

INSPIRING AN ACTIVE JERSEY

2020 - 2030

A strategic framework for
sport and active living

Vision and Mission

Vision Jersey will be a healthier, more productive and fairer society by being one of the most physically active populations in the world.

Mission More active people for a healthier island.

Jersey will increase the number of physically active islander by **10% points by 2030.**

(Islanders who are considered physically active are those who meet the World Health Organisation guidelines for physical activity)

Making the Case for an Active Jersey

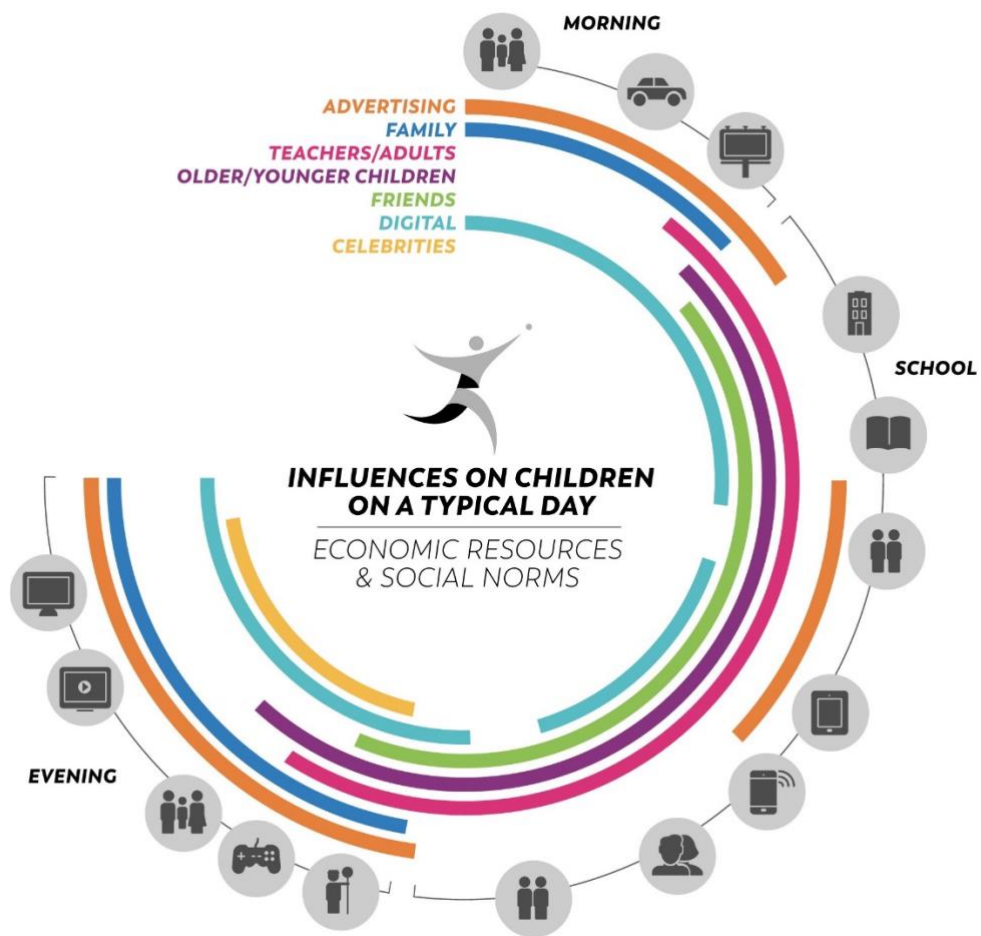
Our Challenge

Currently, in Jersey, **49% of adults** and **81% of children and young people** do not meet the World Health Organisation's guidelines for physical activity. *(Ref. Jersey Opinions and Lifestyle Survey 2019 and Jersey School Survey Report for 2018)*. This means these adults and children are not active enough to have a positive impact on their health and well-being. For adults the World Health Organisation (WHO) guideline is 150 minutes of moderate or vigorous physical activity per week and for children it is 60 minutes of moderate or vigorous physical activity daily.

It is notoriously difficult to compare physical activity data with other countries as the construction of the questions asked differ to an extent that the comparison of the data can be difficult to interpret. As such we have not included comparisons, but it can be noted that the physical activity levels of our children are broadly similar to those in England. 10% more adults in England meet the physical activity guidelines than in Jersey.

Jersey faces a significant challenge if we are to succeed in our mission of reducing physical inactivity by 10% points by 2030. Our efforts to do this have to be across the whole life course, but it is of concern that the children and young people are among the least active.

There are many factors which are impacting on children's abilities to incorporate an hour of moderate to vigorous exercise into their daily routines, which are illustrated in the diagram below. Islanders' attitudes towards sport and physical activity are often shaped as a child, and the barriers and influences highlighted below are often carried into adulthood. We must set our children and young people off on the right path to start active, stay active and to help adults who have been influenced by poor childhood experiences to find a way to enjoy the fun and benefits of an active lifestyle.



* Carers, group leaders, friends, parents, teaching assistants, dining supervisors. (Sport England - Towards an Active Nation 2016-21)

The Benefits

The benefits of sport and physical activity are widely known by politicians, officers and islanders. It is however clear that knowing the benefits to your health and wellbeing is not enough in itself to support behaviour change.

The behavioural change model below helps us understand the thought process and stages of journey islanders may be on with regards to their own attitude towards physical activity. This process will help shape our efforts, along with the interventions implemented and support available for islanders to be more active. People regularly move back and forth between the stages.



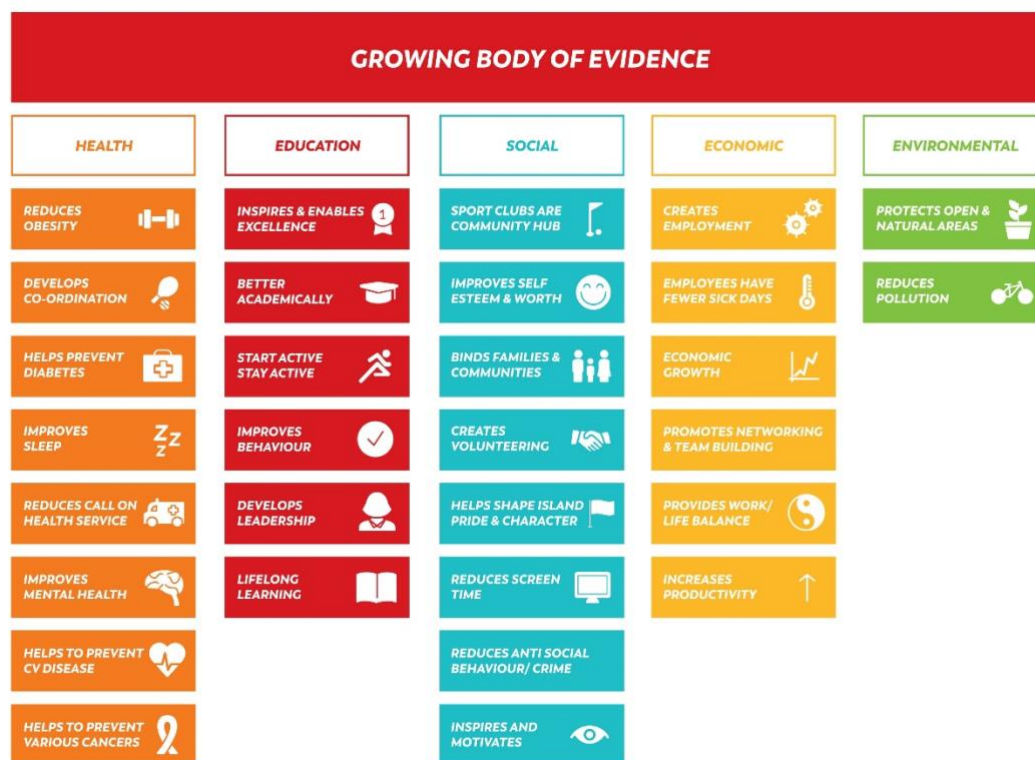
(Prochaska and DiClemente Transtheoretical Approach in Handbook of Psychotherapy Integration John C Norcross, Marvin R Goldfried (eds), OUP, 2005.)

“Regular physical activity is proven to help prevent and treat noncommunicable diseases such as heart disease, stroke, diabetes and breast and colon cancer. It also helps to prevent hypertension, overweight and obesity and can improve mental health, quality of life and well-being.

In addition to the multiple health benefits of physical activity, societies that are more active can generate additional returns on investment including a reduced use of fossil fuels, cleaner air and less congested, safer roads.”
(WHO Global Actions Plan for Physical Activity)

The benefits from physical activity are plentiful at both the societal and individual level and having an active population needs to be a priority that runs through the fabric of Jersey and be seen as a priority enabler to the delivery of the Common Strategic Policy and Future Jersey Framework detailed below.

The illustration below highlights the many benefits that sport and active living can deliver.



Strategic Context

Inspiring an Active Jersey (IAJ) is a collaborative whole systems approach to tackling inactivity in the island, advocating for a collective effort across government departments, corporate institutions and the volunteer and community sector.

Inactivity is one of the greatest social challenges faced by any jurisdiction. A centralised approach, underpinned by government policy is paramount if the vision of Jersey being one of the most active populations in the world is to be achieved in the life cycle of this plan. The impact of inactivity is widespread across many aspects of island life, and a multi-agency approach is required to create the opportunities and remove the barriers which prevent islanders from adopting an active lifestyle throughout the life stages.

Jersey is not alone in tackling the issue of inactivity and in 2018 the World Health Organisation launched its first ever Global Action Plan on Physical Activity which sets out a clear context from which the IAJ strategy has been developed. This plan advocates that;

“Increasing physical activity requires a systems-based approach - there is no single policy solution.” (WHO)

The global action plan for physical activity sets out four strategic objectives which collectively help nations to tackle the epidemic of physical inactivity. The plan establishes a framework for action that countries can adopt and states;

“reverse current trends and reduce disparities in physical activity requires a “systems-based” approach with a strategic combination of “upstream” policy actions aimed at improving the social, cultural, economic and environmental factors that support physical activity, combined with “downstream”, individually focused (educational and informational) approaches.” (WHO)

The Inspiring an Active Jersey strategy is based on this approach and the four strategic objectives of **create active societies, create active environments, create active people, and create active systems**. Whilst based on this, the IAG strategy individualises Jersey’s contribution to the worldwide aim of **“more active people for a healthier world.”**

The Government of Jersey’s **Common Strategic Policy for 2018-22** has set out the strategic priorities and provides the context in which the Inspiring an Active Jersey strategy sits and the strategic priority which it will deliver against. This policy sets out five strategic priorities and whilst Inspiring an Active Jersey strategy will be the enabling strategy specifically for the active lives element of the well-being priority, sport and active living can contribute significantly to all the strategic priorities below.

This is the first time that sport and active living has been referenced as a priority in a government plan and represents a major step forward in government’s understanding of the role it can play as an enabler to achieving the strategic ambitions for Jersey. However, much is still to be done to establish sport and active living into the fabric of Jersey; something that has been successfully achieved in the Isle of Man who have **77% of children** taking part in sports clubs, **36.4% of children** and **72% of adults** achieving the recommended physical activity guidelines and have won medals at each of the last four Commonwealth Games, something they see as vitally important to the international identity of the island. *(54% of adults and 19% of children and young people in Jersey meet their physical activity guidelines)*

The strategic priorities represent the “whole system” that needs to be improved to ensure that access to sport and active living is fair and equitable. The barriers that prevent people from being physically active are directly related to the strategic priorities below and Inspiring an Active Jersey is a critical delivery strategy which will help the government of Jersey achieve its strategic priorities.

Common Strategic Policy – Strategic Priorities

- **We will put children first** by protecting and supporting children, by improving their educational objectives and by involving and engaging children in decisions that affect their everyday lives.
- **We will improve islanders’ wellbeing and mental and physical health** by supporting islanders to live healthier, active, longer lives, improving the quality of and access to mental health services, and by putting patients, families and carers at the heart of Jersey’s health and care system.
- **We will create a sustainable, vibrant economy and skilled local workforce for the future** by delivering an economic framework to improve productivity, by nurturing and strengthening our financial services industry, by enhancing our international profile and promoting our island’s identity, by delivering the best

outcomes from Brexit, and by improving skills in the local workforce to reduce Jersey's reliance on inward migration.

- **We will reduce income inequality and improve the standard of living** by improving the quality and affordability of housing, improving social inclusion, and by removing barriers to and at work.
- **We will protect and value our environment** by embracing environmental innovation and ambition, by protecting the natural environment through conservation, protection, sustainable resource use and demand management, and by improving the built environment, to retain the sense of place, culture and distinctive local identity.

A fundamental element of the whole systems approach is that it must span decades and not just be focused on specific government cycles. With this in mind, the Inspiring an Active Jersey strategy is a 10-year framework that identifies the key themes, outcomes and ambitions that collectively create the culture and environmental conditions that allow islanders to enjoy the health benefits and quality of life that comes from being regularly active.

Inspiring an Active Jersey will also contribute significantly to the Future Jersey Plan, the Health and Wellbeing Framework and the Jersey Performance Framework. Sport and active living will play a significant role as an enabling strategy to these plans and frameworks and each term of government's Common Strategic Policy.

INTRODUCING INSPIRING AN ACTIVE JERSEY

Our Principles

Delivering the vision and mission of the strategy will require long-term collaboration and determination. A set of principles have been created which act as 'glue' that runs throughout the strategy and serves to continually harness and focus the efforts required to tackle the significant challenges, presented by physical inactivity.

Principles

1. The opportunity to be regularly active will be fair and equitable.
2. Islanders will be encouraged and supported to embed active living into their everyday.
3. We are a proud sporting island that celebrates sporting success from grassroots to greatness; built on a foundation of enjoyment.
4. Sport and Active Living is an essential thread that is weaved throughout the fabric of Jersey; it contributes significantly to quality of life and will be included as a priority in all relevant policy.
5. Supporting islanders to be more physically active is a collective responsibility requiring adequately resourced collaboration across all government departments, the private sector and the volunteer and community sectors.

The Background and Approach

Background

In 2014 the States of Jersey created 'Fit for the Future' a four-year strategy for sport covering the period 2014 to 2018. One of the key actions of that strategy was to create an independent body for sport, and as a result of this Jersey Sport was formed in June 2017. Jersey Sport has a partnership agreement with the States of Jersey, and through that agreement Jersey Sport was commissioned to create a new strategy which would follow on from the good work undertaken by 'Fit for the Future'.

After consultation with several government departments, it was consistently felt that the sequel to 'Fit for the Future' was required to look beyond just sport and look more broadly at all aspects of physical activity, of which sport is a key component.

The Approach

The strategy takes a whole systems approach to delivering an active Jersey and coordinates the key issues that need to be addressed to establish "physically active" as the cultural norm. Unusually there is no single service or entity that has the full jurisdictional scope or authority to deliver all the outcomes of Inspiring an Active Jersey. The whole ethos of the strategy is that every outcome will require a collective effort and can only be successfully delivered where multiple agencies combine.

Once the strategy is approved, a four-year costed delivery plan will be established which lays out the critical path of delivery required to make sure that over the 10-year period we can create an active island that is fair and equitable.

Responsibility for delivering outcomes and ambitions will be clearly defined in each four-year period. Physical inactivity, as explained above, is a critical issue that needs to be addressed; its solution requires a bigger response and focus than any single government department or single entity can possibly provide. It is a social issue that truly spans all government departments, the private and volunteer and community sectors and thus the strategy is set out to be a framework that guides the work of multiple agencies, prioritising and directing effort against a single vision.

The Inspiring an Active Jersey strategy has been constructed around three key themes, each of which have a series of outcomes and ambitions. The approach has been based on a similar model to that used for the creation of 'Future Jersey'. The strategy is likely to change significantly over that time period and therefore has been constructed in a way which is flexible and allows for change throughout the life-cycle of this plan.

The Inspiring an Active Jersey Strategy's principal form will be that of a website which has the distinct advantage of allowing changes to be made and data to be added as required. Over time the website will grow to report on impact and the

measures used to chart progress. It will also be developed to show the specific actions prioritised in each four-year period. The website will be the only forum where the full content of the strategy can be viewed at www.jerseysport.je/IAJStrategy. The website will be live from 2nd September 2020

A ‘plan on a page’ version of the strategy will also be available. Appendix One details the consultation undertaken to develop this strategy.

The section below introduces the three themes, nine outcomes and twenty ambitions which collectively combine and conspire to successfully achieve our vision and mission.

INSPIRING AN ACTIVE JERSEY - Themes, Outcomes and Ambitions

Move More Jersey

Move More People

Vision Sport and active living will have a positive impact on individuals through the provision of programmes which target the least active by providing greater support and breaking down barriers. Population-wide inspirational and innovative programmes for children, adults and families that create the habit of being active and make it the social norm.

Why 49% of adults in Jersey do not do enough physical activity in a typical week to benefit their health (4). Change is needed at a population level. Influencing social norms to make physical activity more acceptable is a key aspect of population-level change (5). Tackling the least active is one of the main principles of this strategy. The opportunities to be active must be equitable and easy to access for all islanders. Targeted programmes provide greater support for individuals with specific needs and barriers to physical activity.

Ambitions	Move More Opportunities	Every islander will have access to a wide range of opportunities to be active which are innovative, affordable and accessible.
	Move More Promotion	Inspiring health promotion campaigns, events and initiatives that promote the benefits of being active and make it the social norm to be active.
	Move More Prevention	Through the benefits and power of sport and active living, working in partnership with agencies such as the probation service, police, education and the voluntary and community sector, individuals will be supported to make positive life changes.

Move More Travel

Vision An island where active travel (walking, running and cycling) is prioritised over motorised travel, with high standards of safety and accessibility.

Why One of the most effective ways that people can be active is to move more as part of their daily lives – through walking, running and cycling to get around (6). Actions to promote active travel include providing more infrastructure for cycling and walking; and fiscal and promotional incentives to walk and cycle (7).

Ambitions	Cycle Friendly Island	Jersey is a cycle friendly island where the cultural norm is to travel actively.
	Move More Infrastructure	An exceptional network of on and off-road commuter routes which foster a culture of active travel being the norm.
	Cycle Training	Every child in Jersey will be taught in school how to ride a bike and coached how to ride safely on roads, by delivering BikeAbility

level one in key stage two and Ready Set Ride in key stage one.

Adult 'learn to cycle' and 'commute with confidence courses will be implemented to support adults to cycle for travel and leisure.

**Move More
Workplaces**

Vision Most active workforces in the world.
Why Workplaces are key settings where people can be encouraged to be more active, through policies and programmes that support activity as part of the working day (8).

Ambitions **Move More Workplaces** Move More Workplace Partnership established which encourages employers to implement infrastructure, policies, employee benefits and a workplace culture that supports and promotes people being active.

Move More Schools

Vision World leading in the physical literacy and physical activity rates of our young people, building the foundation to start active and stay active.

Why Physical activity is a vital aspect of child development, helping to improve health and wellbeing and contribute to young people's academic and cognitive development (2). Schools have been shown to be a key setting for helping develop young people's skills and competencies to become active for life (3).

Ambitions **Move More Education** Providing the conditions, environment, education and quality of teaching that inspires young people to include an hour of physical activity in their day, every day with a focus on developing physically literate children and young people.

Move More Lessons Children will receive two hours per week of high-quality lessons designed to improve physical literacy and increase their heart rate to a level beneficial for health.

Move More School Swimming Year four and five pupils in States of Jersey schools will receive one term of swimming lessons in each year.

SPORT

Sporting Opportunities

Vision A proud sporting nation where islanders can play sport to the extent of their ability and desire.

Why Sport has a key role to play in improving health and boosting the economy. Regular physical activity, including sport, is associated with improvements in over twenty health conditions including obesity, cardiovascular disease and some cancers (1).

Organised Sport As the lifeblood of any sporting structure, it is vital Jersey supports and further develops a strong, vibrant, well-supported club sport scene underpinned by forward-thinking bodies of sport who have a clear pathway in place to develop their sport across all levels

Ambitions Inspiring Performances Performance Pathway programme that support athletes to fulfil their potential to perform on the national and international stage. Grassroots to Greatness.

Competition and Events Vibrant calendar of on island sporting competitions and events supported by a sports event strategy and fund.

Sport and Move More Workforce

Vision A volunteer and professional workforce that deliver an exceptional experience that allows sport and active living to flourish.

Why The professional workforce – including coaches, helpers and volunteers - provides a critical support function, helping people to achieve their sporting ambitions and to be active for life.

Coaching Coaching framework, annual training and development plans in place that create clear pathways for coaches and supports their continuous development.

Volunteering A volunteering strategy for sport and active living that promotes the wide range of opportunities available and supports organisations to recruit and develop volunteers.

Ambitions Working in Sport It is critical that initiatives are implemented that create opportunities for islanders to follow a vocational or academic path into sport and active living.

Officiating Introduction of an officiating framework that develops the skills of our existing officials and encourages new people to take part.

INSPIRING ACTIVE PLACES

Sports Facilities

Vision Inspirational, high quality, accessible facilities, which inspires, supports and delivers an active Jersey.

Why The built and natural environment has a key role to play in helping people to become more active. The way that urban areas are planned makes a significant difference to how easy it is for people to move around by foot and on a bicycle (10).

Ease of access, affordability and programming of activities are the foundation for building an active population.

Ambitions Facility Strategy for Sport Establish a long term strategy for improving sports facilities which is incrementally implemented, ensuring islanders have access to inspiring, affordable, well-programmed facilities which support active lifestyles and competitive sport.

Indoor Sports Facilities Geographically balanced provision of indoor sports facilities which support islanders to be active. Built on a culture of excellent customer service the programmes will offer a wide variety of opportunities to individuals and clubs. Pricing and accessibility will ensure access for all.

Active Outside

Outdoor Sport Facilities

Jersey will endeavor to provide a wide range of public outdoor playing fields and other outdoor sports facilities which will be maintained to a standard dictated by the competitive standard required.

Vision

An island that encourages activity through parks, beaches, paths and play areas designed with activity in mind.

Why

Open spaces, including parks and beaches, provide key opportunities for healthy activity. There is a positive relationship between quality and location of green space and participation in physical activity (11). The Island Plan has a vital role to play in preserving open space and ensuring development considers spacial planning that values and encourages active choices.

Ambitions

Play

Investment in excellent play facilities within a 10-minute walk time of urban areas and a 10-minute drive time from rural areas. Active travel routes to all play, parks and beaches.

Open Spaces

Open spaces strategy created and implemented to preserve and promote Jersey’s beaches and parks as places to be active.

Paths

An investment strategy to extend the path network and upgrade the coastal paths to allow better linkage and multiple use.

Enabling an Active Jersey

Active Jersey Alliance

As highlighted above, the responsibility for delivering the Inspiring an Active strategy does not lie with any single entity but rather will be a collaboration across all government departments and agencies that sit out with government, such as Jersey Sport. It is therefore essential that an Active Jersey Alliance is created, the membership of which is made up of senior representation from all relevant bodies and government departments. The role of the alliance will be oversight of the implementation of the strategy and to ensure that a detailed prioritised action plan is established every four years aligned to the government's budgetary planning process.

The alliance's first task was to establish a delivery action plan for physical activity which was submitted as part of the Government Plan process for period 2020 to 2024 which establishes the key actions around policy, delivery, funding and infrastructure that are required to set out an accelerated path to achieving our mission of a 10% reduction in physical inactivity by 2030.

The four-year action plan sets out the funding required to deliver against the following government strategic priority;

“improve islanders’ wellbeing and mental and physical health by supporting islanders to *live healthier, active, longer lives.*”

The action plan considers the critical path items that need to be achieved in the first four years to allow us to ensure that each following year will collectively deliver the vision and mission of the strategy.

In adopting this strategy, it is critical that the government and assembly of Jersey recognise the important role that physical activity can play in achieving their strategic priorities and the long-term aspirations for Jersey as set out in the 'Future Jersey' plan. For this strategy to succeed there must be a commitment from government to weave sport and active living into the policy and moral fabric of Jersey and allocate sufficient financial resource to ensure;

“Jersey will be a healthier, more productive and fairer society by being one of the most physically active populations in the world.”

Measures and Data

To help us meet the challenge of inactivity we require more detailed data on physical activity levels to establish an accurate and detailed baseline which will allow us to measure the impact of this strategy.

It is important that we understand the physical activity levels broken down into key subsets within our populations such as older adults, social economic factors, health conditions, disability, nationality etc. Both the household and school surveys present an excellent opportunity to gather the data required to allow us to regularly monitor the impact of the strategy.

Without doubt one of the priority actions of the first four-year action plan has to be a detailed data collection process that provides us with a baseline that clearly defines the starting point of this journey. This baseline data will be used to allow us to measure our progress towards achieving our mission of **reducing physical inactivity by 10% by 2025** which will be the key measure for the strategy.

Key performance indicators that help us understand, at a more granular level, how we are progressing against each of the outcomes and ambitions contained within this strategy will be established. The creation of informing data will require a collaborative approach and key to this will be establishing data that helps us understand the cost of physical inactivity to health, social services and productivity in the island. This data is crucial in allowing us to build and present a compelling 'spend to save' business case for investment in sport and active living and the infrastructure required to achieve the paradigm shift required to make Jersey one of the world's most active populations.

**More
Information**

For more detailed information or to discuss any aspect of the Inspiring an Active Jersey strategy further please contact;

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Inspiring an Active Jersey – Final

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Inspiring an Active Jersey

Consultation Report

Strategy Development

Introduction

Fit for the Future; the Government's previous strategy for sport; concluded in December 2018 and Inspiring an Active Jersey (IAJ) has been developed to build on the foundations laid by Fit for the Future.

Jersey Sport, through their partnership agreement, was commissioned by the Government of Jersey (GOJ) to consult on and develop a strategic framework for sport and active living. Where Fit for the Future was predominantly focused on sports development, IAJ applies a whole systems approach to tackle physical inactivity through sports participation and support for islanders to adopt active lifestyles. A consistent theme that came out in the consultation process is the need for IAJ to be a long term framework that focuses on the least active. It needs to recognise that tackling physical inactivity is a behavioral change process, the success of which requires collaboration, co-design and consistency of approach; resulting in IAJ being a 10-year plan, focusing on a decade of change.

Pre Development Consultation

Since the creation of Jersey Sport, it was known that the organisation would develop a framework for sport and active living and the origins of IAJ traces back to the 'Sports Report' which laid out the basis for forming Jersey Sport and highlighted the need to look broader than sports development; highlighting the need to support islanders to lead active lifestyles.

The 'Sports Report' was developed by the Shadow Board of Jersey Sport and followed a formal consultation process by consultants KKP about the 'future of sport' in Jersey.

The 'Sports Report' received wide support from sports bodies, GOJ and provided Jersey Sport with the mandate and a 'state of the nation' baseline from which to develop IAJ, as a framework that would set out the themes, outcomes and ambitions to develop sport and opportunities to be active in Jersey for all.

Much of the pre-consultation phase of IAJ took place in the first year of existence of Jersey Sport, as the new CEO integrating themselves into their role. The CEO met with a wide range of sports bodies, GOJ officers, relevant third sector bodies and as part of this process the key opportunities and challenges for sport and active living were beginning to surface. Although the formal consultation process described below came later, it was at this stage that the key outcomes for any new strategy started to form and created a rough outline that became the draft IAJ strategy.

Developing IAJ

The development of the IAJ strategy was led by the CEO of Jersey Sport with significant input from the Board and officers of Jersey Sport. At an early stage, it was identified that for IAJ to be successful, a whole system approach was required. Addressing physical inactivity and its impact spans every area of GOJ and while Jersey Sport is responsible for developing IAJ on behalf of the Assistant Minister for Sport & Government, it could only be successfully delivered if ownership and delivery of the framework is collaborative across GOJ, the third sector, and Jersey Sport.

A ‘straw man’ version of IAJ was developed from the information gathered in the pre-consultation phase with support from relevant GOJ officers. A desktop review of GOJ existing policy was undertaken to ensure IAJ positioned itself as an enabling framework and to avoid duplication.

With the support of Statistics Jersey, anecdotal insights were reviewed against available data to establish the ‘why’ and the ‘need’ that the framework was seeking to address.

The ‘straw man’ version was then tested and refined through an extensive consultation process highlighted below before a final version was established.

Consultation on Draft Strategy

Government

Consultation on IAJ has been carried all GOJ Departments. IAJ spans the vast majority of GOJ remits, many of whom will take the lead role in delivering some of the ambitions, so it was essential to get the views at Director General and Senior Officer level.

Due to the GOJ 2020-23 Plan and the development of the Well-Being Framework, there has been a substantial delay between initial consultation and approval. In January 2020 all relevant Director Generals and Officers were sent the final version of IAJ and asked for any final comment. There has been some change in personnel and in some cases consultation took place with previous and new role holders. The following details the departments and officers consulted;

Children, Young People, Education and Skills – Justin Donovan, Mark Roger, Sean O’Regan, Rachal Baxter, Saboohi Famili and Julian Radcliffe.

Health and Social Services – Julie Garbutt, Caroline Landon, Rachel Williams, Linda Diggle, Paul McGinney and Lesley Hill.

Customer and Local Service – Ian Burns, Will Lakeman and Sean McGonigle.

Growth, Housing and Environment – John Rogers, Darren Scott, Dan Houseago, Andy Scate and Barclay Harvey.

Office of the Chief Executive – Charlie Parker and Kate Nutt.

Justice and Home Affairs – Julian Blazeby.

Treasury and Exchequer – Richard Bell.

Strategic Policy, Performance and Population – Ian Skinner, Susan Turnbull, Martin Knight and Jess May.

Sports Bodies

Consultation with sports bodies has taken place in several ways and those consulted are detailed below.

Sports Network Events – Jersey Sport have hosted a number of network events with sports and have presented IAJ and received feedback. The sports in attendance were very supportive of the approach.

Sports Partnership Meeting - Annually Jersey Sport holds formal partnership meetings with Sports Associations and bodies. IAJ has been consulted on and refined from these meetings. Sports consulted in this way are;

1. Archery
 2. Athletics
 3. Basketball
 4. Billiards & Snooker
 5. Bowls
 6. Boxing
 7. Cricket
 8. Cycling
 9. Dodgeball
 10. Equestrian
 11. Fencing
 12. Football
 13. Fishing
 14. Gaelic Football
 15. Gymnastics
 16. Hockey
 17. Inline Hockey
 18. Motor Sport
 19. Netball
 20. Martial Arts
 21. Petanque
 22. Rugby
 23. Sailing
 24. Shooting
 25. Skateparks
 26. Surfing
 27. Swimming
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28. Table Tennis
29. Tenpin Bowling
30. Tennis
31. Touch
32. Triathlon
33. Volleyball
34. Weightlifting
35. Commonwealth Games Association Jersey
36. Island Games Association
37. Sports Council
38. Jersey Sports Foundation

Third Sector

The following third sector organisation were consulted;

Association of Jersey Charities, Jersey Youth Service, Mind Jersey, Enable, Diabetes Jersey, Jersey Stroke Association, the Bosdet Foundation and the One Foundation.

Parishes

The CEO and General Manager invited all Parish Constables to meet with them to consult on IAJ. The following Parishes took up the offer and productive meetings were held in each.

St Brelade, St Peter, St John, St Mary, St Helier, Trinity and St Helier

Arm's Length Bodies

Several other Arm's Length bodies were consulted where there was a relationship between IAJ and aspects of their delivery. The following organisation were consulted;

Visit Jersey, Jersey Business and Digital Jersey.

Specialists

Jersey Sport engaged Nick Cavill Associates who are public health experts to review IAJ and to provide the 'why' input for each of the outcomes. They acted as 'critical friend' and studied the IAJ Report. Jersey Sport wanted to ensure that IAJ was robust, looked across the whole system and was detailed enough to for Jersey's response to the World Health Organisations Global Action Plan to tackle the global physical inactivity epidemic.

Appointing external consultants to review IAJ provided specialist input and validation of IAJ. Jersey Sport was especially pleased that other than minor comments, Nick Cavill Associates concluded that IAJ was an excellent framework that had considered all aspects required across the whole system that collectively can support the behavioral change programme required if Jersey is to turn the inactivity curve.

IAJ Conference

In March 2018 Jersey Sport held an Inspiring an Active Jersey Conference which was hosted by the Assistant Minister for Sport. The ‘straw man’ version of IAJ was presented to an audience from across GOJ and the third sector. Experts from several areas of the UK were invited to speak and stimulate discussion about how IAJ could be further developed and implemented. The speakers provided practical examples of how interventions in other areas have helped to tackle inactivity.

The conference was well attended despite snow on the day and the feedback from attendees and speakers on IAJ was positive, with many welcoming its collaborative nature.

**Physical
Activity Scoping
Map**

Jersey Sport and Nick Cavill Associates undertook a two-day physical activity mapping exercise with participants from across GOJ and the third sector. The workshops asked participants to map what they felt were the barriers to sport and active living and then asked them to work through solutions to them.

From this, a map was created which identified the priority areas that require to be addressed to facilitate the behavioral change of groups and individuals that results in them becoming active enough for health.

This information was used to refine the outcomes and ambitions of IAJ and importantly it informed the first four-year action plan for IAJ which was submitted as part of the 20-23 Government Plan.

States Members

The Assistant Minister for Sport was consulted throughout the development of IAJ. Before the 2018 elections, Jersey Sport held a breakfast briefing for those standing for election. The briefing was well attended and the session made a case for IAJ and walked the candidates through the ‘straw man’ IAJ.

In May 2019 all States Members were invited to attend a presentation by Jersey Sport on the 2018 annual report and to be given an overview of IAJ. Although not well attended, the members who did attend were supportive of the plan.

**Sports Facilities
Strategy
Consultancy**

In 2017 the GOJ commissioned phase one of the Sports Facilities Strategy with phase two commencing in early 2019. This process consulted widely with sports and other relevant bodies and GOJ officers to develop a Sports Facility Strategy.

The Sports Facilities Strategy consultation has extensively informed the Inspiring Active Places theme and Sports Facilities outcome contained in IAJ. As the Sports Facility Strategy is finalised then implemented, it will inform the action plan for Sports Facilities outcome of IAJ.

Given the underpinning role Inspiring Active Place will play in getting

islanders active, it has been helpful that this level of consultation has taken place around the long term requirement for sports facilities.

Other

Several other organisations have been consulted during the development of IAJ as follows;

Jersey Children’s Commissioner, Jersey Chamber of Commerce, Sport England, Isle of Man Sport, Guernsey Sports Commission, Isle of Wight Sport and the Sport and Recreation Alliance.

