

THE VALE OF GLAMORGAN COUNCIL

LEARNING AND CULTURE SCRUTINY COMMITTEE: 12TH NOVEMBER, 2020

REFERENCE FROM HEALTHY LIVING AND SOCIAL CARE SCRUTINY
COMMITTEE: 11TH FEBRUARY, 2020

“667 SPORTS AND PLAY: UPDATE (DEH) –

The Operational Manager for Neighbourhood Services, Healthy Living and Performance alongside the Principal Healthy Living Officer presented the report to advise on the current activities and operations of the Council's Sport and Play section.

The report provided Committee with a detailed summary of the various initiatives the Sport and Play Development Team were currently involved with and detailed some of the challenges the service was currently facing to contribute to the Council's well-being targets such as:

- Evidencing the Impact that sports & play has on the health and wellbeing of local residents; and
- Improving understanding and promoting sports and play as a preventative service which can positively contribute to the Wellbeing of Future Generations. The Team was responsible for the planning, delivery and evaluation of the Council's sports development and play activities and heavily dependent on external funding which also significantly dictated the work undertaken.

The Principal Healthy Living Officer then advised that the main aim of the sports development work was to increase physical activity levels by developing sustainable opportunities in partnership with internal and external partners for which the Vale of Glamorgan Council was in the top three of all Local Authorities in Wales. Whilst there were some elements of universal provision, there was a focus on developing opportunities for targeted groups with lower participation rates. The Officer added that there was a focus within the play service on providing playscheme provision during school holidays to disabled children, and to increase opportunities for those who were disadvantaged. This focus was partly due to the criteria for the funding received. However, the service was also keen to provide opportunities for all children to have access to quality play opportunities and was fostering new partnerships on a regular basis to allow this to occur.

Attached at Appendix A to the report was the last Annual Report for sport and physical activity which detailed overarching achievements such as:

- More than 320 partners linked to the Vale Sport and Physical Activity Plan;

- A successful mix of projects that developed participation amongst the general population, and projects that had focused on reducing inequalities – targeting groups where participation rates were lower including those experiencing mental health issues, young people experiencing wellbeing issues, females, disabled individuals and those affected by financial or rural deprivation;
- More than 40 different sports and physical activities delivered. Flexible opportunities enabling individuals to access activity at their chosen level of entry, whether that be on an informal basis, within a structured club environment or progressing to a competitive level; and
- 2,142 training opportunities attended by individuals from more than 162 organisations, in addition to 255 training opportunities supported through the Community Chest scheme.

On the matter of funding, the Officer advised that for sports development the main funder was Sport Wales, with play receiving funding from various sources including the Welsh Government Children and Communities funding, Town and Communities Councils, Section 106 funding and a local Housing Association. Sport Wales currently funded much of the Sports Development service in the Vale (and across Wales) and were currently undertaking a significant review of sports development across Wales as part of their national regionalisation programme.

Therefore, Sport Wales were seeking to move to a more regional approach that could see the service operating on the Education consortium area model and this was likely to have significant implications for the service. Officers were currently working with both Sport Wales and colleagues in other Authorities to produce a service delivery model that would not disadvantage Vale of Glamorgan residents however there were concerns that funding could be diverted to areas of deprivation within the South-Central region which would have a detrimental impact on physical activity opportunities in the Vale of Glamorgan.

There was also uncertainty regarding long term funding for play. The service continued to work with current partners such as United Welsh Housing, Wick and Dinas Powys Community Council and was proactively seeking to identify potential new partnership opportunities to secure future service delivery. The Team were grateful to the various organisations that contributed to the service at present.

In conclusion, the Officer highlighted the importance of play being a fundamental building block for children. It is also the starting point to developing the skills necessary to become physically active which will assist with motivating people to continue participating into adulthood. The service was guided in its work by cases of inequality. Whilst the Sports Development Team worked in partnership with schools to develop extra-curricular opportunities, their funding situation restricts them from developing curriculum-based activities.

The Officer provided an overview of a range of projects the Sports & Play Team deliver that positively impacts on targeting inequalities. A Member then referred to the Hungry Holidays project which the Officer had advised was established to provide healthy snacks during schemes and assist with tackling holiday hunger as some children were hungry during the school holidays when they were not accessing

school meals. The Member raised his concerns over children not receiving meals at home. To which the Officer advised that the project was a minor step in supporting young people from deprived families however acknowledged that the project could not tackle wider parenting issues. The Officer mentioned the School Holiday Enrichment Project they had been involved with which provided activities and a full meal for those attending at Cadoxton School during the school holidays. The Officer stated that whilst the SHEP project was successful there were some children who preferred to attend project activities outside of the school setting as they were disinterested in using their regular school building and / or may have negative feelings towards the building if they were unhappy within regular school. The Hungry Holidays project could therefore benefit.

The Officer then went on to describe the Social Physical Activity project. The Officer advised that it was recognised that some adults did not wish to take up formal membership of a club and would rather attend activities that were more flexible in attendance and lower cost / no cost such as walking and running. It was noted that there were lower participation rates in sport and physical activity for females. This prompted a Member to raise his concerns regarding the impact of female participation within the 5x60 school-based scheme, with monitoring information showing a 50% drop in female participation since the merger of two single sex comprehensive schools in the Barry area in September 2018. In response, the Officer apprised the Committee of the “Women and Girls on the Move” programme which had been created in the Vale to increase participation rates amongst females, and to narrow the gap between male and female participation. As a result, more than 1,662 females had participated in the associated activities within extracurricular school-based provision as well as in community-based opportunities. Work was ongoing to ensure that females were accessing opportunities appropriate to them. In addition, the Officer highlighted that the decrease in participation was most noticeable within Pencoedre High School Now that the issue had been identified the service was working with the school to ascertain the reason for the decrease in participation, as the school had also seen a decrease in participation within their extra-curricular programme. Staff sickness within the Sports Development Team had also negatively impacted. In response to a Member’s supplementary question, the Officer confirmed that the decrease in participation at Pencoedre High School was not a reflection across all schools within the Vale of Glamorgan.

A Member then apprised the Committee of his visits to the new secondary schools in Barry and that a clear message was received from the female pupils that they wished to engage with activities / sports that were stereotypically identified as male sports and that the same/opposite message was received from the male pupils at the school. However, the Member added that the schools appeared to be resistant to the idea. Following which, the Officer added that the stance on gender specific sports had changed significantly over recent years but acknowledged that some schools were better than others with regards to female engagement, however irrelevant of gender the key message remained that any physical activity was welcomed across every school.

A Member then enquired which housing association the service was currently engaged with as he was aware that housing associations had the ability to access

funding streams that the Local Authority would not be able to. To which the Officer advised that the service worked closely with Newydd Housing Association which had recently provided funding to set up the Fit Bit project for young girls in Pencoedre High School. The project was initiated by Newydd Housing and would be targeting girls in areas of deprivation, in two schools, encouraging them to take part in Fit Bit challenges. Whilst planning had taken place, the project had been delayed due to partner staffing shortages and priorities but would progress in 2020. The Officer then highlighted that the Housing Association used to have a specific member of staff whose role would be responsible for sport/physical activity. This role had changed however where their capacity allowed the Housing Association still worked in partnership with the Sports Development Team on specific projects. As a supplementary point, the Officer added that the service had recently invited all local associations to meet collectively in order to share best practice and establish opportunities for joint working.

A Member then shared his surprise at the statement contained within page 18 of the Annual Report which stated that primary school teachers did not feel confident in delivering sport activity lessons. The Officer subsequently added that the Sports Development Team had built links with 48 Vale Primary Schools through the Junior Sport Programme. All Vale of Glamorgan Primary Schools had the opportunity to be involved in the Junior Sport programme and were able to choose the level of involvement that they wished to have. Through consultation as part of this programme, teachers from a number of schools had provided feedback about their lack of confidence in delivering the physical education curriculum. The Sports Development Team are not curriculum specialists and their role does not include the development of the curriculum. However, the Healthy Living Team passionately felt that in order to enthuse young people about the positive benefits of physical activity and develop their motivation, confidence and physical skills, they needed to receive positive experiences in primary school. Therefore, two courses had been organised by the team which was delivered via an external organisation specialising in PE targeting school-based staff and, to date, 24 individuals from 20 schools and the Healthy Living Team had received support, in addition to providing a range of fun activities. Elements of the training also complimented aspects of the new curriculum, for example resilience, creativity and developing social skills and the training had had a great impact within the schools as staff felt more confident delivering activity which ultimately benefitted the pupils.

Following the Chairman's observation that the standard of PE lessons across schools was inconsistent as well as a vast amount of sports equipment being of poor quality, a Member advised that the Governors at his particular school would be extremely interested to hear the officer's feedback and that engagement with physical activity within secondary school would be greatly impacted if the pupils had not had adequate experience of physical activity at primary school.

The Vice-Chairman then added that, given his previous experience as a teacher, he was not surprised to hear that teachers felt unconfident in delivering physical education lessons or that they had concerns over a child hurting themselves during a lesson. The Member then added that physical education was only classed as a specialist teaching subject at secondary level with primary training being very

general and classed as a lesser subject in comparison to the core subjects English, Maths and Science. Therefore, it would be of great benefit to all primary schools if they were able to employ a specific physical education teacher, however the current funding situation for all schools made this impossible.

The Vice-Chairman then wished to move on to the closing comments, page 44, of the Annual Report which set out that staffing levels within the Healthy Living Team had impacted on anticipated participation figures, with staff members leaving the sporting sector due to uncertainty regarding the future around the regionalisation process being progressed in Wales and enquired if there had been any further progression on the matter. Subsequently, the Officer confirmed that staff members were currently working on an annual contract basis and that the future focus for regional working was encouraging staff to look at more long term permanent external options. As a result, it was difficult for the Healthy Living Team to create long term plans when certainty around the service delivery was much needed.

In conclusion, the Vice-Chairman enquired whether the singular issue regarding female participation at Pencoedre High School had been raised with the Learning and Culture Scrutiny Committee as the Committee was best qualified to scrutinise the ongoing struggles to engage young people in the mixed comprehensive setting as well as the feedback received from Vale of Glamorgan primary school staff not feeling confident to deliver physical education lessons. In response, the Officer advised that the Healthy Living Team were part of the Wellbeing in Education group, was in regular contact with the Prevention and Partnership Manager from the School Improvement & Inclusion Service who is also a member of the Vale Sports & Physical Activity Monitoring group. They have also had contact with the Head of Additional Learning Needs and Wellbeing who was recently made aware of the situation, however welcomed further support from Members regarding the issues.

The Chairman then took the opportunity to thank all Members for travelling to Penarth Leisure Centre which provided the Committee with the opportunity to consider a leisure themed agenda within a public and very relevant arena.

RECOMMENDED –

- (1) T H A T the information contained within the Vale Sport and Physical Activity Annual Report 2018-19 be noted.
- (2) T H A T a further Annual Report on the activities of the Council's Sports and Play Development Team be submitted to Committee.
- (3) T H A T pages 3 through to 23 of the Vale Sport and Physical Activity Snapshot report (Appendix A) be referred to the Learning and Culture Scrutiny Committee.

Reasons for recommendations

- (1) To note the current good work being undertaken by the Council's Sport and Play Development Team.

(2) To keep Committee informed of the work of the Council's Sport and Play Development Team.

(3) To ensure that the following concerns of the Healthy Living and Social Care Scrutiny Committee are referred to the most appropriate Scrutiny Committee for further consideration:

- the decrease in female pupil participation rates as part of the Women and Girls on the Move programme (page 6);
- feedback received from primary school staff over a lack of confidence in delivering a physical education curriculum (page 18)."

Attached as Appendix – Pages 3 through to 23 of the Vale Sport and Physical Activity Snapshot report (Appendix A) to the report to Healthy Living and Social Care Scrutiny Committee: 11th February, 2020

Vale Sport & Physical Activity Snapshot

The Benefits of the
Vale Sport and Physical Activity Plan
April 2018 – March 2019



More Active Communities for a Healthier Future

Overarching Achievements

- More than **320** partners linked to the Vale Sport & Physical Activity plan.
- A successful mix of projects that develop participation amongst the general population, and projects that have focussed on reducing inequalities – targeting groups where participation rates are lower including those experiencing mental health issues, young people experiencing wellbeing issues, females, disabled individuals and those affected by financial or rural deprivation.
- A focus on developing an understanding of the contribution that awareness, motivation, confidence, quality of experience and inclusion has on engaging people into activity.
- More than **40** different sports and physical activities delivered. Flexible opportunities enabling individuals to access activity at their chosen level of entry, whether that be on an informal basis, within a structured club environment or progressing to a competitive level.
- **2142** training opportunities attended by individuals from more than **162** organisations, in addition to **255** training opportunities supported through the Community Chest scheme.
- More than **153,708** recorded participations directly impacted upon, in addition to tens of thousands more unrecorded.

The actions within the Vale Sport & Physical Activity Plan are positively impacting on well-being objectives contained within the Vale of Glamorgan Public Services Board Well-being plan, the Well-being of Future Generations Act and the Council's Corporate Plan, particularly around the 'Active & Healthy' wellbeing outcome.



Background and links to the Well-being Agenda

The development and implementation of the Vale Sport & Physical Activity plan is led by the Vale Council's Healthy Living Team with the support of a host of partners. There has been a successful mix of projects that promotes participation amongst the general population, and projects which target identified groups via more than 40 different sport and physical activities.

With the increasing financial pressures being faced across all sectors involved in the development and delivery of sport and physical activity it has been a challenging time. There has been reduced budgets allocated to the Healthy Living Team which has impacted on staffing infrastructure, with the equivalent of five full-time sports development staff members now in post. There has also been reduced budgets to deliver the Vale Sport and Physical Activity plan. Despite this, the Healthy Living Team continue to liaise with more than 320 partners to develop opportunities and implement the various projects contained within the plan, all of which contribute to the Vales' well-being goals, and particularly the Council's well-being outcome of 'An Active and Healthy Vale'.

There have been structural changes within the Vale of Glamorgan Council which has seen changing roles of the Officers within the Sports Development section. A corporate reshaping exercise in the local authority saw the Sports & Play Development Team merge with the Exercise Referral Team and the Community Centres Officer, to form the Healthy Living Team. The Sports Development staff roles were changed to Healthy Living Officer roles, and expanded to encompass all age ranges and development of opportunities within all settings, both community and extra-curricular school based. To enable effective use of limited staffing resources, Officers have been allocated cluster areas to work in. This includes being the point of liaison and support for schools, sports clubs and other organisations in the cluster area who are involved in the development of opportunities. The Healthy Living Officers are also each required to lead on specific projects such as the Coaches of the Future scheme, Creating Confident Coaches project and Women & Girls project.

With an aim of inspiring everyone to participate, projects have focussed on developing awareness, motivation, confidence, quality of experience and inclusive opportunities. It is essential that the sport and physical activity landscape opportunities are flexible in their offer, enabling individuals to access activity at their chosen level of entry, whether that be on an informal basis, within a structured club environment or progressing to a competitive level.



Tackling Inequalities

Aim: Reduce inequalities in participation between different groups in the Vale

The projects within the Vale Sport plan have taken into account key equality themes such as female participation, disability, socio economic deprivation and rural deprivation. Reducing inequalities in participation, and assisting target groups to overcome barriers to participation has continued to be a focus for the Vale Sport plan. Wherever appropriate, all projects seek to be inclusive. However where there has been an identified need, specific projects have been implemented to target identified groups where participation rates are low. These projects have been informed by consultation and also through local knowledge.

Achievements include:

- More than 8723 participations by more than 1662 women and girls involved in 451+ sessions as part of the Women & Girls on the Move project. 63 training opportunities and 45 new leaders trained to impact on female participations.
- 63 community clubs and sports sessions with 1251 disabled participants and 29,959 participatory opportunities.
- Vale clubs achieving insport accreditation and the Local Authority progressing towards achieving silver insport accreditation, demonstrating commitment to the inclusion of disabled people into activities.
- 213 active coaches and 105 volunteers involved in disability sport.
- 3296 participations through the 5x60 scheme at 198 sessions for Welsh speaking pupils at Ysgol Gyfun Bro Morgannwg.
- The Vale of Glamorgan Council continued their partnership with Mentor Y Fro who are delivering a programme of sports activities through the medium of Welsh in partnership with the URDD.
- The development of a Mental Wellbeing project which included 46 individuals receiving awareness training. To date there have been 273 new participants taking part in weekly activity through 149 sessions as a result of this project.
- Projects aimed at other target groups including those living in areas of deprivation, older people, those affected by rurality and social care leavers.
- 270 participants participated in the free Hot Shot sessions held across 14 different locations including local parks. Whilst these sessions were open access, they were targeted at individuals who may be affected by financial or rural deprivation.

Women & Girls on the Move Programme

This programme has been created in the Vale to increase participation rates amongst females, and narrow the gap between male and female participation. As a result more than 1662 females have participated in the activities delivered this year within extra-curricular school based provision and community based opportunities.

The 2015 School Sport Survey provided a plethora of data relating to female participation for young people in sport which has been utilised to provide a targeted programme of activities to girls over the past three years. The impact of the plans are starting to be noticed. The 2018 survey results highlighted the gap between male and female participation has halved (4% gap overall) with the biggest increase in female participation being a 10% increase in community sport participation by secondary age girls. This increase reflects the increased offer / opportunities in both extra-curricular and community clubs.

However, despite the general increase in female participation in both community and extra-curricular clubs there is a notable difference in trends between primary age and secondary age pupils in the most recent survey. Although there has been a 4% increase in extra-curricular participation by girls of primary school age and a 2% increase in community sport within this age group, and the gap has narrowed between female and male participation at primary level; there has been a decrease in overall participation. This has re-focused priorities to ensure future work is not unbalanced towards secondary age / adults only.

Nationally, the School Sport Survey highlighted a number of factors that need to be considered when developing a plan to target female participation. Some of the key variables that influence whether someone is 'hooked on sport' were confidence and enjoyment as well as influence on decision making. These factors have therefore been taken into consideration during the past year when targeting females.

During this project year, it is important to note that there has been a significant change to secondary provision within the Barry area, with the merger of two single sex schools to become two mixed comprehensives. This is particularly pertinent within the Vale as the schools encompass a large amount of economic deprivation. This change has had an impact on female participation within the 5x60 school based scheme with monitoring information showing a 50% drop in female participation since the merger of the schools in September 2018. It is evident that there has been a shift in the barriers faced in these schools, so work is on-going to ensure girls are accessing opportunities appropriate to them.

Projects within the Women & Girls on the Move programme included:

- Netball – in partnership with Welsh Netball, 25 sessions were delivered in primary schools reaching 648 participants to assist with boosting club membership; Back 2 Netball – see case study; Netball Leaders training.
- Running – see case study later in the document.
- Cycling – the Breeze Ride programme has continued to be supported through promotion and coach development costs.
- Young Leadership - Dance, Gymnastics and Netball. See case study.
- Primary schools - discussions have taken place with schools where female participation is identified as lower than in other schools. As a result girls only after-school multi-sports clubs have been set up in partnership with local sports clubs (as an exit route) and sport specific sessions targeting sports identified by girls.
- 5x60 programme – there has been a concentrated effort to increase opportunities for girls to attend activities be it through removal of barriers that have previously stopped

them or offering more opportunities. This has resulted in 206 girls only sessions impacting on over 450 girls.

- Guides Project - a group of young leaders from local Guides groups have been trained and they are now delivering sport within their unit. This is impacting on girls who may not otherwise join a traditional sports club. Events are planned throughout the next year in three cluster areas targeting girl guiding groups. These will introduce activities which guide/brownie/rainbow leaders can take back into their own units to deliver. There is also sports leadership training arranged for Rangers and older guides to facilitate them with the delivery of activities in units.
- International Women's Day – utilising International Women's Day as a mechanism to raise awareness of local opportunities and encourage participation amongst women and girls.
- Rugby – there has been developments with local girls rugby team and links made with other local clubs to arrange satellite sessions to feed into the main club.
- Football – see Barry Town United Ladies Football Club case study. Llantwit Major Football club have been supported to develop girls section. Support has been provided with equipment, coach education and club planning. The club now boasts teams from under 8's through to under 15's.
- Fit Bit Project – the Fit Bit project was initiated by Newydd Housing and will be targeting girls in areas of deprivation in two schools, encouraging them to take part in Fit Bit challenges. Local organisations (e.g. fitness classes, leisure centres) will offer access to classes in exchange for vouchers that pupils attend when they hit a target. There has also been negotiation with local fruit and veg shop where pupils can exchange vouchers for fruit/veg bags. Whilst planning has taken place, this project has been delayed due to partner staffing shortages and priorities but will progress in 2019.
- Cardiff and Vale College – work has commenced targeting girls at the Barry site of Cardiff and Vale College. Students within non sport related courses (e.g. childcare) have been surveyed to establish what and when they would like to take part in physical activity sessions. This work will carry on into next year.

Case Study: Girls on the Move
Community Based Opportunities including Workforce Development

One strand of the Girls on the Move programme has focused on creating community based opportunities. These opportunities were identified as a result of NGB partnership working, utilising local evidence and utilising School Sport Survey data. As well as the direct facilitation of opportunities targeting girls, there has also been a focus on developing a workforce to not only develop new opportunities but also expand existing opportunities.

There has been an emphasis on workforce development within specific sports such as dance, netball and gymnastics during this current year. Gymnastics and dance continue to be sports that are highlighted as having latent demand and the barrier preventing clubs developing additional opportunities was lack of an appropriately trained workforce. Therefore young leaders were identified within local clubs / organisations and supported through leadership courses. Such leadership courses has enabled clubs to expand current provision through offering additional sessions and creating more opportunities in existing sessions. This has had a considerable impact as 25 young leaders have been trained through 270 voluntary training hours and have delivered 240+ voluntary coaching hours. More than 219 participants have been directly impacted upon by these leaders with hundreds more indirectly impacted.

Support has also been offered to local clubs and organisations to secure Community Chest funding to develop additional opportunities for women and girls.

Case Study: Back 2 Netball

Back to Netball sessions were established by the Healthy Living Team working in partnership with Barry Netball Club and Welsh Netball.

The overall aim of the sessions was to re-introduce netball to adults who had played before or introduce those who had never played, with the aim of them continuing netball or increasing confidence to attend other physical activity opportunities. A block of 10 sessions were delivered which attracted 18 participants of mixed ages and abilities, with new ladies attracted each week. Although there was an inconsistent number each week due to varying reasons, it was noted that the participants liked the turn up and play–no commitment style of session. It was noted that there were many reasons participants attended including: loved netball in school, increase fitness, develop social circle. At the end of the block of sessions, participants were surveyed around confidence, perceived fitness and social opportunities. 100% of participants enjoyed the sessions and felt it was the right environment and provided social opportunities, whilst 80% felt more confident to attend other physical activity opportunities. Furthermore, 60% indicated they felt 'somewhat' or 'definitely' fitter. This highlighted that a more positive experience of physical activity / sport in an appropriate environment can affect an individual's attitude if they have previously had negative experiences.

As a result of feedback from participants, different ways were explored to continue sessions in some format including undertaking a joint session with another local Back to Netball group in a neighbouring area (half sessions in one geographical area and half in other area); continuing sessions in current format. As a result of the sessions 3 ladies have attended sessions at the local club joining a more competitive environment and a number have continued with a Back to Netball format. Feedback from the project included:

"Was made to feel welcome after feeling very anxious about going alone but realised very quickly that it was a fun and comfortable environment"

"Meeting new people and rediscovering my love of netball!"

"Getting to play netball again which was something I really enjoyed in school."



£2.50
Per session

BARRY BACK 2 NETBALL

Monday's starting 25th June (7-8pm)
at Colcot Sports Centre

Vale Sports & Play
Development
a Chwarae Y Fro

Welsh Netball
Pêl Rwyd Cymru

These sessions are aimed at ages 16+ years and are ideal whether you are a novice, just wanting to get more active or want to get back into netball. The emphasis of sessions will be a gentle introduction to netball, having fun playing with friends....

For more information contact: Rachel Shepherd, Sports & Play Development
at Vale Council on 01446 704808 or rishepherd@valeofglamorgan.gov.uk

Case Study **Mental Wellbeing Project**

It is recognised that sport and physical activity has a powerful and positive effect on mental wellbeing. The benefits are endless, and include improved mood, decreased chance of depression and anxiety, and a better and more balanced lifestyle. The Mental Wellbeing project was led by the Vale's Healthy Living team in conjunction with a range of partners. 273 new participants are now taking part in weekly activity as a result of this project. To date there have been 149 sessions, with ongoing activity taking place. Elements of the project have included:

Mental Health Friendly Clubs

Three Mental Health Awareness for Sport and Physical Activity Coaches courses were facilitated by Newport Mind, with 46 people attending. These included representatives from 13 community sport clubs, 5 fitness instructors, members of the Vale's GP Referral Scheme, Legacy Leisure, Disability Sport Wales, Vale of Glamorgan Council's Play Development Team, coaches from the Vale Healthy Living Team and staff from Wales Golf and the WRU.

Those who attended the training received a wrist band and a pin badge to wear when coaching to identify to current and potential members that they have received mental health training. A kite mark has been created for clubs who have sent individuals on the course to include on their marketing materials to highlight they are mental health friendly clubs and organisations. Promotion undertaken by the Healthy Living Team also highlights those clubs that are mental health friendly, with a specific leaflet produced which has been distributed to various external groups, members of the public and Council departments to raise awareness of the opportunities available.

There are many positive examples of the benefits of this training. One example is of a fitness instructor who attended the training. She is working in partnership with Atol Y Fro, a local domestic violence and abuse organisation, to develop fitness sessions for the people who attend the group, many of whom would not have the confidence to participate in mainstream activity at this point in time.

"I completed the mental health awareness course run by Mind. Our company works within the Health & Fitness arena, we run multiple Health and Well-being workshops for companies/Charities and organisations both accredited and non-accredited in Wales and England. This course gave members of our team the chance to learn some great facts about mental health in a relaxed environment. Its added value and knowledge to our training team and I would highly recommend it".

Feedback from an individual from Forces Fitness who attended the Mental Health Awareness Course

LIFT and Tai Chi Training

The LIFT element of this project initially planned to increase physical activity amongst adults with dementia and their carers through the delivery of LIFT training to mental health nurses to enable them to deliver a seated exercise programme. However the programme was expanded to include staff from Hen Goleg Day Centre for disabled adults. There are now an average of 30 people taking part in weekly sessions at two different sites. Age Cymru provided the LIFT training and were so impressed with those who attended that they provided the course for free.

The funding initially set aside for LIFT training was re-directed to pay for a Tai Chi Instructors course. 21 hopeful instructors attended the course which included the staff from Solace and Hen Goleg. As a result 150 participants now take part in weekly Tai Chi Sessions from 7 different groups. A further 100 attended taster sessions. A representative from St Helens Primary school also attended the training who will be delivering tai chi to an additional 110+ pupils at the school.

An instructor from a local dance organisation, Motion Control, attended the tai chi training. As a result she has expanded the range of opportunities they offer and now delivers a weekly session in Rhoose, an area of the Vale where there is limited sport and physical activity opportunities available. This has proved extremely successful with 52 adults registered to attend.

The group at Solace all take part in Tai Chi or Lift once a week, which is very beneficial as a large majority of the group are over 65 and do not take part in any other type of activity. They also require the support of the nurses and instructors who attended the training. It is hoped that participation in physical activity will help the individuals to stay healthy enough to remain in their own homes. The mental health nurses who received the LIFT training also have links to a number of other groups throughout Cardiff and the Vale, so again the participation numbers will increase in the future.

Other Positive Developments

Positive links have also been made with the team at Cardiff and Vale Action for Mental Health to promote the opportunities available in the Vale. A partnership has also been made with Valeways to develop monthly walks, which are setting off from the Mind Café at Barry Train Station. 8 people attended the first walk organised and this will be built upon over the forthcoming months.

New links have been made with the Veterans group from Cardiff City's Foundation, who will be running weekly boccea sessions. They will also be directed to different clubs outside of the group.

Other elements of the project has included linking to Woody's Lodge, which is a group for ex-servicemen and their families. The aim of this element of the project is to assist the servicemen and their families to become more active. Due to the relocation of the group to a new venue within the Vale, this project has not progressed as planned, however good links have been made with the group which will help with future plans and the possibility of the group applying for a Community Chest Grant. Through this project the group has also been signposted to the Vale's Play Development team who are looking to assist the group with outdoor play family activities.



Case Study Hot Shots

Over the school holidays there were 270 participants in the free Hot Shot sessions held across 14 different locations including local parks, community centres and leisure centres. The sessions were held in targeted areas to try to attract children and young people who face financial deprivation, rural deprivation or to attract children and young people whose regular exercise is normally gained through school provision such as after school clubs and the 5x60 scheme (which is not available during school holidays). Locations included Dinas Powys, Llandough, Gladstone Gardens, Colcot, Gibbonsdown, Cowbridge, Llantwit Major, Cadoxton, Sully and Penarth. These sessions covered a variety of activities, with a focus on physical literacy skills, and were delivered by a mixture of staff from the Healthy Living team and coaches from local clubs. Feedback from the sessions include:

“The coaches were all fab and it was all very well organised”

“It was a good opportunity to meet other children from the area”

“Thanks you for organising these events. My child benefitted both physically and socially”

“My daughter really enjoys these sessions and I think they’re a great idea to keep the little ones busy whilst school is closed”

170 participants aged 5-12 accessed the pre-bookable sessions totalling 472 participations. 19 sessions were held in areas of economic deprivation and 9 in rural areas where access to provision and opportunities is limited. In addition to these, open access physical activity sessions were delivered by the Healthy Living Team in conjunction with partners such as the Play Development Team during Play Ranger sessions. Play Rangers sessions are informal sessions delivered in local open spaces in areas of need where young people can just drop in and take part for free. During these sessions the sports staff delivered sports activities, whilst the Play Development staff delivered the traditional play element. These sessions were very successful and nearly all attendees at each session participated in some type of physical activity. Another part of the Hot Shots programme involved partnership working with the Youth Service, who were running a project for Youth Offenders and young people at risk of offending. The Healthy Living Team provided a coach to deliver sports opportunities during these sessions. 100 participants took part in the 3 Play Ranger and Youth Service sessions delivered.

The Hot Shots project provided a good opportunity for the Vale’s two Gold Ambassadors to assist in the delivery of activities. They donated 42 voluntary hours to the project during which they received mentoring to further develop their knowledge and skills.



ALL SESSIONS FREE

Places are limited so BOOK NOW! sportsbookings@valeofgwent.gov.uk

All sessions are 'Multi-Sport' so a range of activities will be on offer such as tennis, football, athletics, rounders and so much more...

HOT SHOTS

Barry	6-8 years	9-11 years
1st August: Hoia View Leisure Centre, Slocum Road	FULL	13:00-15:00
8th August: Gladstone Gardens, Gladstone Road	FULL	13:00-15:00
15th August: Colcot Sports Centre, Highfield Road	FULL	12:00-14:00
Eastern Vale	6-8 years	9-11 years
2nd August: Hebron Hall, Cross Common Road	10:00-12:00	13:00-15:00
7th August: King George V Playing Field, Llandough	10:00-12:00	13:00-15:00
14th August: Sully Sports Club, South Road	FULL	12:00-14:00
Rural Vale	6-11 years	
21st July: Cowbridge Leisure Centre, Bear Fields	13:00-15:00	
8th August: Llantonian Hall, Boverton Road	13:00-15:00	
10th August: Llantonian Hall, Boverton Road	13:00-15:00	
18th August: Cowbridge Leisure Centre Bear Fields	13:00-15:00	

BOOKINGS:
sportsbookings@valeofgwent.gov.uk



Case Study
Social Services Care Leavers

The Social Services team working with care leavers aged 16-24 years have been engaging with the young people and establishing their 'wants' in terms of accessing physical activity. In partnership with Llamau a weekly football session was set up by Council Social Services with initial facility hire and equipment funded through the Vale Sport plan. The project worker from Llamau has led the sessions.

Although sessions of this nature do not necessarily impact on significant numbers of people, the actual social and physical impact is huge. Whilst most other opportunities to access physical activity have a cost, this was something that the young people could access free of charge and have familiar faces and people around them who understand their current situations. This type of activity also highlights the importance of activities that are not dependent on participants committing to a weekly session as due to circumstances surrounding the young people, these may change on a weekly basis.

Case Study
Doorstep Sports Partnerships

As the title implies, this project focused on the development of 'doorstep' activities, which means activities taking place where the young people are, rather than the young people having to go to the physical activity. There were a number of strands to the project this year, some of which are identified below which resulted in 106 participants taking part in 41 sessions accruing 706 participations.

- Llandough Youth Club / Youth Service – equipment was donated to the club which enabled 35 young people to participate in sport and physical activity in an area where there are limited opportunities.
- Barry Kicks – a young volunteer who assists at the Cardiff City Kicks sessions in Barry was supported to attend a Football Leaders Course. He is now actively involved in coaching at the sessions impacting on 36 participants.
- Llantwit Major Kicks – the Healthy Living Team placed an Activity Co-ordinator in this setting for a 10 week period to help support the current coaching volunteers. 30 young people regularly attend these sessions.
- Llantwit Major Youth Club – the Healthy Living Team provided an Activity Co-ordinator to deliver a multisport session to assist the Youth Workers with ideas for physical activity sessions.
- Youth Services – a Sport Leaders Level 2 course was organised for the Youth Service Team so they could gain more knowledge on how to run activities in their youth clubs. 10 members of staff attended the course and are now delivering activities in venues across identified areas in the Vale.



Fundamental Skills for a life in Sport

Aim: Vale residents have the skills, motivation and confidence to be physically active throughout their life, bringing the associated positive benefits to their future wellbeing and general happiness.

By mastering the basic movement skills such as running, jumping, throwing and swimming, children will hopefully develop the confidence and motivation to participate in sport and physical activity throughout their lifetime, bringing the associated positive benefits to their future wellbeing and general happiness. The Active Young People programme and the Aquatics programme both encompass projects that develop these attributes.

Active Young People (AYP) Programme

With the mission to get more children and young people more active more often, the Healthy Living Team have been working across the Vale with more than 150 partners to deliver a menu of projects including:

- * 5x60 scheme
- * Girls on the Move project
- * Festivals/Competitions
- * Community sport & physical activity development
- * Coaches of the Future
- * Young Ambassadors scheme
- * Playmakers
- * Junior Sport scheme
- * Physical Literacy

The change in Officer roles mentioned earlier in the document has resulted in Officer time being spread across more of the population, and as a result no single Officer focuses solely on the development of opportunities for children and young people. Despite this, and despite a continued reduction in funding for the AYP programme, there has been an increase in the participations within the AYP programme to more than 65,929, an increase of 11,517 when compared to the previous year. In addition to engaging the general population, there has been a focus on targeting provision to attract individuals who are not currently engaged in activity and identified groups where participation rates are low including targeting female participation, pupils identified as having an additional learning need and areas in the Vale where participation rates are low.

The Active Young People projects impact across all strands of the Vale Sport plan as highlighted in the case studies within this document. For example, this year there has been a focus on the development of young leadership both within secondary and primary schools to facilitate additional opportunities to add to, and enhance the existing extra-curricular and community based activities. The leadership work is highlighted further in the report and illustrates the positive impact on participation.



Achievements include:



5x60 School Scheme

The 5x60 programme has continued to be delivered within all 8 comprehensive schools, however there has been more focus on developing opportunities for specific groups e.g. girls, pupils with additional needs. This targeting is essential but does impact on overall participation numbers, as targeted work invariably means targeting a smaller number of harder to reach individuals. There has also been a focus on the delivery of quality opportunities, limiting the numbers that can attend a session to ensure both a high quality and safe session. The 5x60 scheme has also evolved to become a mixture of delivery through Activity Co-ordinators and external coaches (identified through school-club links). The scheme is still an essential part of sustaining and increasing participation amongst secondary age pupils as it provides opportunities to those pupils who do not attend community based provision for reasons including cost, transportation issues and lack of confidence.

Achievements include:

- Throughout the year, there have been 1457 5x60 sessions delivered in all 8 comprehensive schools resulting in 26,461 participations.
- At least 29 school-club links have been created, which included clubs visiting schools to deliver sessions and/or pupils attending community sites as part of 5x60 programme, which has resulted in pupils joining local clubs and / or additional participations.
- There are many additional opportunities offered by the schools. This in itself is very positive and therefore masks numerous extra-curricular participations that are occurring but not registered through 5x60. However, these are reflected through the School Sport Survey.

- The School Sport Survey results for 2018 highlight a 5% increase in girl's participation in extra-curricular clubs and a 10% increase in girl's participation in community sport. Furthermore, the gap between males and females participation in extra-curricular sport has narrowed. This reflects the targeted work towards engaging more females (although there is still a long way to go).
- The School Sport Survey results are informing development opportunities. For example, the results highlighted a latent demand for swimming in a cluster of secondary schools. Upon discussions with pupils, barriers to their participation were identified and subsequently a block of sessions at the appropriate time and environment were introduced which have proved popular with the pupils.
- Linking with partners such as the Cardiff & Vale Public Health Team to make effective use of local evidence data from sources such as the SHRN data and School Sport Survey to identify future priorities.
- Developments targeting identified groups have taken place including working with young people with well-being issues (see case study), female specific activities, activities targeting pupils with additional needs and a young carers project. Still in its infancy this project aims to provide appropriate opportunities to engage more young carers in physical activity through partnership working with the YMCA Young Carers project. To date young carers have been provided with information regarding the current 5x60 extra-curricular activities available and plans are being developed to incorporate sports and physical activity sessions into the youth club sessions that are targeted at young carers.

Case Study

Girls Only Club - Targeting Female Participation in the 5x60 Scheme

A girl's only club was established at a comprehensive schools where participation was low. There was a good uptake of girls attending the club with 41 participants. It was initially noticed that the consistency of attendance was varied. However, as the girl's confidence grew and they became familiar with the sessions, the ethos and staff, the attendance became consistent. This project highlighted that as the girls' confidence increased whilst attending these sessions, it provided the motivation to attend additional 5x60 sessions.



Challenges

There continues to be evolving challenges to the 5x60 scheme being delivered within schools:

- Shorter lunch breaks have an impact on lunch-time participation – this has been notable this year in one school in particular where a triple lunch has been introduced. Not only does this mean that the lunch break is shorter so reducing time for physical activity (30 - 35mins) but also that the facilities that would previously been used to deliver lunch-time sessions are being used for PE lessons.
- Schools requiring pupils to change into PE kit during short lunch-breaks limit participation.
- Although the Activity Co-ordinators have enabled Healthy Living Officers to spend more time developing community based projects, there has been an impact when compared to the previous 5x60 scheme. This reduction in activity has also been impacted by continued reduction in budgets thus limiting the amount of activities delivered. There has also been disruption with Activity Co-ordinators moving onto new roles. During this academic year, there have been 6 schools without Activity Co-ordinators for specific time periods equating to 68 weeks of impacted delivery. A large amount of this impact has been felt in the Welsh medium environment as it has proven difficult to recruit Welsh speaking Activity Co-ordinators. However, a new partnership has been formed with the Urdd Gobaith Cymru to introduce their Apprentices into the Vale's 5x60 programme.

Case Study

New Partnerships to engage with more Young People

The Vale of Glamorgan Council's Youth Services team have recently restructured to meet current demand on statutory services. As part of the restructure a new Youth Well-being team has been created. This team provides targeted projects to young people who have faced adverse childhood experiences which are significantly affecting their well-being, with the aim of offering support to increase their confidence, develop resilience and improve well-being. The Healthy Living Team have linked into two projects co-ordinated by the Youth Well-being team, namely the School Based Youth Provision and the Emojis project.

School Based Youth Provision

The school based youth mentors work with identified young people within the school environment to provide the appropriate support to the young person. The Healthy Living Team members have linked with the youth mentors for each Vale school to make them aware of the 5x60 extra-curricular provision and where appropriate they have promoted the activities to the young people they work with. This has been taken a step further in some schools, with the youth mentor using sport as a tool to engage with the young people / provide opportunities for social interaction etc. An example of this is a school where the youth mentor was working with a number of young people who had highlighted they would be interested in self-defence / martial arts classes. They subsequently approached the Healthy Living Officer at the school who arranged for a block of sessions for the young people to attend. These were successful in attracting a number of the targeted young people and throughout the block of sessions there was a notable increase in confidence. The increased confidence was also further highlighted as some of the targeted pupils later attended other extra-curricular 5x60 sessions.

The Emojis Project

The Emojis project targets primary aged children who have experienced or are currently facing adverse childhood experiences. The children are invited to attend a series of 'youth club' type sessions with youth workers. The Healthy Living team were invited to deliver a session on the benefits of physical activity. A fun and interactive session was delivered to two groups of children to highlight the importance of physical activity for mental well-being as well as social and physical benefits, to highlight local community sport and physical activity opportunities for children to take part in and for the children to try a variety of physical activities in an environment where they felt comfortable and their needs were accommodated. These were successful and were a particularly useful way of re-emphasising that 'sport' is not always in the format of formal sessions and everyone can get involved and have fun!

The Junior Sport Project & Physical Literacy

There has been positive progress made within the Junior Sport and Physical Literacy programme. Focus areas have included:

Clubs & Community

Work is taking place with local sports clubs to facilitate greater awareness around physical literacy and the important role clubs have in creating positive environments to provide opportunities, develop confidence and increase motivation. Initially, this work was promoted using the terminology 'physical literacy', however this terminology proved to be a barrier to attendance at workshops. Clubs appear to be more willing to attend a generically named workshop. Therefore clubs have been targeted and the physical literacy concept has been introduced through the delivery of training based warm-up games which develop fundamental physical competencies.

A FUNDamentals course took place in September attended by 14 individuals from 12 different clubs. This complemented the physical literacy message, focussing on developing physical skills. There was also a community Physical Literacy course organised. However, interest in this was very low so the course did not take place. Again, it was felt that terminology was a barrier for this. In light of the low interest, individual clubs are now being targeted with training being delivered within the club environment, at a time suitable to the club. This ensures all club members can attend rather than only a few available for a generic course. Two courses have already been held in local community groups reaching out to 12 individuals from Little Lions Athletics and YMCA Barry Gymnastics Club. The course was held at YMCA Barry after they identified they were keen for their young volunteers to receive training to ensure the sessions were child centred and had a positive impact on the child. It is also important particularly within the sport of gymnastics to ensure there is an understanding around physical literacy as this is an early specialism sport so many participants miss out on the opportunity to participate in other activities if they progress in this sport. The course involved the delivery of warm-up games which saw physical literacy incorporated throughout to ensure the volunteers understood the importance. This format will be replicated in the future as it has proved more successful than holding generic courses.

A local netball club have been supported to develop Netball Tots sessions and they are now awaiting NGB physical literacy training. The value of training around physical literacy has been acknowledged by the Healthy Living Team who have incorporated part of the physical literacy training into the Community Sports Leaders Level 2 course, which is accessed by all of the Coaches of the Future. This will ensure that our future coaches in the Vale have a solid knowledge around the principles and benefits of developing physical literacy.

During numerous events over the summer period such as Family Fun Days and playschemes, there has been a focus on providing activities that develop fundamental physical skills, as opposed to sport specific activities. These have been particularly popular and have engaged more than 1000 children and families. The sports development staff from the Healthy Living Team have continued to work in partnership with the Play Development team as it is recognised that play provides many opportunities to develop confidence and motivation, and is vital in promoting physical literacy and fundamental skills.



Primary Schools

48 Vale primary schools have links to the Junior Sport programme. All Vale primary schools have the opportunity to be involved in the Junior Sport programme and are able to choose the level of involvement they wish to have. This includes involvement in the Playmakers training, Bronze Sports Ambassadors scheme, Mini Disability Inclusion Training, development of school club links and involvement in the Festivals programme.

The Healthy Living Team passionately feel that in order to enthuse young children about the positive benefits of physical activity and develop their motivation, confidence and physical skills, they need to receive positive experiences in school. If they receive a fun, quality experience, children are more likely to participate in additional extra-curricular and community based activities. In response to this, two courses have been delivered via an external organisation targeting school based staff. To date 24 individuals from twenty schools and the Healthy Living Team have received support. In addition to providing a range of fun activities, elements of the training also complements aspects of the New Curriculum around e.g resilience, creativity and developing social skills. The training is having a great impact within these schools as staff become more confident delivering activity, and ultimately the pupils become more confident, motivated and physically literate. The impact of the training is having a knock on effect on the enjoyment and engagement of pupils which in turn will have an impact on extra-curricular participation. Schools have been reporting back in particular, that girls who do not normally take part in PE are now fully engaging and motivated to bring in kit etc.

“Brilliant – all my kids are loving it – even the ones who only normally want to do more football. It is nice to see them fully engaged in something they are not sure if they are good at!” I think they are enjoying not having the pressure on them from other pupils to be expected to be good – this is helping their confidence in other areas”.

“My Year 6 parents are amazed that they (pupil) are actually wanting to take in their PE kit – normally it is a battle to get some of our year 6 girls to bring in their kit but the fact that they are choosing to bring it in shows the motivation to want to take part!”

Feedback from school staff

The longer term impact of this can only be positive as the positive experiences filter through to attendances at extra-curricular clubs / community clubs etc. As a result of the positive feedback from these courses, some schools have ‘bought into’ the scheme and are paying to receive whole school training, spreading the knowledge across the school.

Under 5’s (Healthy Pre-schools and Early Years Partnership)

There has been continued work with pre-school groups, the Early Years partnership team and the Healthy Pre-schools project partners to promote and raise awareness of physical literacy and the impact that groups at this age have on the physical literacy concept. A course targeting individuals working with pre-school age children (pre-school groups, nurseries, child-minders etc) took place attended by 12 people to develop awareness around physical literacy and provide ideas for delivery of activities within pre-school settings. A representative from the Healthy Living Team has also attended Healthy Pre-schools events to ‘sell’ physical activity and physical literacy to pre-school workers. Liaison also continues with representatives from the Flying Start programme.



Festivals & Pre-Event Coaching Opportunities

3710 participations took place by primary age pupils in festivals and coaching opportunities leading up to festivals. Competitions and festivals are an important part of the Healthy Living Team's offer to primary schools in the borough. These events fulfil multi-purpose roles that include the initial engagement and retention of participants. Whilst these festivals are aimed at all abilities, there is some targeting to ensure the inclusion of disabled children and those who do not usually participate in activity. They also offer an essential platform for sports clubs and other community organisations to promote their services. 20 community clubs and National Governing Bodies were involved in the festivals and pre-event coaching opportunities included in the Active Young People programme in the Vale. These events provide mass advertisement of community based opportunities to perspective 'customers', whilst also providing an avenue for the More Able & Talented individuals and teams to progress through local, regional and national competition structures and pathways.

At primary level 45 schools took part in at least one festival during the year. This is an increase of 11% on the previous year. There has also been an increase in the total festivals attended by schools this year, with over 120 school attendances which is a significant increase from last year. This was due to having additional Quad Kid's sessions (athletics), the successful tennis festivals and the additional multi sports events. The multi-sports events have continued to have a major impact on participation at this age group with a focus on developing fundamental skills and exposing primary age pupils to new sports and clubs. These festivals have continued to be particularly successful as they have accommodated full class groups and are local to a cluster. 100% of the schools indicated that the pupils benefitted from participating in the festivals. Feedback included:

"Good entry level experience, motivated the pupils to undertake more"

"Pitched to the right level"

'Well organised and engaging activities'

'All the pupils wanted to take part in more sports'

The events also provided valuable learning opportunities for the Young Leaders, Young Ambassadors and Coaches of the Future in the Vale providing opportunities for them to utilise the knowledge and skills learnt through the training courses attended.

Playmakers and Young Ambassadors

Please see case study.



Healthy Living Team Staff Development

The Healthy Living Officers (formerly called Active Young People Officers) attended the physical literacy training delivered to school staff. This proved valuable in developing new ideas for activities and also brought a greater understanding of the curriculum and how it links to the physical literacy concept. All staff have also recently attended the International Physical Literacy Conference. Whilst feedback was mixed, this provided a platform to expand staff knowledge around physical literacy and how the concept is being developed in different settings (education and community).

Case Study

Playmakers & Bronze Young Ambassadors

The Sports Leaders Playmakers training and Bronze young Ambassadors have a particular impact on key stage 1 within primary schools.

Playmakers is a course that is increasingly recognised by primary schools as contributing to whole school and whole child development through a child centred approach. Recognised by schools as an important part of 'play' through the local play sufficiency assessment, the Playmakers facilitates peer led physical activity / play and provides a positive impact on developing physical activity opportunities. It is evident from the School Sport Survey results from the 2018 survey that key stage 1 pupils access less structured formal traditional extra-curricular physical activity than their key stage 2 counterparts. In the 2018 survey, 47% of KS1 are hooked on sport compared to their KS2 counterparts of 54% and when looking at male/female split this difference is almost identical. This lower participation is often attributed to time constraints on teachers to be able to deliver additional extra-curricular sessions. Therefore, the Playmakers provides an alternative solution to facilitate participation in sport / physical activity by the younger pupils.

The focus of this year's Playmakers plan was to target the rural Vale area of Llantwit. 9 playmakers courses have been delivered training 187 primary age pupils, resulting in 945 training hours. This has provided them with the skills and confidence to deliver physical activity games to their peers. The majority of these sessions are delivered during break and lunch times with 'Playmakers' leading groups of younger children. This has ultimately led to an additional 510 plus young people taking part in physical activity resulting in upwards of an additional 4410 participations.

Whilst the majority of schools use the Playmakers as a way to engage younger pupils with physical activity, different schools have used Playmakers in different ways. For example some schools have targeted pupils who are socially isolated or who are struggling with positive behaviour, and have used the Playmakers training as a way of boosting confidence. This is highlighted by the following feedback:

"This course is ideal. It highlights that it is not necessarily 'sporty' pupils who are the best leaders."

"This fits in with our plans for the school – we are using this scheme to facilitate pupils who are not currently engaging in activities within school"

Bronze Young Ambassadors from 20 schools received training during the summer term informing and upskilling them in potential roles they would undertake as Ambassadors. Many have been involved in delivering assemblies and undertaking organisation and promotion of extra-curricular clubs in school. Young Ambassadors in some schools have also been responsible for overseeing the schools 'Playmakers', helping with roles such as ensuring a rota is available to maximise opportunities for younger year groups. This has had a positive impact on participation amongst younger pupils.

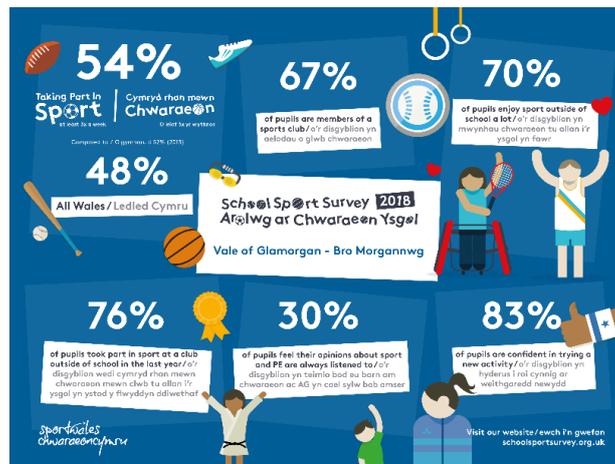
Case Study
Research and Cross Sector Partnership Working
School Sport Survey and School Health Research Network

The Healthy Living Team has been working in partnership with the Public Health Wales Health Promotion Team and representatives from the Council's School Improvement and Inclusion Team to share research data that is available regarding the participation levels of pupils in the Vale of Glamorgan.

School Sport Survey

The number of young people hooked on sport as indicated through the National School Sport Survey of 2018 was 54% (an increase from the previous survey). Healthy Living Team Officers are currently working with schools to develop action plans utilising the School Sport Survey data. Results highlighted the following key indicators:

- There was a higher increase in participation at secondary level (58% representing a 4.5% increase) compared to primary level which remained almost static (50%). Such a result may reflect the increased pressures on primary teachers that deflect their time on extra-curricular participation. It may also indicate that the AYP team could undertake some more targeted work with primary schools.
- The gap between male and female participation has halved since the 2015 survey. There was a narrowing of the gap between male and female participation in extra-curricular clubs (1% difference in 2018 compared to 3% difference in 2015). There was also a narrowing of the gap between male and female participation in community sport (1.2% difference in 2018 compared to 6.4% difference in 2015).



School Health Research Network

The School Health Research Network is a partnership between a number of key bodies (e.g Welsh Government, Public Health) and research organisations. It aims to provide robust health and well-being data. Pupils from Vale secondary schools were surveyed in the summer term across a number of different themes, one of which was physical activity (including general physical activity, active travel, sedentary behaviours). Although there were different measures used when compared to the School Sport Survey, key results for the Vale illustrate:

- 78% of pupils were active for more than 60 minutes for at least three days in the week before the survey
- 42% of pupils exercise vigorously outside of school at least four times a week.
- 11% of pupils spend 7 hours or more of their free time on a week day sitting down.

Although both surveys provided valuable results, it should be noted that participation in one survey may have been limited due to a number of surveys being active at the same time. However data from both surveys will be utilised to direct areas of development.

Case Study Squash

With support from the Healthy Living Team, Squash Wales has led on a successful project to introduce squash into 6 Vale primary and secondary schools, whilst also promoting the community club opportunities available at Barry Squash club and Cowbridge Squash club.

42 school sessions were delivered to 660 school children who have been introduced to Squash, many of whom had never heard of the game and had no understanding of how to play the game. They have all had the opportunity to try the sport and have been given information on how they can continue learning to play squash within the local community.

22 children have so far joined local clubs as a result of this project. Others are now also able to continue to enjoy squash more regularly through extra-curricular sessions delivered at their schools, and during their PE lessons as the schools were provided with equipment as part of the project. For example, Palmerston Primary school are planning to run an after-school session using the mini squash walls and are planning to meet with another primary school for a mini festival in the near future.

As part of the project, teachers from 2 schools have also gained their Squash Leaders qualification, providing them with the understanding to coach the basics of Squash within the school setting. Both teachers said the course was excellent and were looking forward to taking their Squash equipment received back to their schools to continue with squash activities. The feedback from one teacher stated:

“The course couldn't be improved, the content, facilitator and activities were all excellent”

Four volunteers from local squash clubs were also supported to obtain their Squash Leaders qualification, increasing the coaching workforce in the area to deliver within community and school settings.



Case Study **Girls on the Move**

Analysis of the primary school data from the Schools Sport Survey identified areas within the Vale which had lower participation rates for girls than in other areas.

As a result, appropriate activities were organised on a local basis to increase girls' participation. For example, after meeting with Primary School A, it was identified that although there was an extra-curricular programme on offer, uptake by girls was very limited. After discussions with staff and pupils, it was agreed that girls only sessions would be organised. A series of six after-school sessions was therefore organised in conjunction with local clubs but delivered within the school environment. Each week a different activity was delivered by the external clubs, with a key member of school staff who the girls were comfortable with was also in attendance. It was felt that this partnership was vital, as the girls had an instant link with a local club/group.

It was evident during the progression of sessions that the girls' confidence and subsequently their motivation increased. Girls were returning each week and they were keen to learn new skills and try out a new activity, illustrating that the appropriate environment is an influencing factor in the girls' attendance. These sessions definitely assisted in developing fundamental skills which in turn also increased motivation to attend further sessions. The next stage of the project will be to invite girls to the local clubs.



Sport & Play Development - Helping to Tackle Inequalities in the Vale of Glamorgan

Karen Davies - Principal Healthy Living Officer

Projects Tackling Inequalities include:

- ▶ School based programme - 5x60 Scheme & Primary School project (economic deprivation, gender inequality, disability & rurality)
- ▶ Women & Girls on the Move (gender inequality)
- ▶ Mental Wellbeing project (sport & physical activity)(mental health)
- ▶ Disability Sport Development (disability)
- ▶ Families First Holiday Club (disability, economic deprivation)
- ▶ Hot Shots & Doorstep Sports (economic deprivation, rurality)
- ▶ Active August (economic deprivation & rurality)
- ▶ Dinas Powys Secret Garden (economic deprivation; play deprivation)



Projects Tackling Inequalities include:

- ▶ Hungry Holidays (economic deprivation)
- ▶ Older People's project (mental health & wellbeing)
- ▶ Play schemes & Play Rangers (economic & play deprivation & rurality)
- ▶ Health & Wellbeing Group (Children & Young People) (mental health)
- ▶ Social Physical Activity (economic deprivation, rurality & gender inequality)
- ▶ Social Services Care Leavers (economic deprivation; health & wellbeing)
- ▶ Young Carers (mental health & wellbeing)
- ▶ School Holiday Enrichment Programme - SHEP (economic deprivation)
- ▶ Healthy, Active & Outdoors (economic deprivation & rurality)



Mental Wellbeing Project

Aim: Increase participation rates amongst residents in the Vale who have a mental health condition or wellbeing issues.

1. Mental Health Friendly Clubs and Activities

To increase mental health knowledge amongst local sport and physical activity providers through the delivery of Mental Health Awareness Training and raising awareness of mental health friendly clubs.

- Training delivered by MIND - 59 coaches/instructors from more than 27 club/sessions have attended the training to date
- Promotion of mental health friendly organisations through the use of a kite mark.
- Mental Health Awareness training is now part of the annual training calendar

2. Links to Youth Wellbeing Team

Links developed with the Youth Well-being Team to target pupils with general well-being issues. Taster activities delivered in youth club setting and sports team liaising with Well-Being Youth Mentors to promote opportunities within 5x60 scheme.

3. Supporting local organisations

E.g. Woody's Lodge, an organisation that supports veterans after they leave the armed forces.

- Aim to create an environment where veterans feel comfortable to take part in exercise and increase veterans confidence to progress to using public facilities for exercise and activity.
- A weekly Walking Football session has been established using equipment provided by the Sports Development Team, with an average of 10 people attending each week.
- Further work is to take place with the group once they have moved on to the next stage of their project.



Mental Health Friendly Sport and Physical Activity Clubs in the Vale

Barry	Penarth	Rural Vale
Barry Towns Ltd Park Sports Club, Football Club Tel: 01446 589964 Barry 11FC, Gymnastics Club 01446 724053 Barry Dolphins, Table Tennis Club Barry Dolphins Swimming Club 01446 702000 Barry Ladies' Centre - GP Referrals 01446 939000 Fitness Fitness http://www.fitnessfitness.co.uk http://www.fitnessfitness.co.uk Lifestyl, Water Cycling http://www.lifestylwatercycling.co.uk Michelle Grant Personal Training http://www.facebook.com/michellegrantpb 01446 718423 Mia Team mjay95@ppl.com	Bisnes Networks, Cardiff and Vale (Local) https://www.facebook.com/BisnesNetworksCardiffandVale Network, Cardiff and Vale https://www.facebook.com/BisnesNetworksCardiffandVale Fitness Fitness http://www.fitnessfitness.co.uk Lifestyl, Water Cycling http://www.lifestylwatercycling.co.uk Sally, Indoor Bowls Club https://www.facebook.com/sallyindoorbowlsclub 01446 718423	Bisnes Networks, Cardiff and Vale (Local) https://www.facebook.com/BisnesNetworksCardiffandVale Bisnes Networks, Cardiff and Vale (Local) 01446 422000 Fitness Fitness http://www.fitnessfitness.co.uk Lifestyl, Water Cycling http://www.lifestylwatercycling.co.uk Lifestyl, Water Cycling 01446 422000 Lifestyl, Water Cycling http://www.lifestylwatercycling.co.uk 01446 422000 Rhosoppe Life Saving Club http://www.rhosoppe.org.uk The Saints FC U12 and U15's http://www.facebook.com/saintsfc Vale Sport & Leisure Club https://www.facebook.com/valesportleisureclub 01446 717745

For more information please contact Simon Jones, Senior Healthy Living Officer, Vale of Glamorgan Council on 01446 742745 or sjones@valeofglamorgan.gov.uk

If you see a coach or volunteer at one of the clubs above wearing a MV Fit, Barrow or Wines Band, they will have had Mental Health Awareness Training and are happy to help if needed.

Older People More Active

Aim: Increase participation rates amongst older people

1. Lift / Tai Chi Training

- ▶ Solace (Dementia group) - nurses at the group supported to attend a LIFT Course run by Age Cymru. *A weekly session now takes place at the group.* Individuals from Hen Goleg Day Centre also attended the training and are delivering to their service users
- ▶ Tai Chi instructor course organised and funded -
 - 21 people attended resulting in 200+ participants experiencing Tai Chi on a regular basis.
 - New sessions delivered by Motion Control to individuals who are being cared for and their carers in Llantwit.

2. Vale Care Homes

- ▶ The Older People More Active course was created by the Vale Sports Development Team with the aim of up-skilling residential home staff to set up sport and physical activities in their respective homes.
- ▶ A booklet was created to accompany the course with the support of National Governing Bodies of Sport (FAW Trust, Table Tennis Wales, Tennis Wales and Wales Golf) - this includes activity cards of different activities that can be played in the residential home setting.
- ▶ Each home also provided with the opportunity for free equipment to use when running new activities
- ▶ 13 staff members from 6 different care homes attended the course, with 100% rating the course as excellent or good. To date more than 225 residents are benefitting from the activities delivered.

3. Walking Sports

- ▶ Created new walking netball sessions in Penarth Leisure - 18 people currently registered
- ▶ Currently developing new sessions in Llantwit & Barry
- ▶ Created walking football sessions in Penarth Leisure which are now part of the Young at Heart sessions *attracting an average of 12 -14 players on a weekly basis*
- ▶ Developing further walking football sessions at Jenner Park Stadium in conjunction with Barry Town Football Club



Women & Girls on the Move Project

Aim: increase participation rates amongst females, narrowing the gap between male and female participation.

- ▶ Focus on:
 - increasing confidence levels and motivation via female specific activities.
 - utilising the School Sport Survey data and other local data to provide a targeted programme.
- ▶ Last year more than 8723 participations by more than 1662 women & girls involved in the 451+ sessions as part of the project. 63 training opportunities and 45 new leaders trained to impact on female participation.

Projects being progressed this year include:

- ▶ *Running* - further supporting running clubs; Couch 2 5K (28 participants in recent new session); Run Leaders training; Park run - new session at Cosmeston
- ▶ *Primary Schools* - focus on schools with low female participation rates - girls only after-school clubs set up in partnership with local sports clubs, e.g. dance sessions offered to year 5 & 6 girls in Gladstone Primary delivered by Local Motion Dance
- ▶ *5x60 scheme* - removal of barriers. Last year 206 girls only sessions impacting on over 450 girls. Currently developing a Fit Bit project with Newydd Housing targeting identified girls for a 10 week project.
- ▶ *Uniformed Groups* - implementing participation events delivered to girl guiding groups; sports leadership training for Rangers and older guides to facilitate them with the delivery of activities in units, impacting on girls who may not otherwise join a traditional sports club. Being provided with equipment bags for community use.
- ▶ *Workforce development* - ensuring females are seen as role models and included within schemes such as Coaches of the Future and Young Ambassadors.
- ▶ Walking Netball
- ▶ Breeze Cycling - supporting local Breeze Rides Leaders through training



Case Study - Cowbridge Moovers

- ▶ Request on social media to set a running opportunity up in Cowbridge area, particularly from socially isolated individuals whose activity levels were low.
- ▶ Initial meeting attended by 12 people, now more than 120 members. They are now a self sufficient group, although Sports Development Team still support when requested.
- ▶ 9 people stepped forward and trained as Run Leaders and in First Aid
- ▶ After initial 10 week block 76% felt fitter, 86% were more confident to attend other physical activities. Other positive mental wellbeing benefits.



“A massive thank you from me for setting up the group. Joining the moovers has opened up my world socially. I have enjoyed getting to meet new people. Chatty runs are a great way to socialise. It always feels good to be part of such a positive support group and have run leaders to encourage, support and guide you. For me, it helps create the balance away from some negatives in working life. Physically I am getting fitter and it is always good in maintaining a healthy lifestyle. Mentally running and socialising gives me the feel good factor and always lifts my spirits if I am having a bad day. I look forward to running days and now miss it when I can't make it. Prior to running, I was on my own which was isolating”.

“The Moovers has helped me get back into activity after an injury. I'd completely lost my confidence but since joining the club my confidence has returned and now running twice a week have lost ½ a stone! The social aspect of the club is great benefit, meeting new friends of all ages and abilities has been wonderful. I always thought clubs were for the super-fit - how wrong I was! All the run leaders are so welcoming and encouraging to all abilities, so I look forward to meeting up with the club and miss it if I can't be there. It's benefited me physically, mentally and socially”.



(feedback from members of the Cowbridge Moovers Running Club)

FAMILIES FIRST HOLIDAY CLUB

Aim: To provide supported play opportunities to disabled children aged 4 - 11 years during school holiday periods.



- ▶ Funded through the Disability Strand element of the Families First funding stream provided by Welsh Government.
- ▶ To facilitate inclusion the service provided by the Play Development team as part of the Holiday Club includes:
 - ▶ nurse provision for children who require medication
 - ▶ personal care provision for children who require assistance with toileting / changing
 - ▶ 1:1 or buddy support
 - ▶ specialist play equipment
- ▶ Referral process: by families, social workers, health visitors, schools, other professionals
- ▶ Seventy six children aged 4 - 11 years attended the Holiday Club with a total of 374 participations over 12 days during summer holidays.
- ▶ Also deliver in all other school holidays with exception of Christmas
- ▶ Children from families in crisis via partners such as Family Around the Child Team (FACT) are also referred to the scheme



“My daughter has benefitted so much from attending holiday club, she enjoys going in and is very happy and content coming out. She enjoys painting, the playground and making new friends. Staff are always so happy and helpful, nothing is too much trouble. Many thanks to all the staff and Jo for a well run playscheme, I can see that the children that attend are very happy with their environment including skilful playleaders. Once again another successful year, with heart felt appreciation.”

“The playscheme is fabulous and Hannah has loved every minute and asks to go every day. Hannah loves making things, painting, drawing and everything really. And she loves the staff! We can't fault any staff at playscheme, Jo Jones is 5!! Overall brilliant, we have to travel a fair way so Hannah can have fun but it's worth it.”*

“I honestly can't thank each and every one of you enough! Ralphy has loved coming to playscheme, he was able to play football all day and this is his dream. I know he is safe and happy with all of you. It allowed me to have time with Macey because she needs it too. A massive thank you to you all and Jo for being so kind, helpful and positive.”

Having somewhere safe and secure for us to be able to leave my son is invaluable for us. The fact that his younger sister is always welcome, and that all the other parents are in the same boat is a big bonus. The staff are fantastic and always make a fuss over him and try to engage with him. We were gutted when it was reduced to 2 hours - there are no childcare providers (even paid) who can deal with my sons needs so this was a big disappointment. We really hope the holiday club continues and we are grateful that the full days came back!



MAIN CHALLENGES

Evidencing the Impact that sports & play has on the health and wellbeing of local residents.

Improving understanding, and promoting sports and play as a preventative service which can positively contribute to the Wellbeing of Future Generations.

FURTHER INFORMATION

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