

SPORT CONWY
5 YEAR STRATEGY

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INTRODUCTION

Sport Conwy is recognised as the people's voice for sport within Conwy and as such is committed to assisting with the sports development and improvement of grass root sports opportunities for people of all age groups, and levels of ability.

Sport Conwy aims to provide a forum for clubs to meet and discuss matters of common interest. At the same time, it provides a local voice to promote and increase awareness of the excellent work being undertaken by clubs at a local level. There are now well over 100 sports clubs and sport associations affiliated throughout Conwy.

Partnership in sports development is the key to the success - together we can make a significant impact in improving sport locally!

This strategy is the start of that partnership process, providing your club with the opportunity to contribute to the development of Sport Conwy, its objectives and key priorities.

Mrs Ceri O'Donnell MBE

Chairperson 1997-1999

Sport Conwy (formerly Conwy County Borough Sports Council)



BACKGROUND

Conwy County Borough Sports Council (CCBSC) was formed in 1997, following Local Government Reorganisation and the amalgamation of the former Aberconwy and Colwyn Borough Council's. In April 2001, CCBSC was renamed Sport Conwy in order to promote its own individual identity.

Over the past three years, Sport Conwy has grown into a widely recognised local sports body, working towards agreed aims and objectives. It has established an excellent working relationship with organisations in Conwy including, the Local Authority, Sports Council for Wales (SCW), the Welsh Association of Local Sports Council and Conwy Voluntary Services Council.

The Role of the Local Sports Council

Sport Conwy places a high priority on developing, through partnership, increased and improved opportunities for people to take part in sport within the community. Sport is an important aspect of community life - vital to the individual and collective well being. There are several agencies involved in providing sport for the community, such as the local authorities, clubs, SCW, national governing bodies of sport and the various voluntary associations. All of these agencies provide much need resources, which, when co-ordinated through a common approach, can provide a powerful vehicle for the provision of sport at a local level.

Sport Conwy provides the opportunity for a variety of people and organisations to pool their expertise, knowledge and resources, with the elected Committee being drawn from the local authority, sports clubs, associations and other interested parties. It can provide an injection to local sports development, mobilising community effort and encouraging co-operation, co-ordination and action amongst all sporting and physical recreation groups.

The main role of Sport Conwy is to provide help and advice for the greater promotion of sport in the local community. In creating fresh impetus through partnership, Sport Conwy's general aim is to create more opportunities and facilities for greater participation in as wide a range of sports as possible.

Currently, there are 103 members of Sport Conwy, the vast majority of whom now have a direct involvement with the Local Authority and in particular the Leisure Development Officer (LDO) who acts as Sport Conwy's Secretary. Activities organised by Sport Conwy include:-

- ✓ Junior sports development programmes,
- ✓ Coach education courses,
- ✓ Advice on sponsorship and fund-raising ideas,
- ✓ Competitions both at local and county level,
- ✓ Information on available sources of grant aid,
- ✓ The production of a local sports newsletter,
- ✓ The production of information leaflets,
- ✓ The production of a Sports Club Directory,
- ✓ Seminars on issues affecting voluntary sport,
- ✓ Gold card scheme for elite athletes,
- ✓ Sponsorship of the Local Coach of the Year award,
- ✓ Financial assistance to eligible individual athletes.

Local clubs and voluntary organisations have welcomed Sport Conwy as they now have an ideal forum for the discussion of issues that affect them. It also provides them with an opportunity to help shape the future of sport within their community. With this type of support, Sport Conwy will continue to thrive and expand - good news for sport, not only in the local community but also in Wales as a whole.

Partnership in Action

Over the last five years Sport Conwy has built up an excellent working relationship with the sport clubs in Conwy. During that time a range of activities has been delivered in partnership with the Local Authority and the Leisure Development Officer, directly benefiting local clubs and organisations.

In 1997, Sport Conwy introduced a system of strategic planning, through the introduction of an annual work programme. Funding is received from the Local Authority and the Sports Council for Wales to finance the work programme, which sets out Sport Conwy's operational objectives, targets and outcomes for a twelve-month period. The production of a work programme has the following advantages:-

1. Enable sport clubs to participate in the development of Sport Conwy's operational plan.
2. Clearly articulate to affiliated members and interested bodies, Sport Conwy's priority objectives and targets for any twelve-month period.
3. Provide a clear framework of objectives within which Sport Conwy should work.
4. Provide the basis for an annual submission to the SCW for grant aid support.
5. Provide a framework through which Sport Conwy can monitor progress.

This system of strategic planning proved a useful tool through which Sport Conwy focused on clear objectives, rather than reacting 'spontaneously' to opportunities which may have resulted in less being achieved and at a lower quality.

It was agreed that this notion of an annual work programme would be extended into the development of a five-year strategy. The production of a strategy will highlight to partners the key role of Sport Conwy and at the same time assist co-ordination and ensure greater efficiency and effectiveness in the use of resources.

CONSULTATION PROCESS

An important part of any strategy process is consultation. A series of key issues were identified that required detailed consultation. These key issues were:-

1. Aims and objectives;
2. Management and administration;
3. Approach to communication and networking;
4. Strategic role and impact on sport in Conwy;

A draft Strategy containing the above was prepared and circulated to the following, for their comments and opinions:-

- Member clubs and organisations
- Sport Conwy Committee Members
- Welsh Association of Local Sports Councils
- Sports Council for Wales
- All Welsh National Governing Bodies for Sport
- Conwy County Borough Council's Culture and Leisure Panel

The results of this consultation exercise were analysed and included in this document where appropriate.

1. AIMS AND OBJECTIVES OF SPORT CONWY

The constitution of Sport Conwy currently identifies key objectives, which also underpin the work of the Sports Council for Wales.

- a) To provide a forum for communication between the Local Authority, sports clubs, sporting organisations, individuals in sport and other relevant agencies.

Currently Sport Conwy meets five or six times per year, in addition to the Annual General Meeting. These meetings are held in Conwy. Improvements to existing meetings can be achieved by:-

- Covering youth issues
- Lobbying for improved facility provision
- Inductions for new Committee members
- Involve more members organisations, in addition to elected officers.

- b) To publish and disseminate information to the sporting sector.
To promote sport in the local media.

Sport Conwy aims to highlight the work of itself and clubs through internal and external opportunities including reports, presentations, promotions, use of the media etc. Improvements to this service can be achieved by:-

- Liaising closely with National Governing Bodies of sport
- Appointment of a press officer
- Liaison visits to member organisations
- Involvement of Conwy County Borough Council's press officer to raise profile
- Increase press coverage
- Encouraging members who receive mailings to circulate information to others

c) To Assist Member Sports Clubs and Organisations to develop.

Sport Conwy considers that it has an important role to play in acting as a voice for community sport. It currently comments on a wide range of issues affecting community sport that impact directly on local clubs and organisations. This can be improved by:-

- More feedback from members, through liaison meetings
- Questions used at liaison meetings designed to elicit needs and aspirations.

d) To Assist in the Education and Development of Sports Coaches and Officials.

Through the Sport Conwy Work Programme much emphasis is placed upon educating and developing club coaches and officials. Joint initiatives have been developed for example, the Coach Education Programme with Llandrillo College and National Coaching Foundation courses with neighbouring sport councils. This can be improved by:-

- Encouraging NCF courses to become more specific where need is identified i.e. Coaching Disabled Performers
- Developing new courses i.e. Applying for a Lottery grant, Psychology etc.

e) Provide and Promote Sporting Opportunities / To increase participation and the Standard of Sporting Activities.

Sport Conwy will continue to encourage sport at all levels. However, it is felt that Sport Conwy can make the most significant impact by targeting resources at the development and improvement of grass root opportunities in sport. Improvements can be achieved by:-

- Lobbying for facility improvements
- Tackling the fact that some coaching awards are unachievable by volunteers
- Focusing on minority sports

The above objectives were developed three years ago when Conwy County Borough Sports Council (Sport Conwy) was formed. The objectives provide a framework within which Sport Conwy operates.

2. MANAGEMENT AND ADMINISTRATION

Sport Conwy is currently managed through elected Officers comprising Chairperson, Vice Chair, Treasurer and Secretary (provided by Conwy County Borough Council). All Officers, except the Secretary, are eligible for re-election each year.

Affiliated clubs are entitled to send two representatives to the A.G.M., although only one representative is entitled to vote.

a) Secretarial Role

Sport Conwy is grateful to Conwy County Borough Council for providing the Secretariat. However, it recognises that with its annual work programme expanding year on year, it is unrealistic to expect the Secretary to be able to commit additional time to the post of Secretary, whilst at the same time conduct other sports development work.

- In view of this, it is agreed that Sport Conwy seeks the appointment of a Minute Secretary and Press Officer

b) Appointment of Sub-Committees

In order to assist the Committee in the delivery of key areas of work a system of sub-committees has been introduced covering public relations, special events, and the strategy review. Further subcommittees for finance and marketing are yet to be established. Through this system of devolved responsibility it is intended that Committee members will contribute to specific areas of Sport Conwy's Work Programme as well as drawing on specific expertise to further enhance and improve its services.

3. STRATEGIC IMPACT OF SPORT CONWY

Sport Conwy supports the principle of 'sport for all', and will continue to advocate this message through the Sport Conwy's network and its partners. However, Sport Conwy must prioritise its work in order to ensure an impact can be made at a grass roots level. Through this approach, resources can be used in the most effective and efficient manner leading to the creation of more sustainable local sports development programmes of high quality.

In considering its approach to prioritising work, Sport Conwy has identified the groups that it would wish to target for development, as well as the role that it's network can play in delivering sports development objectives at a local level.

The target groups are:-

Young people (aged 7-16 years),

Women and girls,

People with disabilities.

Social inclusion.

The sports development objectives at a local level are:-

1. Supporting Conwy County Borough Council's Sport and Recreation Strategy in particular the principles of 'quality and value through partnerships'. Supporting the Sports Council for Wales initiatives such as; Clwb Cymru, SPORTLOT Community Chest grant scheme, NCF and Running Sport courses, Disability sport, Women and girl, Sports Leaders programme, Dragon Sport etc. Also SCW's strategies particularly the 'Putting Young People First' national programme, where Sport Conwy can make a significant impact.
2. Encouraging clubs to work alongside partner organisations to co-ordinate a common approach to the identification and delivery of work programmes, avoiding duplication and maximising resources.

3. Supporting local sports clubs by assisting them to identify and access appropriate resources which will assist them in developing sports programmes e.g. grant in aid schemes, support networks etc.
4. Seeking to ensure that sports clubs and organisations are prepared to deliver new and improved opportunities for people to participate in sport, particularly young people, women and girls and the disabled.
5. Raising the profile of local sport through continuing to sponsor Conwy's Coach of the Year award.
6. Continuing to act as a voice for local sport.

4. COMMUNICATION AND NETWORKING

Sport Conwy recognises the need to improve systems and channels of communication between the Committee, member clubs and partners. The Sport Conwy strategy will seek to address these concerns through:-

- a) The production of a Directory, including detailed information on each affiliated club.
- b) The production of a newsletter twice a year reporting on the work of Sport Conwy and other organisations involved in the promotion and delivery of sport in Conwy.
- c) The continued distribution of the minutes of the Committee meetings to all Committee Members.
- d) Distribution of minutes to the Local Authority Committee with responsibility for Leisure.

In addition improvements could be achieved by:-

- Developing a website
- Liaison meetings for members
- E-mail news briefings

CONCLUSION

As previously mentioned, in 1997 Sport Conwy introduced a system of strategic planning, through the introduction of an annual work programme. The work programme sets out Sport Conwy's operational objectives, targets and outcomes over a twelve-month period. On production of the work programme funding is received from the Local Authority and the Sports Council for Wales. It is imperative therefore that this five-year strategy is read in conjunction with the current work programme (enclosed).

REVIEW

This strategy will be evaluated on an annual basis and the findings will be presented at the AGM. Sport Conwy will produce an accompanying annual work programme in order to implement the aims of this strategy and address any anomalies. A full review of this strategy will be undertaken in 2006.