

‘A Plan for Sport’ – An Overview of Key Consultation Findings

Sport and physical activity are an integral part of island life. From a daily bike commute to work, to a dog walk on the cliffs; and from island representation at Island or Commonwealth Games, to Country representation at the Olympics or World Championships.

It is part of us – it is part of our local culture and identity.

How do we know this? Well, throughout June and July 2018, nearly 1,000 of you completed the ‘Plan for Sport’ consultation; a survey open to all, regardless of your involvement in sport or physical activity. There was also a copy for Clubs and Associations available, distributed by the Sports Commission.

The aim of this consultation was to help inform the development of a ‘Plan for Sport’, and it was fairly obvious many of you are passionate about not only the physical activity and sport you personally take part in, but also the impact of sport and physical activity on your friends, family and community. Many of you also referenced the value of sport and physical activity in terms of physical health, leadership, and mental wellbeing.

*“**There is a lot of good stuff going on.** Those involved in sport and health and wellbeing, whether paid or voluntary should be congratulated. We can always do more, **but it is about priorities.**”*

*“**Close the social divide,** children on this island are not accessing sports due to cost, travel and lack of interest/time from parents/carers. 21st Century – come on Guernsey – Sports for **ALL!**”*

*“Best of luck in **making a very important strategy a reality** and please reach out to the Sports Clubs for any further support. It is critical to the wellbeing of our society and our young people that we capitalise on the incredible advantages we have for sport here in terms of accessibility, inspiring venues and an **island wide enthusiasm/obsession for sport.**”*

*“Getting children and young people into sport will help towards solving so many issues such as obesity and vandalism/crime. Give them opportunities to be part of a team. To be competitive. **To achieve.**”*

*“I have three obese family members that will hit **health problems** if something doesn’t change in years to come. Sadly they don’t follow my example.”*

*“**Today’s children are tomorrow’s leaders;** a generation that has computer consoles and TV shows at their fingertips. **The health of our future leaders is paramount to their success,** and if completing the sports strategy survey can make the smallest of difference to the physical activities available to our children then I will be delighted!”*

*“Sports as a whole should be a **hugely important** part in our lives. Not just palming 15 minutes in the gym every day. It’s not social, it’s not fun, and it’s not consistent.”*

Plan for Sport Consultation Responses, July 2018

970 of you responded to the individual consultation. The response rate from Island Clubs and Associations (of which there are around 300) was lower, with a total of 23 responses representing the following sports and activities:

Table Tennis	Netball
Walking Football	Volleyball
Swimming	Rugby
Football	Pétanque
Fencing	Indoor Nets Netball
Lawn Bowls	Cycling
Softball	Rifle Shooting

This is an area the Committee is keen to engage with further as development of the ‘Plan for Sport’ progresses. Sports Clubs, Associations and physical activity providers are key stakeholders in the development of this Plan, and they have a strong voice that needs to be heard, in order to ensure the wide variety of community needs and wants are represented clearly.

Because of the range of survey respondents in terms of age bracket, household income, etc¹., the consultation responses cannot be assumed to be representative of the whole population.

So exactly how active are we as a community, according to your responses?

Many of the voices we heard in the consultation are from those of you who are, in general, at least a little active – and on average, very active. Of those of you who are active, you take part in an average of around **58 minutes of moderate and/or vigorous activity every day**². 62% of you are already a member of a local sports/physical activity club or association, and 26% of you participate in sport or physical activity on a casual basis.

4% of you don’t take part in any physical activity or sport whatsoever. However, the views of those of you who aren’t active, or only active a little, are also crucial. The greatest health and community benefits often come from getting the inactive to be even a little active, and these are the voices we didn’t necessarily hear loud and clear in your responses.

¹ Results of which are highlighted at the end of this document

² According to the UK Department of Health, Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.

A total of 78% of you think the amount of sporting and physical activity opportunities available on the island was either 'Excellent' or 'Good'. Not only that, but 87% of you think this 'Plan for Sport' should include sport **and** general physical activity³ (such as walking, or leisure and active lifestyle pursuits such as fitness classes, or riding a bike to work).

"It needs to be an integrated strategy. Sport counts as physical activity and conversely physical activity will improve peoples' fitness which will make it easier to participate."

"The broader the options for being active, the more likely people are to take part."

"For people who work full-time with young children, it is hard to fit physical activity into your day...so I think it is important to include all types of physical activity. Also sport is generally competitive which can put people off and exclude a large proportion of the population. One of the aims of this strategy could be to get the non-sporty types taking part in more sports by making it less competitive or providing sports for different abilities."

Plan for Sport Consultation Responses, July 2018

At least once a week, 54% of you walk and 32% of you get on your bike. A further 27% of you go for a run and 24%, a swim. Nearly 22% of you go to the gym, with a further 11% of you taking part in at least one fitness class. 13% of you get out in the fresh air, and into the garden – demonstrating that physical activity comes in many different forms.

You are also really clear on the benefits you experience from taking part in sport or physical activity; with 63% of you saying your fitness improved and 43% of you saying you lost weight and toned up. But it's not just the physical effects that have a benefit – 42% of you said your mental health improved, and a further 39% said you benefited from a feeling of 'well-being'. Not only that, but 75% of you believe sport and/or physical activity should be available on prescription from health professionals (i.e. available and subsidised in the same way a doctor might prescribe medication) indicating there was a general understanding of the broader benefits from sport and physical activity.

"Any physical activity should be encouraged not just for health but the social bond it brings."

Plan for Sport Consultation Response, July 2018

Out of the 108 of you who used to take part in sport or activity, but don't any more, the reasons were fairly clear, with many conflicting priorities in today's busy lifestyles. 49% of you said you no longer had enough time. 32% of you told us cost was an issue; and 29% lacked the motivation. 24% of you said you felt uncomfortable participating.

³ The World Health Organisation (WHO), Sport England, and the Global Action Plan on Physical Activity (GAPPA) for 2018-2030 have already approached strategy development this way, blending together sport and physical activity as integrated strategies.

Reduced costs, and increasing the social aspect of sport and/or physical activity could tempt some of you back, with 54% of you saying you would be more likely to start up sport and/or physical activity again if it was cheaper, and 48% suggesting you would do more if you could play sport or be active with others of a similar ability. 35% of you said there needed to be a larger choice of sports or activity options you could easily take part in with family and friends.

Writer Annie Dillard famously said, *“How we spend our days is, of course, how we spend our lives.”* For many of us, a large proportion of our day is spent at work; with the average person spending 90,000 hours at work over a lifetime⁴. 31% of you said your employer actively encourages and supports you to be fit and healthy. Conversely, 28% of you said your employer didn’t encourage you at all.

According to Sport England ‘A person’s attitude to sport is often shaped by their experiences as a child’⁵ Recent data from a different survey, the 2016 Young Peoples survey, tells us that 56% of primary school children and 48% of secondary students are physically active five times a week or more, for a minimum of 30 minutes at a time. In addition, 27% of primary pupils, and 61% of secondary students look at screens (computers, phones or other mobile devices) for over three hours a day – with 7% of primary pupils, and 25% of secondary students looking at screens for over five hours a day.⁶

70% of you aged between 12 and 19, and 55% of you aged between 20 and 39 rated your school sports and PE lessons as ‘Excellent’ or ‘Good’.

Of those of you who didn’t enjoy your experience of school sports and PE, the top three reasons were ‘not enough variety’, ‘too much focus on the naturally gifted’ and lessons and activities ‘not being enough fun’.

When asked what would have made your experience of sport and physical activity at school more fun and enjoyable, your comments were varied:

*“More **opportunity** to try a wide variety of sports.”*

*“An option to **choose** the sports and activities we take part in.”*

*“More opportunities to take part in ‘**non-traditional**’ sports.”*

*“Make sure lessons are aimed at all students and **not just the few.**”*

*“Focus more on **personal improvement and encouragement.**”*

*“**More time** being made available for PE and sport.”*

Plan for Sport Consultation Response, July 2018

⁴ <http://uk.businessinsider.com/disturbing-facts-about-your-job-2011-2?r=US&IR=T>

⁵ Sport England: Towards an Active Nation Strategy 2016-2021

⁶ 2016 Young Peoples Survey, Education Services, States of Guernsey

It seems one of the biggest perceived barriers to people taking part in sport and activity is cost – with nearly 77% of you stating this was an issue – from providing and organising transport for your children to and from venues, to club subs and kit; and from activity prices to facility rental charges.

Other participation barriers included 35% of you saying availability of facilities was an issue, and 26% of you saying the availability of volunteers, coaches and/or teachers was also an ongoing problem.

According to Sport England⁷, there are around 60,000 athletes in formal talent pathways at any one time, with even more in education or community clubs. With Guernsey having its own representation at Island and Commonwealth Games level, competitive sport is never far from your minds, with 67% of you competing in sport or physical activity. Of those:

- 80% of you compete in local competitions;
- 36% of you compete in County level competitions (on and off island);
- 15% of you compete in National competitions (on and off island);
- 6% of you compete at Island Games;
- 2% of you compete at an 'Elite' Level (Commonwealth Games representation and above).

Out of those of you who compete, nearly 80% of you travel off-Island for competition, either to other Channel Islands, the UK, Europe or further afield.

However, as has been indicated previously, the reality is that many of you who completed this survey are already very active. Therefore, the fact that 67% of those who responded already compete in sport or physical activity, may not be representative of the whole community.

Out of those of you who do travel for sport, 34% of you spend over £1,000 each per year on travel and accommodation for your off-island sporting events and/or competitions – with 13% of you receiving some kind of funding, sponsorship or subsidy towards your sport or activity.

“Travel is the main hindrance both for teams coming here & for us going over to UK/CI. Although I am able to afford it, travel costs are by far the greatest factor that hinders progress in Island sport & quite often, off island competitions are not entered into due to travel costs/lack of sponsorship both public/private.”

Plan for Sport Consultation Response, July 2018

6% of you said a lack of funding has meant you can't afford to travel to compete at the required level. What was concerning were some of your comments referencing the need to make 'choices' – and the sacrifices some families are obviously having to make in order to participate in their (or their families) chosen activity or sport:

⁷ Sport England: Towards an Active Nation Strategy 2016-2021

“So far my parents have managed to fund my swimming but as I have improved so much over the past two years, the costs have meant that my family have had to make big sacrifices and increase working hours and not have family holidays.”

“I can’t afford to do sport and pay for my children.”

Plan for Sport Consultation Responses, July 2018

30% of you have been approached by a coach, sports development officer, club or association to ask you to try a certain sport or to take part in their sessions. Out of those of you who have been approached, 59% of you took them up on their offer – with many of you still involved in that sport or activity today.

70% of you believe we have enough sporting and physical activity facilities available for the things the community wants to do. In addition, 78% of you believe the facilities you use are up-to-date, attractive and welcoming. But that doesn’t mean you haven’t got ideas on what the Island would benefit from, with suggestions ranging from more 3G artificial turf pitches to an ice-skating rink; and from a 50 metre swimming pool to a ski resort.

“I think there are always some things that would help. 50m swimming pool, football pitches etc. What we have may be under-utilised. E.g. the schools facilities, but making them accessible and secure from all perspectives is not a simple thing in these times.”

Plan for Sport Consultation Response, July 2018

46% of you rate non-government run facilities and 43% of you rate government run facilities as either ‘Excellent’ or ‘Good’ in terms of value for money. 28% of you use school facilities to take part in sport and/or physical activity outside of school hours and the school curriculum; with the swimming pools at St Sampson’s High and Les Beaucamps High School being the most popular.

For those of you who don’t use school facilities, the main reason is that your sport doesn’t need to use them. However, the next biggest reason is that you aren’t aware you can book them – or don’t know the availability.

Of concern is that 26% of you find local sports and activity facilities intimidating to enter and use:

*“Feeling of **being judged** when you are unfit.”*

*“Sports generally are geared to the fit slim young people and adults. **Little privacy** for those who **need to build confidence** in themselves and trust others without judgement.”*

*“General anxiety at being rubbish at said activity and **being watched.**”*

*“I feel **judged** and get **scared** to go and it **puts me off** doing other sports.”*

Plan for Sport Consultation Responses, July 2018

When it comes to the great outdoors, many of you use it regularly for sport and physical activity, and have suggestions on how to make it better.

85% of you use Guernsey’s natural environment to participate in sport or physical activity. From walking or cycling into work, to paddling around the coast in a kayak; and from dog walking on the cliffs, to swimming to Herm.

But what will encourage you to love the great outdoors even more?

- 71% of you would like more cycling and mountain bike paths;
- 45% of you would like more formal trails for walking and/or running;
- 35% of you would like outdoor gyms;
- 35% of you would like dedicated BBQ/Social areas;
- 34% of you would like zoned sport and activity areas;
- 15% of you would like to see beach lifeguards on duty.

“Better use could be made of the parks where the football pitches are, they seem to be very rarely used. Maybe small pitches could be made with 7-a-side goals so kids can play games against their friends on them. More social planned activity that can be done in groups at little cost, e.g. like the park run.”

“City Style black-top courts with illumination for evening and night time sports.”

“Showers at the beaches.”

Plan for Sport Consultation Responses, July 2018

When investigating whether Guernsey can host major sporting events, there was a mix of opinions, with 66% believing Guernsey should be promoted as a destination for sport. 35% of you believe it is possible for Guernsey to host major sporting events, and 43% said you didn’t know whether this was a possibility or not. 50% of you believed we needed:

- More air and sea transport destinations;
- More frequent flights and sailings; and
- Better flight and sailing schedules.

In addition, 67% of you think event organisers need additional funding. However, some of the comments were split, with some of you saying ‘Sport and Guernsey go together’, whereas others believe promoting Guernsey as a sports destination wouldn’t provide any financial benefit and would ‘just benefit a small number of elitist sports people’.

*“Any sport. Teams love coming over, staying for 2-3 nights. Triathlons, marathons, open water swimming would be ideal to promote. Close the roads (it’s only for a couple of hours), fantastic scenery. It’s a no-brainer. **Sport and Guernsey go together.**”*

*“**Why would you? The facilities available seem to be for locals.** I don’t think the additional cost of promoting the island as a sports destination would provide any financial benefit and just benefit a small number of elitist sports/persons.”*

*“**Barriers clearly exist.** None are insurmountable with the right mind-set and a little creativity. Until we address these issues sports promotion will be an expensive failure.”*

Plan for Sport Consultation Responses, July 2018

In Guernsey, as in many other locations, it is clear to see sport and physical activity provision relies heavily on volunteers. When it comes to getting involved as a community, 56% of you said you have in the past; or are currently, acting in a volunteer role for sport or physical activity. This includes in roles such as a Committee member, marshal, official, coach, organiser, medical support – or simply ‘helping out’.

But what about those of you who don’t volunteer – why don’t you? Or what would make you volunteer more?

“Because I don’t feel it would be appropriate given that I don’t take part in sports myself.”

“Never heard of any opportunities that I could get to or assist with.”

“Need awareness of the event – that they need helpers via local media. Perhaps a local volunteers database to join so you know what’s up and coming as they do for other charity volunteer groups.”

“I need to be ready to give back and it not to disrupt other aspects of my life – loved ones etc. who may already be suffering as a ‘sports widow’.”

Plan for Sport Consultation Responses, July 2018

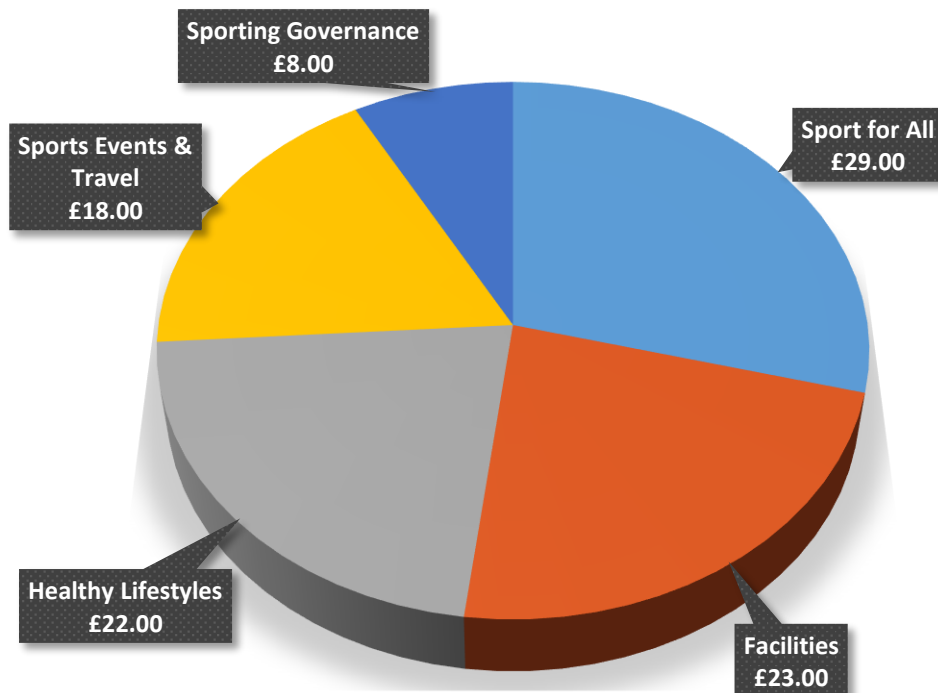
- 44% of you would be encouraged to volunteer more if access to training qualifications and support was readily available;

- 36% of you would appreciate ‘free’ time off work to volunteer, as you just don’t have enough time to do so otherwise;
- 33% of you would love to be involved in a large event such as an Island Games;
- 32% of you would appreciate reduced fees to your sporting club, association or facility so you can participate yourselves; and
- 30% of you would need your family or children to be taking part in the sport or activity for you to volunteer your time more.

The final question in the consultation asked you to consider the ‘weight’ you would put behind the five initial themes; by asking you how you would spend your allocated £100 across the themes of:

- Sport for All;
- Healthy Lifestyles;
- Sports Events & Travel;
- Facilities; &
- Sporting Governance

If you had £100 to spend, what would you spend it on?

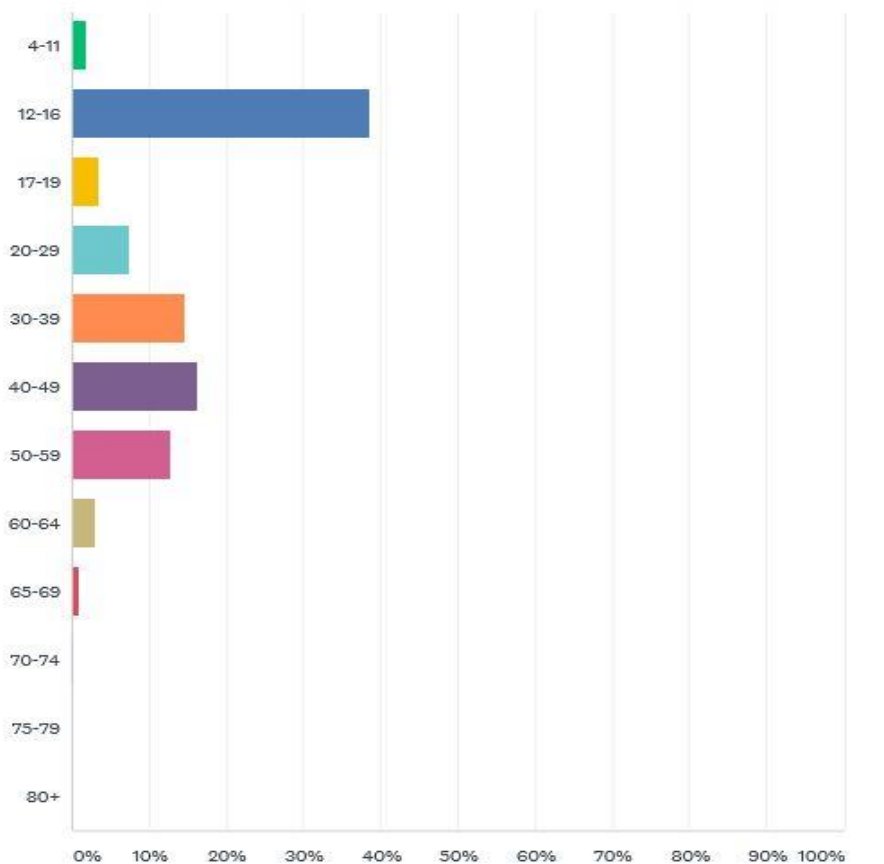


The average spend was fairly evenly distributed. However, ‘Sport for All’, ‘Facilities’, and ‘Healthy Lifestyles’ make up nearly 75% of the preferred spend.

In terms of the breakdown of responses, engagement with the Physical Education (PE) Teachers Association led to a significant number of responses from secondary school children. No responses were received from anyone above the age of 70.

What is your age?

Answered: 965 Skipped: 5



There was also a lower representation from those of you in the lower earnings categories⁸. The ‘I don’t know’ category answers can, in the main, be attributed to responses from young people.

⁸ The March '18 median annual earnings for Guernsey residents is £32,360 for individuals.

If you know, what is the annual gross income for your household?

Answered: 953 Skipped: 17

