

# A VISION FOR SPORT IN WALES

*An overview of consultation  
responses and how this has  
shaped the vision*



## OVERVIEW OF CONSULTATION RESPONSES

### BACKGROUND

The consultation paper *Our Vision for Sport in Wales* was issued in March 2018. Responses were invited from the public and from interested organisations with a deadline of 30th April. This was then extended to 4th May, with responses accepted until 8th May.

A total of 186 responses were received. Most of the responses – 115 (62%) - were from individuals, with the remaining 71 (38%) responses submitted on behalf of organisations, either formally or by staff working for those bodies (mainly NGBs, sport clubs, charities, local authorities and government bodies). Most individual respondents requested anonymity, whereas only a small number of organisations asked to remain anonymous.

A total of eight responses were submitted in Welsh.

This paper summarises the comments received. It starts with an overview of the main themes arising from the responses and then reports according to the sections in the draft vision.

### MAIN THEMES OF THE RESPONSES

Overall comments on the vision are supportive, with many endorsing aspects of what is included and appreciative of the vision's ambition and scope for everyone in Wales. However, there are many comments that it is sometimes not explicit enough, not sufficiently inspirational, engaging or motivational and it needs to specify what precisely is meant by "sport".

An ambitious vision that is "lifelong" and for "everyone" received widespread support. However, a large number commented that such an aspiration for sport means that it had to embrace wider

aspects of physical activity and recreation, which aren't mentioned in the vision. This point was emphasised consistently and strongly across the responses.

There is a lack of clarity as to ultimately whose vision this is – is it participants, all people in Wales or the sport organisations? There is some appreciation that it isn't Sport Wales's vision, but the phrases "we can" and "we will" are very prescriptive; they imply Sport Wales for some, rather than a vision for sport in Wales. There were numerous comments across the sections regarding the need for a trained and inspirational workforce in both leadership and coaching roles. There are clear benefits in capitalising on the enthusiasm and experience of those who may no longer remain physically active in their field to drive and prolong the sporting experience of others.

There were a number of comments throughout that the vision implied that things needed to change radically where actually there were already examples of good practice in most areas. Also, there was a perception that the vision didn't provide sufficient guidance for prioritisation, such as between sports, target audiences or standards of performance.

On the structure of the vision, there are comments that the constituent sections are often a little too long and aren't sufficiently memorable. Also, the four pillars outlined at the outset (Participating, Supporting, Delivering, Excelling) aren't carried through or clarified in the rest of the vision. Among the responses that answered each direct question (Do you agree...?: Yes/No), the views were very positive. 82% agreed with the brief initial vision statement and agreement for each constituent section then ranged from 81% to 92%.

## DETAILED COMMENTS BY SECTION

Section	Yes	Main comments
<p>Vision for Sport in Wales:</p> <p>“A nation where everyone has a lifelong enjoyment of sport”</p> <p>Participating Supporting Delivering Excelling</p>	82%	<p>Positive reaction to the vision being succinct and simple to understand.</p> <p>“Everyone” and “lifelong” work very well in conveying a sense that sport (however it is defined) needs to be accessible by all, in a way that works for them. They also convey an underlying sense of ambition in the vision.</p> <p>Endorsement for the inclusive elements of “enjoyment”, “participating” and “supporting”. “Delivering” not seen as inspirational but it is an important pillar, especially for emphasising the need for cross-sector collaboration. Differing opinions on “excelling”; some strongly welcoming its emphasis on competitive performance but others seeking a more personal outcome such as “succeeding”.</p> <p>Persistent questions regarding whether the vision is sufficiently motivational – is it as aspirational or inspirational or memorable as it could be? It doesn’t really excite as it stands. Overall it needs to be much bolder and more passionate, to match its undoubted ambition.</p> <p>Many regarded the term “sport” as too restrictive. It needs defining at the very least. Many also asked that the vision specifically embraces physical activity; otherwise it’s surely too unrealistic for it to apply to everyone at all life stages. Physical activity is seen as an effective route into sport and also helps to maintain interest once the competitive element is no longer the primary driving force.</p> <p>A few queries on whether ease of access needs to be a specific part of the vision. Also, numerous references to the “power of sport” in a number of contexts and whether the vision captures this sufficiently. Organisations and individuals expect to be able to identify the areas where their own sport or activity would contribute to an overarching Vision for Sport in Wales. Some commented that the vision didn’t seem to provide sufficient hooks for this.</p>
Together we can...	81%	<p>No significant disagreement with the statements, other than that they may be insufficiently connected with sport.</p> <p>Concern that sport could be seen as responsible for delivering aims that are so all-encompassing that most of them could apply equally to many other endeavours in society (e.g. health, education, economic development). Some others, however, welcomed sport being positioned as central to people’s lifelong activities.</p> <p>Some comments regarding needing to strive for a wide range of sports and participation levels.</p> <p>The section seems a little passive and generic for some who want it to be more results-focused and more geared to outcomes directly attributable to sporting activities.</p> <p>A few advocated that the vision as a whole should be more explicitly aligned with the aims of the Well-being of Future Generations Act (not just alluded to in the Guiding Principles).</p>

Section	Yes	Main comments
<p>Together we will (1): Work, invest, learn and succeed together</p>	84%	<p>General endorsement of the words but real doubt on whether sufficient funding will accrue.</p> <p>Some disagreement on focus on high performance to the detriment of enjoyment, especially for older participants.</p> <p>The focus on children was welcomed as the best time to instil lifelong interest in sport. Nevertheless, others queried, if the vision is for everyone, why are children and young people specifically targeted here? Insufficient focus on the key role of inspirational and trained coaches at all levels.</p> <p>The need for more collaboration within and across sport needs more emphasis at the outset.</p> <p>There should be more acknowledgement of the role of sporting clubs, whose existing contributions and roles aren’t referenced.</p>
<p>Together we will (2): Create experiences that are welcoming, fun and safe</p>	91%	<p>Widespread endorsement for the vision in this section, especially the inclusivity and the “safe” aspects – but the word “safeguarding” should be used as well as it’s more specific than “safe”.</p> <p>Need to stress the need for NGB involvement and to build on existing work rather than implying that many or most aspects would be new.</p> <p>The focus on appealing to families to facilitate entry and participation was welcomed.</p> <p>The key need for highly trained coaches needs to be addressed here, with the roles mentioned in this section omitting any reference to coaching. Although there is less disagreement with this section than earlier sections, there are more comments on the excessive level of detail in what is meant to be a succinct Vision for Sport in Wales.</p>
<p>Together we will (3): Develop opportunities that are local, visible and inspiring</p>	90%	<p>Extensive support for the aims in this section, especially driving more local access at all ability levels.</p> <p>Need to capitalise on existing club structure and facilities much more effectively. In some cases, much could be achieved with minimal additional investment.</p> <p>Need to recognise the need to identify and respond to customer demand to optimise participation; while also recognising the importance of raising awareness of existing provision, which is often too hidden.</p> <p>Reference to the need for a skilled workforce, especially voluntary, is not prominent enough.</p>

Section	Yes	Main comments
Together we will (4): Ensure sport is accessible, inclusive and affordable, leaving no one behind	90%	<p>Extensive support for this section and generally happy with the wording, apart from being a little too long and also some repeating of elements of previous sections.</p> <p>Some doubt on how achievable this is and how the responsibility for this will be shared across the sporting sector.</p> <p>Understanding the need and identifying opportunities are a significant challenge here, especially those who aren't involved in sport.</p> <p>No specific mention of disabled access, for which there are unique challenges, nor addressing access issues around diversity.</p> <p>Some asking that physical activity is specifically incorporated; however, some associated concern that the resultant expectation of this section could then be too costly to deliver, diluting the resources available for core sporting activities.</p>
Together we will (5): Take risks, be bold and entrepreneurial	89%	<p>Fewer comments on this section but more comments on the length.</p> <p>A perception that responsibility for the actions arising from this section is a little less clear than elsewhere e.g. is there an implied role for the private sector here? Also, some of the collaborative elements are similar to previous sections.</p> <p>The call to "take risks" and to be "entrepreneurial", while broadly welcomed, attracted some scepticism in whether much would change in practice, given the constraints of operating in the public sector.</p> <p>Some comments that the call to be "radical" isn't reflected at all in the structure of the overall vision.</p> <p>The wording of the heading in this section is different from the summary bullets at the start.</p>
Guiding principles	92%	<p>Some questioning why this section is needed. Shouldn't these principles be part of the rest of the vision?</p> <p>There was little consistent disagreement with any of the statements. Suggested other principles are for wider participation, creating enjoyment, link with well-being, core role in education, widening access, more collaboration, more inclusivity, affordability, Welsh language provision, integrity, diversity.</p> <p>However, some other comments that these guiding principles should be part of the overall vision, not a standalone addendum. Or if they do remain standalone, they should be couched in more active and inspirational language, and less generic.</p> <p>Reference to the WCFG Act was welcomed, largely in providing a focus on the benefits of physical recreation. Some further brief explanation is needed for how this section of the vision aligns with the Act and drives sporting organisations to contribute to the aims of the Act.</p>



# HOW CONSULTATION RESPONSES HAVE SHAPED THE VISION FOR SPORT IN WALES

## OVERVIEW

This document sets out how we used the formal consultation to improve the draft Vision for Sport in Wales. It should be read in conjunction with the formal consultation response document.

## OVERALL ASSESSMENT

Given that 82% of respondents agreed with the main vision statement, and that between 81% - 92% agreed with the underpinning statements, the vision is largely unchanged. We have however made several significant changes following the consultation. These changes are largely in response to the 'Main themes of the responses' section of the formal consultation response document

## HOW WE HAVE CHANGED THE VISION

### Paragraph 1 of the 'Main themes of the responses' section

*Overall comments on the vision are supportive, with many endorsing aspects of what is included and appreciative of the vision's ambition and scope for everyone in Wales. However, there are many comments that it is sometimes not explicit enough, it is not sufficiently inspirational, engaging or motivational, and it needs to specify what precisely is meant by "sport".*

### How we responded to this paragraph

1. We introduced an inspirational mission statement to sit alongside the vision. This is
  - *The mission Unleash the benefits of sport for everyone*
2. We have changed the vision statement to read
  - *An active nation where everyone can have a lifelong enjoyment of sport*

The term 'An Active Nation' was specifically added to acknowledge sports role, as part of a wider physical activity spectrum, to getting the nation active

3. We will include within supporting documentation more information on what is meant by sport

### Paragraph 2 of the 'Main themes of the responses' section

*An ambitious vision that is "lifelong" and for "everyone" received widespread support. However, a large number commented that such an aspiration for sport means that it had to embrace wider aspects of physical activity and recreation, which aren't mentioned in the vision. This point was emphasised consistently and strongly across the responses.*

### How we responded to this paragraph

4. We have included, within the vision document, the physical activity spectrum to highlight how sport fits into the wider aspects of physical activity and recreation. We have also provided more contextual information on the role of sport at the start of the document.

### Paragraph 3 of the 'Main themes of the responses' section

*There is a lack of clarity as to ultimately whose vision this is – is it participants, all people in Wales or the sport organisations? There is some appreciation that it isn't Sport Wales's vision, but the phrases "we can" and "we will" are very prescriptive; they imply Sport Wales for some, rather than a Vision for Sport in Wales.*

### How we responded to this paragraph

5. We continue to use "we can" and "we will" as they are simple and inclusive terms.
6. We have included 'purpose and sign up' and 'who the vision is for' within the vision document
7. We will continue to promote the Vision for Sport in Wales as a vision for the nation and not just Sport Wales the organisation.



# HOW CONSULTATION RESPONSES HAVE SHAPED THE VISION FOR SPORT IN WALES

## OVERVIEW

### Paragraph 4 of the 'Main themes of the responses' section

*There were numerous comments across the sections regarding the need for a trained and inspirational workforce in both leadership and coaching roles. There are clear benefits in capitalising on the enthusiasm and experience of those who may no longer remain physically active in their field to drive and prolong the sporting experience of others.*

### How we responded to this paragraph

8. We agree that there is a need for a trained and inspirational workforce, in both leadership and coaching roles, to deliver this vision. We felt it was, however, unwise to single out a specific group of stakeholders in the vision.

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### Paragraph 5 of the 'Main themes of the responses' section

*There were a number of comments throughout that the vision implied that things needed to change radically where actually there were already examples of good practice in most areas. Also, there was a perception that the vision didn't provide sufficient guidance for prioritisation, such as between sports, target audiences or standards of performance.*

### How we responded to this paragraph

9. Although there are examples of good practice we believe that significant change is required to achieve this vision
10. We did not feel it was the place of a Vision for Sport in Wales to provide guidance of this nature.

## OTHER ISSUES

We decided to shorten the vision by including some of the text as an appendix. This follows feedback that the vision was too long.

We have changed 'excelling' to 'succeeding' as some felt this was elitist and could lead to people thinking only thinking about success in medal terms rather than achieving personal success which could include winning medals but could also include reaching more informal personal goals.

We have made clear links to Well-being of Future Generations (Wales) Act 2015 within the vision document.



