCWLSIR Committee.

What is the aspiration?

Through Sport Partnerships we are boldly planning for future generations by taking steps to prevent the ongoing inequalities in participation in sport and physical activity across Wales.

Aligned to Welsh Government policy and the Vision for Sport in Wales, Sport Partnerships will be the vehicle through which all local investment from Sport Wales will be coordinated. Tasked with bringing about system change they will be the catalyst to tackling 2 long standing issues

1. Ensuring there is the right support and opportunities in place for those who are not regularly physically active with a clear focus on removing barriers for those who need the most help.
2. Taking steps to meet the high latent demand from those who are active but want to do much more.

What are Sport Partnerships and how will they work?

A Sport Partnership will bring together key stakeholders within a defined region who understand the importance and have a focus on delivering the benefits sport and physical activity. They will be led by insight and provide strategic leadership and planning at a regional level, with a common purpose that at a local level, **everyone** has equal access to sport and physical activity through a range of opportunities that best meet their needs.

These partnerships will bring together the sport and leisure sectors alongside representatives from other key social and equalities areas, allowing them as a body to better understand the different communities within their area, and to then engage and make better connections especially within those communities where participation is low.

We recognise the way in which Sport Wales currently funds community sport through 22 individual Local Authorities does not always allow for these new collaborative and innovative approaches and as such, have been working on a transformational approach that will remodel the delivery of local sport opportunities through the creation of 5 Sport Partnerships.

Sport Partnerships will bring a collective power. They will support those currently delivering sport and physical activity by ensuring the pooling of resources across a region, by limiting duplication, by better facilitating the sharing of learning and insight and, over time, by having the flexibility and ability to seek funding from other sources to support their work.

We have sought to take an asset-based approach to taking this work forward, positively building from the current model of delivery and actively seeking to involve our existing delivery partners, whilst being very clear that there needs to be a much greater level of diversity to truly represent all needs, and we need help from other partners and sectors who can bring their knowledge and experience to help tackle these stubborn issues.

What is the evidence for change?

Despite concerted effort across the sector over several years participation levels among those taking part the least have, on mass, barely changed.

In Wales, taking part in physical activity at least 3 times a week is recognised as a national wellbeing indicator. Alarminglly

- around half of all young people who identify as Black, Asian or from minority ethnic groups
- more than half of all young people with a disability
- almost 6 in 10 young people from the most deprived communities
- and over half of all girls

are still participating less frequently than this.

Similarly, we know that over two-thirds of all adults in Wales currently take part in physical activity less frequently than the wellbeing indicator level of three times a week. However encouragingly almost half of all adults have said that they would like to take part more often.

The Covid-19 pandemic has only increased the inequalities that already existed. Sport Wales recent research shows that women (18%), those from lower socioeconomic backgrounds (22%) and those aged 55+ (23%) were more likely (than their counterparts) to report that they had participated in 'no activity' at all during summer 21. The need for urgent and large-scale action has hugely increased.

What do we want to see?

We want Wales to be an active nation where everyone can have a lifelong enjoyment of sport. For some this is already the case, but despite multiple efforts and interventions, others are still unable to access the same level of opportunities to take part and enjoy being physically active.

For many years, as a sector, we've been aware of stubborn inequalities in participation. It has become apparent that despite everyone's best efforts the current model of delivery can only take us so far; it cannot bring about the scale of change required. These are long standing issues over many years and coupled with the recent effects of Covid-19 the need to act with purpose has never been greater.

We believe the creation of 5 Sport Partnerships across Wales will provide the infrastructure to support great initiatives across the country, combining insight and resources where greater and more sustainable outcomes can be achieved, and introducing new partners to better engage with different communities.

Next Steps and what will we do over the next 3-6 months

- We are excited that in North Wales, a multi-sector partnership has worked with us on this innovative approach and we now have in place the first Sport Partnership. We will continue to support Sport North Wales to deliver upon their ambitions for sport and physical activity.
- We will continue to lead structural change across the four remaining regions with an expectation that West and Mid Wales Sport Partnerships will be established by the end of 2022, with Gwent and Central South planned for 2023.

Sport Wales Active Beyond the School day

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OUR WORK ON SUPPORTING ACTIVE EDUCATION SYSTEMS

Active Education Supporting the Implementation of the New Curriculum for Wales

The new curriculum in Wales presents an opportunity to create the right experiences to support young people in developing the skills, confidence, motivation, and ability to enjoy being physically active for life.

We recognise, the potential to implement the principles of **prevention** and **long-term** is a huge opportunity for sport within the school setting.

Research from our partners Youth Sport Trust, identified that education practitioners are keen for more support as they move towards the implementation of the new Curriculum, in particular - resources, online resources, and the opportunity to share good practice. To meet this demand, we have started to develop an online platform to house a range of educational resources with a specific focus around the Health and Wellbeing and Expressive Arts Areas of Learning Experience.

Initially this platform will prioritise existing Sport Wales resources and will then extend to house resources provided through Sport Wales partners such as National Governing Bodies of Sport. In building this platform **collaboratively**, education practitioners will provide user feedback through facilitated service discovery groups, which will identify any gaps in resource provision.

The platform is due for completion and launch in May 2022.

Active Education Beyond the School Day

We want to ensure that young people in Wales have access to high quality sport and physical activity opportunities beyond the school day. To facilitate this, this year we have led and coordinated a 'pilot phase' of an Active Beyond the School Day initiative. This has been supported by a £300,000 Welsh Government investment in and is specific to work outside of the curriculum.

Within this area of work, we have:

- Completed a research paper exploring national and international practice in this area.
- Initiated a data capture survey, working closely with Local Authorities and schools. 20 local authorities responded to the data capture survey to provide insight on 'schools that provide access to sport and physical activity opportunities beyond the school day, through the utilisation of their facilities when necessary to serve the needs of their community.'
- Supported 14 schools who were successfully shortlisted as pilot schools. The pilot schools include primary and secondary schools from across all regions of Wales. The monitoring and evaluation of the pilot schools will take place until August 2022.
- The [Welsh Institute of Physical Activity Health and Sport](#) have been commissioned to support the monitoring and evaluation of the pilot schools, with a final report due on the 1st September 2022.

Sport Wales Investments, Grants, and Funding

Sport Wales Investments, Grants, and Funding

Sport Wales deliver [grants and funding](#) to community clubs, volunteers, and athletes, supporting a range of funding needs. We provide additional support for sports clubs and organisations via our [Club Solutions](#) package. We also offer capital investment and are presently reviewing our approach to investing in our partners who deliver sport and physical activity across Wales.

Grants and Funds for individuals, clubs, and communities:

1. [The Be Active Wales Fund](#)

The Fund offers grants from £300 to £50,000 for projects run by community organisations or not-for-profit clubs in Wales that intend to do at least one of the following:

- reduce inequality
- create long-term sustainability
- introduce new or different ways of operating

Funding is available to not-for-profit clubs or community organisations in Wales with a project or activity that hasn't yet started, will take place in Wales for mainly people who live in Wales, and will not only benefit pupils of a school where a project takes place. Funding could be used to upskill volunteers, buy equipment enabling more people to take part in sport, develop new or different ways to deliver physical activity, or reach people under-represented in sport and physical activity.

2. [Crowdfunder – A Place for Sport](#)

The Crowdfunder investment stream funds facility improvements. The fund is a way for raising money for good causes and ideas, while helping clubs or projects connect with the local community. The scheme provides the money for 'off-field' improvements to not-for-profit clubs and community groups. The application must demonstrate the potential of the funds to tackle inequalities.

To receive funding, clubs and organisations set up a page with Crowdfunder, who provide support and advice. The project is then assessed by Sport Wales, who decide what level of match funding to provide. When the application reaches a certain criteria, Sport Wales will match funding, up to a maximum of £15,000. The percentage Sport Wales will match fund (30%-50%) is determined based on a projects potential to tackle inequalities.

3. [Talent Cymru](#)

The National Lottery funding grant helps sportspeople with the costs of competing. Launched in 2007, the fund acts as a steppingstone between SportsAidCymru and either UK Pathway or Elite Cymru funding. The fund has supported sportspeople such as Georgia Davies, Lauren Price, Hollie Arnold, and Luke Rowe. This fund can support the stars of the future to ensure Wales continues to shine on the world stage.

Athletes may apply for the fund by speaking to their national Governing Body, who will discuss whether the athlete can demonstrate they have the potential to meet the criteria of joining the UK Pathway system or meeting the criteria of Elite Cymru funding, ideally within two or three years.

4. [Elite Cymru](#)

Elite Cymru has been funding Wales's sportspeople from 1997. The fund covers individual athletes competing in non-Olympic and non-Paralympic sports, Commonwealth Games sports, or sports that medal at the world level. Athletes supported by the fund include Tanni Grey Thompson, Nicole Cooke, Geraint Thomas, and Aled Sion Jones.

The fund enables Wales to enjoy success at the highest levels of global sport, raising the profile of our nation and inspiring others to get involved in sport and physical activity. The fund covers individual athletes competing in non-Olympic and non-Paralympic sports, Commonwealth Games sports, or sports that medal on a world level. Those competing in team sports are not eligible for Elite Cymru support.

Our Investment Approach

Sport Wales invest funding in sport and physical activity at the national level via [National Governing Bodies](#) and [our national partners](#). Sport Wales also fund projects with a national impact, such as the development of Active Education Settings Beyond the School Day, [Regional Sports Partnerships](#), and the [Free Swimming Initiative](#).

Capital Investment

Sport Wales distributes a range of capital funding to enhance the facility provision in Wales. Existing processes such as the All Wales Artificial Training Pitches (ATP) Collaboration Group which consists of Sport Wales, the WRU, FAW and Hockey Wales, identifies strategic pitch prioritise across Wales. We have also invested through an expression of interest approach. Last year Sport Wales delivered [millions to new and improved facilities in Wales](#). Over the coming year a sub-group of the Sport Wales board will undertake a strategic review of our capital funding approach.

Data Driven Investment

In 2020, Sport Wales implemented a new approach to investment which ensures we direct our funding via a long-term, future generations approach. The investment will aim to support tackling inequalities using specific data around race, disability, gender, and deprivation, and recognising the ability of sport to support underrepresented groups. The approach ensures we invest in children and young people to enable their lifelong engagement in sport, and make

significant and sustainable changes to ensure all children and young people can establish positive relationships with being active from an early age.

This investment approach is driven by three distinct components – **insight, information, and data, capability, and accountability**. This approach ensures funding is driven by evidence and the views of Welsh people, creates confidence in the integrity and governance of those in which we invest via a capability framework, and develops accountability by working with beneficiaries of the funding to identify how it is to be used and what was learnt throughout the process.

The strategy has been implemented with our partner network, who have been provided with indicative data to forward plan for the changes. Sport Wales are in regular dialogue with all our partners, and we continue to work with those partners to help identify areas of financial resilience and commercial growth. Funding offers based on the new investment approach will come into effect from April 2023.

National Partners

The way we invest in our national partners, such as the Urdd and StreetGames, is changing. During 2022, we will work with users and potential users to understand the barriers to investment applications and to design a process that is inclusive and accessible, increasing the reach and impact of our funding. Furthermore, we will develop a Sport Wales Strategic Capital Investment Plan to set the direction for the three-year funding period by July 2022. The Plan will be cognisant of local need and existing capital plans in other sectors such as education.