

FOREWORD

In less than two years' time Jersey will host the NatWest Island Games, which will put our sporting community in an international spotlight. The feeling of anticipation is already growing; this is more than a sporting event – it's also a chance to showcase our Island.

It means we have a unique opportunity to use the power of sport in many ways, not just for visitors but also for the benefit of our own community. The Island Games gives us a springboard. It can be a source of national pride as the Island works together to make it a success. It can also be an inspiration, leaving a 'sporting legacy', just like the London Olympics.

As the world starts to climb out of recession it gives Jersey a reason to be optimistic. On a more personal scale, it will give people of all ages an incentive to do something different, perhaps encouraging them to volunteer or maybe even inspiring them to pick up a racquet, join a club or try a new sport. We hope these will become habits for the rest of their lives.

This sport strategy is perfectly timed to help make that happen. It is about preparation, participation and legacy, and how those things can make our Island fit for the future.



Deputy Roy Le Herissier,
Assistant Minister
Education, Sport & Culture
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USING THE POWER OF SPORT

Without doubt, sport is an important and valued part of Jersey life. The evidence is all around us and in the media every day.

We also know this because Islanders say that sport in Jersey matters. In early 2013 a wide variety of people took part in a consultation on the subject. Whether they were competitive athletes who represent the Island or people who enjoy simple activities like walking or cycling, their message was very clear: we need to do more to support sport.

So we start from a strong position. There is much to celebrate. Many sports have impressive achievements in local, national and international competitions. We now have an opportunity to capitalise on two things; the existing enthusiasm for sport and the potential of a major international event.

This is why a co-ordinated sport strategy is essential.

It will help strengthen our preparations in the run-up to the prestigious games. It will also help raise the profile of sport and enthuse our community to get involved. The focus on sport will boost support for the Jersey team and others who are representing the Island at a high level. Just like the London Olympics, this can have a major impact on national pride.

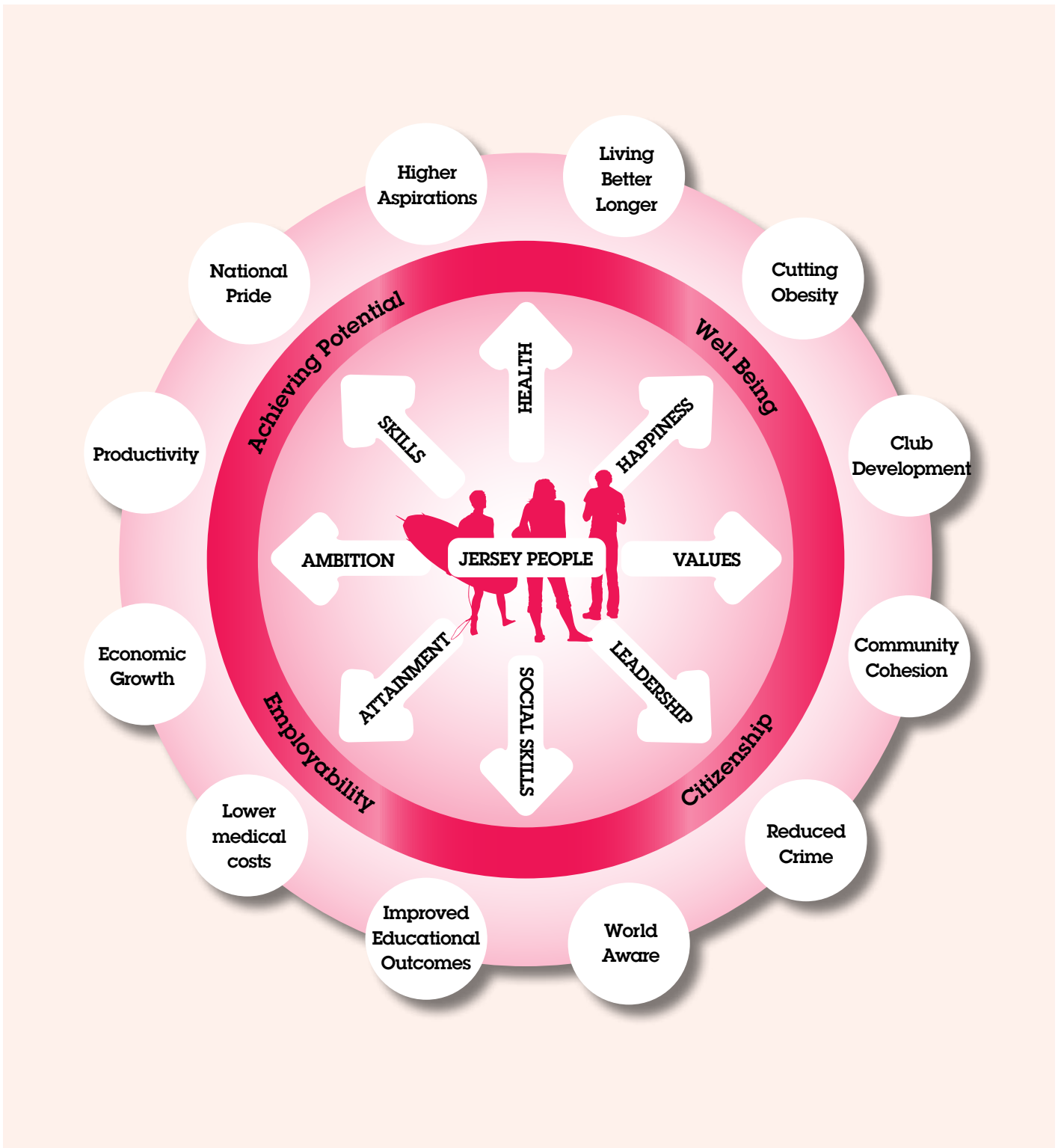
We need the legacy of the Island Games to extend beyond the summer of 2015. More and more people recognise that taking part in physical activity is not only good for individual children and adults, it also has a positive impact on our community, particularly in terms of social cohesion, economic activity and the cost of medical care.

There is also recognition in Jersey, but also further afield, that our modern environment and lifestyles are creating health problems for the future.

As recently as May 2013 medical experts predicted that if current trends continue nearly half of all British men and more than a third of women will be obese in the next 30 years. This will lead to a rise in related illnesses such as diabetes, cancer, heart disease and strokes – and, inevitably, a rise in health care costs.

We are already facing higher medical bills because of our ageing population. But, unlike the effects of growing old, obesity-related illnesses are preventable. We can take steps to reverse the trend. That is why a focussed sport strategy promoting physical activity in all its forms is now an essential part of government planning for the future. An active population is more likely to be a healthy population with a better quality of life.

Jersey sport is already thriving and we have many success stories. But there are also gaps. We need to ensure that sport is available to everyone in the Island in a way that engages them and becomes a regular part of their life. To do that we need a new approach.



The most important step will be the creation of a new body designed to champion sport, increase opportunities for those who already take part and introduce new, inspiring plans to engage those who do not. This new group, independent of the States, will be led by people who are passionate about sport and share the vision for a more active Jersey.

This document also identifies the other important priorities. It focusses on filling the gaps and tackling the issues raised in the consultation. These include swimming ability, essential for an island, and engaging groups that are under-represented in sport or not currently taking part at all. However, the development of sport in Jersey will have to be an on-going process. As the economic and social landscape changes over the next ten years, new priorities will emerge.

WHAT JERSEY PEOPLE SAID

Between March and May 2013 we asked islanders for their views about sport. The aim was to update the previous sport strategy and set a clear direction for the future. Four key questions were posed to tackle the major challenges faced by people who take part in or organise sport in Jersey. The content of the strategy is based on the views expressed.

The main findings of the consultation were:

76% said we need to change how sport is organised

The survey results showed considerable concern about the level and distribution of States funding. There was support for the creation of a vision and long-term plan to implement the strategy.

64% said we need a new organisation to oversee sport

A new co-ordinating body was regarded, overall, as a necessary step towards providing a strong independent voice for the sporting community. It was envisaged as a dynamic, high-profile organisation for promoting sport and participation but with adequate funding and a minimum of bureaucracy.

67% said we need a new model for sport development

Suggestions included the reorganisation of the current system of sports development officers so that expertise is more widely available. Also the creation of a Centre for Excellence, more support for schools and more community work.

69% said the States should continue to run its current sports facilities

Users praised the States-owned centres – Fort Regent, Les Quennevais and Springfield – as well as the Exercise Referral and the Active card schemes. Concerns were expressed about the level of maintenance, prices and affordability. Privatisation or outsourcing were not supported.

The Sport Strategy Consultation document can be found at www.gov.je/consult

OUR IMPACT

ESC and sports clubs in Jersey are already active and successful. In aiming to be Fit for the future the Island has a strong base to work from:

Jersey has more than
260 sports clubs
or organisations offering
more than **65 activities**

States sports centres at Fort Regent, Les Quennevais and Springfield had **1.27 million visits in 2012**

In 2011 just under **300** young athletes and many teams represented Jersey in national or international competitions

Jersey won **23 gold medals, 29 silvers** and **28 bronze** at the **2013 NatWest Island Games in Bermuda**

Nearly **1,000 people** take part in the **Exercise Referral** programme every year

Approximately **6%** of the Island's population have an **Active card**

STARTING BLOCKS

The aims of Jersey's Fit For
The Future strategy are to:

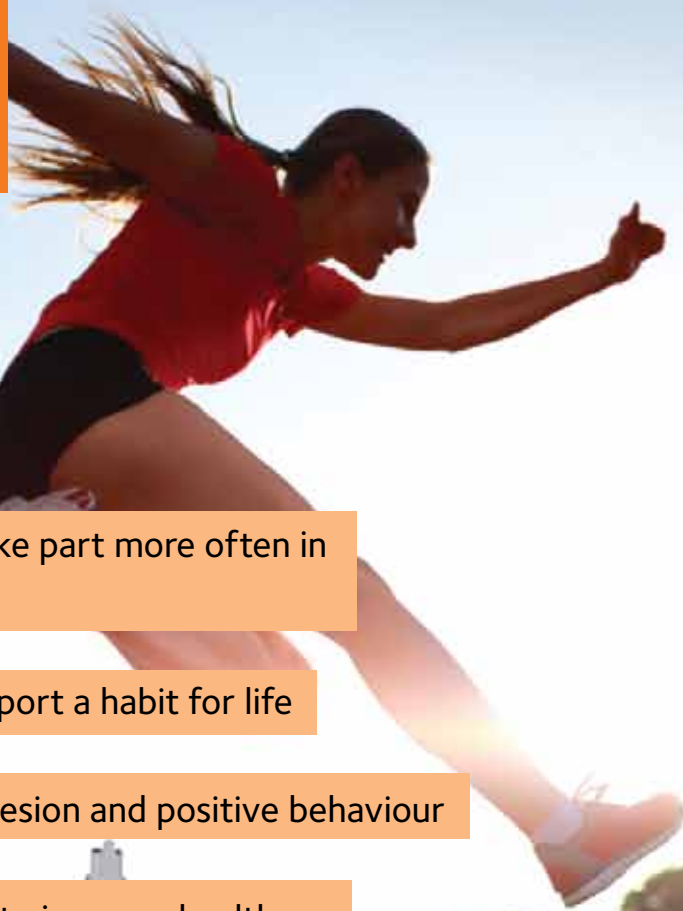
Encourage more islanders to take part more often in
physical activity

Inspire young people to make sport a habit for life

Use sport to develop social cohesion and positive behaviour

Use sport and physical activity to improve health

Support our most talented athletes and raise Jersey's
profile in national and international competitions



THE PLAN

The strategy focuses on four key areas. These reflect the main challenges highlighted in the consultation in early 2013.

1. Organisation	New sports body, better co-ordination, stronger voice
2. Getting active, staying active	School sport, a healthy life, community impact
3. Spaces and places	States facilities, clubs and club houses, future plans
4. Personal bests	Sport development, aiming high, sport events and tourism

Some of the actions will be undertaken by the team at Education, Sport and Culture. Others will be carried out by clubs and associations, and these will be supported by the new organising body for sport once it starts work in 2015.

1. ORGANISATION



Our Ambition: To give sport a stronger 'voice' in Jersey and a new strategic direction.

To achieve this we will...

Create a new co-ordinating body operating independently but with financial support from the States. It will also have the ability to generate its own funding.

Over the next five years we will...

- Form a working party in Autumn 2013 to define the structure and role of the new body.
- Consider recommendations and confirm clear terms of reference and responsibilities.
- Provide resources to set up and run the organisation.
- Provide funding to support on-going development of sport.
- Launch the new body by January 2015.
- Ensure strong links with the NatWest Island Games 2015 organising committee.

If we do this...

- Sport in Jersey will have a new 'champion', a high-profile body to represent its interests and promote sport.
- Awareness will be raised and more islanders encouraged to be active.
- Communication in the sporting community will be improved.
- Clubs and associations will have better support.
- Accountability will be clearer.



2. GETTING ACTIVE, STAYING ACTIVE

Our Ambition: To help more islanders take up physical activity.

To achieve this we will...

- Create an environment that makes it easy for people to be more active more often.
- Promote the benefits of a healthy lifestyle.
- Further develop links with health professionals.
- Explore new ways to attract less active people.
- Keep prices affordable.
- Ensure strong links with the NatWest Island Games 2015 organising committee.

Over the next five years we will...

- Build on the interest generated by the 2015 NatWest Island Games.
- 'Take sport to the people' – provide more opportunities for physical activities in Parishes.
- Work with Health and Social Services to expand Exercise Referral.
- Fine-tune and develop the Active card scheme.
- Ensure staff and facilities are in place.
- Help sports clubs to increase membership, including disabled participants.
- Organise and support more sports events.

If we do this...

- More people who are most at risk of health problems later in life will become active.
- Parents will set a positive example for children.
- Obesity will be minimised.
- More older people will participate.
- There will be a positive impact on the cost of medical care.
- Active membership will increase.

Our Ambition: To encourage children to take up sport at an early age.

To achieve this we will...

- Focus on the development of physical literacy in young children.
- Increase the variety and quality of sport and PE both in school and after school.

Over the next five years we will...

- Invest in PE and after-school sport at primary and secondary schools.
- Promote the value of PE in the school curriculum.
- Support staff and volunteers who work and school aged children.
- Deliver professional training.
- Target schools with limited space or facilities.
- Provide assistance from Sport Development Officers.

If we do this...

- More children will take up sport at an early age, especially girls.
- They will develop a sporting habit for life.
- Long-term health prospects will improve.
- Quality of life will be better.
- More children will enjoy PE and sport.



Our Ambition: To ensure all young people have opportunities to engage in positive activity.

To achieve this we will...

Support and expand community sport initiatives, targeting specific areas and social groups

Over the next five years we will...

- Provide sport activities in key locations in the community
- Target people who would not normally participate
- Tailor activities to attract young people
- Provide increased resource for the Community and School Sport Development team

If we do this...

- Social cohesion will be strengthened and anti-social behaviour minimised.
- There will be a positive effect on youth crime rates and social inclusion.
- Islanders' health and well-being will improve.





Our Ambition: To ensure all young people become competent swimmers and are safe in the water and sea.

To achieve this we will...

- Focus on the development of swimming for all students in primary schools.
- Support swimming clubs and associations to develop a training and improvement plan for young people to follow.

Over the next five years we will...

- Invest in swimming programmes for primary and secondary school children.
- Build on the existing programme to ensure all primary school children have swimming lessons.
- Increase the number of specialist swimming teachers available to deliver lessons.
- Review pool use to ensure all schools have access to facilities.
- Co-ordinate the swimming programme across all schools.
- Provide logistical support for schools, including transport.

If we do this...

- Barriers to in-school swimming lessons will be removed.
- All children will have swimming tuition.
- More children will be competent swimmers and safe in the water.
- More people will move on to other aquatic sport.
- All schools will meet the requirements of the Jersey Curriculum.
- More people will continue swimming as adults to keep fit.

3. SPACES AND PLACES

Our Ambition: To ensure all facilities are the highest possible standard.

To achieve this we will...	Over the next five years we will...	If we do this...
<p>States facilities:</p> <ul style="list-style-type: none"> • Ensure the States sport centres are efficiently run and available to the whole community. • Invest in maintenance and upgrades. • Provide services that attract more users. • Keep prices affordable for groups and individuals. • Increase number of school playing fields. 	<ul style="list-style-type: none"> • Invest £2.4 million in maintenance and upgrades of States facilities, including at Fort Regent, Les Quennevais, Springfield and FB Fields. • Review the Active scheme to ensure it meets users' needs. • Enable community groups to use more school facilities. • Increase the number of events held in ESC facilities. • Invest £300,000 to buy and prepare at least three new school playing fields. • Confirm the future of Fort Regent. 	<ul style="list-style-type: none"> • Facilities will be ready for the NatWest Island Games in Jersey in 2015. • Facilities will be maintained and more attractive. • Islanders will continue to use existing facilities. • New users will be attracted and participation will increase.
<p>Independent sports clubs:</p> <ul style="list-style-type: none"> • Help clubs develop and run their own facilities. • Assist with forward planning. 	<ul style="list-style-type: none"> • Agree new leases to secure the long-term future of clubs that use States-owned sites. • Invest £700,000 in maintenance and upgrades. • Encourage and assist clubs to have business and development plans. • Enter partnerships with clubs to develop facilities. 	<ul style="list-style-type: none"> • Facilities will be maintained and more attractive. • Clubs will expand and increase membership. • More people will use facilities. • Sports clubs will be sustainable.



Our Ambition: To actively promote the development of new facilities.

To achieve this we will...

Work with clubs, sponsors and benefactors to identify requirements for major new facilities for the Island.

Over the next five years we will...

- Compile a long-term plan for new sports facilities in the Island.
- Identify priorities or sports that are not adequately served at the moment. Initial suggestions include a gymnastics venue, learn-to-swim pool and cycling velodrome.
- Investigate opportunities for joint sites.
- Work with interested parties to develop feasible projects.

If we do this...

- Gaps in provision will be filled.
- Jersey will have up-to-date facilities.
- Capital funding problems can be shared.
- Clubs and sports people will be involved in the future of their sports.



Our Ambition: To increase participation levels by providing new artificial grass pitches.

To achieve this we will...

Identify school and community sites and install artificial surfaces.

Over the next five years we will...

- Agree an island-wide plan to develop artificial grass pitches.
- Invest £1.1 million in new facilities.
- Develop and manage new sites.

If we do this...

- Pitches can be used more often and for longer.
- Capacity will expand to meet demand.
- More people will be able to participate in football, hockey, rugby and other sports.
- Maintenance costs will reduce.
- We will make better use of limited space.



4. PERSONAL BESTS



Our Ambition: To help Jersey's top athletes achieve their best possible performances in local, national and international competitions.

To achieve this we will...

Support clubs, teams and individuals, including those with disabilities, to develop training programmes that enable them to qualify for events including the Commonwealth Games, Natwest Island Games, Jeux des Isles and Youth Commonwealth Games

Over the next five years we will...

- Support preparations for the 2015 NatWest Island Games in Jersey.
- Provide financial support for athletes to attend events.
- Support athletes on the High Performance Programme by providing services in conjunction with the One Foundation.

If we do this...

- Performance will improve and more Jersey athletes will reach qualifying standards.
- More Jersey athletes will win competition and medals.
- Athletes will become good role models for younger people.
- Jersey's reputation will be enhanced.



Our Ambition: To increase sports tourism and events.

To achieve this we will...

Develop a co-ordinated programme of sustainable and well-organised sporting events that attract visiting participants and spectators.

Over the next five years we will...

- Work with Economic Development to maximise the potential for promotion and sponsorship.
- Establish a website for Jersey sport.
- Manage and update a calendar of events and contacts list to help organisers.
- Provide more support for event organisers.

If we do this...

- Co-ordination of sports events will improve.
- More events will be held bringing more economic benefit to the Island.
- More promotion of Jersey as a sport destination.
- Visitor numbers will increase for sport events.
- Expertise will be shared.



Our Ambition: To have an all-Island overview of how to improve performance and participation.

To achieve this we will...

Develop a co-ordinated programme of sport development for schools, clubs and the community.

Over the next five years we will...

- Agree roles and co-ordinate work of the existing Sports Development Officers .
- Provide extra funding for additional Sports Development Officers.
- Ensure co-ordination and best use of resources.
- Develop closer links between schools and sports clubs.

If we do this...

- Sports Development Officers will work with more young people.
- A wider range of sports will have access to their expertise.
- Standards will improve.
- More young people will be motivated to continue playing sport after school, at weekends and during the holidays.



Our Ambition: To help sports clubs improve and work together.

To achieve this we will...

- Encourage clubs to draw up development plans with long-term goals.
- Promote the Jersey Clubmark scheme, especially for groups with junior sections.

Over the next five years we will...

- Launch and publicise the Jersey Clubmark scheme to ensure organisations are aware of good practice.
- Provide templates and assistance with forward planning.
- Continue to provide essential training and advice in first aid, child protection and other coaching courses.
- Monitor standards.

If we do this...

- Clubs will have better forward planning and higher standards of governance.
- The public will have clear expectations.
- Safety standards will improve.
- More coaches will be trained.
- Membership will increase
- Performance will improve.

FUNDING AND INVESTMENT

The States invests approximately **£4 million a year** in sport in Jersey. In 2013 the funding is allocated to:

Sports centres	£1.725 million
Playing fields & school sports	£1.230 million
Sport development	£644,000
Grants	£385,000
Total	£3.984 million

To support the sport strategy an extra **£6 million** will be spent on sport in the next two years:

- £4.5 million of this will be used to improve facilities in preparation for the 2015 NatWest Island Games and for use by the community afterwards.

FB Fields athletics track upgrade and facilities improvement	£810,000
Replacement artificial pitch at Les Quennevais	£650,000
Other capital projects including: <ul style="list-style-type: none"> • New artificial pitch at Springfield • Improvements at Crabbe shooting ranges • Les Quennevais cycle track upgrade • Improvement of school, club and community facilities 	£3 million
Total	£4.5 million

- £1.5 million of this will be for initiatives to develop sport and increase participation over the next two years.

Initiatives to promote participation: <ul style="list-style-type: none"> • Expansion of Exercise Referral • Strengthening school PE • Strengthening school swimming programmes • Support for clubs and associations • Support for sporting events 	2014	£750,000
	2015	£750,000
Total		£1.5 million



Contact us

Education Sport and Culture Department,
PO Box 142, Jersey, JE4 8QJ

Telephone: 01534 445504

Email: sport@gov.je

www.gov.je

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