EXECUTIVE SUMMARY

During 2016-17 we invested over £15 million and over the last 5 years we have invested £63 million across a range of programmes and priority areas. The focus of investment has been to foster a culture of sport that has been shared with the sport sector in Wales of getting every child hooked on sport for life and this will deliver building blocks of champions. The aspirations are reflected in both the community and elite sport strategies, which ensures that our investment complements the core investment we make via Welsh Government funding to governing bodies and other organisations.

Alongside providing vital investment for week to week delivery of community sport, National Lottery investment has enabled us to proactively target certain barriers to activity and to innovate. Through programmes such as Calls 4 Action we have been able to target specific barriers to participation in sport and physical recreation and learn from what has worked and what has not. The extensive evaluation for this programme has created significant learning for how we approach engaging the disengaged as an organisation, which we can apply to all our investments.

These programmes also enable us to operate with a high-risk appetite for investment compared to Welsh Government investments. For example, investing in new partners based on delivery of definite outcomes but also to understand the extent to which they can deliver.

National Lottery funding also allows Sport Wales to be more agile in responding to challenges and proactive in investing in new approaches, due to the relative freedom of being able to fund what we judge is important. For example, the commitment to investing in collaboration between Welsh Hockey, WRU and FAW to develop 3G facilities in Wales.

Sport and physical recreation have a key role to play in delivering a more active and healthy population. Thousands of Welsh people participate in both in their communities' week in, week out.

Alongside this we have sought to invest in opportunities for those that are less frequent participants to feel the full benefits of being physically active. The annual investment for 2016-17 in community based sports projects amounted to £9,579,871.

National Lottery investment has transformed the landscape for Welsh athletes, providing them with the opportunities to not only focus solely on achieving their potential, but also ensuring they have the sport science support they need.

The annual investment for 2016-17 in elite sport projects amounted to £5,470,745.

Delivering medal success is central to the Welsh Government’s strategy for sport:

“Sporting success is important to Wales because it is a statement about our heritage, culture, achievements and ambition. Our presence at the top of the medal tables and world rankings is a source of pride to many of us. It also and Olympic Games, surpassing the previous high at London 2012, with 12 individual and 12 team medals awarded and the Rio Paralympics saw Welsh athletes achieve the gold medal return from London 2012; 265. This remarkable achievement has showcased the true sporting potential of Wales and set the bar for future generations of Welsh athletes and coaches and community sports clubs to match and exceed.

Whilst medals are a key outcome measure, we have also been focussing our investment increasingly in ensuring we have the right coaches and support in place, along with working with partners to build talent systems that can develop and provide the best possible opportunity for an athlete to achieve their potential.
Sport Wales will shortly begin to develop a new long-term strategy for the organisation and National Lottery investment will be critical in delivering future outcomes for participation and competitions in Wales. Alongside this we will need to ensure that our investment contributes to delivering on the well-being objectives that we have established as part of our duties under the Well-being of Future Generations (Wales) Act 2015, with particular reference to:

- People in Wales live physically active and therefore healthier lives (Case Study example)
- Children and young people have the motivation, physical skills, knowledge, understanding, and opportunities to take part in physical activity for life (Case Study example)
- Wales is recognised internationally as a successful sporting nation (Case Study example)

We are already well positioned to provide examples of how we are impacting on these outcomes, but we will need to take a renewed strategic look at our investment, from both Welsh Government and National Lottery sources, to ensure alignment. This also needs to be achieved collaboratively with other National Lottery providers and public sector bodies to create an investment strategy and programme that is collaborative, involves communities and delivers on agreed joint outcomes.

We need to ensure that any new investment direction provides for both the traditional investment into community clubs and activities, which engages thousands of people week in week out across Wales, alongside growing those offers that encourage people to take their first steps into becoming active. We would also want to see greater joint commissioning of initiatives, wherever possible. For example, where social running groups are getting those who have been inactive to become more active and so relieving some pressure from health services, these should be jointly funded with health in recognition of the preventative nature of the activity.

SUSTAINABILITY: FUTURE DIRECTIONS
COMMUNITY SPORT

Community sport has a key role to play in delivering a more active and healthy population, providing the opportunities for those who already consider sport to be an integral part of their lives as well as those who are just starting their journey.

There are a range of programmes that support the infrastructure of voluntary sport sector across Wales either through developing new opportunities or by extending and developing existing opportunities. There is a wide range of activities that go beyond what some may view as the traditional sporting offer. We actively support a breadth of activities such as Zumba, cheerleading, fitness, exercise music and dance, recreational cycling, geocaching, roller sports, dodgeball, surf lifesaving, orienteering, jogging / running, yoga and many more.

Over the last 12 months the National Lottery has provided support to over 1500 clubs and organisations across Wales, providing local opportunities for people in all communities of Wales to be active. It is through investment into community clubs that so valued by national partners and local bodies, providing a steady level of investment into a wide variety of activities.

Through using National Lottery investment to proactively target barriers to participation, whilst complementing investment from Welsh Government sources, we have been able to invest in a wider range of partners to tackle low activity levels from certain communities. It is central to Sport Wales’ approach that alongside providing the traditional sporting opportunities that get many children, young people and adults out onto the fields, pitches and leisure facilities across the country, we also seek to tackle barriers to participation for specific groups. As part of this commitment to deliver on providing more opportunities for all, a number of National Lottery investment decisions have been made to support partners to help tackle low participation among target audiences.

This has led to new partnerships being developed and new insight into how to encourage barriers to participation to overcome within our own communities. This insight is not only valuable for the sport sector, but can be used to shape and deliver services across the public sector for three communities. Whether it is geocaching in the Brecon Beacons with young people from improved communities, improving physical literacy for girls through the Girls’ Club, or working with FE colleges to make physical activity more accessible in their community, these new partnerships have found new ways to reach audiences that might previously have not thought sport was for them.

Using the National Lottery investment to proactively target barriers to participation, whilst complementing investment from Welsh Government sources, we have been able to invest in a wider range of partners to tackle low activity levels from certain communities. It is central to Sport Wales’ approach that alongside providing the traditional sporting opportunities that get many children, young people and adults out onto the fields, pitches and leisure facilities across the country, we also seek to tackle barriers to participation for specific groups. As part of this commitment to deliver on providing more opportunities for all, a number of National Lottery investment decisions have been made to support partners to help tackle low participation among target audiences.

STREETFOOTBALL WALES

A social inclusion charity that exists to improve the lives and opportunities for homeless and socially excluded people in Wales was funded by the Calls4Action initiative. An example of where StreetFootball Wales makes a difference to lives in Wales is Zamu, a Ugandan refugee who came to Wales in January 1995. Finding a life in the UK presented challenges.

Zamu has played in the homeless World Cup and is now studying at college where she hopes to be a paramedic – something which she attributes to the confidence and sense of belonging that football has given her.

https://www.youtube.com/watch?v=yxtAvX6-tXI
GRANT FUNDING PROGRAMMES

COMMUNITY CHEST (GRANTS UP TO £1,500)

This scheme was introduced in 1999 to allow local organisations the opportunity to request funding to increase levels of participation in sport and physical activity. The scheme is administered in partnership with the 22 Local Authorities who provide advice for applicants and a risk management framework to protect Sport Wales’ investment.

This scheme has been instrumental in doubling the amount of qualified coaches across Wales in the past 10 years, making the barriers and costs for individuals who wish to volunteer in sport lower. Wales has approximately 60,000 active coaches today and one in five have received Sport Wales support. A total of 1,800 events have profoundly impacted equality within participation.

DEVELOPMENT GRANTS (GRANTS £1,501 - £50,000)

This scheme has the same aim as Community Chest but allows applications to request more funding that can help with capital work or the purchase of equipment. Development Grant investment in projects does not support 100% of total costs, meaning other funding and collaboration is required. In 2016/17, Sport Wales invested in projects with a value of at least £3 million, meaning that more than £2 million of additional investment was levered in because of Sport Wales investment. Specific success includes an increase of 10,000 more children taking part in gymnastics across Wales where Sport Wales have worked with the governing body to target investment into areas where there was latent demand.

TACKLING INEQUALITIES BME COMMUNITIES

Sport Wales has utilised research previously undertaken into participation in BME communities in Wales to identify areas in partnership with the Welsh Council for Voluntary Action (WCVA) to specifically work with BME communities in targeted areas. The intention of this partnership is to not only identify opportunities for participation in activity, but also to support local communities to deliver the activities to these opportunities. This has been led by the insight and data Sport Wales has used and commissioned pieces of research, as well as the knowledge and skills of partner organisations. The WCVA partnership complements other investments such as the award winning ‘Cricket Beyond Boundaries’ project with Cricket Wales and the Welsh government’s £500,000 Lottery investment into a partnership with the WCVA to specifically work with BME communities in targeted areas. The intention of this partnership was to not only identify opportunities for participation in activity, but also to support local communities to deliver the activities to these opportunities. This has been led by the insight and data Sport Wales has used and commissioned pieces of research, as well as the knowledge and skills of partner organisations. The WCVA partnership complements other investments such as the award winning ‘Cricket Beyond Boundaries’ project with Cricket Wales and the Welsh government’s £500,000 Lottery investment into a partnership with the WCVA to specifically work with BME communities in targeted areas. The intention of this partnership was to not only identify opportunities for participation in activity, but also to support local communities to deliver the activities to these opportunities. This has been led by the insight and data Sport Wales has used and commissioned pieces of research, as well as the knowledge and skills of partner organisations. The WCVA partnership complements other investments such as the award winning ‘Cricket Beyond Boundaries’ project with Cricket Wales and the Welsh government’s £500,000 Lottery investment into the Welsh Council for Voluntary Action (WCVA) to specifically work with BME communities in targeted areas.

CALLS4ACTION

There were 2 phases of this programme, formed to work with new partners and specifically target those people who are not taking part in regular sport and physical activity, including:

- In total £4m has been invested across 23 projects since 2012 providing full year impact reviews. Two phases of the project are to create sustainable opportunities which has seen over 200 new coaches qualified and 600 new volunteers, ensuring sustained continued growth. Funding has been awarded to date over 11,000 people from BME communities involved in these projects with a further review due in October 2017.

CASE STUDIES

Brecon Beacons National Park

www.youtube.com/watch?v=zC-0BH9oB0o

www.youtube.com/watch?v=WZztKbyhjsw

As part of Calls4Action programme, the project will run an adult coaching course delivered for BME communities in Caerphilly and create a linking BWE cricket network of coaching opportunities involving partnership in cricket.
INVESTMENT IN NATIONAL PARTNERS

Lottery investment is used to fund specific partners that have the potential to impact on additional partnerships, deepening communities and through the Welsh language to prioritise work in disadvantaged communities where supporting new coaches and volunteers in run sustainable activity sessions is a key aim. A total of £608k has been invested for 2017-18.

An award-winning programme, The Us Girls brand is designed to increase and sustain young women’s participation in sport and physical activity within some of the nation’s most disadvantaged communities (see case study in appendices).

Urdd – Annual investment of £250k to support a range of activities across Wales which aims to use the power of the Welsh language to engage with children and young people (3-25 years old) and get them actively involved in sport. Over the past 12 months, the following results have been achieved:
• 15 new apprentices (20 in total)
• 6,500 children participating in weekly clubs
• 363 children have been signposted into NGB clubs
• 52% of community club members are girls
• 110 new community clubs have been established
• 420 active leaders and coaches

This includes Gemau Cymru, a bilingual signature event for young people in the Welsh sporting calendar enhancing the performance pathway of Olympic, Commonwealth and Paralympic sports which provides an opportunity for talented young athletes to compete in a high profile multi-sport event in an experiencing an athlete village environment.

Disability Sport Wales - An invaluable investment of £566k per annum to increase the amount of disabled people accessing sport and physical activity across Wales and create a workforce to support and develop the sporting sector. The investment in 2016 has seen:
• 22,685 regular participants
• 3,562 qualified coaches
• 3,741 volunteers

In addition, the organisation has also supported 15 NGBs and 22 Local Authorities to achieve insport awards which puts inclusion at the heart of sport and physical activity.

CASE STUDIES:
• How Deaf rugby has transformed one person’s quality of life.
  - www.youtube.com/watch?v=VARIzkXawDM
• A parent’s perspective of how sport has changed her son’s life.
  - www.youtube.com/watch?v=SbwzisccA7w

A total of £1m supports the development of local initiatives developed through Local Authorities across Wales.

These interventions support the technique core funding to increasing participation, applying local knowledge and expertise, whilst also providing local communities and organisations with an opportunity to develop sustainable activity opportunities through either Welsh or English. Resources have been provided to establish local partnerships to build sustainability opportunities which will complement existing national partnerships and ensure delivery of the unique 2016 Games legacy programme.
The Elite Sport Strategy was designed to deliver against the statement by the Minister for Heritage in 2010:

"Sport is important to many people in Wales and for many reasons. It is important to our health, to our sense of wellbeing, to our national identity and to our place in the world. Wales is a small nation with big ambitions. We want to win medals at the major multi-sport events like the Olympics, the Paralympics and the Commonwealth Games. We want to win World and European Championships. We want to be known across the world for our sporting achievements."

The key measures of the original strategy were:

- Wales position, on a per capita basis, on the medal table at the Glasgow 2014 Commonwealth Games
- The number of athletes competing and winning medals for Great Britain at the Olympic and Paralympic Games

There were a record number of Welsh athletes on the GB team for the London 2012 Olympic and Paralympic Games and a record medal haul for Welsh athletes. This was followed by the highest ever medal haul for Wales at a Commonwealth Games in Glasgow, with the nation finishing top of the per capita medals table among nations that won medals in multiple sports.

Following the Glasgow Games, the Elite Sport Strategy was revised in line with the Minister for Culture, Tourism and Sport's statement:

"Sport can have a lasting positive impact on the people of Wales; to our health and wellbeing, to our national and higher aspirations for excellence. Wales is a small nation with big ambitions; the Olympic, Paralympic and Commonwealth Games are the most important sporting events on the world's sporting calendar and we are committed to performing well at these events."

This revised Elite Sport Strategy provides the blueprint for a sustained level of achievement at the highest level of sport. The challenges identified and addressed in this document is that of continuing success for Welsh athletes and the development of effective systems that deliver elite international success long into the future.

Wales already has an enviable and proud track record of success in elite sport and this strategy is designed to strengthen and enhance that reputation.

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**The graphs indicate the improvement in Wales performance against the main measures since the inception of Lottery support for elite sport in 1996.**

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**The prioritisation of sports is determined by three key groups of factors.**

- Major multi-sport status (Commonwealth, Olympic and Paralympic status; UK Sport priority band rating; number of Commonwealth medal events)
- Athletes and results (level and potential of athletes in the current cycle; depth of talent in future cycles; previous results in major Games)
- System factors (Elite sport coaching strategy and record of implementation; access to relevant and suitable facilities; governance impact on performance)
FRANKIE JONES
Not only did Frankie return a record individual haul of 6 medals at the Glasgow Games but she was also voted the “Inspirational athlete” of the Games, receiving the trophy at the closing ceremony. Sport Wales Lottery support allowed Frankie to not only focus on her performances but also overcome serious injury set-backs, eventually enabling her to compete for Team GB at the London 2012 Olympics and then extend her career through to Glasgow 2014 and the incredible success she enjoyed. She has undoubtedly inspired a whole new generation of budding young gymnasts.

PERFORMANCE INVESTMENT MODEL & PRINCIPLES

The Sport Wales Institute invests Welsh Government and National Lottery performance funding in certain sports to achieve success, matching the athletes and principles outlined below:

1. Scotlandwards, Olympic and Paralympic Sports
   - The Institute invests into performance programmes and collaborating with athletes, coaches and sports to embed strategies and actions aimed at making the athletes medal winners on the world stage. It also works in cooperation with the other UK institutes to ensure that the Welsh performance programmes are aligned and that the athletes receive a more rounded and professional level of support.

2. Individual sports that are supported by the Institute
   - The Institute can support athletes at different levels of development, from grassroots through to international level. The athletes are usually part of a club or affiliated to a club, and have a performance plan in place that is monitored and reviewed regularly. The Institute provides funding to support the athlete’s training and development, as well as providing specialist coaching and support.

3. Important community sports that can also deliver significant and sustained international success
   - The Institute supports sports that are important to the community and can also deliver sustained success. These sports may not have medal potential at the international level, but they can still contribute to the overall success of the Institute and the Welsh athletes. The Institute provides funding to support the athlete’s training and development, as well as providing specialist coaching and support.

Learning and Evaluation:

The strategy underwent an independent review following the Commonwealth Games in 2014. As a result of the review, the Institute has made some structural and functional changes. A progress evaluation of these changes will be conducted ahead of the Commonwealth Games in 2018 to be independent of the results at the Games. Delivery of the strategy has been approached collaboratively and iteratively with partners throughout this performance cycle. This has led to the early development of a proposed investment and delivery model for the next performance cycle together with a new way of measuring how we measure progress and impact that better aligns with the Well-being of Future Generations (Wales) Act.
INVESTMENT

DURING 2016-17 WE INVESTED OVER £15 MILLION AND OVER THE LAST 5 YEARS WE HAVE INVESTED £63 MILLION ACROSS A RANGE OF PRIORITY AREAS.

ELITE
£5,470,744.85

COMMUNITY
£9,579,871.33

National Grants
£2,150,919

National Coaching
£4,730,626

Community Chest
£9,516,436

Development Grants (LSP, Street Games, Urdd, Leadership Programme)
£15,651,960

Disability Sport
£2,846,402

Elite Athlete
£4,098,744

Talent Development
£683,280

Elite Coaching
£9,561,336

Calls for Action
£3,189,890

Elite Programme
£7,659,963

National Performance Grant
£7,765,513

Total
£63,830,070

SPORT WALES LOTTERY INVESTMENT APRIL 2012 TO MARCH 2017

OVERVIEW OF PROGRAMMES AND PRIORITY AREAS OF INVESTMENT

- Calls for Action
- Community Chest
- Development Grants (LSP, Street Games, Urdd, Leadership Programme)
- Collaboration (artificial pitches)
- Disability Sport Wales Community Programme
- Elite Athletes
- Elite Coaching
- Elite Programme
- National Performance Grant
- Sport Wales Lottery Budget 2017-18

APPENDICES
PROGRAMME BUDGET
Total value of grants awarded:
Phase 1 £1,509,922
Phase 2 £2,447,361
Total Investment £3,957,283

DATE PROGRAMME COMMENCED
Phase 1 2012 & Phase 2 2014

AIM OF THE PROGRAMME
Phase 1: To impact on the Community Sport Strategy
Priorities: Equality; Child Poverty; Multi-sport Opportunities; 16-24yr olds;
Getting adults back into sport

Phase 2: To tackle inequalities and barriers to
participation within sport

FOCUS AREAS
• Girls & Young Women
• Young people living in poverty (up to 24yrs)
• People with a disability
• People from a BME background

IMPACT
Phase 1: Each individual project had a progress review
undertaken at 12 & 18 months and a standard pro-
forma captured the impact being made against project
outcomes and headline measures. Additional qualitative
information was also collected through a standard set of
questions.

UK Research Consultancy Services were commissioned
by Sport Wales to undertake an Impact Evaluation of Calls4Action
Phase 1 and the second interim report on the impact of Phase 2 is
due in September 2017.

PROGRAMME NAME
CALLS4ACTION

OUTCOMES

<table>
<thead>
<tr>
<th>THEME</th>
<th>No. OF PROJECTS SUPPORTED</th>
<th>TOTAL INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-24yrs</td>
<td>1</td>
<td>£90,000</td>
</tr>
<tr>
<td>Multi Sport</td>
<td>3</td>
<td>£414,023</td>
</tr>
<tr>
<td>Women &amp; Girls</td>
<td>2</td>
<td>£229,599</td>
</tr>
<tr>
<td>Poverty</td>
<td>1</td>
<td>£60,300</td>
</tr>
<tr>
<td>100x to 1000s</td>
<td>4</td>
<td>£559,000</td>
</tr>
<tr>
<td>Disability</td>
<td>1</td>
<td>£150,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>12</td>
<td>£1,509,922</td>
</tr>
</tbody>
</table>

The key findings include:
• Each Phase 1 project has met their participation target levels.
• To date overall "impact" on the ground has been good though not
spectacular.
• The first phase of the programme has had a significant impact on Sport Wales and is reflected in changes
in organisational culture, Board level understanding and commitment, external signalling of its impact
and understanding of it's role as an investment tool, and the increased expectations taken on Phase 2.

Phase 2: Each individual project will receive a progress review
at 12, 24 and 36 months and a standard pro-
forma captures the impact being made against the
project outcomes and headline measures. Additional
qualitative information is also collected through a
standard set of questions.

The overall objectives for Phase 2 are as follows:
• Generating positive action to address known areas
of inequality;
• Changing lives through sport;
• Being bold and encouraging new approaches; and
• Increasing the amount of regular and frequent activity
taking place throughout Wales.

AIM OF THE PROGRAMME
Phase 2: To tackle inequalities and barriers to
participation within sport

Year 1 (36 month) progress reviews are currently being
undertaken and are due for completion by October 2017
due to the varying commencement dates for projects.

YEAR 1 2015-2016
OUTPUT MEASURES

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>12 MONTH TARGET</th>
<th>12 MONTH PROGRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of participants the project will impact upon</td>
<td>11,404</td>
<td>9,904</td>
</tr>
<tr>
<td>Number of regular participants the project will attract</td>
<td>3,317</td>
<td>1,793</td>
</tr>
<tr>
<td>Number of new activities the project will deliver/offer</td>
<td>415</td>
<td>712</td>
</tr>
<tr>
<td>Number of activity sessions the project will deliver per week</td>
<td>2,803</td>
<td>2,037</td>
</tr>
<tr>
<td>Number of new coaches/leaders the project will develop</td>
<td>328</td>
<td>443</td>
</tr>
<tr>
<td>Number of new volunteers the project will recruit/develop</td>
<td>265</td>
<td>219</td>
</tr>
</tbody>
</table>

LEARNING AND EVALUATION

Phase 1
UK Research Consultancy Services (RCS) are undertaking
a longitudinal study of Calls4Action and have produced
the following reports:
• "Participation and Inequality: An Evaluation of the Impact of Phase 1 of Sport Wales’ Calls4Action" (March 2016)
• "Reaching Out: An Evaluation of the Process of Phase 2 of Sport Wales’ Calls4Action" (September 2016)
• "Evaluation of the Impact of Phase 2 of Sport Wales’ Calls4Action – First Interim Report" (October 2016)

The second interim report on the impact of Phase 2 is
due in September 2017.
CRICKET BEYOND BOUNDARIES
Value of Grant: £70,818
Number of Participants to date: 150 junior males (aged under 15) and 35 junior females (aged under 15) weekly

The project was created to help tackle inequalities, using sport to breakdown cultural and economic barriers between communities. The programme has been the catalyst for two more BME projects in Newport and Swansea. BME children have been given the opportunity to participate in cricket sessions run by volunteers and led through Cricket Wales and Glamorgan Cricket. Its success has been recognised through winning prestigious ECB awards, namely the ECB Diversity Award.

STREETFOOTBALL WALES
Value of Grant: £198,875

A social inclusion charity that exists to improve the lives and opportunities for homeless and socially excluded people in Wales. An example of where StreetFootball Wales makes a difference is with Kofi in Newport where he has been part of the homeless World Cup and the 'Passport to Success' football programme which has helped him with his confidence and self-esteem. Kofi has gone on to play in a local league and is now studying at college where he hopes to be a paramedic.

US GIRLS
Value of Grant: £690,000

An award-winning programme, the US Girls brand is designed to increase and sustain young women’s participation in sport and physical activity within some of the nation’s most disadvantaged communities. At the end of the two-year Calls4Action funded programme, the US Girls project landscape is as follows:

- 26 Lead Projects, delivering an average of 8 Us Girls sessions per week
- 90% of the girls participating are 13-15 years old, who are predominantly inactive or semi-active and are those who “don’t like PE”
- 70% of the projects have confirmed that they will be continuing to use the Us Girls brand and have written or are planning to write a mainstreaming plan for their Us Girls activity within their wider organisational plans
- 35% of projects have confirmed that they are looking not just to sustain activity but to continue to actively grow Us Girls provision
- 46% of projects are currently exploring new partnerships and/or actively seeking alternative funding to continue Us Girls provision

US GIRLS VIDEO CLIPS
- Caerphilly Big Sisters: www.youtube.com/watch?v=E0sr5pDpz-I
- Blaenau Gwent ‘GlowSport’: https://t.co/ClO2snH8mP
- Newport ‘Fitness Class’: https://t.co/yFq5Rm0c9z

LEAD OFFICER
Carwyn Young

CASE STUDIES
PROGRAMME NAME
COMMUNITY CHEST

PROGRAMME BUDGET
(Average) £1.077m

DATE PROGRAMME COMMENCED
1999

AIM OF THE PROGRAMME
- Community Chest funding is allocated to local clubs and organisations (mostly voluntary) to support grassroots local participations sport projects. It provides additional eligibility to maximise the impact of limited grant funding. Awards are made on a rolling basis.

IMPACT REPORTED AS FOLLOWS:
- Local level: every project is required to submit a completion form, which outlines progress and actual grants received, the impact of these grants and the service and/or outcomes they have achieved. The local teams complete a monthly (Chest level) and an annual (Annual) impact report.
- National Level: Annual Reporting by Sport Wales (both quantitative and qualitative information).
- Local Authority level: Local Authority partners are incentivised in this regard with flexible regional budget allocations in place.
- Impact is assessed proactively through the process of regular reviews, development of new projects in response to demand, and through the submission of impact reports.

PROGRAMME MANAGEMENT INFORMATION
- There were 1,191 Community Chest awards in 2016/17, representing an investment of £1,727,401 in sport across Wales. 1,421 applications were submitted, of which 364 were successful Community Chest applications. Of the successful Community Chest applications, 1,421 were allocated £1,727,401 (27%) of the total investment of £460,739 being invested in projects in grassroots sport. The number of Tackling Inequalities grants increased by £131, from 2015/16, to a total of 2015/16.

CLUSTER DIALOGUE:
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s

LEAD OFFICERS
- Tom Overton / James Owens

FOLLOW YOUR DREAMS CLUB
ALTIITUDE
Value of grant: £1,245

CASE STUDIES
- MERTHYR BOCCIA CLUB
Value of grant: £1,485

CASE STUDIES
- North Y Cymru
- Cardigan

VALUE OF GRANTS
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s

CASE STUDIES TAKEAWAYS
- Launched in the last five years has been placed on addressing local inequalities with this investment - i.e. based on evidence of low participation groups e.g. women and girls, BAME communities and people with disabilities.
- An increase in the number, and quality, of local projects that seek to increase activity in demographics that are under-represented in grassroots sport. The number of Tackling Inequalities grants increased by £131 from 2015/16, to a total of 2015/16.

LEARNING AND EVALUATION
- In the longer term, there is a continued review of Community Chest investment, seeking to ensure that partners are incentivised to report proactively against the impact of this investment. A continued record is kept in terms of what local partners are incentivised to report in this regard. National and regional guidance is provided in this regard.

INFORMATION
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s

CASE STUDIES
- Merthyr Boccia Club
- Vale of Glamorgan
- Clwyd

VALUE OF GRANTS
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s
- www.youtube.com/watch?v=dhkAn7-fyHs&t=19s

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- An increase in the number, and quality, of local projects that seek to increase activity in demographics that are under-represented in grassroots sport. The number of Tackling Inequalities grants increased by £131 from 2015/16, to a total of 2015/16.

LEARNING AND EVALUATION
- In the longer term, there is a continued review of Community Chest investment, seeking to ensure that partners are incentivised to report proactively against the impact of this investment. A continued record is kept in terms of what local partners are incentivised to report in this regard. National and regional guidance is provided in this regard.
11. Development Grant:

- **The funding model:**
  - Local and regional partners collaborate to ensure Local and Regional Development Grant applications.
  - The maximum grant level is £10,000 per project.

- **Support and guidance:**
  - Funding from 100 national and regional partners.
  - At least £3 million of funding for projects across the nation.

- **LEAD OFFICER(S):**
  - Development Officers in regions and across the nation.
  - The focus is on using the power of sport to improve lives and communities.
  - Activities across Wales which aim to use the power of sport to improve lives and communities.
  - A wide range of organisations benefit from investment.

- **LEADERSHIP:**
  - 3,290 children participating in weekly Play to Learn clubs.

- **STREETGAMES:**
  - 35 Doorstep Sport clubs established in line with the Tottenham Hotspur Foundation’s “Every Child Hooked on Sport for Life” aspiration.

- **PROJECTS:**
  - Development of a grassroots sports club.
  - Improvement of facilities and equipment.
  - Improvement of grass pitches and quality of grass.

- **LEARNING AND EVALUATION:**
  - Evaluating the impact of Doorstep Sport.
  - Evaluating the impact of investment in facilities.
  - Evaluating the impact of investment in grass pitches.
  - Evaluating the impact of investment in volunteers.

- **IMPACT:**
  - Evidence of positive action to ensure equality of opportunity.
  - Evidence of positive action to ensure equality of opportunity.
  - Evidence of positive action to ensure equality of opportunity.
  - Evidence of positive action to ensure equality of opportunity.

- **STUDIES:**
  - 1. Development Grant
  - 2. Learning and Evaluation
  - 3. Impact
  - 4. Doorstep Sport
  - 5. StreetGames

- **CASE STUDIES:**
  - Kerri McGibbon Personal Training Gym
  - Gwyn Jim
  - Kerri McGibbon

- **KIRRY MCGIBBON PERSONAL TRAINING GYM:**
  - The gym’s Colour Run is a community event that has raised over £10,000 for local charities.
  - £1,000 of funding was awarded to the gym to support the Colour Run.
  - The Colour Run is an event that is run by the gym every year, and it has become a popular event in the local community.

- **Gwyn Jim:**
  - A £5,000 grant was awarded to a local community group to support the development of a new community hub.
  - The group used the grant to purchase equipment and refurbish the building.

- **KERRI MCGIBBON PERSONAL TRAINING GYM:**
  - The Colour Run is a community event that has raised over £10,000 for local charities.
  - £1,000 of funding was awarded to the gym to support the Colour Run.
  - The Colour Run is an event that is run by the gym every year, and it has become a popular event in the local community.
**PROGRAMME NAME**

**DISABILITY SPORT WALES COMMUNITY**

**AIM OF THE PROGRAMME**

- To increase the number of disabled sport opportunities available to disabled people in their local communities.
- To increase the number of physically disabled student people leading to a better and healthier quality of life.
- To increase an inclusive sporting culture which, it is in the interest of disability and to the needs of disabled people.
- To create a sporting Wales where inclusion is at the heart of workforce training and development.

**LEARNING AND EVALUATION**

- The power of sport on the lives of those with a disability, and its influence on wider inclusive opportunities for the many sport activities that are involved in the programmes. The learning outcomes have been shared with the LA, community staff, and so beneficial to our next importance.
- To create an inclusive sporting Wales which is reflective of and responsive to the needs of disabled people leading to a better and healthier quality of life.
- Increase the number of physically active disabled local communities.

**IMPACT ON VISION AND STRATEGIES**

- The programmes main impact in relation to Sport Wales National Strategy for All programme. The shift within the sector has been startling, reinforced by insport outputs and the changing attitude of the wider disabilities sport community.

**LEARNING AND EVALUATION**

- The programme also significant in its support of achieving complete sporting pathways as it provides a case study after assessing disability sport and it shows significant inclusive opportunities for the many sport activities that are involved in the programmes.

**IMPACT**

- To create a sporting Wales where inclusion is at the heart of workforce training and development.

**IMPACT**

- The programme addresses national strategy for All programme. The shift within the sector has been startling, reinforced by insport outputs and the changing attitude of the wider disabilities sport community.

**LEARNING AND EVALUATION**

- The programme also significant in its support of achieving complete sporting pathways as it provides a case study after assessing disability sport and it shows significant inclusive opportunities for the many sport activities that are involved in the programmes.
PROGRAMME NAME
ELITE ATHLETE

PROGRAMME BUDGET
£900,000 per annum

DATE PROGRAMME COMMENCED
Not specified

AIM OF THE PROGRAMME
The Elite Athlete Programme supports the delivery of the Elite Sport Strategy, where winning is expected, talent is developed, and success is promoted and celebrated across a wide range of sports.

The programme is split into two streams; Elite Cymru and Talent Cymru.

Elite Cymru primarily covers non-Olympic/Paralympic sports and supports athletes that are already proven competitors on the world stage. Since April 2006, UK Sport has held responsibility for the funding of athletes in Olympic/Paralympic sports that are likely to medal at the next Games through the UK World Class Programme.

Talent Cymru is designed to help systematically feed athletes into the highest level of support i.e. Elite Cymru or UK World Class Programme. The Talent Cymru scheme also supports athletes that can deliver Commonwealth Games medals for Wales who are not part of the UK World Class Programme.

IMPACT
The impact of the elite athlete programme is measured against the objectives of the Elite Sport Strategy. This is underpinned by bespoke process measures in supported sports around agreed criteria at which athletes qualify for support, current achievements in the sport, proposed completion and preparation programmes and progress against these, and equality and demographics information.

The elite athlete programme has delivered against the objectives in the Elite Sport Strategy. The number of Welsh medals at Commonwealth, Olympic and Paralympic Games has increased, and the proportion of Welsh athletes representing Team GB at the Olympics and Paralympics has increased. In addition, Wales enjoys success at the World level in non-Olympic sports through Elite Cymru.

LEARNING AND EVALUATION
The Elite Sport Strategy underwent an independent review following the Commonwealth Games in 2014. As a result of the review, Sport Wales made some changes to the criteria for and operation of the elite athlete programme. A progress evaluation of the Elite Sport Strategy will be conducted ahead of the Commonwealth Games in 2018 to be independent of the results at the Games.

Delivery of the strategy has been approached collaboratively and iteratively with partners throughout this performance cycle. It is a requirement of all funded partners to complete a six-monthly review of the elite athlete programme and an end of year evaluation of its achievements against aims.

CASE STUDIES
FRANKIE JONES AT THE 2014 COMMONWEALTH GAMES
Not only did Frankie return a record individual haul of medals at the 2014 Commonwealth Games, she also received a host of awards for her performances. Frankie’s career has been truly inspirational and has set a benchmark for others to aspire to.

Not only did Frankie return a record individual haul of medals at the 2014 Commonwealth Games, she was also voted the “Inspirational athlete” of the Games and received the trophy at the Closing ceremony. Sport Wales Lottery support allowed Frankie to not only focus on her performances but to also overcome some serious injury setbacks, eventually enabling her to compete for Team GB at the London 2012 Olympics and then extend her career through to Glasgow 2014 and the incredible success she enjoyed. She has undoubtedly inspired a whole new generation of athletes.

TRANSITION OF WELSH CYCLISTS ONTO WORLD CLASS PATHWAY AND SUBSEQUENT SUCCESS AT OLYMPIC GAMES
There are several sports in which Lottery investment has paid significant dividends in terms of the elite level success currently being enjoyed. The National Velodrome in Newport, the first of such in the UK and built with the assistance of National Lottery funding, has played a key role in the development of Welsh cyclists on the international stage.

The very successful British Olympic programme is currently preparing for 2016 and beyond and this programme is a key priority for Sport Wales. The Lottery funding has been instrumental in developing a strong national system and in the delivery of the Olympic programme, including the hosting of the premier international track cycling event in Wales.

LEAD OFFICER(S)
Brian Davies
Director of Elite Performance
Owen Lewis
Head of Elite Sport
**PROGRAMME NAME** ELITE COACHING

**PROGRAMME BUDGET** 42 788 000 (2013-17)

**DATE PROGRAMME COMMENCED**

Aim of the programme is to deliver a performance coaching programme to enable Welsh athletes to achieve their highest potential in their sport to achieve success at domestic, international and Olympic level.  It is expected that performance staff and coaches have the skills needed to stay at the forefront of coaching and performance.

**AIM OF THE PROGRAMME**

The programme is designed to provide support foratalysms in sport throughout the system to enhance the delivery of excellence in coaches development to achieve success at domestic, international and Olympic level.

**PERFORMANCE COACH DELIVERY**

**PERFORMANCE COACH DEVELOPMENT / SUPPORT**

As part of the programme an extensive performance coach development programme is delivered. Performance coaches will be supported through targeted professional development, aligned to the performance coaching programme and for elite level. This programme will be delivered collaboratively with partners throughout the performance cycle. It is required that a minimum of 16 hours training for each performance coach per year.

**IMPACT**

The impact of the elite coaching programme is measured against the objectives of the elite sport strategy. It is underpinned by the performance standard and systematic success at the highest level. This is delivered against an international standard model that reflects the impact of the performance coaching programme. Performance coaching is a key requirement of achieving elite status and a key variable for international competition success, and the impact is measured through international success, national success and world record/medal success.

**PERFORMANCE COACH DELIVERY**

Quality Performance Coaching is a key driver of the programme and the impact of the programme is measured against the performance coaching standards. The impact will be measured through the delivery of the performance coaching programme and the success of the athletes coached by performance coaches.

**PERFORMANCE COACH DELIVERY**

The programme is reviewed and revised in-line with changes to the elite sport strategy. Programme success is measured against the objectives of the elite sport strategy. It is underpinned by the performance standard and systematic success at the highest level. This is delivered against an international standard model that reflects the impact of the performance coaching programme. Performance coaching is a key requirement of achieving elite status and a key variable for international competition success, and the impact is measured through international success, national success and world record/medal success.

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PROGRAMME NAME
EXPERIENCE PROGRAMME

PROGRAMME BUDGET
2017/18 BUDGET
4,135,880
- 103,159
1,705,891
7,777,957
1,043,000
350,000
29,527
688,887
4,200,000
1,809,050
1,907,000
275,000
1,182,957
184,387
7,380,738
MOVEMENT
- 126,113
200,000
6,354,500
- 643,543
- 1,995,000
2,500,000
578,200
- 2,160,000
6,136
539,877
289,527
350,000
1,285,000
- 59,680
1,023,457
665,990
- 58,617
253,000
2016/17 BUDGET
900,000
- 6,691,851
268,607
19,098,443
260,000
182,957
- 51,500
125,000
1,384,851
- 3,359,500
1,043,000
578,200

ELITE PROGRAMME

PROGRAMME NAME
EXPERIENCE PROGRAMME

AIM OF THE PROGRAMME
Funding Wales is committed to improving standards and the governing bodies to realise the sector’s vision where Wales is a ‘Hub of Champions’. Bodies identified within the Elite Sport Strategy that are committed to progressing with the organisation are currently funded by Sport Wales through the provision of a range of support and services.

A key element of delivering against the Elite Sport Strategy is access to relevant and high-quality training and competition opportunities. The Elite Programme is built on the principle of providing appropriate support and services to the performance pathways of those Welsh sports that are prioritised as part of the Elite Sport Strategy. The programme is underpinned by bespoke process measures in supported sports prioritised as part of the Elite Sport Strategy.

IMPACT
The impact of the elite programme is measured against the objectives of the Elite Sport Strategy. This is undertaken by bespoke process measures in supported sports to achieve target audience, aims and objectives of training camps, and the competitive, purpose and targets of competitions.

This programme is delivered against the objectives of the Elite Sport Strategy. The number of Welsh athletes at a competitive European, Olympic and Paralympic levels has increased, the proportion of Welsh players representing them, that the programme aims to support has increased and the number of Welsh athletes on the World Class Programmes exceeds four per cent in those European and Paralympic sport and that it has played a part of the Elite Sport Strategy.

The 23 Welsh athletes selected by Team GB in 2016 were our most successful ever performance at the Olympic Games, with 12 medals resulting and 32 Welsh records during their performances. The Rio Paralympics saw a new generation of Welsh Paralympians come to the fore with many debutants and a significant number of Welsh medals.

CASE STUDIES
The Rio Paralympics saw a new generation of Welsh Paralympians come to the fore with many debutants and an overall Paralympic Games and an overall Paralympic Games and an overall Paralympic Games and an overall Paralympic Games and an overall Paralympic Games and an overall Paralympic Games and an overall Paralympic Games and a successful result. Sport Wales made some changes to the criteria to ensure this performance cycle. It is a requirement of all funded programmes and systems to support athletes to develop and progress towards success on the international stage underpinned by bespoke process measures in supported sports.

STUDIES
There were also medals in Cycling Team Pursuit Mixed Relay that included Darren Kenny, who both made their Paralympic Games debut.

SUCCESSFUL EVER PERFORMANCE AT THE GOLDFIELD COMMONWEALTH GAMES

Most successful ever performance at the Olympic Games.

Elite athletes enjoyed the most successful ever performance at the Olympic Games. This was the 18th Olympian to win a gold medal and the 30th medalist on behalf of many of the 111 Welsh sports prioritised as part of the Elite Sport Strategy. This is the 12th Games where the remarkable pair of Jazz Carlin and Beccy Banks (Cerri) achieved their aim of individual excellence, the first Olympic Gold medals for the swimming team.

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At London 2012, the team enjoyed unprecedented success. Including 19-year-old Owain Doull and Elinor Barker, who both hail from the Olympic and Paralympic Games.

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