

Jersey Sport Scrutiny Response

Section One - Introduction

Jersey Sport is grateful for the opportunity to provide a view on the areas highlighted by the Economic and International Affairs Scrutiny Panel. Jersey Sport, as a Government of Jersey (GOJ) funded body, has responsibility for setting and delivering the strategic direction for sport and active living in Jersey and, through extensive consultation, has developed the draft “Inspiring an Active Jersey” Strategy (IAJ).

Jersey Sport provided the GOJ with an extensive Business Case to support the delivery of IAJ as part of the Government Plan process, and this case underpins the figures now being scrutinised by the Panel. Below, we have extracted relevant information for the business case to assist Scrutiny in understanding how this funding links strategically to the Common Strategic Policy and how this money, if approved, will be spent.

It should be **noted** that the figures in the Government Plan the panel are scrutinising were reduced from those submitted and therefore will only allow Jersey Sport to deliver against some of the strategic outcomes detailed below.

While the funding indicated in the draft Government Plan is encouraging, and a step in the right direction, the proposed level of funding will only allow for ‘surface deep’ changes. Additional funding is required to establish a cultural change from a reactive health care model to a preventative health care model, which places active living as a central pillar to delivering the priority of ‘improving islanders mental and physical health’.

Jersey Sport has been extensively involved in the Sports Facilities Strategy and the Skate Park project and has below provided a short response to CSP3 – Sport Division, Capital Investment Project – Sports Division Refurbishment and Capital Investment Project – New Skate Park. While we have detailed knowledge, which enables us to offer a view for Scrutiny to consider, it should be noted that Jersey Sport does not have any direct operational responsibility for Sports Facilities.

Project 1: Improve wellbeing (Strategic Priority) >>> Inspiring an Active Jersey. Sub-Priority: Support Islanders to live healthier, active, longer lives.

Reference (Internal)

Title

Lead Minister

CSP2-1-01

Inspiring an Active Jersey (IAJ)
Minister for Economic
Development, Tourism, Sport and
Culture
Growth, Housing and Environment

Lead Department

Additional Investment Required (£000)

2020

509

2021

779

2022

965

2023

965

Section Two - Executive Summary

Currently, in Jersey, 46% of adults and 81% of children and young people do not meet the World Health Organisation's guidelines for physical activity. This means these adults and children are not active enough to have a positive impact on their mental and physical health. There is also a clear link between physical inactivity and obesity, and in Jersey, 33% of year six primary school children and 51% of the adult population are overweight or obese.

Jersey faces a significant challenge if we are to succeed in our mission of reducing physical inactivity by 15% by 2030 (see below) and achieve the Common Strategic Policy priorities of islanders leading active lives. Our efforts to do this have to be across the whole life course, but it is of concern that the children and young people, islanders with life-limiting conditions and over 65's are amongst the least active.

The Common Strategic Policy (CSP) has made a clear commitment to "improve Islander's wellbeing and mental and physical health - by supporting Islanders to live healthier, active, longer lives". This business case sets out how the 'active lives' element of this priority can be delivered through investment in sport and active living interventions; specifically, designed to address inequality of access which is preventing some of our most vulnerable islanders being active.

Jersey Sport has developed the Inspiring an Active Jersey Strategy (IAJ) which is a long-term framework with the following vision;

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

Physical Inactivity is the world's fourth leading cause of premature death; leading to the World Health Organisation launching their Global Physical Activity Action Plan in 2018, from which IAJ has been developed as Jersey's response to the world epidemic of physical inactivity.

The financial and social cost of inactivity is considerable and if left unchallenged, the Island's ability to be the best version of itself, as detailed in Future Jersey and the Common Strategic Policy, will be jeopardised. This business case presents a compelling financial and social 'spend to save' case for investing now to support people to make healthier lifestyle choices and outlines the costed actions for the next four years, which have been designed to ensure people can be active for better physical and mental health.

IAJ is a behavioural change programme and Jersey's response to the growing impact of physical inactivity needs to be robust and varied. What inspires one individual to be physically active is different from that of another. It

is therefore important that the interventions detailed in this business case look across the whole life course and specific groups of islanders who are the least active.

Section Three - The Benefits of Active Living

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 behavior change.

“Regular physical activity is proven to help prevent and treat non-communicable diseases such as heart disease, stroke, diabetes and breast and colon cancer. It also helps to prevent hypertension, being 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)

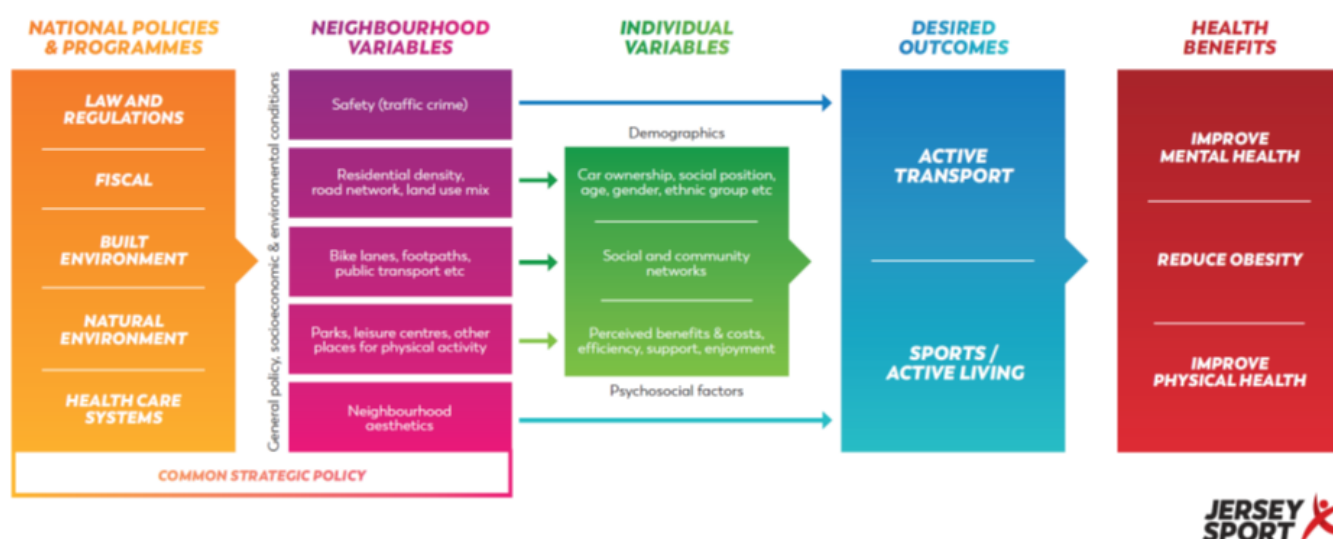
The impact of physical activity on islanders’ lives spans across several Common Strategic Policy priorities. Specifically, it is clear this funding will be a key delivery strategy for the following additional Common Strategic Policy sub-priorities.

- CSP 1.1.1 - Bring forward and implement a Children’s Plan that identifies key priorities and actions that will enable children to be safe, able to flourish and fulfil their potential.
 - CSP 1.1.5 - A renewed focus on housing and outdoor spaces for children.
 - CSP 2.1.1 - Increase prevention activity, intervening earlier to reduce future costs.
 - CSP 2.1.2 - Assess health and wellbeing implications routinely across all new governmental policy as a start towards creating the conditions for Islanders to live healthier, active, longer lives.
 - CSP 2.1.3 - Integrate prevention efforts on physical inactivity, diet, alcohol and tobacco in an overarching health and wellbeing framework with an improved understanding of local population needs to help close the gap in health inequality between groups.
 - CSP 2.1.4 - Expand safe cycle and multi-use active travel routes, with more Islanders walking and cycling.
 - CSP 2.1.5 - Develop Island leisure and recreation facilities and plan to meet future need and support all Islanders’ health and wellbeing.
 - CSP 2.1.6 - Increase focus on prevention so people stay well longer, have access to a diverse skilled workforce based close to home with more services provided in primary care, including dental services, and in the community.
 - CSP 5.1.5 - A plan in place to increase our use of low carbon transport and active travel to support more active lives e.g. walking and cycling, and improved vehicle regulatory standards.
 - CSP 5.2.4 - Increase access to open and green space by implementing the access strategy.
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Section Four - Improving islanders mental and physical health

The strategic priorities above represent the “whole system” that needs to be improved to ensure that access to sport and active living is fair and equitable. The diagram below demonstrates the influence of Government policy and programmes, neighbourhood variables and individual demographic and psychological factors on islander’s propensity to be active. It is clear from this diagram that improvements in all five key priorities of the Common Strategic Policy will support social-economic factor improvements, which in turn, will close the equality gap that exists and impact islanders’ ability and circumstances to get active.

A SOCIAL-ECOLOGICAL MODEL OF PHYSICAL ACTIVITY BEHAVIOUR



IAJ is a critical delivery strategy which will help the Government of Jersey achieve its strategic priorities. The IAJ strategy is in final form and will be put to the Government of Jersey for approval once the Government Plan is finalised, and the resources required to deliver it are clear to Ministers.

IAJ 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.

The types of interventions Jersey Sport proposed in the Business Case are directly based on delivering the vision, mission and outcomes of IAJ outlined in section five below. It should be noted that only the outcomes in green were taken forward and funded in the draft Government Plan. This will undoubtedly delay the achievement of the mission to decrease in physical inactivity by 15% by 2030.

Section Five - 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	45% 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	Exceptional network of on and off-road commuter routes which foster a culture of active travel being the norm.

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).
Move More Schools	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.
	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.
		Active 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.
		Schools Swimming Programme Year four and five pupils in Government 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 all types of 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).
	Ambitions	Club Sport As the lifeblood of any sporting structure, it is vital Jersey develops a strong, vibrant, well-supported club sport scene.
		Sports Development Pathways Well governed, forward-thinking bodies of sport and clubs who have a clear pathway in place to develop their sport across all levels.
		Inspiring Performances Performance Pathway programme that supports athletes to fulfil their potential to perform on the national and international stage. Grassroots to Greatness.
Sport and Active 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	A coaching framework, annual training and development plans in place that create clear pathways for coaches and supports their continuous development.

Ambitions	Volunteering	A volunteering strategy for sport and active living that promotes a wide range of opportunities available and supports organisations to develop their volunteers.
	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.
	Competition	Vibrant calendar of on island sporting competitions and events supported by a sports event strategy and fund.

INSPIRING PLACES

Sports Facilities

Vision	Inspirational and accessible facilities required to inspire and support 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 bike (10).	
Ambitions	Inspirational Facilities	Jersey has an ageing stock of sports facilities and to deliver the ambitions of the strategy, it is critical that a detailed facility strategy is implemented. The strategy will detail the investment required to ensure that the island has facilities to inspire and support an active Jersey.

Active Outside

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 the quality and location of green space and participation in physical activity (11).	
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.

Section six - Interventions funded in draft Government Plan

The original business case detailed projects, programmes and interventions that would have allowed progress to be made accounts each of the outcomes above. The funding being scrutinised provides a reduced level of funding which does not directly track back to the business case submitted. Therefore, Jersey Sport have detailed below the priority programmes it would deliver if the reduced funding is approved.

The business case deliberately tapered the funding request in 2020 and 2021 to allow Jersey Sport to grow the interventions at a manageable, sustainable pace and to allow time to research in detail what interventions are the most impactful. The tapering of funding in 2020 also recognises that by the time the Government Plan is approved, it is unlikely programmes and appointments can be made and be in place before the end of the first quarter.

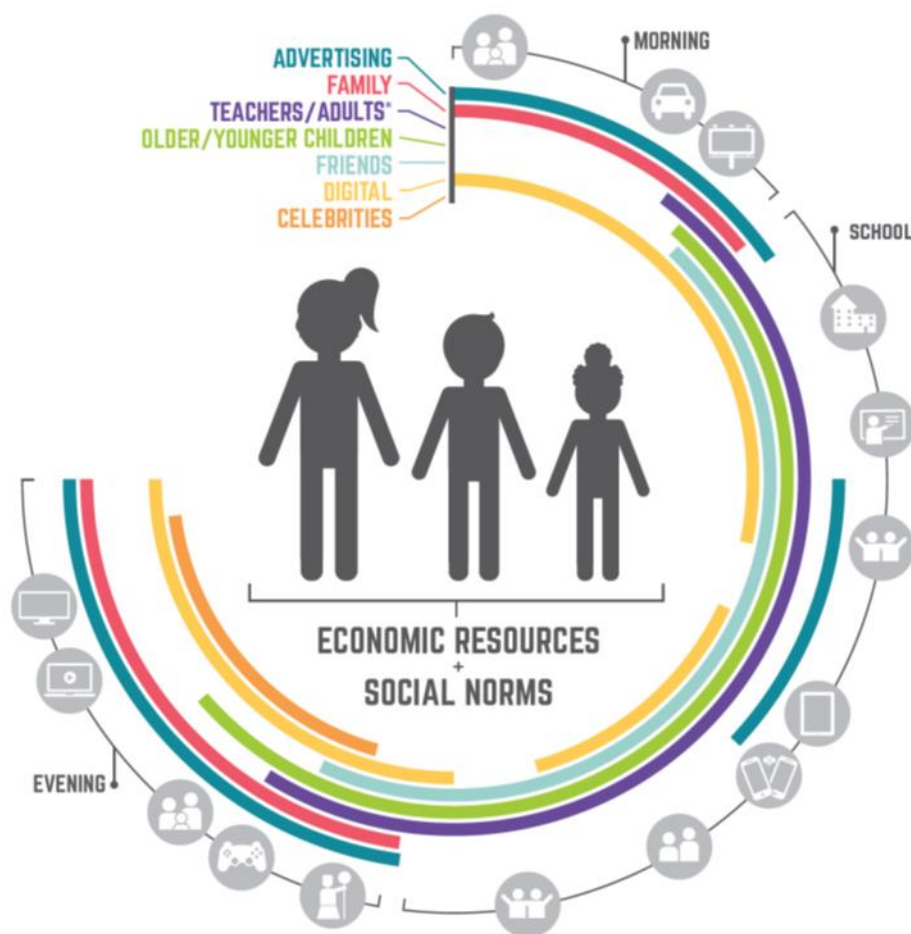
The types of interventions that will be introduced in 2020 if the funding is secured in the Government Plan are detailed below. These programmes will incrementally grow in 2021 and reach maturity in 2022/23.

Move More Schools

Move More School Award and Delivery

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.

INFLUENCES ON CHILDREN ON A TYPICAL DAY



Jersey Sport is developing a Move More Jersey Schools Award and delivery programmes which both primary and secondary schools can work towards. Funding in the form of grants to schools will be made available to support improvements in the content and delivery of the PE curriculum to focus on children's physical literacy and giving them the skills to be active for life. Schools will be able to access the additional funding to deliver fun physical activity sessions before school, after school and during the lunch period. They are required to have a Move More School Charter and Policy that clearly demonstrates how they will meet the criteria of the award and outline their commitment to physical activity in the school. **Funding in 2020 - £138,000**

Active Travel to School – All children in Year 4 and Year 6 will receive Bikeability (cycle proficiency) level one and level two training to give them the skills and confidence to ride a bike to and from school and for leisure. Walking to school will also be promoted. This will also help ensure children will grow into adults who are more likely to commute actively. **Funding in 2020 - £57,500**

Move More Opportunities

If we are to be successful in reducing physical inactivity, we must ensure we have a varied programme of activities which support those who are least active to Move More. The funding in this area will allow the following to be implemented.

Move More Disability Programmes – Develop opportunities for adults and children with a disability to access sport and active living opportunities. Currently, there is no funding given to Jersey Sport to work

in this area. This also aligns to the Disability Strategy which calls for more opportunities for people with a disability to be active. **Funding in 2020 - £56,750**

Move More Adult Intervention – expand and improve the current GP referral programme which supports islanders with one or more life-limiting conditions to be active. Currently the programme only has people referred to it after the fact; after diagnosis. Working closely with health and the new Jersey Care Model we want to add a preventative programme which provides physical activity as an intervention to prevent a diagnosis of a life-limiting condition. The scheme will allow self-referral as well as referrals from medical practitioners. **Funding in 2020 - £56,750**

Sporting Opportunities

Sports Grants – Please note that this is not new funding, but it was unbudgeted in the last Government funding Cycle. It is therefore requested in the Jersey Sport growth business case to address this. The sports grant funding provides travel grants to islanders travelling off-island regularly to compete in sport. It also supports representative school activity, and the Island and Commonwealth Games Teams. **Funding in 2020 - £200,000**

Project 20: Vibrant economy (Strategic Priority) >>> Sport division**Sub-Priority:** Infrastructure investment**Further information/background**

Reference (Internal use)		CSP3-5-04	
Title		Sport Division - Minor Capital replacements	
Lead Minister		Minister for Economic Development, Tourism, Sport and Culture	
Lead Department		Growth, Housing and Environment	
Additional Investment Required (£000)			
2020	2021	2022	2023
125	200	200	200

**Jersey Sport
Response**

It is Jersey Sport's understanding that the fitness gym equipment in GOJ gym facilities is considerably beyond its recommended life span and needs replacement. Depending on the intensity of use, it is the industry norm that fitness equipment is replaced every 3-5 years. Keeping equipment longer than this will result in increased downtime and lead to low levels of customer satisfaction due to the equipment being unavailable.

The equipment in the GOJ sports facilities is significantly beyond the recommended retention period of 3-5 years and if not replaced the trend of decreasing Active Card Memberships sales is only likely to accelerate. It is unlikely that the Sports Division will be able to meet its income targets related to Active Card Membership unless this expenditure is undertaken. Not to do so is simply a false economy.

It should be noted that any investment in replacement equipment for Fort Regent needs to be weighed up against the likelihood of that facility remaining open.

It is vital that budget is available to allow facilities to replace 'business as usual' sporting equipment such as nets, goals, lane ropes, landscape equipment etc. Sports Facilities are suffering under the pressure of years of under-investment and given the level of income taken this level of investment in equipment across all sites is entirely reasonable, and if anything, remains under-resourced.

Capital Investment Project: Sports Division Refurbishment

R.91/2019 Government Plan 2020-2023: Further Information on additional revenue expenditure and capital and major projects expenditure (Page 195):

Title		Sports Division Refurbishment	
Lead Department		Growth, Housing and Environment	
Capital Investment Required (£'000)			
2020	2021	2022	2023
300	1,300	-	-

**Jersey Sport
Response**

As Scrutiny will be aware, there is currently a review of sports facilities taking place that will produce a strategy for sports facilities. It is without doubt that the history of underinvestment in sports facilities has resulted in the current review having to be much more extensive than should have been required. It is therefore essential that no further erosion in the quality of our sports facilities can happen as we await the recommendation of the review and their implementation which is likely to be over a long-term period of around 10 years.

The facilities listed for investment in this proposal lie mainly out with sites likely to be heavily invested in, and it is therefore important they are invested in to ensure

they continue to play a key role in our portfolio of sports facilities.

It is vital we have a long-term strategy for sports facilities but while this is being finalised and enacted, it is vital the eye does not get taken off the 'business as usual' facilities, that with proper lifecycle investment, will continue to serve islanders well.

It is the absence of this very type of lifecycle funding that has resulted in the position of having major sports facilities that are no longer fit for purpose. Given that the likely execution of the sports facility strategy is likely to span 10 years, we would express concerns to Scrutiny that there are no funds in the Government Plan in 2022 and 2023 to ensure proper lifecycle investment continues.

Capital Investment Project: New Skate Park

Title		New Skate Park	
Lead Department		Growth, Housing and Environment	
Capital Investment Required (£'000)			
2020	2021	2022	2023
250	535	-	-

Jersey Sport Response

The Inspiring and Active Jersey Strategy information above outlines the size and complexity of the challenge that lies ahead if Jersey is to turn the curve on physical inactivity. Teenagers are the least active demographic alongside the over 65's and therefore having a properly designed skatepark is vital. The 'wheeled' extreme sport often attracts young people who, for whatever reason, do not feel they fit in team sports and these disciplines are a fantastic way to build physical activity into their week, almost by stealth.

The process of replacing the skatepark has already taken too long given its importance in helping to tackle physical activity and in providing a meaningful place for young people to express their individuality. It is disappointing to see that the main funding for this does not come into play until 2021, because all previous information from Ministers has made it clear this needs to be delivered in 2020, and that is the deadline the community is expecting. Jersey Sport would ask that Scrutiny challenge officers and ministers responsible as to why all the funding for this is not in 2020.

We are fully supportive of the design and build of the skatepark and would urge the Government to fund and deliver this in 2020.
