
LOCAL SPORTS PLAN 2018-19

Purpose of report

1. To provide Members with an update on the Local Sports Plan 2018-19, which forms part of the Joint Venture between Cardiff Council and Cardiff Metropolitan University for sports development.

Background

2. In 2014, the Council signed a Joint Venture agreement with Cardiff Metropolitan University to deliver sports services in the city, which set out the vision, priority objectives and underpinning key considerations for sports in Cardiff. Sport Cardiff staff transferred from Cardiff Council to Cardiff Metropolitan University.
3. The stated vision set out in the Joint Venture agreement is *'Making Cardiff an active and successful Capital City of Sport with the aim of working with partners to create opportunities for people to get involved in sport to foster a healthy and active lifestyle through sport and excel and succeed in sport at every level'*.
4. The priority objectives are:
 - Sport for children
 - Strong and Vibrant Clubs
 - Coaching, Volunteering and Workforce
 - Competitions
 - Every Child a Swimmer.

5. The Joint Venture specifies that each priority objective is underpinned by the following key considerations:
 - BME
 - Women & Girls
 - Disability Sport and Inclusive Opportunities
 - Disadvantaged areas.

6. In order to deliver the above, the Joint Venture agreement requires signatory partners to develop a Local Sports Plan, which sets out the delivery mechanisms to achieve the agreed vision and priority objectives. The Local Sports Plan is used to support applications for funding from Sport Wales.

7. The first Local Sports Plan covered 2014-2016 and included a range of targets for sports participation and sports development. Cardiff Metropolitan University provided data for each financial year on the following performance indicators:
 - Total registrations (for children aged 7-16)
 - Total number of sports sessions (for children aged 7-16)
 - Hooked on Sport (retention 20+ session for children aged 7-16)
 - Number of children (aged 7 – 16) engaged through Cardiff Games
 - Number of competitions held (for children aged 7 – 16)
 - Club membership, including Disability (for children aged 7 – 16)
 - Total number of coaches and volunteers recruited, trained & deployed across all priority areas.
 - Total number of volunteer hours across all priority areas.

Local Sports Plan 2018-19

8. Cardiff Council, Cardiff Metropolitan University and partners have worked together to develop a new Local Sports Plan from 2018-19, which is attached at **Appendix A**. The Plan sets out the projects and actions designed to deliver the vision and priority objectives set out in the Joint Venture agreement. It includes targets and information on how the impact of the actions will be demonstrated. It also includes the cost and the requested funding, in the right hand columns.

9. The Local Sports Plan 2018-19 is split into four sections, as follows:

- Foundations for Participation
- Participation for Wellbeing
- Sustainable Community Activity
- Workforce.

10. Each section contains a number of projects and activities, which show linkages to the key considerations listed at point 5 of this report and evidences why the project is needed. The projects are:

- **Foundations for Participation**

- School Sport Offer
 - Student Placements
 - Cardiff Games – taster, Primary and Secondary
 - ESOL project – Willows and Cathays High Schools
 - Western High Community
 - School Engagement
 - Marion Centre
 - Mini DIT training
- Cardiff Games – Providing Opportunities for All
- 3-7 years old provision
 - Maes Y Coed
 - Heath
 - Riverside Sport Project
 - Eastern Leisure Centre
 - Western Leisure Centre
 - Llandaff & Gabalfa Hub
- Family Fun
- South West Holiday Provision
- East Holiday Provision
- Girls Together – Mother & Daughter interventions
- Girls Together – Physical Literacy and family engagements
- Girls Together – Mass Participation

- **Participation for Wellbeing**

- Girls Together – Pre/Post Natal support programmes
- Girls Together – Social Impact Activities
- Girls Together – schools offer, with teenage targeted interventions
- Girls Together – active adults wellbeing programmes
- Fitfun – for children above a healthy weight aged between 8-11 years
- South West social wellbeing project
- Poverty Plan – partnership with Street Games
- Older Generation – inclusive activities

- **Sustainable Community Activity**

- Girls Together – engage with new partners
- Girls Together – memberships
- Girls Together – research project
- Girls Together – female sport and physical activity forum
- Girls Together – role model programme
- Major Event support
- Cardiff Games
 - Providing opportunities for more young people to be involved
 - Providing competitive opportunities for all within the local area
 - Working in partnership
 - Develop the sporting pathway
 - Additional investment
 - Marketing/ profile/ exposure
- I can, U can campaign PLAY
- I can, U can campaign COMPETE
- I can, U can campaign - marketing overall
- Cardiff and Vale Disability Sport and Physical Activity Forum
- Club Development
- Insport club
- Club directory

- Super clubs
- Just Ask
- Community chest
- Community Sport
 - South West Community Fun Day
 - East – Junior Sports Programme
 - Oasis Cardiff
 - STAR hub – Community Sport
 - Butetown Pavilion Basketball Project
- **Workforce**
 - Coaching Academy
 - Junior
 - Community
 - Elite
 - Student
 - Student Placements
 - Coaching bursaries
 - I can, U can campaign COACH
 - I can, U can campaign VOLUNTEER
 - Recruitment and Training
 - Young Ambassadors
 - Bronze
 - Silver
 - Gold
 - Platinum
 - YA Development
 - Partnerships
 - Funding.

11. The Local Sports Plan 2018-19 contains information about the various partners working with Sport Cardiff to deliver the above projects and illustrates the reach both across Cardiff and within prioritised groups. The Community Chest project

provides a mechanism for each of the six regional panels¹ to bid for funding for sports projects in their area.

12. The requested funding column totals circa £248,853. Most of these requests are for smaller amounts ranging from £300 - £5,000, with the largest requests being: £123,500 for Community Chests; £12,483 for student placements and Cardiff Games taster sessions as part of School Sport offer; £10,650 for Cardiff Games – Primary Schools; £10,250 for Cardiff Games – Secondary Schools; and £9,500 for Coaching Academy.

Previous Scrutiny

13. This Committee received an update on the Joint Venture at its meeting on 9 November 2017, including a presentation and videos demonstrating the impact that Sport Cardiff has had. At the meeting, Members received headline statistics in terms of engagement, sessions provided and breakdown by neighbourhood ward, gender and ethnicity. Members noted that there had been an overall reduction in 2016/17 and that the explanation given was that this was because there had been a greater focus on extending engagement in order to make a more meaningful impact, rather than maximising the number of one-off engagements, which may have less of an impact.

14. Following the meeting, the Chair wrote to Councillor Bradbury, Cabinet Member Culture & Leisure², requesting further information, an explanation of how volunteer hours are quantified and noting that :

'Members are pleased to hear your contentment with the day-to-day working of the Joint Venture partnership; it is heartening to hear that the governance arrangements have proved to be suitable.'

¹ The Regional Panels mirror the Neighbourhood areas established as part of the Public Service Board.

² Letter from Councillor Nigel Howells, Chair ECC to Cllr Bradbury, dated 10 November 2017

15. A response was received from Councillor Bradbury, dated 30 November 2017, with an appendix containing additional information; this letter is attached in full at **Appendix B**.

Way Forward

16. Councillor Peter Bradbury (Cabinet Member for Culture and Leisure) has been invited and may wish to give a statement. Neil Hanratty (Director of Economic Development), Jon Maidment (Operational Manager, Parks, Sports, Harbour Authority and Leisure) and Steve Morris (Parks and Sport Development Manager) will attend and answer Members' questions. Emma Hill, Cardiff Metropolitan University and Kathryn Thomas, Sport Wales have also been invited to attend.

Legal Implications

17. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

18. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this

report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/ Council will set out any financial implications arising from those recommendations.

Recommendations

The Committee is recommended to give consideration to the information attached to this report and received at this meeting and to submit any recommendations, observations or comments to the Cabinet.

Davina Fiore
Director – Governance and Legal Services
6 April 2018