



Sport and Active Recreation in Wales

Strategy for Consultation

July 2003



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Climbing Higher

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Ministerial Foreword: Climbing Higher

"Climbing in the hills and mountains of Wales is a perfect antidote to the stress and strain of modern life. Our great outdoors provide a wonderful resource for sport and active recreation as well as opportunities for quiet contemplation. They are places to exercise the body and the mind. Places to work the biology and the engineering that is the human body and to think.

It is a good time to think about what sport and active recreation means to all of us in Wales. About the enormous contribution it makes to our individual lives and collective experiences, our sense of history, community and place. To think about how the benefits of physical activity, in its most inclusive sense, can make us healthier, happier citizens. And then to realise that these benefits are lost, together with the vast health, economic and social benefits they can confer, on most of our adult population. Seventy percent of our adult population gets insufficient exercise to promote good health and well being. Physical inactivity conservatively costs Wales over £100 million per year. The human costs are much greater. Needless early deaths, long term sickness and ill-health cost individuals, families and communities far more. *We need to climb higher.*

We can ill-afford complacency. Too many barriers impede women, the socially disadvantaged, disabled people and our black and ethnic minority citizens. Unlike the Republic of Ireland, women and girls in Wales participate far less in sport and active recreation than do men and boys. The Finns, in their harsh, northern climate, are three times more physically active, at a level that medical experts recommend, than we are. A generation ago, Finland had some of the worst rates of cardiac illnesses in the world. Today they are among the very best. If we could emulate the bicycling culture of the Netherlands despite our hills and vales, urban Wales would be less congested and polluted, and we would be a far more active nation.

At the sharp end of international sporting competition we rightly celebrate the stunning achievements of individual Welsh talent. Nicole Cooke, Colin Jackson, and Tanni Grey-Thompson show that we can be world-beaters. But we should be producing more top class teams in key sports. While we produced one of our best Commonwealth Games performances in Manchester in 2002, in sports that have mass following our great triumphs gather dust in black and white film archives. Wales' Golden Age in rugby stopped in 1980. Indeed, Wales last beat the All Blacks in 1953 although we had never beaten South Africa until 1999. Wales last appeared in soccer's World Cup Finals in 1958 although the present team is one of the strongest for a long time, and the only Welsh athlete to win an Olympic track and field gold medal was Lynn Davies in 1964. Australia meantime has shown Wales and the world how to win systematically as a nation and not just by

way of the occasional freaks of birth and talent. There is a strong sense that we are falling short of converting success at under 19 and under 21 level into senior success.

"Partnership" and "focus" are words frequently applied these days in many fields of endeavour, including sport. In government, both at the National Assembly and at local level, in the work of the Sports Council, in National Governing Bodies, in clubs, in education and in the private sector, there is a huge investment of human and financial resources to boost participation and performance. In addition, an army of dedicated volunteers work tremendously hard to sustain sport. We need to ensure our partnerships are effective and our focus clear.

This document sets out a clear, radical and inclusive vision for the future of sport and active recreation in Wales for the next twenty years. Our Nation has a small population with a deep sense of community and familiarity. As a small, smart nation, we have the capacity to make a real improvement to the lives of the people in Wales. We have a natural landscape perfectly suited for this agenda and we are proud to share it with the world. But we must embrace it for ourselves much more than we have managed in the past. We have the potential that can provide more great sporting triumphs on the biggest sporting stages of the world as other small nations do but we must be clear on how we achieve this.

Sport is an important part of how we define ourselves, personally and as a nation. It should be considered as an investment rather than as expenditure if it is to move from the wings to midfield as a powerful tool for a healthier and better Wales. The benefits will take many years to realise. This document is not the last word but it should be seen as a clear signpost pointing to a more productive role for government and our partners. This is a marathon but it will also be a fun run, generating better health, increased wealth and a more equal society. "It's a thinking game", said Carwyn James as the famous coach sent his Llanelli team out to meet and beat the mighty New Zealand All Blacks, half a lifetime ago. Let's think this through together, adding physique to the frame and we shall collectively climb higher.



Alun Pugh
Minister for Culture, Welsh Language and Sport

July 2003

Executive Summary

This is the first Welsh Assembly Government strategy for sport and active recreation, which sets out its strategic direction in Wales for the next twenty years. The purpose of this strategy, which complements other actions and policies, is that by 2023 sport and active recreation will be at the heart of Welsh life and at the heart of Government policy. The Welsh Assembly Government will convene a 'Sport and Active Recreation Summit' to discuss how we will together achieve our ambition of:

"An active, healthy and inclusive Wales, where sport, active recreation and physical activity provide a common platform for participation, fun and achievement, which binds communities and the nation and where the outstanding environment of Wales is used sustainably to enhance confidence in ourselves and our place in the world."

The essence of this strategy is to maximise the contribution that sport and active recreation can make to well-being in Wales across its many dimensions. Because sport and active recreation can contribute across all these dimensions, this integrated strategy has multiple, complementary objectives which span the key areas of health, economy, culture, society, environment and Wales on the world stage. The background and context to these key areas are discussed in this strategy. The priorities for sport, active recreation and physical activity are identified and the overarching priorities can be summarised as:

- **Wales needs to be more physically active in order to be a healthier nation;**
- **Wales needs healthy citizens to deliver long-term prosperity;**
- **Wales needs to maximise the synergy between sport, active recreation and the natural environment;**
- **Wales needs its people to be more 'physically literate';**
- **Wales needs more physically active communities and;**
- **Wales needs systematic and sustainable success in the sports that matter most to us.**

These priorities provide the rationale for the allocation of Welsh Assembly Government resources, and provide the framework for appropriate Assembly support and partnerships. These priorities demand radical actions that emphasise the role of sport, active recreation and physical activity in the well-being of Wales. The strategy proposes a number of actions to help deliver the ambitions of 'Climbing Higher'. These actions are proposed under the categories of participation, elite sport, infrastructure and policy development.

This strategy highlights nineteen key aims for sport and active recreation to meet by 2023. Interim milestones will be developed in consultation with the Welsh Assembly Government's key partners to ensure that these aims are met, if not exceeded by 2023. Some of the key aims for sport, active recreation and physical activity are that by 2023:

Vision: What we will achieve by 2023

Health¹

Aim 1:	Wales will be as active as Finland is today - 70% of men and women up to the age of 65 will participate in at least moderate-intensity physical activity for 30 minutes, five times a week.
<i>Interim Milestone</i>	<i>By 2012, 45% of adults up to the age of 65 will participate in at least moderate-intensity physical activity for 30 minutes, five times a week.</i>

Economy

Aims 5 & 6:	A healthier nation and its dynamic sports and active recreation industries will contribute at least an additional £100m and 12,000 jobs to the Welsh economy.
<i>Interim Milestone</i>	<i>By 2010, sport and active recreation industries will support a further 5,000 jobs in Wales as a key contribution to the objectives of the Plan for Wales.</i>

Culture

Aim 7:	The Wales Community Games will have been held in, or will be scheduled in, all Local Authority Areas of Wales.
<i>Interim Milestone</i>	<i>By 2015, the Wales Community Games will have been held in half of all Local Authority Areas of Wales.</i>

Society

Aim 10:	Black and ethnic minorities will participate, and be fully represented, in all aspects of sport and active recreation in Wales.
<i>Interim Milestone</i>	<i>By 2011, the participation rate for black and ethnic minorities will be in line with the national average (currently at minus 6%).</i>

Environment

Aim 12:	The percentage of the people in Wales using the Welsh natural environment for outdoor activities will increase from 40% to 60% and the frequency of experience will treble.
<i>Interim Milestone</i>	<i>By 2007, the percentage of the people in Wales using the Welsh natural environment for outdoor activities will increase to 45%.</i>

World Stage

Aim 14:	Wales will win as an aggregate, two medals per sport at the Commonwealth Games (e.g. which would have equated to 34 medals in 2002), with participants and medallists broadly comparable across the genders. The overall performance will include new medals in team sports with little or no previous record of success at this level (such as netball, hockey and rugby sevens), in swimming, and in sports linked to the natural Welsh environment.
<i>Interim Milestone</i>	<i>By the 2010 Commonwealth Games the Welsh team's gender imbalance will be narrowed to 55% male and 45% female, or better.</i>
Aims 17/18:	Both men's and women's football teams will have established a sustainable top 24 world ranking. The men's and women's rugby union teams will have achieved a sustainable position in the top five of the rugby world rankings. These successes will be mirrored at the junior level.

¹ All of these aims apply equally to disabled people.

This strategy outlines the approach that the Welsh Assembly Government will take to evaluation and research to ensure that by having a co-ordinated approach we are able to measure the progress of the strategy over the twenty year period. Finally the Welsh Assembly Government invites you to consider the contents of this strategy and think about how you can help achieve its ambitions, so that all people in Wales will win from '*Climbing Higher*'.

Definitions

Sport is defined as: "all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and well-being, forming social relationships, or obtaining results in competition at all levels."

(The Council of Europe)

Health is defined as: "a state of physical, mental, and social well-being, not simply absence of disease".

(The World Health Organisation)

Physical Activity is defined as: "all movements in everyday life, including work, recreation, exercise and sporting activities."

(The World Health Organisation)

Fitness is defined as: "fitness is the ability to perform moderate to vigorous levels of physical activity without undue fatigue and the capability of maintaining such ability throughout life."

(The American College of Sports Medicine)

Sports Literacy is defined as: "a generic set of basic sports skills."

(Department of Culture, Media & Sport)

Active Recreation is defined as: any moderate intensity physical activity carried out in leisure time including activities such as dancing, aerobics or brisk walking.

Physical Literacy is defined as: "developing agility, balance, co-ordination and skill across a range of activities"

(Sue Campbell, Youth Sports Trust).

1. Introduction

1.1 What we want to achieve:

"An active, healthy and inclusive Wales, where sport, active recreation and physical activity provide a common platform for participation, fun and achievement, which binds communities and the nation and where the outstanding environment of Wales is used sustainably to enhance confidence in ourselves and our place in the world."

1.2 The essence of this strategy is to maximise the contribution that sport, active recreation and physical activity can make to well being in Wales across its many dimensions: health, prosperity, inclusion, access to opportunity, culture, community and confidence. Many other factors also influence these and the purpose of this strategy is that by 2023 sport, active recreation and physical activity will be at the heart of Welsh life and at the heart of Government policy, complementing other actions and strategies within integrated policy priorities. Because sport and active recreation can contribute across all these dimensions, an integrated strategy will have multiple aims. These can be summarised by the following complementary objectives:

Health: To increase physical activity across all age, gender and social groups.

Economy: To maximise the economic impact of sport and active recreation.

Culture: To enrich and develop our cultural and social life.

Society: To use sport, active recreation and physical activity to develop and enhance vibrant communities.

Environment: To realise the synergy between sport and the natural environment for the people of Wales.

World Stage: To enable Wales to succeed systematically at the highest international level where it matters most to the people of Wales.

1.3 There are a number of themes that cut across these objectives. Working in partnership is both an important principle and an effective means of delivery. Local Authorities will be the most important partner of the Welsh Assembly Government in delivering this strategy. This is because they provide the facilities that people use the most and because they spend the most² money on sport and physical activity³.

1.4 Increasing participation is both an end in itself and the basic means of achieving the health and other cross-cutting gains from sport and active recreation. At the same time encouraging young (and not so young) people to participate will widen access to opportunity, enhance personal development and, combined with effective targeting and support, will provide the platform for

2 Sports Council for Wales (2000) Sports Update: Local Authority Leisure Expenditure Survey 1998/9.

3 Audit Commission (2002) Acknowledge: Learning from Audit, Inspection and Research – Sport and Recreation. Audit Commission Publications, Wetherby

national and international success. All of this must happen within an ethical framework of respect and fairness and in both our national languages, in line with policies set out in *Iaith Pawb*, the Welsh Assembly Government's National Action Plan for a Bilingual Wales⁴.

1.5 Why we want to achieve these

- The level of inactivity in Wales is amongst the highest in the UK. As a result too many people are unfit or unwell, and too many people die too soon.
- Active people are more healthy, confident and happy.
- A fitter, more active and more confident Wales is likely to enjoy a higher standard of living and vice versa.
- Sport has an integral place in Welsh tradition and culture, and is an important part of how we see ourselves, as individuals, as part of communities, as Wales itself as a nation, and in how others see us.
- Individuals develop and grow by identifying and meeting challenges. Sport and physical activity can play an important part in personal and social development.
- Sport and physical activity can provide the opportunity to access, learn about and enjoy the range of diverse environments of Wales.
- International sporting success boosts our national self esteem. By doing well and by hosting big sporting events successfully, we enhance our international profile in the best way possible.

1.6 How we will achieve these:

- Encouraging participation in physical activity by changing the ways that people think and act.
- Enabling access to sport and physical activity for all through the provision of appropriate physical infrastructure and human resources.
- Helping young people (and the not so young!) to become more comfortable with physical activity, and raising their expectations about the potential for achievement.
- Encouraging individuals to participate in physical activity for fun and health, as well as for sporting success.
- Identifying, nurturing and developing talented individuals and teams in focussed partnerships.
- Using sport and physical activity to stimulate economic development and community involvement.
- Developing more and better facilities for outdoor pursuits in order to encourage participation, develop sporting success and attract visitors.
- Supporting the effective organisation of sport at all levels in Wales.
- Developing effective partnerships to deliver this strategy.
- Targeting Welsh Assembly Government resources for maximum effect.

⁴ Welsh Assembly Government (2003) *Iaith Pawb* – A National Action Plan for a Bilingual Wales.

2. Setting the Scene

2.1 Sport, active recreation and physical activity are themes that cut across Assembly policies and strategies. Annex 1 sets out the potential contribution these can make to overall Assembly objectives, while Annex 2 provides an overview of the complex policy context to this strategy. Annex 3 graphically illustrates the structural complexity of sport and active recreation in Wales today. Annex 4 provides a basis for developing the appropriate structures and partnerships to deliver the ambitions of “Climbing Higher”. This section will summarise the opportunities and challenges in meeting the objectives set out in the introduction.

Demographics

2.2 Wales is getting older. By the 2020's there will be almost as many people in their sixties (and over) as in their twenties and thirties⁵. Given that age is a primary influence on participation rates, this is likely to mean that, without radical actions, Wales will become even less active. These radical actions must include both promoting greater awareness of the links between activity and health, and widening opportunities to access physical activity, into middle age and particularly for older people. *The Strategy for Older People in Wales*⁶ already identifies the importance of promoting active and healthy living to improve the quality of life for older people. *The Sport and Active Recreation Strategy* will ensure that the needs of older people are taken into account.

Towards the Finnish Line!: *The Finns have been remarkably successful in overcoming traditional barriers to participation. Unlike most other countries, Finnish women have higher rates of participation than Finnish men. Women have different demands of sport (more often linked to health and well-being) than men. Programmes that address equality are key features in Finnish public funding. Many more young people are now "sports literate", while the intensive physical activity rate has reached 46% for the 60-64 age group. The overall participation rate in physical activity is the highest in Europe, at over 70%, and has increased dramatically in the last two decades. During the same time period, the incidence of cardiovascular illness has dramatically decreased. It is not possible to show the precise independent effects of exercise, because of simultaneous changes in diet, but the message is clear: more active people are healthier. The Finns have shown that it is possible to transform the health of a nation through exercise and diet.*

Health

2.3 *Well Being in Wales*⁸, sets out the Welsh Assembly Government's integrated approach to policies impacting on health and well being. The document identifies how improvements in well being must be tackled across all major sectors, including sport and physical activity. This is critical

5 National Assembly for Wales (2000) *When I'm 64 and More: A Report from the Advisory Group on a Strategy for Older People in Wales*.

6 Welsh Assembly Government (2002) *The Strategy for Older People in Wales*. Welsh Assembly Government.

7 Fogelholm, M. (2003) Director of UKK Institute for Health Promotion Research, Tampere, Finland.

8 Welsh Assembly Government (2002) *Well Being in Wales: Consultation Document*. Welsh Assembly Government, Cardiff.

9 National Assembly for Wales (1998) *Welsh Survey of Physical Activity: Barriers to Physical Activity* (unpublished data).

because in 1998, only 28% of the adult population in Wales⁹ exercised enough to meet health-benefit recommendations¹⁰ compared to 32% in England¹¹, 57% in Australia¹² and 70% in Finland¹³. Medical evidence has established the strong link between sport, physical activity and health^{14,15}. Diet is also important. While all groups benefit from increasing the intensity and frequency of exercise, the greatest health gains are achieved when the sedentary become more active, even at a low level¹⁶. *The Healthy and Active Lifestyles Action Plan*¹⁷, issued by the Welsh Assembly Government, sets out actions to encourage more active daily living among the most sedentary sectors of the population in Wales. The Action Plan identifies those groups in Wales that are least active: the socially disadvantaged; women; people from ethnic minority communities; middle aged men; people with clinical conditions; disabled and older people. These very groups have the most to gain from physical activity.

2.4 A daily total of just 30 minutes of moderate intensity activity, which can include brisk walking, dancing, aerobics, vigorous gardening, skateboarding, swimming, or cycling to work, undertaken five times a week¹⁸ is enough to more than halve premature death rates in previously sedentary people. This medical recommendation is often referred to as '5 x 30' minutes of physical activity per week for adults and '5 x 60' minutes per week for children. Physical activity can be broken down during the course of the day, for example to two 15-minute brisk walks, because moderate physical activity, even if accumulated in short bouts, can achieve health-related benefit¹⁹. A 10% increase in physical activity combined with better diet could, conservatively, prevent 300 premature deaths each year and save the health service in Wales more than £25m annually, with wider economic benefit in excess of £100m annually²⁰.

2.5 The Welsh Assembly Government is developing new health gain targets and indicators for the period to 2012. These will include evidence-based indicators addressing determinants of health, such as physical activity. This work will help clarify the health targets for this strategy as set out later in this document.

10 American School of Sports Medicine (1993) Summary Statement: Workshop on Physical Activity and Public Health. Sports Medicine Bulletin 28 (4) p7.

11 32% of adults in England report taking 30 minutes of moderate exercise five times a week – Department of Culture, Media and Sport (2002) *The Game Plan: A Strategy for Delivering Government's Sport and Physical Activity Objectives*. Strategy Unit/ DCMS, London.

12 57% of Australians report undertaking at least 2.5 hours a week of moderate and vigorous physical activity– DCMS (2002) *The Game Plan*.

13 70% of Finns report undertaking at least 3 hours per week of exercise or physical activity during their leisure time– DCMS (2002) *The Game Plan*.

14 The National Assembly for Wales (2002) *Welsh Health: Annual Report of the Chief Medical Officer 2001*. The National Assembly for Wales, Cardiff.

15 The National Assembly for Wales (1999) *Primary Activity and Primary Care*. Health Promotion.

16 Coalter, F. (2001) *Realising the Potential of Cultural Services: The Case for Sport*. LGA.

17 Welsh Assembly Government (2002) *Healthy and Active Lifestyles Action Plan: A Consultation Document*. Welsh Assembly Government, Cardiff. This document is designed to complement Welsh Assembly Government and Sports Council for Wales initiatives focusing on organised and competitive sport and was issued for public consultation in November 2002. The consultation ended on 31 January 2003 and the first draft of the analysis is currently under preparation.

18 American School of Sports Medicine (1993) Summary Statement: Workshop on Physical Activity and Public Health. Sports Medicine Bulletin 28 (4) p7.

19 Coalter, F. (2001) *Realising the Potential of Cultural Services: The Case for Sport*. LGA

20 These data are based on a percentage of those figures published in Department of Culture, Media and Sport (2002) *The Game Plan: A Strategy for Delivering Government's Sport and Physical Activity Objectives*. Strategy Unit/ DCMS, London

GPs Taking an Active Role: *In 1999 a conference in Wales identified the crucial role played by GPs in influencing lifestyle issues²¹. A Health Promotion Wales study reported that 70% of people stated they would be more physically active if advised to be so by their GP, yet only 5% had ever received such advice. GPs for their part cite fears of litigation, lack of exercise-physiology knowledge, lack of evidence and resource implications amongst other reasons for their reluctance to offer advice. The conference concluded by stating that with new arrangements for local health care, the time is right for GPs to become powerful advocates for physical activity.*

A Definitive Area of Health Gain: *"Over recent decades, changes in diet and lifestyle have led to an increasing prevalence of obesity, with its associated medical problems, in our society. Lack of appropriate exercise also contributes to the prevalence of osteoporosis in later life, with the attendant problems of increased risk of fractures and chronic disability. Measures to encourage people of various age groups to participate in appropriate sporting and physical activities should be beneficial in addressing these problems in the future. Other countries have targeted sports participation as a definitive area of health gain. We should follow their example."*

Malcolm Downes FRCS, Consultant Orthopaedic Surgeon, Swansea.

2.6 Health care teams are crucial to the effective delivery of this strategy and the support and structures required to allow them to maximise their contribution will be a key aspect of the consultation and action planning process.

Economy

2.7 Prosperity is as linked to physical activity as it is to health. Not only do health and fitness form part of any sensible definition of well-being, but healthy people are also more productive and confident. At the same time the sports and active recreation industries are both important and growing. In 1998 the sports sector in Wales employed more than 20,000 people, while sport-related economic activity contributed £566m to the Welsh economy²².

2.8 Given the natural and cultural environment of Wales, alongside the increasing share of traded services in economic activity, sport and active recreation must be targeted sectors for economic development, fulfilling the twin criteria of Welsh expertise and market potential, including the increasing importance of attracting visitors and events. The importance of sports tourism is recognised in the *Sports Tourism Strategy*, currently published for consultation by the Wales Tourist Board, and the importance of hosting events, and managing their impacts, is addressed by the *National Events Strategy*, currently under preparation by the Assembly Government. Hence sport and physical activity should make an increasing contribution to the targets of *A Winning Wales*²³, the Government's long-term strategy for transforming the economy of Wales while promoting sustainable development.

21 Health Promotion Wales (1999) GPs Taking an Active Role: Report of the National Conference (Merthyr Tydfil – 30th September 1999)

22 Sports Council for Wales (1998) The Economic Impact of Sport in Wales. Sports Council for Wales, Cardiff.

23 The National Assembly for Wales (2000) Winning Wales: The National Economic Development Strategy of The Welsh Assembly Government. The National Assembly for Wales, Cardiff.

More Prosperous Canadians: *a recent study²⁴ of the economic burden of physical inactivity in Canada estimates that a ten percent increase in the proportion of Canadians who are physically active could save \$150 million annually in health care costs for coronary heart disease, stroke, type 2 diabetes, colon cancer, breast cancer and osteoporosis - costs that will increase as the Canadian population ages.*

Environment

2.9 *Learning to Live Differently²⁵*, the Welsh Assembly Government's Strategy for Sustainable Development, points to the potential synergy between active recreation and the environment. The unique natural environment of Wales is to be used as well as admired – but used in managed and sustainable ways²⁶ – for the people of Wales as well as for those who visit. Moreover, we need to enthuse and inform our young people about the outdoors. This will make them healthier and more employable, and help them share in Wales' unique, and special, sense of place.

2.10 This strategy is as much about, say, walking or cycling to work, as it is about responsible active recreation on mountains and lakes. A conservative estimate of the current impact of recreational walking in Wales shows it to be responsible for generating income of around £55 million and 3,000 jobs annually. If mountaineering activities were also taken into account, a further £22 million and 1,250 jobs would be added. These figures represent around 2 per cent of rural GDP²⁷. Wales has some of the best cycling trails in the UK²⁸ and, according to the International Mountain Bicycling Association,²⁹ Wales is now the number one destination for mountain biking in the world.

2.11 The Countryside and Rights of Way Act 2000 is set to open up a large area of Wales for public access (an area as big as three National Parks) by 2005. This offers significant opportunities for more active recreation in the countryside - and the related health, business and education benefits too, are opportunities we must take.

Walking the Way to Health. *This is a joint initiative between the Countryside Council for Wales and the British Heart Foundation to help the disadvantaged and sedentary take part in regular walks close to home. Partnerships have already been successful in Wrexham, Bridgend and Merthyr Tydfil. At Merthyr Tydfil, more than 500 walkers have participated in guided walks (many of whom have been referred by the cardiac rehabilitation team), 30 volunteers have been trained to lead walks, and 3,000 packs detailing 8 self-guided walks around the area have been distributed. The scheme is now being extended across Wales.*

24 See the Canadian Fitness and Lifestyle Research Institute (CFLRI) website: www.cflri.ca

25 The National Assembly for Wales (2000) *A Sustainable Wales – Learning to Live Differently*: Consultation Document. The National Assembly for Wales, Cardiff.

26 See for example: *Scottish Outdoor Access Code (2002) A Consultation on a Draft Scottish Outdoor Access Code*. Scottish Natural Heritage.

27 Midmore, P. (2000) *The Economic Value of Walking in Rural Wales*. Working Paper No. 13 Welsh Institute of Rural Affairs, The University of Wales, Aberystwyth.

28 Welsh Assembly Government (2002) *A Walking and Cycling Strategy for Wales: Draft Strategy Document*. Welsh Assembly Government

29 International Mountain Bicycling Association: www.imba.com

Lifelong Learning

2.12 The need to develop lifelong learning in Wales is set out in *The Learning Country*³⁰, the Assembly's Education and Lifelong Learning strategy. We need to be mindful of the importance of children having early and positive experiences in physical activity, (especially those activities with high retention rates³¹), to ensure that the habit of healthy life long participation is secured. Many schools in Wales participate in the 'Healthy Schools Scheme'; the coordinators should be encouraged to look at innovative ways of increasing physical activity. A fundamental principle is that in the processes of personal development the acquisition of physical literacy is equally important as the development of literacy and numeracy skills. All children should have the opportunity to develop their agility, balance, co-ordination and skill across a range of activities through high quality teaching and coaching in schools and communities. This is also about seeing ability rather than disability. We need to listen to young people and provide more opportunities in the activities that they want. For example, programmes such as Girls First³² are telling us that girls, overwhelmingly, want to participate in conditioning and aesthetic activities such as aerobics and dance, as well as in traditional male sports such as football.

2.13 The role that schools have to play in sport and physical activity cannot be overstated - good habits are best learnt young. Schools provide indoor facilities and playing fields which are important to help them fulfil this role. The Assembly Government will consider the effectiveness of the planning policy guidance now in place to protect playing fields³³. An Action Plan for the improvement of standards in schools for all children in Wales is being developed to implement the key recommendations of the Physical Education and School Sports Task Force. Development Centres that maximise the effectiveness of local partnerships are a welcome initiative and, subject to evaluation of initial pilots, they are a concept that can be significantly enhanced and extended across Wales.

2.14 But schools cannot do it all by themselves. Dragon Sport, a Sports Council for Wales initiative, has been successful in creating a high demand for sport among children of primary school age. In addition the £48m provided through the New Opportunities Fund programme for PE and School Sport will play a significant role in improving sports facilities for both schools and wider community use. But we need to invest in innovative ways to ensure success is sustained and integrated through to adulthood. The large numbers of sport, leisure and PE students in Wales³⁴ are a real asset that is not being fully utilised. FE/HE institutions are potentially well placed to provide the required training and certification to those working with children. Given the financial demands put on students today it makes sense to reward them for providing extra curricular activity, and to use these assets to wider benefit. There is no reason why this approach could not be extended to working with other groups, such as older people, ethnic communities and disabled people.

30 Welsh Assembly Government (2001) *The Learning Country*. Welsh Assembly Government, Cardiff.

31 Physical activities with high retention rates include: running, golf, swimming, cycling and walking (DCMS, 2002: *The Game Plan*)

32 'Girls First' is a Sports Council for Wales initiative which aims to encourage secondary schools to provide extra-curricular sporting activities for girls.

33 See: Welsh Assembly Government (2002) *Planning Policy Wales & Welsh Office (1998) Technical*

34 It is estimated that there are approximately 2,000 sport, leisure and PE students in Wales in Higher Education alone

Caerphilly Development Centre: *The Physical Education and School Sports Task Force recommended the establishment of Development Centres to test innovative approaches to delivering PE. In Caerphilly the Centre will use secondary school specialists to enable primary schools to improve the range of activities for pupils; support effective transition from primary to secondary school; train supervisors to promote lunchtime playground games and activities; promote the wider use by schools of facilities (such as mini tennis) at leisure centres and local clubs to widen opportunities for pupils; and will develop activities targeted specifically at engaging girls aged 13-16 in PE and Sport. By the end of 2003 there will be at least one Development Centre in every Local Authority Area in Wales.*

An Inclusive Wales

2.15 The social and cultural lives of people in Wales are changing. Many people don't always feel safe in their communities and often hesitate at leaving children unattended. Volunteers are increasingly concerned about liability, health and safety issues. But we need to support our volunteers as they play a crucial role in the delivery of sport and physical activity opportunities in Wales, and are valued in time costs alone at £50m per annum³⁵. Moreover, the Wales Council for Voluntary Action estimates that there are currently in excess of 6,000 voluntary sports organisations working in Wales from grassroots through to national sports organisations. The Urdd alone provides over 250,000 sports sessions for young people annually including opportunities amongst others in netball, golf, tennis, horse-riding, sailing and mountain walking³⁶.

2.16 Despite increases in the wealth of the population we live in an unequal society³⁷. Assembly Government recognition of the increasing importance of this issue is manifest in the creation of the new ministerial portfolio for Social Justice and Regeneration. Issues of exclusion and deprivation are being addressed throughout its policies and programmes, most notably through the Communities First Programme. It is not surprising that those communities identified by the Welsh Index of Multiple Deprivation are the very communities that have the lowest levels of sports participation³⁸ and the worst health. Sport and physical activity can have an important part to play in developing and implementing regeneration projects in deprived areas³⁹. In addition to the recognised benefits to the physical health and emotional well-being of individuals, sport can engage local people, particularly the young who are often difficult to reach, and can encourage community cohesion. There is also the potential for business and job creation in disadvantaged areas. The experience of the Free Swim Initiative in Glasgow reveals that its impact has been greatest in its most deprived communities⁴⁰. A Free Swim Initiative is now being piloted across Wales for children and young people during school holidays, in the first national scheme of its kind in Europe. We also need to take a closer, more coherent and evaluative approach to ways in which sport and active recreation can contribute to crime reduction in our communities.

35 Sports Council for Wales (2002) Sports Council for Wales 2001/02 Annual Report and Accounts.

36 Urdd Gobaith Cymru (2001) Sports Strategy 2002-2012. Urdd Gobaith Cymru.

37 Welsh Assembly Government (2002) Annual Report on Social Inclusion. Communities Directorate - Welsh Assembly Government

38 Sports Council for Wales (2002) Adult Sports Participation & Club Membership in Wales 2000/01. Sports Update 50, Sports Council for Wales, Cardiff.

39 Coalter, F. (2001) Realising the Potential of Cultural Services: The Case for Sport. LGA

40 See Glasgow City Council web-site.

A Sporting Culture: *"The ties that bind are easier to break than to create. In any society that seeks to be a community the memory of coming together is the essential conduit between past and future. In modern Wales nothing has held a diverse community in its transforming embrace as much as the spectacle of team sport. When we watch others play well we live better because the heart has a dual function in this exercise of life. It beats for sport today to ensure the vitality of Wales tomorrow".*
Professor Dai Smith - Pro Vice-Chancellor, University of Glamorgan

Wales on a World Stage

2.17 Across sporting generations Wales has frequently had cause to celebrate success at the highest international level. We can rightly acknowledge the performances of the Welsh individuals who won 31 medals at the Manchester 2002 Commonwealth Games. But we should be converting Commonwealth success upwards into Olympic and World championship success more systematically than we have in the past. In other individual sports such as golf and cycling we continue to produce talent capable of taking on and beating the world's best. But despite the promising resurgence of our national men's football team, the overall assessment of Wales' performance in our major popular team and spectator sports over many decades is one of chronic under-achievement.

2.18 It has been argued that team success may be beyond us because of our relatively small population⁴¹. But other small nations are able to consistently defy this logic, delivering influential role models for the rising generation. We simply should not accept a peripheral fate as being inevitable, especially in those sports that matter most to us. But we have enormous ground to make up if we are, as a nation, to feel good about what we can be – a small nation that wins big.

New Zealand Success: *SPARC, the newly formed strategic body for sport in New Zealand, has identified seven 'Priority Sports' (cricket, equestrian, golf, netball, rowing, rugby and yachting) which SPARC will support to win international events; to increase participation and to provide a robust framework for success in the future. In addition three 'Revitalisation Sports' (cycling, swimming and athletics) have been identified which require a concerted effort to achieve results. SPARC made the tough decision that it could not be all things to all sports.....⁴²*

41 Sports Council for Wales (1999) A Strategy for Welsh Sport: Young People First. "Wales is always more likely to achieve success through individuals rather than teams because of its small population. To find five world class footballers is a significant achievement: to find 11 at a given point in time is much more difficult." p 13.

42 In Wales, The Federation of Sports Associations for the Disabled (Wales) has already gone down this route by identifying five sports for priority development – athletics, swimming, table tennis, equestrian sport and power lifting.

3. Priorities

3.1 The priorities of this strategy provide the rationale for the allocation of Welsh Assembly Government resources, and the framework for appropriate Assembly partnerships. Specific policies and actions will depend on anticipated costs and benefits within an evaluative framework. Our main priorities are:

Health:	Wales needs to be more physically active in order to be a healthier nation;
Economy:	Wales needs healthy citizens to deliver long-term prosperity;
Environment:	Wales needs to maximise the synergy between sport, active recreation and the natural environment;
Education:	Wales needs its people to be more 'physically literate';
Socio-cultural:	Wales needs more physically active communities and;
Wales on a World Stage:	Wales needs systematic and sustainable success in the sports that matter most to us.

Support Framework

3.2 These basic priorities will guide the allocation of Welsh Assembly Government resources over time, and hence will form the principal criteria for the distribution of those resources. All funded activity must comply with acceptable standards of fairness, transparency, accountability, equality, respect and bi-lingualism in Wales. These priorities demand radical actions that emphasise the role of sport, active recreation and physical activity in the well-being of Wales. Examples could include:

- Mass participation programmes for sport and active recreation.
- A national community sports festival.
- Priority funding for disadvantaged groups.
- Investing in the development of major team sports.
- Mobilising the sports students of Wales.
- Increasing sustainable active use of the Welsh countryside.
- Hosting appropriate and targeted high profile events.
- More extensive use of existing sports and leisure facilities in all sectors.
- Investing in the development of the science and the career opportunities of coaching.

4. Actions

4.1 Meeting the priorities of this strategy calls for specific actions. What follows is not a definitive list of actions, but it should provide the basis for discussion in the consultation exercise that follows the publication of this document. Proposed actions include:

4.2 Participation

- foster innovative initiatives to achieve mass participation in sport and active recreation that deliver a health benefit cost effectively. Establish an innovation fund for local deliverers to run reasonably large pilots to increase participation, particularly in those physical activities which have the highest retention rates e.g. walking and swimming.
- develop a comprehensive and up to date user-friendly guide to sport and active recreation opportunities across Wales, locally and nationally, to include a cycling, walking and amenity map. These guides should be available on-line and also delivered annually to every household in Wales.
- develop public transport services to ease access to the natural environment and provide more bike racks on public transport.
- extend the idea of abolishing charges for some activities in Local Authority Leisure Centres.
- initiate the development of the 'Wales Community Games' which will provide the opportunity for all people – the young and the not so young - in Wales to engage in sport and physical activity for fun, as well as for competition. Each Local Authority Area will host local Community Games that will feed into the Wales Community Games annually.
- initiate the development of an annual 'Wales Activity Day', perhaps to fall on St David's Day, when sport and physical activity events are held free of charge to encourage people to have a go at new activities (such as touch rugby, basketball, guided walks and taster events e.g. tri-a-triathlon and learn to bike and swim events).
- build on, and learn from, existing GP Exercise Referral Schemes to develop the necessary infrastructure and training to support a Wales-wide Primary Health Care Exercise Referral Scheme. The National Scheme will be consistent with the Department of Health's Quality Assurance Guidelines on Referral to Exercise (2000).
- encourage increased family-based participation in sport and physical activity. Additional investment in childcare needs to be integrated into this strategy.
- invest in innovative ways to ensure that the physical activity participation levels achieved by primary school children are sustained and integrated throughout life. Examples could include: rewarding students (particularly although not exclusively sports students) in Wales with bursaries for coaching groups such as secondary and post-secondary school girls, people from ethnic minority communities and older people. These Students will work with the Community

Sport and Physical Activity Coaches to provide, for example, summer sports schools [see 4.4]. Another example could be encouraging co-ordinators of the 'Healthy Schools Schemes' to implement innovative ways of increasing physical activity in schools.

- engage with the Police Forces in Wales to explore ways of enabling safe and cost-effective mass participation in sport and active recreation events.
- consider, as part of the consultation process, the development of an action plan for promoting and supporting volunteer activity in sport and physical activity.
- use the media, in its broadest sense, to help explain the shift in mindset that is required to make more people in Wales active. The consultation process will need to give thought to how all forms of the professional media, and the organisations charged with delivering this strategy that use media, will identify the key messages in this strategy and consider how these messages will be best communicated to the public.

4.3 Elite Sport

- undertake an immediate review of talent identification and elite sport in Wales, with particular focus on the specific roles and responsibilities of public, voluntary and private sector partners, including the Higher and Further Education institutions, professional sports bodies and the commercial sector. This review will be conducted in the context of the wider review of elite sport being carried out at UK level. The review will aim to improve the targeting of high performance funding [see 4.4] using a Wales portfolio approach.
- use public investment to help to provide a strong talent identification and development pathway for athletes wherever they live in Wales, focused on priority sports, but allowing for generic coach education in line with the recommendations of the coaching task force. The pathway also needs to develop unique talents in whatever sport it emerges.
- support the establishment of world-class national academy facilities for rugby and football.
- encourage the development and improvement of regional academies that maximise the education sector and community links to professional sports clubs and elite sports facilities.

4.4 Infrastructure

- identify priority sports for the most effective and efficient delivery of mass participation that confers a health benefit and/or achieve international success where it matters most to the people of Wales. Strict performance targets and reviews will guide expectations, delivery and accountability for public funding.
- increase the number and quality of coaches at all levels for the identified priority sports and appoint a National Director of Coaching. Encourage the use of Communities First funds to appoint a Community Sport and Physical Activity Coach in each of the Communities First Communities. One of the main responsibilities of Community Coaches will be the recruitment and training of volunteers and student coaches [see 4.2] to support sport and physical activities.
- encourage extending the use of Communities First funding to invest in the development of community facilities for sport and active recreation.

- ensure that the requirement for sport, active recreation and physical activity provision be taken into account in the planning process. For example; new housing developments should make provision for sport, physical activity and play areas and cycle paths, while new office developments should include bike racks, changing rooms, and fitness facilities.
- support the sustainable growth in quality and quantity of outdoor activity facilities and the infrastructure required to attract more people from Wales to participate more often. Examples could include enhancing the network of mountain bike trails and the number of mountain bike rangers.
- improve the quality of the cycle networks in towns and cities, integrated wherever practicable with the National Cycle Network.
- ensure all rights of way are fully open to the public (especially those at a low level and those providing access to higher level footpaths).
- modernised National Governing Bodies as a pre-condition for Welsh Assembly Government support and as the basis for future growth.
- undertake a review of the quality, quantity and suitability of sport and physical activity facilities across Wales.
- allocate capital expenditure within a clear framework of balance between national, regional and local development priorities. The nature of this balance should be debated and then agreed. The current breakdown of Sportlot capital spend is 27% national and 73% regional/local. Should it be for example, 25% national/elite, 25% regional and 50% local/community?

4.5 Policy Development

- strengthen and develop communication and collaboration within and between government at national and local level, and with other key partners on the basis of the strategic priorities (see Annex 3 which illustrates the current complex structure of sport in Wales). It is imperative that the Welsh Assembly Government works closely with Local Government, with new Local Health Boards as they develop Health, Social Care and Well-being Strategies and with Communities First Co-ordinators as Capacity Building and Community Action Plans are developed.
- ensure that *Estyn* advises on best practice in the provision of PE and School Sport for children with a disability.
- develop a nationally branded but local authority owned and managed smart card for sport and physical activity. This will provide incentives for participation while also helping to develop the evidence base for policy making and provide opportunities for public-private partnership. The Glasgow *KIDZ CARD* and *YOUNG SCOT CARD* point to the way ahead.
- The Welsh Assembly Government will establish an evaluation and monitoring group to define good practice, develop an information database and agree research priorities.

5. Vision for 2023

5.1 The table below highlights some of the key aims for sport, active recreation and physical activity in Wales that are to be met, or exceeded, by 2023. We only highlight some key aims as we intend others will be identified through the consultation process. For illustrative purposes we have identified interim milestones for one aim under each category. The interim milestones will help us to monitor progress against the long-term vision, and to inform the development of policy with the flexibility to change what is not working. The remainder of the interim milestones and the overall vision will be clarified in more detail within the consultation process. The key aims for sport, active recreation and physical activity in Wales are that by 2023:

Health ^{43,44,45}	
Aim 1: <i>Interim Milestone</i>	<ul style="list-style-type: none"> Wales will be as active as Finland is today - 70% of men and women up to the age of 65 will participate in at least moderate-intensity physical activity for 30 minutes, five times a week. <i>By 2012, 45% of adults up to the age of 65 will participate in moderate-intensity physical activity for 30 minutes, five times a week.</i>
Aim 2:	<ul style="list-style-type: none"> 50% of men and women over the age of 65 will participate in at least moderate-intensity physical activity for 30 minutes, five times a week.
Aim 3:	<ul style="list-style-type: none"> All children of primary school age will participate in at least moderate-intensity physical activity for 60 minutes, five times a week.
Aim 4:	<ul style="list-style-type: none"> 90% of children of secondary school age will participate in at least moderate-intensity physical activity for 60 minutes, five times a week. All secondary schools will aim to provide a minimum of 2 hours of curricular-based physical activity per week.
Economy	
Aim 5: <i>Interim Milestone</i>	<ul style="list-style-type: none"> Sport and active recreation industries will support a further 12,000 jobs in Wales. <i>By 2010, sport and active recreation industries will support a further 5,000 jobs in Wales as a key contribution to the objectives of the Plan for Wales.</i>
Aim 6:	<ul style="list-style-type: none"> A healthier nation will contribute at least an additional £100m to the Welsh Economy.

43 The Welsh Assembly Government is developing new health gain targets and indicators for the period to 2012. These will include evidence-based indicators addressing determinants of health, such as physical activity. This work will help clarify these health targets.

44 All of the aims in this section are for those medically fit to undertake such activity.

45 All of these aims apply equally to disabled people.

Culture	
Aim 7: <i>Interim Milestone</i>	<ul style="list-style-type: none"> The Wales Community Games will have been held in, or will be scheduled in, all Local Authority Areas of Wales. <i>By 2015, the Wales Community Games will have been held in half of all Local Authority Areas of Wales.</i>
Aim 8:	<ul style="list-style-type: none"> 40% of all adults will be members of sports clubs or centres.
Aim 9:	<ul style="list-style-type: none"> 80% of all children will be junior members of sports clubs or centres.
Society	
Aim 10: <i>Interim Milestone</i>	<ul style="list-style-type: none"> Black and ethnic minorities will participate, and be fully represented, in all aspects of sport and active recreation in Wales. <i>By 2011, the participation rate for black and ethnic minorities will be in line with the national average (currently at minus 6%).</i>
Aim 11:	<ul style="list-style-type: none"> All public sector employees and three-quarters of all other employees will have access to sport and/or, physical activity
Environment	
Aim 12: <i>Interim Milestone</i>	<ul style="list-style-type: none"> The percentage of the people in Wales using the Welsh natural environment for outdoor activities will increase from 40% to 60% and the frequency of experience will treble. <i>By 2007, the percentage of the people in Wales using the Welsh natural environment for outdoor activities will increase to 45%.</i>
Aim 13:	<ul style="list-style-type: none"> A traffic-free footpath, jogging trail or cycle-path should be within a ten-minute walk for 95% of people in Wales.
World Stage	
Aim 14: <i>Interim Milestone</i>	<ul style="list-style-type: none"> Wales will win as an aggregate, two medals per sport at the Commonwealth Games (e.g. which would have equated to 34 medals in 2002), with participants and medallists broadly comparable across the genders. The overall performance will include new medals in team sports with little or no previous record of success at this level (such as netball, hockey and rugby sevens), in swimming, and in sports linked to the natural Welsh environment. <i>By the 2010 Commonwealth Games the gender gap in the team will be narrowed to 55% male and 45% female, or better</i>
Aim 15:	<ul style="list-style-type: none"> Wales will contribute an aggregate total of 15 Olympic medals to the GB total over the course of the next five Olympics (to 2020), with medallists broadly comparable across the genders.
Aim 16:	<ul style="list-style-type: none"> The Welsh Paralympians will maintain their outstanding medal winning capacity at above 10% of the GB team, with medallists broadly comparable across the genders.
Aim 17:	<ul style="list-style-type: none"> The men's and women's rugby union teams will have achieved a sustainable position in the top five of the rugby world rankings. This success will be mirrored at the junior level.

Aim 18:	<ul style="list-style-type: none">• Both men's and women's football teams will have established a sustainable top 24 world ranking. This success will be mirrored at the junior level.
Aim 19:	<ul style="list-style-type: none">• Both men's and women's golf will achieve a sustainable top three European ranking based on population.

6. Evaluation

6.1 As noted earlier [4.5], the Welsh Assembly Government will, following the consultation process, establish an evaluation and monitoring group to develop the evaluative framework that will provide the evidence base for informing progress towards the long-term vision. This group will identify appropriate benchmarks, review best practice and report annually. The group will include the Welsh Assembly Government's strategic partners in this process.

6.2 This co-ordinated approach to research on sport and physical activity will ensure that the Welsh Assembly Government and the wider sporting community will have access to robust information. To ensure that we are in a better position to measure success we need to start collecting, analysing and evaluating more relevant and appropriate data on a routine basis. The key features of our approach to research, monitoring and evaluation of the strategy will be:

- Selecting and agreeing baseline measures for the strategy.
- Developing an overarching programme of research which connects existing research with the needs of the future.
- Developing data collection methods that are comparable across the UK and internationally.
- Identifying and filling the gaps in the evidence base to support the strategy.
- Connecting with existing or planned research and evaluation in other policy areas in the Welsh Assembly Government and its partners⁴⁶.
- Developing the evidence base so that it can be used to inform the implementation of the strategy at key milestones.
- Developing an evaluation framework to provide an analysis of the impacts of the strategy at key stages over its twenty-year lifetime.

⁴⁶ This will include for example, reference to 'Health Impact Assessment' which is a combination of methods and tools by which a policy may be judged as to its potential effects on the health of a population and the distribution of those effects within the population (World Health Organisation, 1999).

7. Next Steps

7.1 This first Welsh Assembly Government strategy for sport and active recreation will only succeed if it is able to harness partners into a collective force to address the realities and challenges identified. Having thought it through, we must now act together to realise the vision of this strategy. This realisation depends on strong leadership, commitment and extensive governmental, public, private and voluntary partnership.

7.2 It is now time for us all to play our part in making sure that we, both individually and as a nation, are better off in the future. The Welsh Assembly Government invites you to make your contribution. Please consider the contents of this strategy and think about how you can achieve its ambitions. We look forward to building on the ideas presented in this strategy, and the consultation process will lead us to a detailed action plan. The Welsh Assembly Government will convene a *'Sport and Active Recreation Summit'* which will provide the Assembly and its partners the opportunity to bring people together to discuss how we will achieve the ambitions set out in this strategy. The summit will seek the active engagement of children, older people and the communities with the most to gain from the implementation of the strategy. The *'Sport and Active Recreation Summit'* will also provide a unique opportunity to raise the profile of sport, physical activity and active recreation in Wales. Sport and physical activity provide the opportunity for everyone to win - with effective teamwork this strategy will win for all people in Wales.

7.3 Initial comments on this strategy can be sent to:

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CF10 3NQ

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Annex 1: The Potential Contribution Sport, Active Recreation & Physical Activity can make to Assembly Objectives

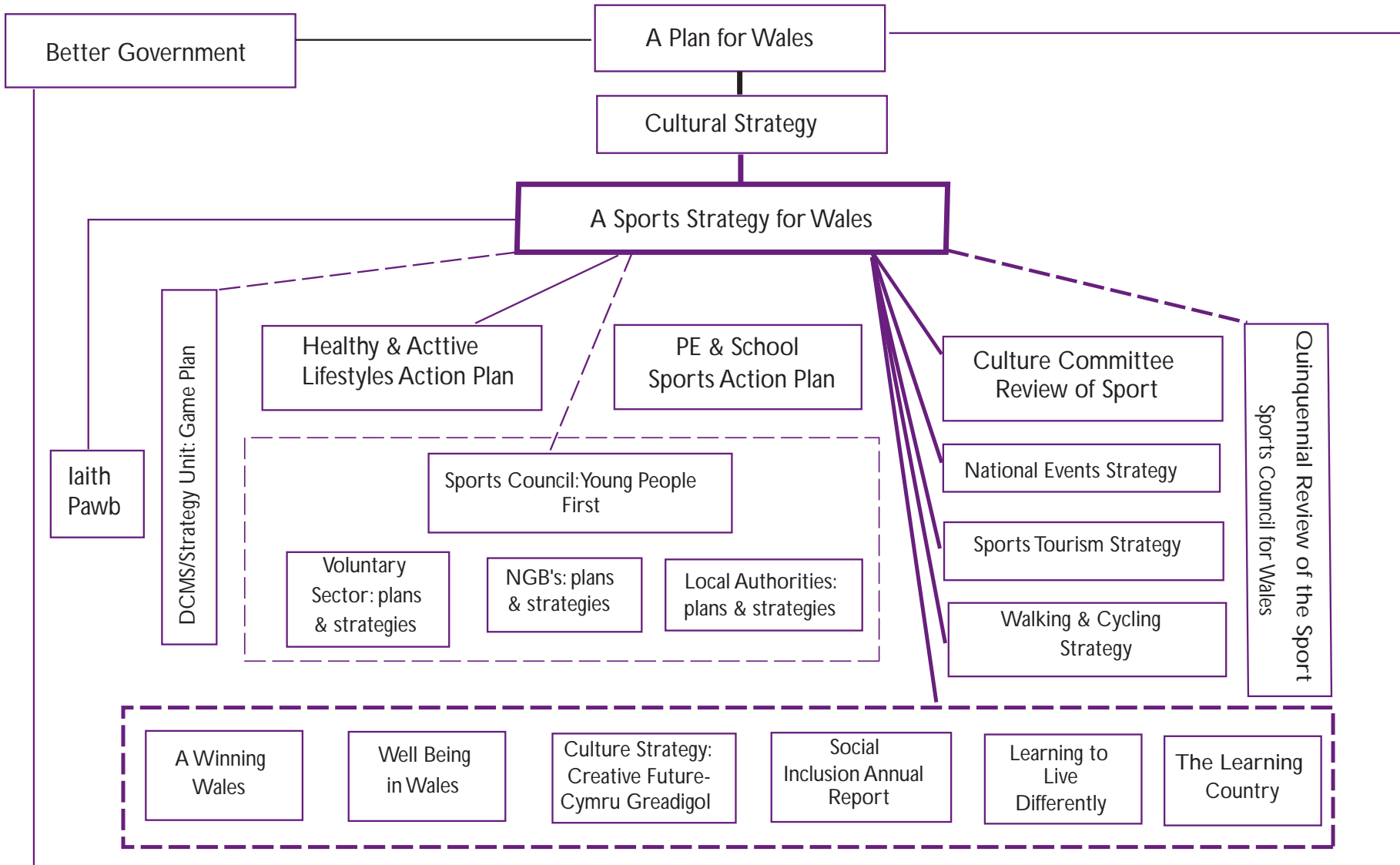
Key Area	Assembly Objectives (A Plan for Wales, 2001) Commitments	Key Policy Documents	How Sport, Active Recreation and Physical Activity can potentially deliver Assembly Objectives
Health & Well Being	<ul style="list-style-type: none"> • Renew the NHS • Create a new environment • Improve treatment of cancer, heart disease & mental health • Promote professional excellence • Get services working together • Care for those in need • Support the elderly • Prevent illness and protect health • Reduce inequalities in health • Support children and young people 	<p>Well Being in Wales</p> <p>Healthy & Active Lifestyles Action Plan</p>	<p><i>Sport and Active Recreation are essential components of our well-being</i></p> <ul style="list-style-type: none"> • <i>It contributes to a reduced incidence in heart disease, cancers, non insulin dependent diabetes mellitus, obesity, hypertension, osteoporosis and asthma.</i> • <i>It can provide mental health and psychological health benefits.</i> • <i>It can play a role in promoting active lifestyles in an increasingly sedentary society.</i> • <i>It can play an important role in establishing healthy lifestyles in youngsters and sustaining this into old age.</i>
Economy	<ul style="list-style-type: none"> • Support businesses • Encourage innovation • Encourage entrepreneurship • Target money to areas that need it the most • Help communities help themselves • Set a fresh direction 	<p>Winning Wales</p>	<p><i>Sport and Active Recreation are contributors to our economic development</i></p> <ul style="list-style-type: none"> • <i>It can provide the catalyst to economic regeneration and can contribute to attracting new investment to an area.</i> • <i>Sport related industry provides employment across a diverse range of communities.</i> • <i>It is a significant contributor in terms of 'value added' to the Welsh economy.</i> • <i>Sports Tourism and high profile sports events are increasingly important components of the Welsh economy.</i> • <i>It can contribute savings to the economy through a reduction in absenteeism and a reduced use of health resources.</i>

Key Area	Assembly Objectives (A Plan for Wales, 2001) Commitments	Key Policy Documents	How Sport, Active Recreation and Physical Activity can potentially deliver Assembly Objectives
Culture	<ul style="list-style-type: none"> • Promote cultural life of Wales • Promote excellence, inclusion & diversity • Promote participation in sport & recreation • Extend access to Welsh language • Increase access to libraries & museums 	<p>A Culture Strategy for Wales: Creative Future – Cymru Greadigol</p> <p>laith Pawb</p> <p>Culture Committee Review of Sport</p>	<p><i>Sport and Active Recreation are important parts in how we define ourselves</i></p> <ul style="list-style-type: none"> • <i>It can contribute to a sense of national pride– the ‘feel-good’ factor (but it can also do the reverse).</i> • <i>Sporting facilities can symbolise a spirit of confidence and self belief.</i> • <i>It is one of the most obvious and tangible ways of expressing nationhood.</i> • <i>It is a means of bringing attention to the Welsh language and incorporating it into everyday life.</i>
Society	<ul style="list-style-type: none"> • Tackle deprivation • Create safer communities • Improve housing • Govern within the community 	<p>Well Being in Wales</p> <p>Social Inclusion Annual Report</p> <p>Communities First</p>	<p><i>Sport and Active Recreation are a key constituent in the fabric of our communities</i></p> <ul style="list-style-type: none"> • <i>It encourages social inclusion & contributes to community identity & cohesion.</i> • <i>It can be an effective tool in reintegrating socially excluded people into mainstream activities and society itself.</i> • <i>It is fun and enhances the quality of life for individuals and communities.</i> • <i>It can play a part in promoting equity in all its forms.</i> • <i>Sport and recreation organisations can help promote active citizenship and volunteering.</i> • <i>It can contribute to a decline in crime, vandalism and delinquency.</i> • <i>It can be used to help in the rehabilitation of offenders.</i>

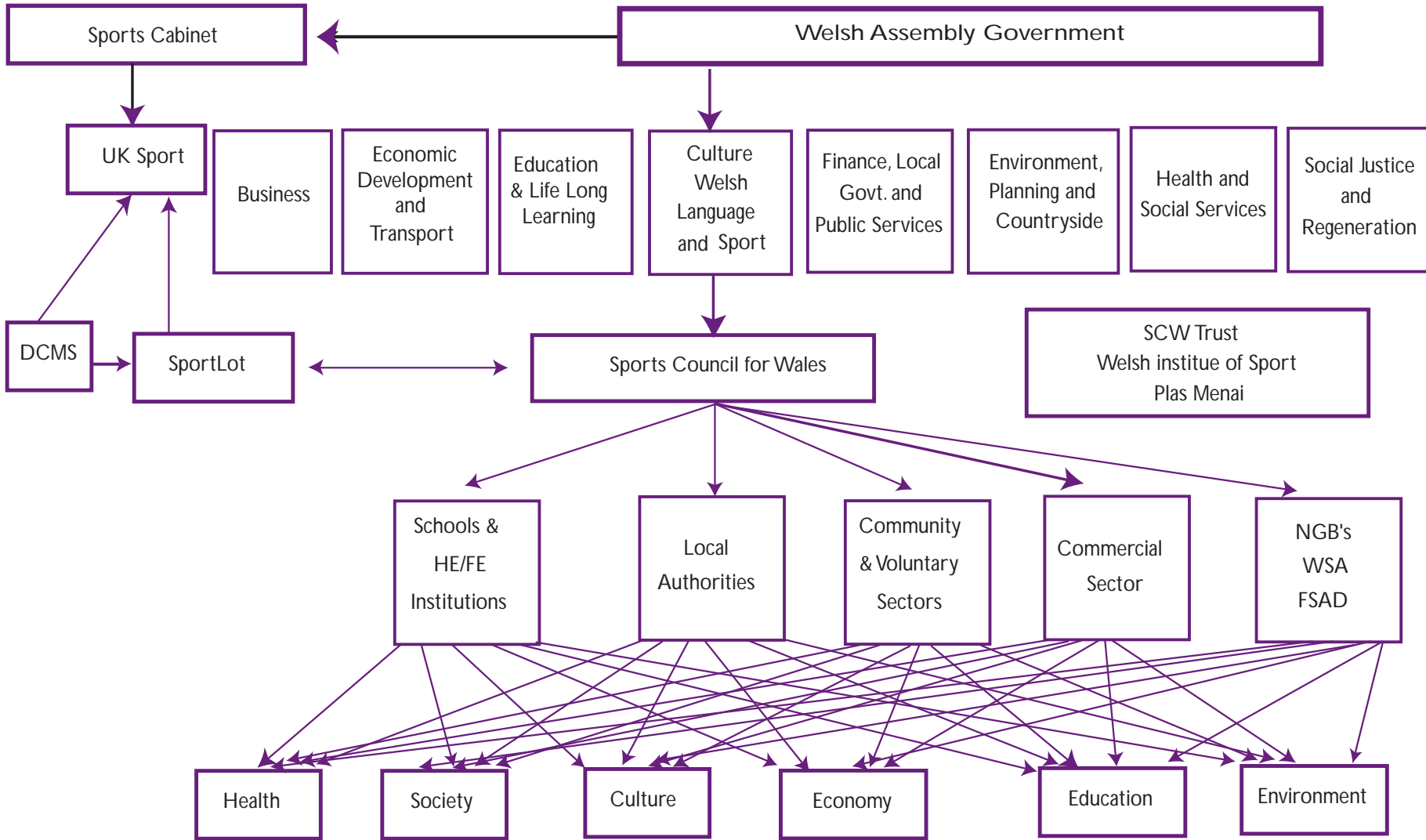
Key Area	Assembly Objectives (A Plan for Wales, 2001) Commitments	Key Policy Documents	How Sport, Active Recreation and Physical Activity can potentially deliver Assembly Objectives
Environment	<ul style="list-style-type: none"> • Improve transport services • Improve our environment • Improve land-use planning • Invest in infrastructure • Conserve the historic environment • Rural development • Help farming adapt (FM) • Help land based economy 	<p>Learning to Live Differently</p> <p>Walking & Cycling Strategy</p>	<p><i>Sport and Active Recreation are active parts of our unique landscapsess</i></p> <ul style="list-style-type: none"> • <i>It can contribute to the development of the rural economy in Wales by utilising superb locations for a diverse range of outdoor activities.</i> • <i>It can use the unique physical assets of Wales in a sustainable way.</i> • <i>It can develop knowledge and understanding of the outdoor environment</i>
Education	<ul style="list-style-type: none"> • Give every child a flying start • Excellent schools • Outstanding place to teach • Remove barriers to learning • Strengthen links between learning and business • New opportunities for work based learning • Opportunities for all • New era of post 16 learning 	<p>The Learning Country</p> <p>PE and School Sports Action Plan</p>	<p><i>Sport and Active Recreation are integral to education</i></p> <ul style="list-style-type: none"> • <i>It is a key element in giving children the best start in life.</i> • <i>Sport at school is an essential stage in the development of life long sports participation.</i> • <i>It helps to build healthy attitudes and the physical skills necessary for an active lifestyle.</i> • <i>It can enhance academic performance at school.</i> • <i>It contributes to personal development and has a role to play in life long learning.</i> • <i>Sport is a key area of academic and professional education at FE/HEIs.</i> • <i>Literacy and physical literacy are equally important</i>

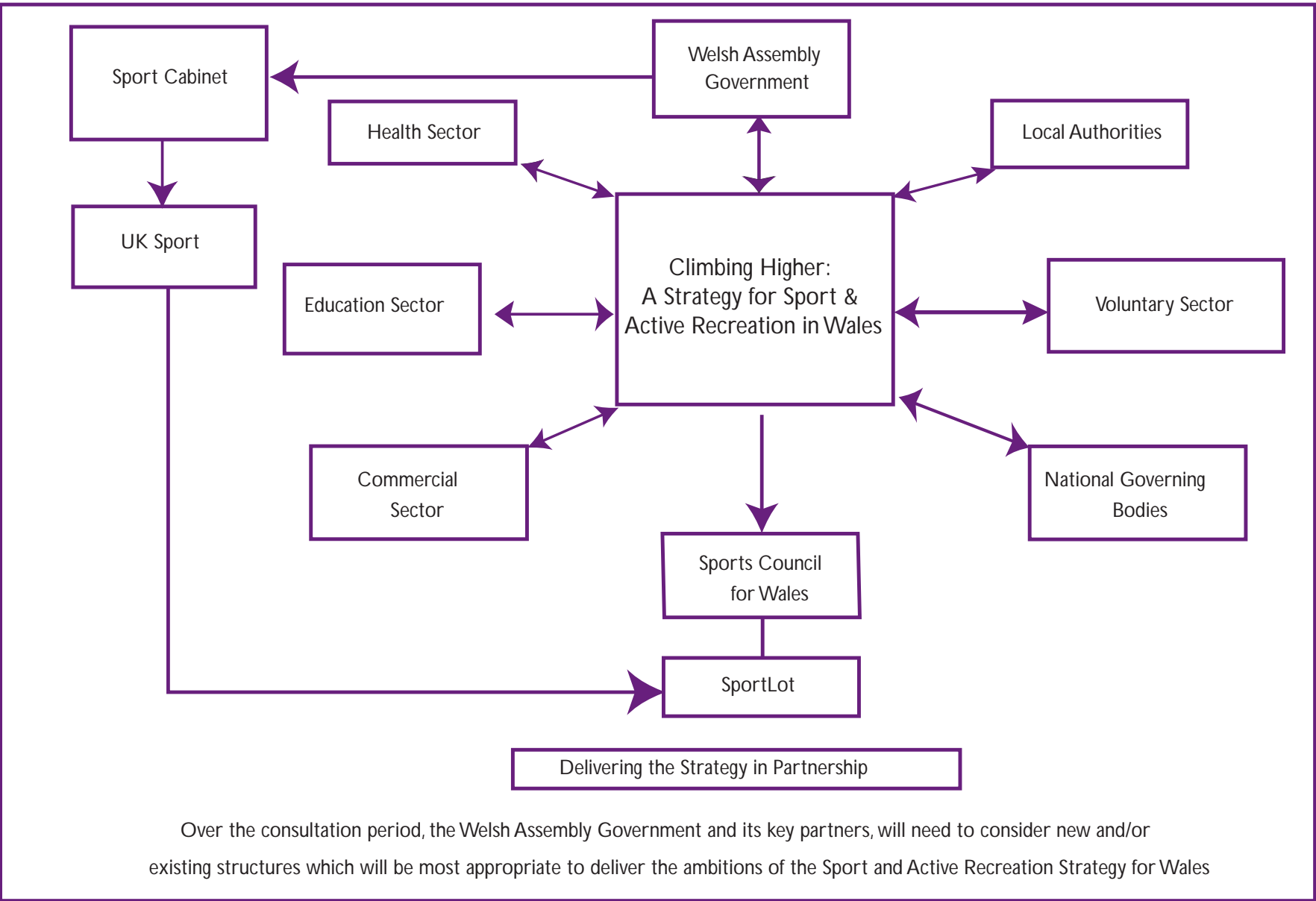
Key Area	Assembly Objectives (A Plan for Wales, 2001) Commitments	Key Policy Documents	How Sport, Active Recreation and Physical Activity can potentially deliver Assembly Objectives
Wales in the World	<ul style="list-style-type: none"> • Attract high value investment • Increase exports • Raise profile of Wales overseas • Develop Wales in the EU • Develop tourism in Wales • Maximise opportunities of major events 	<p>Sports Tourism Strategy</p> <p>National Events Strategy</p>	<p><i>Sport is putting Wales on the international map</i></p> <ul style="list-style-type: none"> • <i>World-class facilities and events do and will continue to put Wales on the international sporting circuit.</i> • <i>World-class athletes raise the profile of Wales as a sporting nation.</i> • <i>Sporting heritage of Wales has and can continue to raise the profile of Wales overseas.</i>

Climbing Higher: The Welsh Assembly Government Strategy for Sport and Active Recreation



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Further Copies

Further copies are available from:

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