

Creating
Opportunity

Supporting
Excellence

Building
Community

Active 8

A Plan for Sport
2021-2030



Committee for
Education, Sport & Culture



Foreword

This ten-year plan has been developed with help from you – the local community. After all, what is the point in developing a plan without the guidance from the very individuals and groups it aims to help and support?

It is intended to be a practical plan – outlining what we need to do, in order to:

- **Create opportunity;**
- **Build Community;** and
- **Support Excellence**

in sport and physical activity for the local community.

This plan will highlight our aims and aspirations to support and grow physical activity and sport on Guernsey – aligned with other strategic aims to achieve a healthier and happier community. There is also the potential for Alderney to benefit from many of the actions contained within this Plan.

Sporting success is often perceived as the number of people playing 'sport' – or how many medals we win at an Island or Commonwealth Games. However, you have told us clearly this definition is too simplistic, does a disservice to sport, and would not be relevant to the many community members who describe themselves as, or would like to become 'active'. For this plan, our definition of sport is drawn more widely – to include general physical activity as well as sport – as well as the places where community members take part in these activities.

Sport and physical activity are an integral part of our community life. From a bike ride in the park, to a dog walk on the cliffs, and from island representation at the Island or Commonwealth Games, to Country representation at the Olympics or a World Championships.

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

It is also essential to recognise the significant health and wellbeing benefits that sport and physical activity bring. With appropriate and adequate funding in sport and physical activity, we will work with partners inside and outside of government to change lives for the better.

Our overarching aspiration is that **everyone**, regardless of their age, background or level of ability, has the opportunity and pathway available to them to be active and participate in sport at whatever level they wish to excel at.



Deputy Matt Fallaize
President, Committee for
Education, Sport & Culture

87% felt a 'Plan for Sport' should include sport and general physical activity "The broader the options for being active, the more likely people are to take part" **54% go for a walk once a week. 24% go for a swim once a week. 39% said fitness improved. 42% benefitted from improved mental health** "Any physical activity should be encouraged not just for health but the social bond it brings" **75% felt sport and/or physical activity should be available on prescription** "I have three obese family members that will hit health problems if something doesn't change in years to come" **70% of 12-19 year olds rated their school sports and PE lessons as 'Excellent' or 'Good'** "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." **Those who used to take part in exercise/sport, no longer do so because of a lack of time, cost, motivation and feeling uncomfortable** "I feel judged and scared to go and it puts me off doing other sports" **77% said a barrier to participation was cost** "I can't afford to do sport and pay for my children" **35% said a barrier to participation was availability of facilities**

26% said availability of volunteers, coaches and/or teachers was a barrier to participation 67% competed in sport or physical activity 6% said lack of funding meant they couldn't afford to travel to compete at the required level "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" **70% believe there are enough sporting and activity facilities available for what the community wants to do 26% find local sports and activity facilities intimidating to enter and use** "Feeling of being judged when you are unfit" **28% use school sports facilities outside of school hours 85% use Guernsey's outdoor space** "Better use could be made of the parks where the football pitches are, they seem to be rarely used" **66% believe Guernsey should be promoted as a 'destination for sport'** "Any sport. Teams love coming over...close the roads (it's only for a couple of hours), fantastic scenery. It's a no-brainer. Sport and Guernsey go together" **56% have volunteered or currently volunteer in sport/physical activity**

In 2018



Over 1,000 hours of PE and Club provision delivered to up to 1,250 children and over 50 teachers by the Sports Commission



Over 175 young people aged between 6-18 accessed the Street Sports Programme



Around 700 islanders of all ages tried out over 16 different sports and activities at a family fun day at Saumarez Park



411 children and young people took part in the 'On Your Marks' programme, developing confidence, physical and social skills through sport for just £1 per hour



51 Island representative football and rugby matches were played at the Footes Lane stadium



69 Clubs registered at the Guernsey Sports Commission



31 athletes represented Guernsey at the Commonwealth Games in the Gold Coast, Australia



Over 500 people took part in the Life Fit Exercise on Referral Scheme run by staff at Beau Sejour Leisure Centre



Around 3.5% of the Island's population are an all-inclusive 'Freedom' member of Beau Sejour Leisure Centre – the Island's community leisure centre

Current Impact



Guernsey won 19 gold medals, 37 silver medals and 31 bronze medals at the 2019 NatWest Island Games in Gibraltar



Between 2013 and 2015 there were an estimated average **43 preventable cancer deaths and 23 preventable cardiovascular deaths** each year in Guernsey and Alderney – with obesity and overweight being important contributory causes of these



31% of men and 29% of women self-reported themselves to be physically active for 30 minutes five times a week (recommended guidelines) in 2013



43% of over 50s and 33% of over 65s would like to do more physical exercise or activities (Wellbeing Survey 2018)



In the 2019 Young People's Survey **71% of primary and 57% of secondary pupils** responded that they were physically active for at least 60 minutes on four or more days in the week before the survey



38% of men and 28% of women self-reported themselves to be overweight or obese in 2013



The average Guernsey life expectancy at birth is **84.4 years for women and 80.2 years for men¹**

Objectives

The Active-8 Plan will create opportunity, build community and support excellence through **eight clear objectives**, to:





1

Encourage more islanders to be more active, more often

Community
Participation
in Events

Workplace
Activity

Maximising
Use of
Facilities

Brenda is a 75 year old widower who used to be very independent and enjoyed a very active social life – in particular, she loved her swimming sessions at the local leisure centre. She is now losing her sight, and can no longer drive. Although her house is within easy walking distance of one of the local school pools, there are no easy bus routes available to the leisure centre. With no family, she is reliant on the kindness of friends and neighbours to transport her to do her shopping and essential trips. She feels it would be too much of a burden to ask them to drop her off and pick up her from the leisure centre for swimming three times a week. As a result, she has lost touch with the group of friends she usually swims with, and is suffering more and more from isolation and a loss of general fitness. She is now relying more and more on her sticks to get around the house, and if she doesn't get active again soon, she may need help from the community nurses in the near future just to undertake normal everyday tasks.

Ben is a 29 year old shift worker who is classed as 'obese'. If he doesn't change his eating and activity habits soon, he has a high risk of developing Type 2 Diabetes. He can't easily take part in sporting and physical activity opportunities owing to his shift patterns. Ben's days consist of him sitting in his van, grabbing food on the go, and then sitting in front of the telly when he finishes his shift. He would like to be able to work-out during his lunch hour, but he can't as his job requires him to be on call. He finds it difficult to motivate himself to be any more active as when on the odd occasion he is free, the sessions he would like to join in with are too expensive. If he doesn't change his habits soon, his weight could soon impact on his ability to do his job well.

Martyn, 48 has been building 'Ultimate Frisbee' for a couple of years now, and now has a core membership of regular attendees to training twice a week. He and a few others are interested in setting up a competition for local businesses to use as something different for team building, as well as something for the local community to take part in. However, he has no idea where to start organising, or even what he needs to do to secure a venue/funding etc. He would really like to kick-start this idea as he believes it could be something to really pull the community together and might be attractive to those individuals who aren't interested in 'traditional' sports – but he doesn't know where to start.

Background

A total of 39% of sporting facilities in England are on school sites, with 62% of these open for community use².

Although increasing community use is not about making profit, many schools generate additional income through joint use Service Level Agreements (SLAs). A positive presence on site after school hours can also improve community cohesion and be a way of reducing the risk of out of hour's vandalism and anti-social behaviour. We know from the consultation that 70% of survey respondents believe we have enough sporting and physical activity facilities available for the things the community wants to do. However, there is still room for improvement, through implementing a co-ordinated and partnership approach to facility

usage, as many did not realise that school facilities were available to book for community use.

As well as this, 28% of consultation responses stated their employer did not actively encourage and support them to be fit and healthy. Sickness absence can often be minimised by ensuring the workforce remains fit and healthy, or are assisted back to work earlier through a defined programme of rehabilitation and exercise. This is especially important taking into account the cost of long-term sickness absence (absences of six months or more) to the economy. In Guernsey this amounts to c£425k per month within the Civil Service alone (Service Guernsey presentation, Mark de Garis, September 2015).

According to Sport England³, 70% of attendees of a major sporting event aged 25 or under felt inspired to either participate or participate more often after attending. The same concept can be applied to smaller event, such as the upcoming Island Games being hosted by Guernsey in 2021, or the Guernsey ParkRun, which continues to be popular attracting an average of 120-130 runners per week⁴.



Ambitions

We want to:

- Maximise the use of community facilities for sport and active leisure;
- Create a culture where being physically active in the workplace is supported and encouraged;
- Support and develop events that encourage community sports and physical activity participation as well as collaborate between sports and activities.

Key Actions

To achieve this, we will:

- Audit all education venues and community usage patterns, making recommendations for any developments / changes at key sites;
- Develop key strategic community use agreements for third sector and private facilities, to maximise community access to facilities across the Island;
- Work with Employers (including the States of Guernsey and the States of Alderney) to establish key workplace physical activity interventions, and implement and support workplace physical activity policies and actions plans (including active travel);

- Develop an on-line 'Events Planning Toolkit' enabling Community Groups to plan and manage their own events more easily;
- Source and create a funding stream and process to support clubs and associations to develop and implement sporting and physical activity events to encourage participation from the local community – and also from off-Island.

Impact

If we do this, we aim to:

- Increase the use of States' maintained sport and recreation facilities by the community;
- Provide increased easy access for all at third sector and privately run facilities;
- Increase activity promotion and uptake within the workplace;
- Increase the provision of community sports and physical activity events and opportunities, encouraging community engagement and responsibility.



2

Inspire all generations
to get 'Active for Life'

Utilising
Technology

Increase
Opportunities
to Participate

Engage with
Communities

Callum is a 14 year old wheelchair user who loves basketball – which he got into through the ‘Street Sport’ sessions held at his estate. These sessions allowed him to escape the general day to day troubles, and he found he had a real talent for wheelchair basketball that the Street Sport instructors picked up on. He would love to think he could progress his passion more and perhaps even get to the Paralympics one day. But he doesn’t have the money to travel to the UK for trials, and even if he did, he lacks the family and peer support to take the sport seriously.

Claire is a single mum to only child Suzie, 8. Claire works full-time, which means that when Suzie isn’t at school she has to make up her own entertainment, as her mum is usually too busy with work she has brought home with her. Suzie understands why her mum is busy – as it can’t be easy being a single mum. Usually Suzie is more than happy on her own either playing on her tablet, or reading a book. However, she is becoming more and more unwilling to play with other children at school as they are now teasing her because she can’t seem to even catch or kick a ball in the playground at break time. So instead, she is becoming more and more withdrawn and reluctant to even join in her PE lessons – as she is always the last one to get picked for any team.

Bill is a 60 year old self-employed landscape gardener. He is thinking of retiring, but still wants to have ‘a purpose’. He’s heard of these ‘Green Gyms’ opening up all over the UK, and wants to look at the possibility of setting up a similar scheme in Guernsey – after all, he’s benefited from a lifetime of outdoor physical work, and knows only too well the myriad of things gardening has helped him overcome. He knows there are some areas in Guernsey which could do with ‘tidying up’ and thinks there are some sectors of the community that would enjoy gardening socially, who wouldn’t necessarily take part in sport. The problem is, whilst he knows he would need some funding and help to buy equipment and plants etc., he doesn’t know whether this is available, and even if it is, how he goes about it. He’s never really completed the paperwork as he has previously left all that ‘stuff’ to his PA and accountant!

Background

There are clear guidelines⁵ about the amount of physical activity everyone needs to do to stay healthy (regardless of age).

For adults (19-64 years), this comprises of weekly activity adding up to at least 150 minutes of moderate intensity (brisk walking or cycling); or 75 minutes of vigorous intensity activity (such as running); or even shorter durations of very vigorous intensity activity – or a combination. Muscle

strengthening activities should also be done on at least two days a week.

According to the Guernsey 2019 Young People's survey, only 57% of secondary students are physically active four times a week or more, for a minimum of 60 minutes at a time in the week before the survey⁶. In addition, out of the 2,656 respondents to the Guernsey and Alderney Wellbeing Survey (2019), 56% classed themselves as overweight or obese – up 4% when compared with 2013.

Out of the 108 of 'Plan for Sport' survey responses from people who used to take part in sport or activity, but no longer do so, the reasons were fairly clear, with many conflicting priorities in today's busy lifestyles.

Recent research also shows there is a downward trend in the number of core PE minutes offered to young people in secondary schools, at a time when improving young people's mental and physical wellbeing is becoming increasingly important.⁷

Mass behaviour change and innovative community activity events such as 'Parkrun' work as they are built on human connection for a common cause⁸. Parkrun is something family and friends can complete together, creating an 'experience and connection'.



Ambitions

We want to:

- Utilise technology and new ways of thinking and working, to offer new and engaging ways to get active and engage with physical activity and sport, taking into account today's typical lifestyles;
- Improve opportunities to participate, progress and achieve in sport – at all levels;
- Engage with communities, education providers and families to facilitate and support the changing habits and behaviours needed to lead healthier, more active lifestyles.

Key Actions

To achieve this, we will:

- Establish and maintain clear guidance on key pathways into sport and physical activity that are easy to access and follow;
- Implement a digital marketing and awareness campaign including opportunities for digital interaction and engagement targeting those who are the most inactive;
- Establish a funding and prioritisation process for community bids for opportunities, services and facilities;
- Develop a programme of accessible and innovative activity opportunities, working with the third sector, clubs, associations, and commercial operators;

- Establish and maintain individual sporting pathways for all participation levels in all recognised sports;
- Research and implement clear guidelines to support access to a structured funding mechanism to support Island representative participation (all levels, including amateur);
- Provide assistance to sports clubs and associations in the development and implementation of structured coaching and development plans;
- Develop a mentoring programme to improve delivery in a range of different sports;
- Further develop education and training opportunities on-Island in partnership with the Guernsey Institute and the States of Guernsey;
- Provide and define clear support routes for less active children and students to take up sport and physical activity in a variety of forms;
- Develop specialist dedicated training opportunities regarding inclusion within the education environment;
- Develop a user-friendly digital sports and activity resource to promote opportunities, activities, facilities and community events;
- Offer new opportunities for community based projects enabling families with children to get active and play sport together;
- Develop and promote inclusivity and accessibility, providing easy to access opportunities for 'hard to reach' groups (e.g. older people, and those with disabilities), working with partners and the third sector;

Impact

- Develop and implement a standard physical activity and sport programme (including PE in schools) throughout primary and secondary school education;
- Encourage and support a 'whole school' approach towards the integration of physical activity throughout all aspects of education;
- Strengthen leadership, governance, multisector partnerships and advocacy to facilitate a coordinated approach in order to increase physical activity and reduce sedentary behaviour – a 'Health in all Policies' approach.

If we do this, we aim to:

- Raise awareness in adults and children of the benefits of physical activity and sport, through clear signposting, communication and digital interaction;
- Prioritise and establish appropriate funding routes for community bids towards the innovative provision of sport and/or physical activity opportunities, services and facilities;
- Reduce the impact of the most common 'barriers' to participation, through a programme of accessible and innovative physical activity opportunities;

- Ensure talent identification and progress can be achieved regardless of background or situation through clear 'Talent Pathways' and associated funding mechanisms;
- Make available structured coaching and learning opportunities, with the ability for clubs and associations to access help with what they need, when they need it, including in the areas of sports coaching, facilities management and sports science;
- Increase activity levels for less active children through increased and more varied opportunities for secondary school PE and sport options;

- Make physical activity and sport the 'easy' choice through easy to access family orientated projects offering information and access to physical activities combined with education in how to lead healthier lifestyles;
- Ensure all children and students have access to an enjoyable continuum of fun and participative physical activity and sport;
- Ensure that engagement with physical activity and sports provision is a consideration throughout Island governance.



3

Use sport and physical activity to improve health, mental health and well-being

Wellbeing &
Resilience

Guernsey Life Fit Real Life Case Study - Female 82yrs

This client started the Life Fit course in February of 2016 on the advice of her GP. There were several problems that were having a major impact on her quality of life. She was suffering with arthritis, low back pain, a history of falls, depression and the early stages of dementia. She was using a stick as a mobility aid and due to her reduced mobility was also struggling to manage her garden and other daily household tasks which caused much frustration and distress. The client has lived on her own for many years and was very depressed due to lack of any social contact with no immediate family or friends. Following her Life Fit referral, she progressed from the gentle exercise circuit in the Healthy Lifestyle Centre and is now a regular attendee of the follow-on Active Health classes. As a result, she has noticed significant benefits to her health and general well-being. She doesn't need to use her stick anymore and can walk better without the fear of falling. She has lost weight and she can't remember the last time she had any back ache. Her mood has lifted noticeably and she enjoys the social interaction so much that she regularly comments that 'Life Fit is the highlight of her week'. Feedback from the Older People Occupational Therapists is that the exercise classes are really helping in her managing her dementia as they provide a safe and social environment for her.

Guernsey Life Fit Real Life Case Study - Male 71yrs

This client commenced Life Fit three and a half years ago. On starting the course he weighed over 15 stone, had raised blood pressure and was a newly diagnosed Type 2 Diabetic. A combination of raised blood pressure and diabetes are significant risk factors for Heart attack and stroke, as is inactivity (less than 30 minutes aerobic activity five times per week).

He was visiting his GP at three monthly intervals to monitor his blood pressure and blood sugar levels and was offered a Life Fit referral. Having followed the course for 10 weeks, with twice weekly classes starting with a gentle exercise circuit and graduating to the gym, he started to lose weight. Blood sugar levels were returning to normal and there were improvements in blood pressure readings.

Currently, and since completing the course over three years ago, he now weighs 13 stone, losing two and a half stone and stabilising at his present weight. His GP no longer considers him to be Diabetic and the client now sees him six monthly, for regular blood pressure checks.

Background

75% of the consultation respondents believed that 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).

In January 2019, NHS England announced funding for 1,000 social prescribing workers to support and help patients find suitable activities that are a better alternative to medication⁹. A local example of this is Queens Road Medical Practice becoming the first general practice in Guernsey to become a certified 'ParkRun Practice'¹⁰. The Practice goes on to say they're increasingly using social prescribing, involving referring patients to a range of local, non-clinical services, as an effective way of supporting them

to take greater control of their own health.

Just a little bit of physical activity can have remarkably positive effects on the symptoms of many common diseases, such as Cancer, COPD, Dementia, Depression, Falls and Frailty, Inflammatory Rheumatic Disease, Ischemic Heart Disease, Musculoskeletal pain, disease prevention and Type 2 Diabetes. Moving Medicine is an initiative by the Faculty of Sport & Exercise Medicine in partnership with Public Health England and Sport England¹¹, working with clinicians, hospitals and patients to encourage the promotion of physical activity.

Physical activity is also important for rehabilitation purposes. Currently, there are free six-week

courses after a fall or cardiac event. However, after this initial six-week period, there are few easily accessible services, with older people stating that even a small fee can be a barrier to accessing activities¹². This can often lead to repeated incidents and on-going referrals as opposed to rehabilitation and improvements in the long-term.



Ambitions

We want to:

- Support wellbeing and resilience in communities through physical activity and sport, encouraging and enabling activity throughout lifecycles.

Key Actions

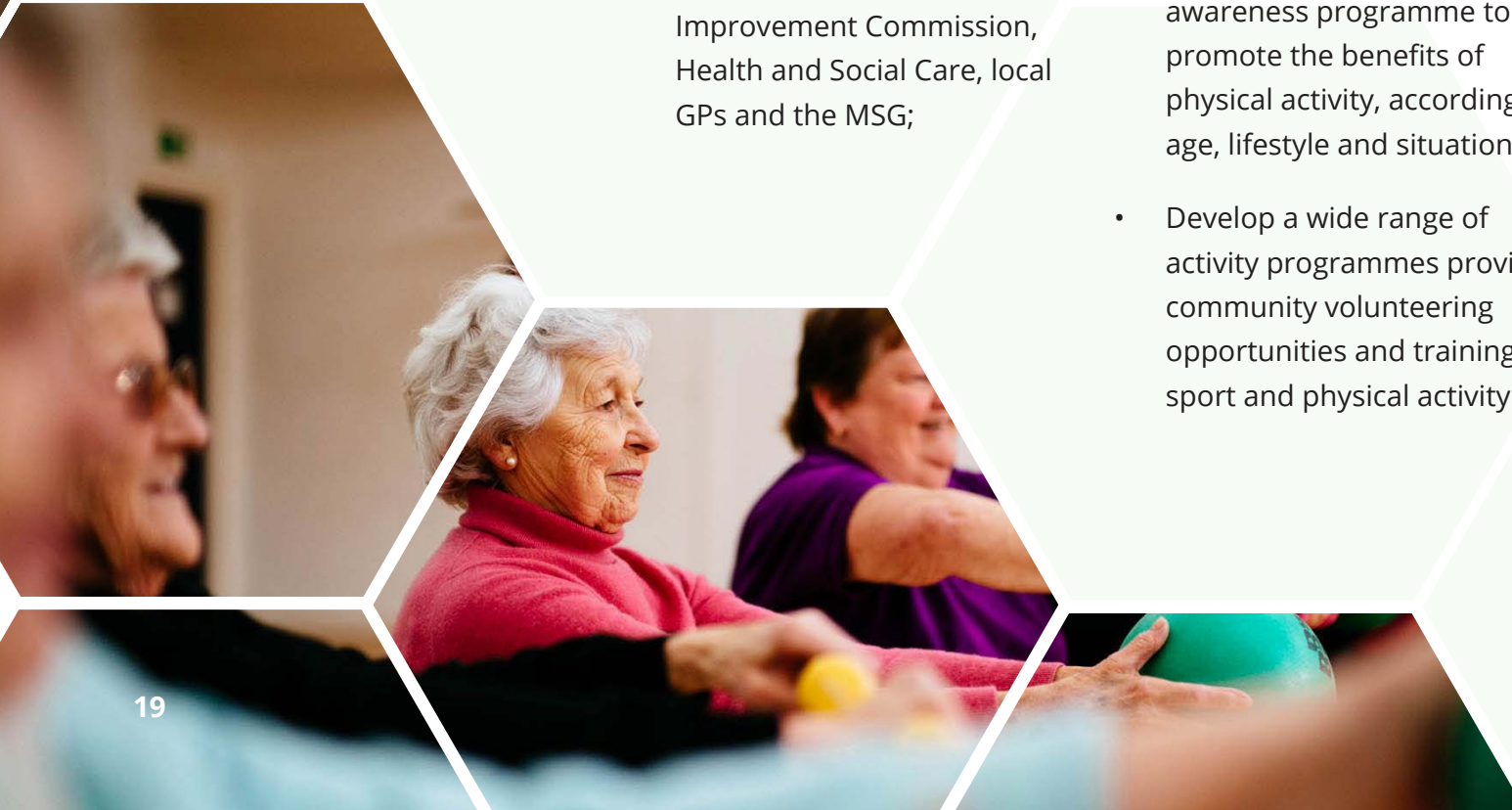
To achieve this, we will:

- Develop a range of end to end health, activity and wellness opportunities and programmes supporting and joining up with the current social prescribing programme and the Partnership of Purpose, in collaboration with health charities, the Health Improvement Commission, Health and Social Care, local GPs and the MSG;
- Implement a programme of training, messaging and awareness opportunities for health and care professionals;
- Develop a series of 'Give it a Go' opportunities for those least active members of the population;
- Establish a community awareness programme to promote the benefits of physical activity, according to age, lifestyle and situation.
- Develop a wide range of activity programmes providing community volunteering opportunities and training in sport and physical activity

Impact

If we do this, we aim to:

- Establish a number of baseline data sets and key performance indicators by which to measure the impact of actions set out in this Plan;
- Increase the number of people taking part in sport and physical activity who are at risk of, or living with long-term conditions;
- Assist in increasing levels of mental and physical well-being by using participation in activity and/or sport as a preventative measure.





4

Maintain, develop and
improve accessible
facilities

Fit for Purpose
Facilities

Inspirational
Places for
Play & Sport

Mia is a 15 year old student who is classed as 'overweight'. She consistently feigns illness at school during PE lessons, just because she hates the 'open plan' changing area meaning she has no privacy to get changed into her PE gear and everyone will see her. It's the same at her local leisure centre, and no matter how hard her mum tries to get her to attend the teen gym sessions, she really hates the fact that it feels like everyone is looking at her – as there are windows everywhere that members of the public can look in, and mirrors every which way she turns. If she was able to use a facility which had private changing cubicles and showers, and there were no mirrors, she wouldn't feel so self-conscious and would feel a lot happier doing exercise in a public place. It's a vicious circle.

Suzie is a 22 year old single mum. Before becoming pregnant she enjoyed a decently-paid career with good prospects; was a member of the athletics club, and also of the local leisure centre situated next to her workplace. However, with no support on-Island, she is now the sole provider and carer for her child. She only works part-time, and struggles to provide basic living conditions for her two year old child. She can no longer afford the athletics subscription fees, and ceased her leisure centre membership months ago. Although she would love to start socialising with her old friends again at the athletics club, she just can't afford both the fees and the childcare and is now starting to feel really isolated.

Jenny is a passionate volunteer, and is head coach to her local netball club. However, although the club is growing in terms of membership, it's struggling to secure enough court space to cater for the increasing demand, at the facilities they hire. In addition, one of the private facilities has now said it will no longer be taking their bookings, as it needs the space back for activities that are more profitable. Jenny is pulling her hair out as the demand for her sport is there, but they just don't have the facilities to develop further. The Board of the Club is hugely supportive, and members want to get involved and help to fund their own new facility – but recent enquiries to local banks regarding part loan funding have not been very positive given their strict lending criteria regarding the type of income that would be required to service any loan.

Background

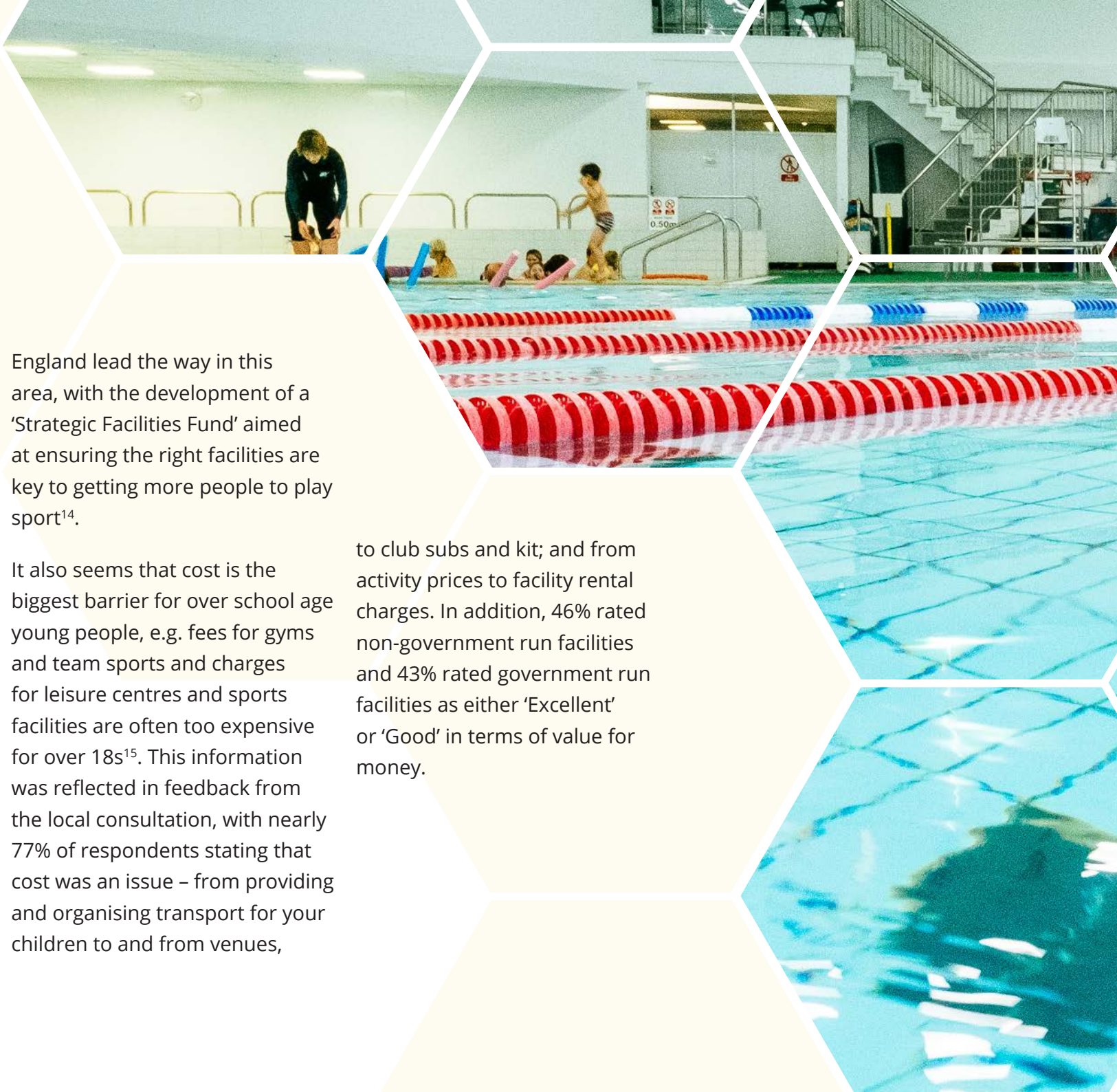
According to Sport England, 'Supply of the right facilities in the right areas is key to getting more people doing sport and physical activity across the nation'.¹³

70% of respondents in the consultation believe there are enough sporting and physical activity facilities available for the things the community wants to do. In addition, 78% thought facilities were up-to-date, attractive and welcoming. Ideas regarding what the community might benefit from, included more 3G artificial turf pitches, an ice-skating rink and a 50 metre swimming pool. However, any further developments or improvements to current facilities, big or small, would require additional funding of some kind. In the United Kingdom, Sport

England lead the way in this area, with the development of a 'Strategic Facilities Fund' aimed at ensuring the right facilities are key to getting more people to play sport¹⁴.

It also seems that cost is the biggest barrier for over school age young people, e.g. fees for gyms and team sports and charges for leisure centres and sports facilities are often too expensive for over 18s¹⁵. This information was reflected in feedback from the local consultation, with nearly 77% of respondents stating that cost 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. In addition, 46% rated non-government run facilities and 43% rated government run facilities as either 'Excellent' or 'Good' in terms of value for money.



Ambitions

We want to:

- Develop, improve and maintain modern, fit for purpose, inclusive and sustainable sporting infrastructure across Guernsey, creating a sense of pride and place;
- Support the creation and provision of inspirational facilities for community play, sport and participation.

Key Actions

To achieve this, we will:

- Audit current sports facilities and playing pitches, including analysing usage and suitability in order to compare with future needs;
- Develop and implement a 'Future Fit Facilities Plan';
- Undertake a comprehensive review of all pricing policies at government run facilities, and make recommendations regarding any future revenue funding impacts;
- Develop a policy where all government maintained sports facilities can be accessed by all schools according to the curriculum, potentially removing any barriers, including cost;
- Ascertain potential funding streams and implement processes for access to a revised Sports Loan Fund that is sustainable with flexible and affordable re-payment terms along with the potential of partnerships.

Impact

If we do this, we aim to:

- Raise participation in sport and physical activity at all levels by ensuring the Island has an appropriate estate of modern, inclusive, attractive, accessible, and efficient facilities to meet current and future local needs;
- Ensure that price is not a barrier to participation at government run sports and recreation facilities;
- Allow local clubs, organisations and associations to develop their own facilities wherever possible by facilitating access to affordable loan capital.



5

Support the provision
of safe and secure club
environments

Safe &
Secure

Jack, 43, has two children who are members of a variety of sporting clubs. He knows his children love their activities – but is becoming increasingly concerned about the lack of supervision one of his children is receiving. There seem to be lots of children, and not enough coaches, which leads to the children misbehaving – sometimes in dangerous circumstances. He doesn't want to pull his child out of the activity as it's the highlight of his week – but at the same time, he does want some assurances that the club is at least operating to some kind of minimum standard.

Background

Clubmark¹⁶ is a universally acknowledged cross sport accreditation scheme for community sports Clubs, run by Sport England, and supported by the vast majority of national Governing Bodies.

It stands for higher standards of welfare, equity, coaching and management in Community Sports Clubs, and ensures infrastructure is safer, stronger and more successful. An accredited Club is recognised as a safe, rewarding and fulfilling place for participants of all ages as well as helping parents and carers know that they're choosing the right Club for their young people.

Ambitions

We want to:

- Ensure the provision of safe and secure Club environments, safeguarding the welfare of participants and supporting enjoyable and lifelong participation in sport.

Key Actions

To achieve this, we will:

- Develop and implement a 'Guernsey ClubMark' scheme;
- Provide the resources, training and toolkit required to deliver safe and secure opportunities (including CPD, legislation, drug testing advice etc.) to all clubs, associations and facility providers – in order to gain the 'Guernsey ClubMark'

Impact

If we do this, we aim to:

- Protect all individuals participating in community sport and training sessions, through assurances that all clubs, associations and facility providers provide high standards of welfare, equity, coaching and management, ensuring safe, fun, and inclusive environments.





6

Make accessible open spaces

Encouraging
Outdoor Activity
& Sport

Accessible
Parks & Open
Spaces

Alex, a 41 year old retired semi-professional cross country athlete is keen to set up an international ultra-running event in Guernsey, utilising the stunning scenery and coastal paths as an ideal opportunity to promote the Island to sports loving tourists, and promote a mass participation event. He has the contacts and event organisers interested in putting on the event, but lacks support in terms of operational aspects such as road closures, and needs some initial seed funding to get the event off the ground, which doesn't seem to be readily available. He believes this kind of event could be a very profitable untapped market for sports and events tourism, as well as a way to inspire the local community and get them involved in this friendly activity – he wants to give something back to the Island he calls home. Unfortunately, without this initial support and financial help, he is unable to progress the idea further.

Sue, 22, has just returned home to work as a PE teacher. During her time at University, she took up flat water rowing, and attained her coach qualification. She would really like to work with the offshore rowing club to set up a flat water rowing section. However, although she would really like to look at utilising the Reservoir as a base, she is unsure of who to speak to, or what needs to be done to make it a safe environment to row on. She also has no idea whether this is going to cost any money! She thinks from her experience in the UK that there are other sports such as triathlon, open water swimming and sailing who could also benefit from the Reservoir as a facility – and that similar facilities in the UK benefit financially from similar agreements.

Lee, 19, left school when he was 16 and is unemployed. He's had a few brushes with the police for minor disturbances, as well as a short sentence of community service. He lives with his mum, but she's never around and leaves him to look after himself. He doesn't really have any structure to his life, and although loves kicking a ball around with his mates, or playing on the X-box, he doesn't have any other real interests. Therefore, he gets bored, and when he gets bored, that's the time he gets into trouble. He hasn't really got anyone to talk to, and although he would love to try and get into some kind of hobby, they all cost money which he hasn't got. It's a vicious and never ending cycle.

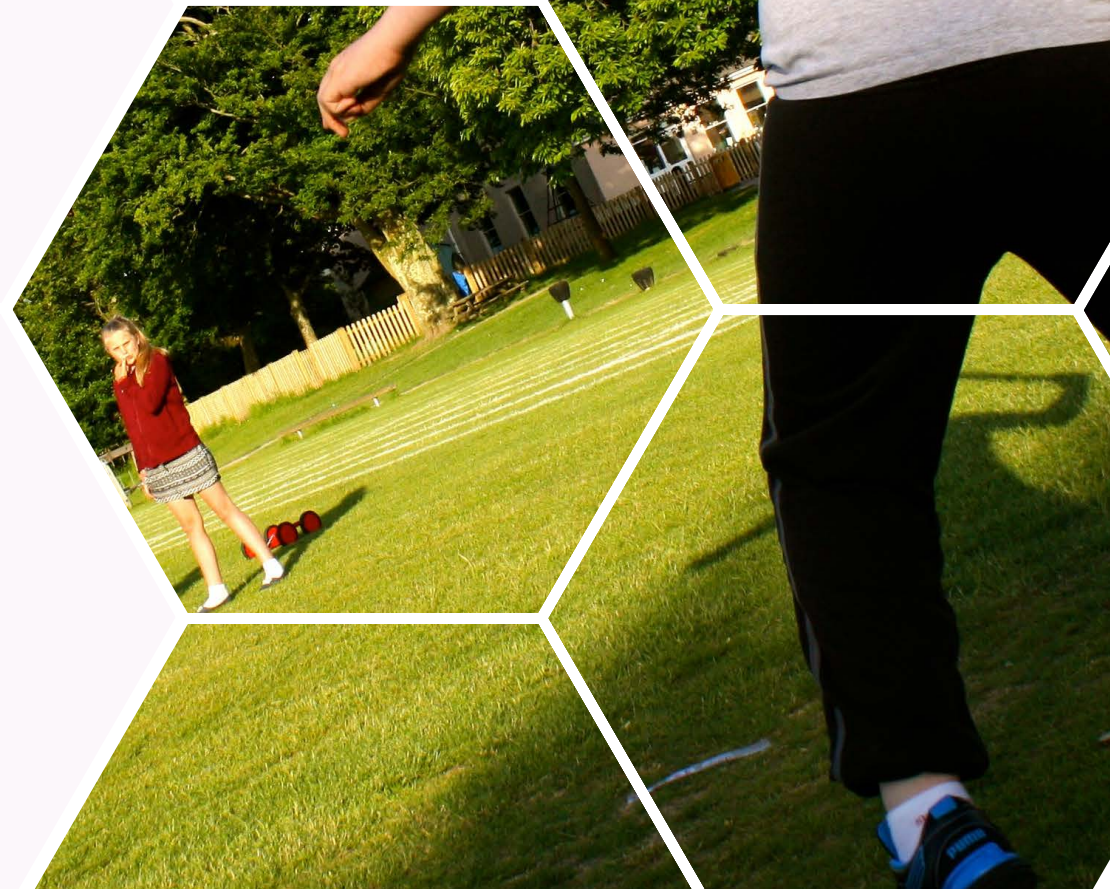
Background

Outdoor activity participation includes any physical activity taking place in the natural environment; and covers all outdoors environments including countryside; space within town/city; coastal and water – as well as ‘concrete’ space and specific settings – e.g. climbing and rowing.¹⁷

According to Sport England, 27.6% of the total active population are active outdoors¹⁸. The current GSC Street Sports Programme¹⁹ is a community programme largely based outdoors. It aims to improve sports provision for young people, to benefit their well-being by offering access to free sports and physical activity sessions at locations where there is an increased risk of anti-social behaviour. In 2018, Street Sports offered young people access to sports for 50 weeks of the year.

Within the Island Development Plan, the ‘provision of adequate community and social facilities, such as education and health services, community and Parish halls, Douzaine rooms and sports facilities, is fundamental to the health and well-being of the Island community²⁰. To support this, there are four categories of leisure and recreation uses in and around Main and Local Centres and outside of the Centres, including an ‘Informal Leisure and Recreation’ category. This includes civic spaces and informal events spaces, nature walks, woodlands, paths, parks and formal gardens, allotments, development ancillary to beaches and the coast. ‘Green Exercise’ (physical exercise undertaken in natural environments) provision is a good example of this – with Green exercise being associated

with statistically significant improvements in self-esteem and mood – the greatest of which are seen within the first five minutes of exercise²¹.



Ambitions

We want to:

- Connect the community with its natural surroundings, inspiring individuals to use the great outdoors to get active, immersing themselves in the natural world to do so;
- Make parks, open spaces, playing pitches, and transport links more attractive and accessible to inspire daily habitual physical activity.

Key Actions

To achieve this, we will:

- Establish a 'Natural Guernsey' development plan, working alongside the community & local organisations;
- Establish improved signposting, communication and support mechanisms for clubs and associations to develop and host outdoor sporting activities & events;
- Develop an easy to use on-line 'Toolkit' enabling Community Groups to plan and manage their own outdoor activities and events more easily;

- Promote, facilitate and support the use of parks and open spaces for organised and informal sport and active recreation for all – for example, ParkRun, Bootcamps, Tai Chi;
- Support the Active Travel Unit in developing an environment that is walk, run, and cycle friendly;
- Continue to develop, support and promote the Sports Commission with its 'Street-Sport' programme.

Impact

If we do this, we aim to:

- Increase the promotion and availability of outdoor physical and sporting opportunities in both a structured and unstructured way;
- Increase participation in outdoor sporting and physical activity opportunities by both the local community and visitors to the Island;
- Increase the use and accessibility of open spaces for informal sporting and physical activity options by providing 'play' opportunities;
- Increase the take up and support of targeted sports programmes used to engage with young people in areas where there is an increased risk of anti-social behaviour.



7

Support high performance athletes

High
Performance
Sport

Affordable &
Convenient
Sports Travel

Chloe, 13, has progressed really well in her chosen sport of athletics, and is showing some real promise for the future. She works hard and her results are showing potential in terms of national and international representation. However, her support on Island is limited, and although she gets on really well with her coach, she knows her compatriots in the UK have significant sports science support as well as funding options open to them which she hasn't got. She and her parents are now in discussion about her going to a UK boarding school to further her athletics opportunities, as it seems like her options are limited where she is currently.

Sarah, 25 is at the peak of her shooting career, and is now keen to look at the possibilities of just how far she can get, and what she can ultimately achieve. She is toying with the idea of working part-time hours in order to train full-time. Without sponsorship or any structured funding, she is unsure how to go about this, especially as she still wants to be based on Island and not move to the UK or Europe. She knows that unless she can dedicate all her time to her sport, she will never know how far she can ultimately get.

John, 48 runs a Walking Football Team, with all members enjoying their sport, and loving the friendship and camaraderie of both training and competing. He would love to be able to take them to experience some competition both in the UK and Europe, to represent the Island in the Walking Football National and European Championships. They have put their entries in and been accepted but the cost of travelling to the host town seems to be out of the reach of most of the players. Although he has managed to secure some private sponsorship, the travel fares are still out of reach of the majority of players, meaning all the team will have to suffer.

Background

With an average team size of 34 competitors, the last time Guernsey won a medal at the Commonwealth Games (the highest level of sport a Bailiwick of Guernsey resident can represent their Island at) was in 1994.

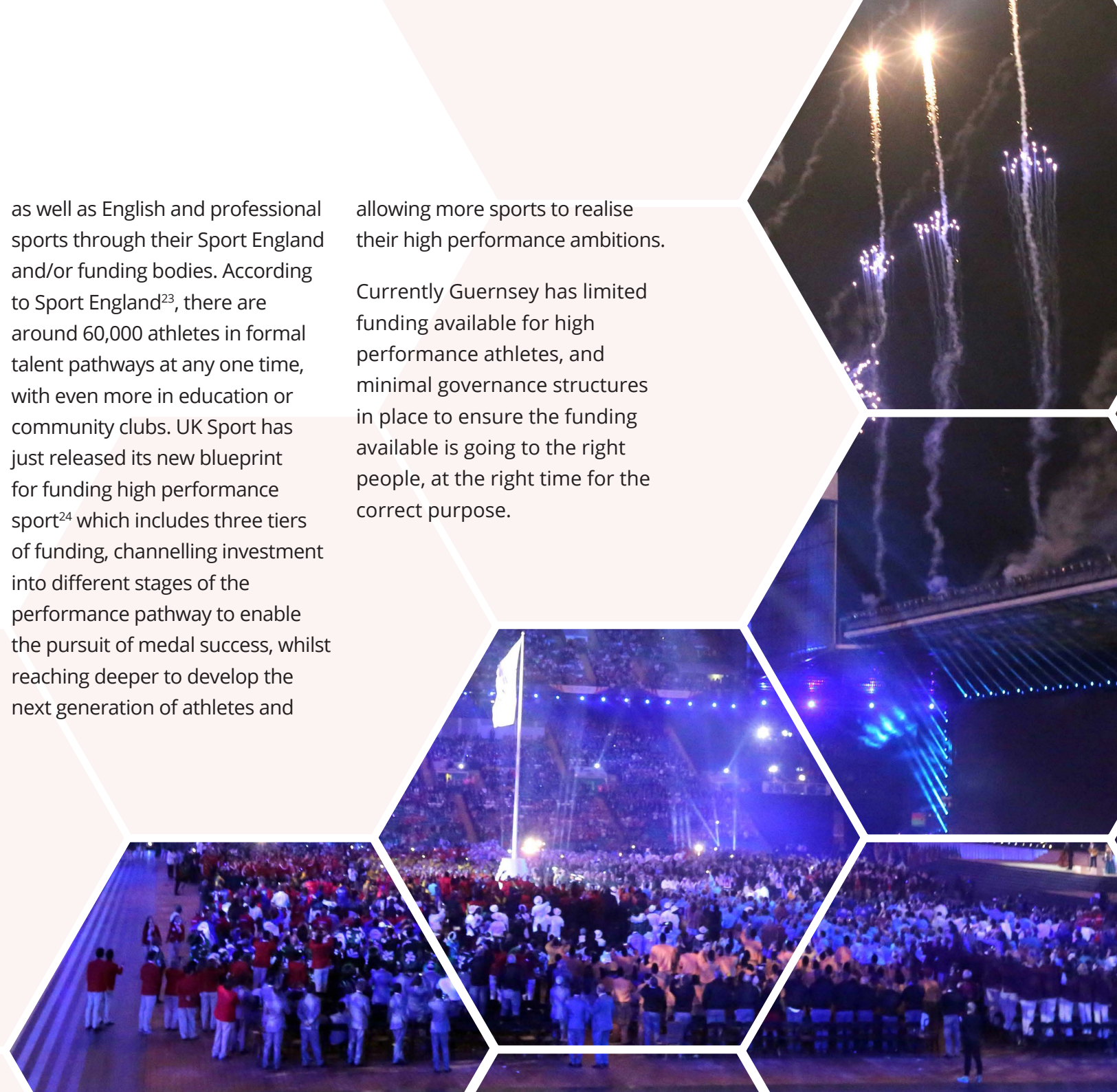
Generally speaking, any recent athlete success has been isolated in nature, sporadic and typically as a result of an individual's abilities and attributes, rather than as a result of any systematic high performance pathway or programme, such as that found in the Isle of Man.

The English Institute of Sport (EIS)²² was established in 2002, and is grant funded through UK Sport to work with Olympic and Paralympic sports through their World Class Programme funding from UK Sport;

as well as English and professional sports through their Sport England and/or funding bodies. According to Sport England²³, there are around 60,000 athletes in formal talent pathways at any one time, with even more in education or community clubs. UK Sport has just released its new blueprint for funding high performance sport²⁴ which includes three tiers of funding, channelling investment into different stages of the performance pathway to enable the pursuit of medal success, whilst reaching deeper to develop the next generation of athletes and

allowing more sports to realise their high performance ambitions.

Currently Guernsey has limited funding available for high performance athletes, and minimal governance structures in place to ensure the funding available is going to the right people, at the right time for the correct purpose.



Ambitions

We want to:

- Facilitate and support a highly effective high performance system ensuring resources are targeted and prioritised to deliver performance goals at the highest levels;
- Work in partnership with travel operators to ensure fair, equitable and affordable options are available to all.

Key Actions

To achieve this, we will:

- Develop a robust business case for a 'Guernsey Institute of Sport' to include sports science and mentoring support and opportunities; funding allocations; and facilitation between individuals, governing bodies, sports facilities, clubs and associations;

Impact

If we do this, we aim to:

- Secure an increase in funding (investigating all avenues – not just government funding) and a structured funding mechanism for Bailiwick of Guernsey representative athletes and teams competing in the UK and beyond at a 'high performance' level;
 - Work with local suppliers and travel operators to secure the best deals for Bailiwick of Guernsey representative athletes and teams competing in the UK and beyond in terms of travel and accommodation.
- Support talented and high performance athletes through a structured support system and clear development pathways²⁵;
 - Ensure all athletes meeting qualifying criteria are able to represent the Island at Commonwealth Games, Olympic Games and World Level through a structured mechanism for financial & non-financial support;
 - Establish agreements with local airlines and ferry companies which are then able to provide affordable travel options available for all sports participants, with increased travel options available for teams.





8

Inspire community engagement through volunteering

Engaged
Volunteer
Workforce

Rebecca is a volunteer with GoodGym. She runs three miles to see Joan – an isolated older woman – every Monday night, then stays and chats with her before running home. Rebecca feels fitter and healthier, and she says she's pretty sure she wouldn't be able to motivate herself to go out running all through the winter if it wasn't for Joan.

Jon helps deaf children in his spare time. He saw that it could be difficult for them to take part in traditional sports like basketball, so he came up with a system of hand signals to help communicate on court. It works for other sports too. "Coaches can open up access to their sessions with just a few minor tweaks" he said.

Background

Sports are largely run by willing and passionate volunteers, and without them, many opportunities would be lost.

In 2016 Sport England developed 'Volunteering in an Active Nation'²⁶ to encourage a sport and physical activity sector that welcomes everyone – regardless of age, background or level of ability. The focus is on: investing in improving the volunteer experience to make it more enjoyable and meaningful; inspiring and recruiting more people from more diverse backgrounds; and working with new partners as well as existing ones to reach a more diverse audience. 5.6 million people volunteer every month in sport and physical activity in England.

Ambitions

We want to:

- Support the development and expansion of a volunteer network to facilitate physical activity provision and coaching.

Key Actions

To achieve this, we will:

- Create and implement a 'Volunteering Plan' including easy access to digital information on volunteering opportunities;
- Develop a communication and awareness programme for local employers regarding volunteer opportunities for staff in sport and physical activity for local clubs & associations;
- Develop a community and volunteer training programme, to increase depth of knowledge, skills and learning.

Impact

If we do this, we aim to:

- Increase the numbers of sporting and physical activity volunteers, prioritising the needs and motivations of the volunteers, as well as the needs of the sport and activities they support.



Proposed Actions and Resourcing

1

Encourage more islanders to be more active, more often

Ambitions	Key Actions	Led By	Resources Required
Maximise the use of community facilities for sport and active leisure	1.1 Audit all education venues and community usage patterns, making recommendations for any developments / changes at key sites	GSC	£8,000 ²⁷
	1.2 Develop key strategic community use agreements for third sector and private facilities, to maximise community access to facilities across the Island	GSC	Within existing resources
Create a culture where being physically active in the workplace is supported and encouraged	1.3 Work with Employers (including the States of Guernsey and the States of Alderney) to establish key workplace physical activity interventions, and implement and support workplace physical activity policies and action plans (including active travel)	CfESC	£50,000 ²⁸
Support and develop events that encourage community sports and physical activity participation as well as collaboration between sports and activities	1.4 Develop an on-line 'Events Planning Toolkit' enabling Community Groups to plan and manage their own events more easily	CfESC	£35,000 ²⁹
	1.5 Source and create a funding stream and process to support clubs and associations to develop and implement sporting and physical activity events to encourage participation from the local community – and also from off-Island	CfESC	Within existing resources ³⁰
	Objective 1 annual ongoing revenue costs		-
	Objective 1 one-off set up costs		£93,000

2

Inspire all generations to get 'Active for Life'

Ambitions	Key Actions	Led By	Resources Required
Utilise technology and new ways of thinking and working, to offer new and engaging ways to get active and engage with physical activity and sport taking into account today's typical lifestyles	2.1 Establish and maintain clear guidance on key pathways into sport and physical activity that are easy to access and follow	CfESC	£25,000 ³¹
	2.2 Implement a digital marketing and awareness campaign including opportunities for digital interaction and engagement targeting those who are the most inactive	GSC ³²	£70,000 ³³
	2.3 Establish a funding and prioritisation process for community bids for opportunities, services and facilities	GSC	£30,000 ³⁴
	2.4 Develop a programme of accessible and innovative activity opportunities, working with the third sector, clubs, associations, and commercial operators	GSC	£30,000 ³⁵
Improve opportunities to participate, progress and achieve in sport – at all levels	2.5 Establish and maintain individual sporting pathways for all participation levels in all recognised sports	GSC	£35,000 ³⁶
	2.6 Research and implement clear guidelines to support access to a structured funding mechanism to support Island representative participation (all levels, including amateur)	GSC	Within existing resources
	2.7 Provide assistance to sports clubs and associations in the development and implementation of structured coaching and development plans	GSC	Within existing resources
	2.8 Develop a mentoring programme to improve delivery in a range of different sports	GSC	Within existing resources
	2.9 Further develop education and training opportunities on-Island in partnership with the Guernsey Institute and the States of Guernsey	GSC	Within existing resources

Ambitions	Key Actions	Led By	Resources Required
	2.10 Provide and define clear support routes for less active children and students to take up sport and physical activity in a variety of forms	GSC	£40,000 pa ³⁷ for three years
	2.11 Develop specialist dedicated training opportunities regarding inclusion within the education environment	GSC	£30,000 ³⁸
Engage with communities, education providers and families to facilitate and support the changing habits and behaviours needed to lead healthier more active lifestyles ³⁹	2.12 Develop a user-friendly digital sports and activity resource to promote opportunities, activities, facilities and community events	CfESC	£30,000 ⁴⁰
	2.13 Offer new opportunities for community based projects enabling families with children to get active and play sport together	CfESC	£25,000 ⁴¹
	2.14 Develop and promote inclusivity and accessibility, providing easy to access opportunities for 'hard to reach' groups (e.g. older people, and those with disabilities), working with partners and the third sector	CfESC	£25,000 ⁴²
	2.15 Develop and implement a standard physical activity and sport programme (including PE in schools) throughout primary and secondary school education	GSC	£100,000 ⁴³
	2.16 Encourage and support a 'whole school' approach towards the integration of physical activity throughout all aspects of education ⁴⁴	CfESC	Within existing resources
	2.17 Strengthen leadership, governance, multisector partnerships and advocacy to facilitate a coordinated approach in order to increase physical activity and reduce sedentary behaviour – a 'Health in all Policies' approach ⁴⁵	CfESC	Within existing resources
	Objective 2 annual ongoing revenue costs		£40,000
	Objective 2 one-off set up costs		£400,000

3

Use sport and physical activity to improve health, mental health and well-being

Ambitions	Key Actions	Led By	Resources Required
Support wellbeing and resilience in communities through physical activity and sport, encouraging and enabling activity throughout lifecycles ⁴⁶	3.1 Develop a range of end to end health, activity and wellness opportunities and programmes, supporting and joining up with the current social prescribing programme and the Partnership of Purpose, in collaboration with health charities, the Health Improvement Commission, Health and Social Care, local GPs and the MSG	CfHSC	£100,000 ⁴⁷
	3.2 Implement a programme of training, messaging and awareness opportunities for health and care professionals	CfHSC	Included in resources required for action 3.1
	3.3 Develop a series of 'Give it a Go' opportunities for those least active members of the population	GSC	£20,000 ⁴⁸ plus £15,000 pa ⁴⁹ for three years
	3.4 Establish a community awareness programme to promote the benefits of physical activity, according to age, lifestyle and situation	GSC	Included in resources required for action 3.3 ⁵⁰
	3.5 Develop a wide range of activity programmes providing community volunteering opportunities and training in sport and physical activity	GSC	Included in resources required for action 3.3 ⁵¹
Objective 3 annual ongoing revenue costs			£15,000
Objective 3 one-off set up costs			£120,000

4

Maintain, develop and improve accessible facilities

Ambitions	Key Actions	Led By	Resources Required
Develop, improve and maintain modern, fit for purpose, inclusive and sustainable sporting infrastructure across Guernsey, creating a sense of pride and place	4.1 Audit of current sports facilities and playing pitches, including analysing usage and suitability in order to compare with future needs	GSC	Within existing resources
	4.2 Develop and implement a 'Future Fit Facilities Plan'	GSC	Within existing resources ⁵²
	4.3 Undertake a comprehensive review of all pricing policies at government run facilities, and make recommendations regarding any future revenue funding impacts	CfESC	Within existing resources
	4.4 Develop a policy where all government maintained sports facilities can be accessed by all schools according to the curriculum, potentially removing any barriers, including cost	CfESC	Within existing resources ⁵³
Support the creation and provision of inspirational facilities for community play, sport and participation	4.5 Ascertain potential funding streams and implement processes for access to a revised Sports Loan Fund that is sustainable with flexible and affordable re-payment terms along with the potential of partnerships	CfESC	Within existing resources ⁵⁴
		Objective 4 annual ongoing revenue costs	-
		Objective 4 one-off set up costs	-

5 Support the provision of safe and secure Club environments

Ambitions	Key Actions	Led By	Resources Required
Ensure the provision of safe and secure Club environments, safeguarding the welfare of participants and supporting enjoyable and lifelong participation in sport	5.1 Develop and implement a 'Guernsey ClubMark' scheme	GSC	£105,000 ⁵⁵
	5.2 Provide the resources, training and toolkit required to deliver safe and secure opportunities (including CPD, legislation, drug testing advice etc.) to all clubs, associations and facility providers – in order to gain 'Guernsey ClubMark'	GSC	£30,000 ⁵⁶
	Objective 5 annual ongoing revenue costs		-
	Objective 5 one-off set up costs		£135,000

6

Make accessible open spaces

Ambitions	Key Actions	Led By	Resources Required
Connect the community with its natural surroundings, inspiring individuals to use the great outdoors to get active, immersing themselves in the natural world to do so	6.1 Establish a 'Natural Guernsey' development plan, working alongside the community and local organisations	CfESC	£15,000 ⁵⁷
	6.2 Establish improved signposting, communication and support mechanisms for clubs and associations to develop and host outdoor sporting activities & events	CfESC	Within existing resources although estimated £5,000 pa funding set aside for implementation over three years ⁵⁸
	6.3 Develop an easy to use on-line 'Toolkit' enabling Community Groups to plan and manage their own outdoor activities and events more easily	CfESC	£15,000 ⁵⁹
Make parks, open spaces, playing pitches, and transport links more attractive and accessible to inspire daily habitual physical activity	6.4 Promote, facilitate and support the use of parks and open spaces for organised and informal sport and active recreation for all – for example, ParkRun, Bootcamps, Tai Chi	CfESC	£25,000 ⁶⁰
	6.5 Support the Active Travel Unit in developing an environment that is walk, run, and cycle friendly	GSC	£15,000 ⁶¹
	6.6 Continue to develop, support and promote the Sports Commission with its 'Street-Sport' programme	GSC	£60,000 ⁶²
Objective 6 annual ongoing revenue costs			£5,000
Objective 6 one-off set up costs			£130,000

7 Support high performance athletes

Ambitions	Key Actions	Led By	Resources Required
Facilitate and support a highly effective high performance system ensuring resources are targeted and prioritised to deliver performance goals at the highest levels	7.1 Develop a robust business case for a 'Guernsey Institute of Sport' to include sports science and mentoring support and opportunities; funding allocations; and facilitation between individuals, governing bodies, sports facilities, clubs and associations.	GSC	£40,000 ⁶³
	7.2 Secure an increase in funding (investigating all avenues – not just government funding) and a structured funding mechanism for Bailiwick of Guernsey representative athletes and teams competing in the UK and beyond at a 'high performance' level	GSC	Within existing resources ⁶⁴
Work in partnership with travel operators to ensure fair, equitable and affordable options are available to all	7.3 Work with local suppliers and travel operators to secure the best deals for Bailiwick of Guernsey representative athletes and teams competing in the UK and beyond in terms of travel and accommodation	GSC	Within existing resources
Objective 7 annual ongoing revenue costs Objective 7 one-off set up costs			- £40,000

8

Inspire community engagement through volunteering

Ambitions	Key Actions	Led By	Resources Required
Support the development and expansion of a volunteer network to facilitate physical activity provision and coaching	8.1 Create and implement a 'Volunteering Plan' including easy access to digital information on volunteering opportunities	GSC	£50,000 ⁶⁵
	8.2 Develop a communication and awareness programme for local employers regarding volunteer opportunities for staff in sport and physical activity for local clubs & associations	GSC	Included within resources required for action 8.1
	8.3 Develop a community and volunteer training programme, to increase depth of knowledge, skills and learning	GSC	Included within resources required for action 8.1
	Objective 8 annual ongoing revenue costs Objective 8 one-off set up costs		- £50,000



Funding, Investment & Delivery

Funding, Investment & Delivery

It is expected that a total of 15 out of the initial 46 actions contained within this Plan can be delivered within existing resources available, although additional funding may be requested to implement any recommendations as a result. These will be delivered either as ‘business as usual’ or because similar actions are already in progress as part of other strategies or plans already endorsed and supported by the States.

A number of actions contained within the Plan will need additional resources to

implement, that are over and above existing available funds. Some of these actions need one-off expenditure and others for the investment to be spread over a maximum of three years. Some are to trial new ‘pilot’ schemes. Thorough review of these schemes will play an important role in making any future well-evidenced decisions. Recommendations will then be made with regard to any on-going funding requirements, with any new revenue requirements identified as a result of the action

plans being dealt with as part of the annual budget setting process and any capital expenditure requirements identified be dealt with as part of the standard capital prioritisation process.

Leadership and coordination of the Plan will be the responsibility of the Committee *for* Education, Sport and Culture. However, at an operational level, programme governance will be led by a ‘Steering Group’ including representation from all key delivery partners. A report

evaluating the allocation of funding together with progress will be published every six months.

The island of Alderney will also benefit from the implementation of many actions within the Plan; with assistance to improve travel options for individuals and teams participating in sport, as well as ensuring on-Island facilities meet the needs of the local population – a priority.

Current annual funding comparison:

Guernsey

Beausejour Leisure Centre ⁶⁶	c£660,000
Guernsey Sports Commission ⁶⁷	c£270,000
PE in Schools initiative ⁶⁸	c£200,000

Jersey

Jersey Sports Centres ⁶⁹	c£1,725,000
Jersey Sport	c£1,373,000
Initiatives to promote participation ⁷⁰	c£750,000

Isle of Man

Facilities ⁷¹	c£1,002,000
Regional Swimming Pools ⁷²	c£1,500,000
Sports Development ⁷³	c£1,138,000



Performance Measures

Performance Measures

The aim of the Active-8 Plan is to demonstrate the contribution sport and physical activity can make. This includes supporting other Committees to deliver key strategies and policy priorities, as well as complementing the Policy and Resource Plan.

However, there is a recognition that in many cases, there is minimal local data available or recorded, by which to measure the impact of all actions relating to this Plan – or even benchmark against. As a result, some data will only become meaningful and informative when it has been collected and collated over a number of years.

For this reason, a sum of £130,000 has been requested in order to review, establish and monitor a number of baseline measures and key performance indicators to ascertain the real impact of the proposed actions contained within this Plan, and to ensure these align with performance measures found in other States wide strategies and plans.

The following are some examples of potential performance indicators (some existing and some new) to demonstrate how the Plan should be able to demonstrate accountability. In addition, the Plan will be thoroughly reviewed every two years.



Encourage more islanders to be more active, more often

Maximising use of facilities

- 1.1** A decrease in the percentage of education based sport and recreation facilities which are not open to the public for community use
- 1.2** An increase in the number of cumulative hours per month education facilities are used by the public (including organised groups, clubs & associations for community use)

Workplace activity

- 1.3** An increase in the percentage of men and women self-reporting to be physically active for 30 minutes five times a week (aligned with KPI 5.1 of the Healthy Weight Strategy)

Community participation in events

- 1.4** An increase in the number of community sports and physical activity events and opportunities set up for the community and run by the community (i.e. no government intervention with the exception of initial set-up costs and guidance)



Inspire all generations to get 'Active for Life'

Utilising technology

2.1 An increase in the percentage of boys and girls in Years 6 and 10 self-reporting to be physically active for three or more times a week (aligned with KPI 5.2 and 5.3 of the Healthy Weight Strategy)

2.2 A decrease in the percentage of individuals self-reporting barriers to physical activity and sport

Increase opportunities to participate

2.3 An increase in the number of medals won at Island, Commonwealth Games level and above

2.4 An increase in the number of different sporting and physical activity options available at secondary school age

2.5 An increase in the number of registered sports coaches and relevant up-to-date qualifications on-Island

Engage with communities

2.6 An increase in the percentage of children (5-16) achieving physical activity standards (standard TBC)



Use sport and physical activity to improve health, mental health and well-being

Wellbeing and Resilience

3.1 An increase in the number of referrals and / or prescriptions for exercise and physical activity for long term physical conditions

3.2 An increase in the number of referrals and / or prescriptions for exercise and physical activity as a result of mental health issues



Maintain, develop and improve accessible facilities

Fit for purpose facilities

4.1 An increase in the number of participants in key headline sports and physical activity opportunities at Beau Sejour Leisure Centre

4.2 An increase in the percentage subsidy provided to clubs / associations booking Recreation Services Facilities

Inspirational places for play and sport

4.3 An increase in the level of public investment into sporting and physical activity development

Support the provision of safe and secure Club environments

Safe and secure

5.1 An increase in the number of Clubs, Associations and Facilities that meet the 'ClubMark Guernsey Scheme' standards

Make accessible open spaces

Encouraging outdoor activity and sport

6.1 An increase in the percentage of adults utilising outdoor space for physical activity and / or sport

6.2 An increase in the number of participants in outdoor sporting / physical activity events per annum

Accessible parks and open spaces

6.3 An increase in the number of participants in Street Sports Programme

Support high performance athletes

High performance sport

7.1 An increase in the number of recognised 'high performance' athletes (standards TBC)

7.2 An increase in the amount of funding allocated to high performance athletes

Affordable and convenient sports travel

7.3 An increase in percentage subsidy offered by local sea and air travel operators for Guernsey representative athletes and teams

7.4 An increase in number of attendances (Island representation and above) at off-Island competitions (including inter-island)

Inspire community engagement through volunteering

Engaged volunteer workforce

8.1 An increase in volunteer numbers recorded for the 2021 Island Games when compared with the 2003 Island Games

8.2 An increase in the percentage of population volunteering in sport and physical activity opportunities at least twice a year

Footnotes and References

1. Guernsey facts and figures 2019
2. Sport England
3. <https://www.sportengland.org/research/understanding-audiences/events/>
4. <http://www.parkrun.org.uk/guernsey/>
5. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/832868/uk-chief-medical-officers-physical-activity-guidelines.pdf
6. Children and young people should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after-school activities, play and sports.
7. <http://www.sportsthinktank.com/uploads/pe-provision-in-secondary-schools-2018---survey-research-report.pdf>
8. <https://www.theguardian.com/sport/blog/2018/oct/01/parkrun-five-million-runners>
9. <http://www.pulsetoday.co.uk/news/practice-news/nhs-england-will-fund-1000-social-prescribing-workers-to-support-practices/20038156.article>
10. <https://www.busesseyeci.com/parkrun-partnership-at-queens-road-in-guernsey/>
11. <http://movingmedicine.ac.uk/>
12. Joint Strategic Needs Assessment for People Over 50, Committee for Health and Social Care
13. <https://www.sportengland.org/funding/strategic-facilities/>
14. <https://www.sportengland.org/funding/>
15. <http://www.lse.ac.uk/website-archive/newsAndMedia/newsArchives/2015/12/Cost-is-the-biggest-barrier-to-young-peoples-participation-in-sport-because-a-third-live-in-poverty.aspx>
16. <https://www.sportenglandclubmatters.com/club-mark/>
17. Sport and Recreation Alliance
18. <https://www.sportengland.org/media/3275/outdoors-participation-report-v2-lr-spreads.pdf>
19. <http://guernseysports.com/programmes/street-sports/>
20. <https://www.gov.gg/CHttpHandler.ashx?id=104804&p=0>
21. www.nhs.uk/news/mental-health/green-exercise-and-mental-health/

- 22.** <https://www.eis2win.co.uk/>
- 23.** Sport England: Towards an Active Nation Strategy 2016-2021
- 24.** <http://www.uksport.gov.uk/news/2019/02/12/uk-sport-sets-out-exciting-blueprint-for-the-future-of-elite-sport>
- 25.** This includes the potential development of a Guernsey High Performance Sports programme, which could be developed as part of a community hub, or as part of the Guernsey Institute.
- 26.** <https://www.sportengland.org/media/11323/volunteering-in-an-active-nation-final.pdf>
- 27.** Based on the resourcing for a one-off project. Any on-going costs associated with the staffing of these facilities for community use are likely to be largely offset by income. However, until this action has been completed, any costs or income are unknown.
- 28.** It is likely the Health Improvement Commission will be a key partner to assist in realising this ambition
- 29.** Proposed £150,000 overall funding for the set-up of digital projects within this plan, relating to actions 1.4, 2.2, 2.12 and 6.3, although third sector support and sponsorship will be sought
- 30.** To be researched within existing resources, although depending on this research, additional funding may be requested to implement any recommendations, particularly in relation to tourism
- 31.** This could be through the appointment of a specific Social Prescribing Officer, to work as part of the Public Health/Health Connections Social Prescribing Programme team, overseeing the delivery of actions 2.1, 2.14, 3.1 and 3.2
- 32.** Although this action is allocated to the GSC – the Health Improvement Commission may be a valuable partner in delivering this action.
- 33.** Proposed £150,000 overall funding for the set-up of digital projects within this plan, relating to actions 1.4, 2.2, 2.12 and 6.3, although third sector support and sponsorship will be sought
- 34.** This could be through the appointment of a Community Sports and Inclusion Officer, to assist in delivering actions 2.3, 2.4, 2.11, 3.3, 3.4 and 3.5, as well as assisting in the delivery of other key GSC work streams.
- 35.** This could be through the appointment of a Community Sports and Inclusion Officer, to assist in delivering actions 2.3, 2.4, 2.11, 3.3, 3.4 and 3.5, as well as assisting in the delivery of other key GSC work streams.
- 36.** This could be through the appointment of an Activities Development Officer overseeing the delivery of actions 2.5, 2.13, 6.4 and 6.5 – working in partnership with the Health Improvement Commission and the Guernsey Sports Commission
- 37.** Through, for example, the provision of a dedicated 'Sports & Activity Vouchers' scheme available for those without the financial, emotional or other support. This will be for a three year pilot scheme.
- 38.** This could be through the appointment of a Community Sports and Inclusion Officer, to assist in delivering actions 2.3, 2.4, 2.11, 3.3, 3.4 and 3.5, as well as assisting in the delivery of other key GSC work streams.

- 39.** It is likely the Health Improvement Commission will be a key partner to assist in realising this ambition
- 40.** Proposed £150,000 overall funding for the set-up of digital projects within this plan, relating to actions 1.4, 2.2, 2.12 and 6.3, although third sector support and sponsorship will be sought
- 41.** This could be through the appointment of an Activities Development Officer overseeing the delivery of actions 2.5, 2.13, 6.4 and 6.5 – working in partnership with the Health Improvement Commission and the Guernsey Sports Commission
- 42.** This could be through the appointment of a specific Social Prescribing Officer, to work as part of the Public Health/Health Connections Social Prescribing Programme team, overseeing the delivery of actions 2.1, 2.14, 3.1 and 3.2
- 43.** £200k already allocated through CfESC budget, this would be to extend the PE in schools offering to Secondary schools over a pilot of one year, following which impact to be measured and future funding requirements recommendations made.
- 44.** It is likely the Health Improvement Commission and the Guernsey Sports Commission will be key partners to assist in achieving this action.
- 45.** It is likely the Health Improvement Commission will be a key partner to assist in achieving this action.
- 46.** It is likely the Health Improvement Commission, Public Health and the Guernsey Sports Commission will be key partners to assist in realising this ambition
- 47.** This could be through the appointment of a specific Social Prescribing Officer, to work as part of the Public Health/Health Connections Social Prescribing Programme team, overseeing the delivery of actions 2.1, 2.14, 3.1 and 3.2
- 48.** This could be through the appointment of a Community Sports and Inclusion Officer, to assist in delivering actions 2.3, 2.4, 2.11, 3.3, 3.4 and 3.5, as well as assisting in the delivery of other key GSC work streams.
- 49.** Through, for example, the provision of a dedicated 'Sports & Activity Vouchers' scheme available for those without the financial, emotional or other support.
- 50.** This could be through the appointment of a Community Sports and Inclusion Officer, to assist in delivering actions 2.3, 2.4, 2.11, 3.3, 3.4 and 3.5, as well as assisting in the delivery of other key GSC work streams.
- 51.** This could be through the appointment of a Community Sports and Inclusion Officer, to assist in delivering actions 2.3, 2.4, 2.11, 3.3, 3.4 and 3.5, as well as assisting in the delivery of other key GSC work streams.
- 52.** Although the Facilities plan is envisaged to be completed within existing resources, findings within this plan may lead to future capital requests that are as yet unknown.
- 53.** Although this action is envisaged to be completed within existing resources, this policy may lead to other potential impacts – such as income foregone.

- 54.** Based on the current Sports Loan Fund, and working with P&R in developing a suitable mechanism to access these funds.
- 55.** Initial funding required to set up ClubMark over a three year period, following which costs should reduce annually and be absorbed into normal operations.
- 56.** Primarily funding for Child Welfare training over a three year period, following which costs should reduce annually and be absorbed into normal operations.
- 57.** Estimated cost for this action has been based on costings for the Jersey Sports Facility Delivery Report 2018 (<https://www.gov.je/Government/Pages/StatesReports.aspx?ReportID=4182>), although it is accepted this work stream could be delivered in a variety of different ways, internally or externally to the organisation.
- 58.** To be researched within existing resources, although depending on this research, additional ongoing revenue funding may be requested to implement any recommendations, which has been estimated at £5,000 per annum.
- 59.** Proposed £150,000 overall funding for the set-up of digital projects within this plan, relating to actions 1.4, 2.2, 2.12 and 6.3, although third sector support and sponsorship will be sought
- 60.** This could be through the appointment of an Activities Development Officer overseeing the delivery of actions 2.5, 2.13, 6.4 and 6.5 – working in partnership with the Health Improvement Commission and the Guernsey Sports Commission
- 61.** This could be through the appointment of an Activities Development Officer overseeing the delivery of actions 2.5, 2.13, 6.4 and 6.5 – working in partnership with the Health Improvement Commission and the Guernsey Sports Commission
- 62.** To increase Street Sports offering by one night per week for two years, as part of the GSC's Community Sport work stream, endeavouring to seek third sector funding after this time.
- 63.** Initial costs for development of a business case for the Guernsey Institute of Sport, following which further funding may be requested, along with separate sponsorship and funding sourced from third sector partners.
- 64.** To be researched within existing resources, although depending on this research, additional funding may be requested to implement any recommendations, although it is hoped additional funding can be sourced from third sector partners and sponsorship
- 65.** Two-year set up costs as part of the GSC's Workforce Development work stream.
- 66.** Currently subsidised by the lottery appropriation account
- 67.** Government grant provided to the Guernsey Sports Commission – which also receives separate sponsorship
- 68.** PE in schools delivery by the Guernsey Sports Commission
- 69.** Includes a subsidy grant of c£450k per annum to Serco (Jersey) to operate the Aquasplash swimming pool

70. Includes expansion of Exercise Referral; strengthening school PE; strengthening school swimming programme; support for clubs and associations; and support for sporting events

71. Includes National Sports Centre and three Regional Astro Pitches

72. Three swimming pools, managed by Regional Pool Boards (Local Authorities) but predominately funded by central government

73. Includes £291k for school swimming and £92k for Exercise on Referral programmes



Creating
Opportunity

Supporting
Excellence

Building
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