



# FOREWORD

2015 will be a big year for sport in Jersey. From 27 June we will host the NatWest Island Games, a sporting event that will bring more than 4,000 competitors, officials and spectators from around the world. This is on top of an already vibrant sporting calendar that seems to be growing every year.

The Fit For The Future sport strategy put us on the right track to make this a spectacular and successful Games. It focussed the Island's attention on our sporting achievements – at all levels – and the value of physical activity to our health, social and commercial life. Funding was secured to bring our facilities up to scratch and fill in some gaps in our sporting provision. The result will be an inspiring week of competition but also lasting improvements for the people of Jersey.

It was important to give sport a louder political 'voice' in our community. That is my role for the next three years as Assistant Minister. I have already seen some of the exciting developments taking place and, as an avid sportsman myself, am determined this positive improvement will continue.

This report provides an update of progress so far. There is more good news to come and I would like to thank all the clubs and States staff for making this happen.



**Constable Steve Pallett**  
Assistant Minister for Sport  
January 2015

# INTRODUCTION

The Fit For The Future strategy has set a clear direction for sport in the Island from 2014 to 2018. It focuses on four key areas that were highlighted in our public consultation:

- Getting active, staying active
- Spaces and places
- Personal bests
- Organisation

An action plan under each of these headings set out how we could deal with the some of the challenges that had been identified. This report provides the first annual update to explain what has been achieved so far.

Progress during the first year has been considerable. Staff who work in this area were galvanised by the new emphasis on sport that the strategy brought. To their credit they have worked with enthusiasm and determination to make the aims a reality as quickly as possible. There are already several highlights but two stand out. The first is the rapid improvement in swimming among primary school children. 94% of Year 6 pupils in States schools now leave having reached the national standard for swimming skills. The UK average is just 51%. Not only is this an essential life skill for island dwellers, it will also hopefully lead to a lifelong habit of getting in the water, even trying other aquatic sports.

The second highlight is the high-quality upgrades of our major sporting venues in time for the 2015 NatWest Island Games. We have a new running track at FB Fields, an artificial pitch at Springfield Stadium and upgrades at a number of other venues including Les Quennevais pool and the Crabbe shooting ranges. We will have an Island Games to be proud of.

This is a five-year strategy, with funding for two years, and that inevitably means it is a work in progress. However, the first steps have been taken in every area of the plan and with continuing support from the public, the States and our clubs and associations the objectives are achievable.



**Derek de la Haye**  
Head of Sport  
January 2015

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# OUR IMPACT

The sports community in Jersey is already active and successful. In aiming to be fit for the future the Island has a strong base to work from:



11 specialist swimming instructors taught over **850** school pupils in three months

Over **50** clubs working towards **Clubmark**  
**94%** of Year 6 pupils left primary school able to swim (compared to **51%** in the UK)

Over **300** after school club sessions took place

Over **2.5 million pounds** invested in facilities in 2014

**2,500** high quality PE lessons provided in **22** primary schools

**112** police checks completed for 19 different sports clubs

**£325,000** of grants given to **clubs & associations**

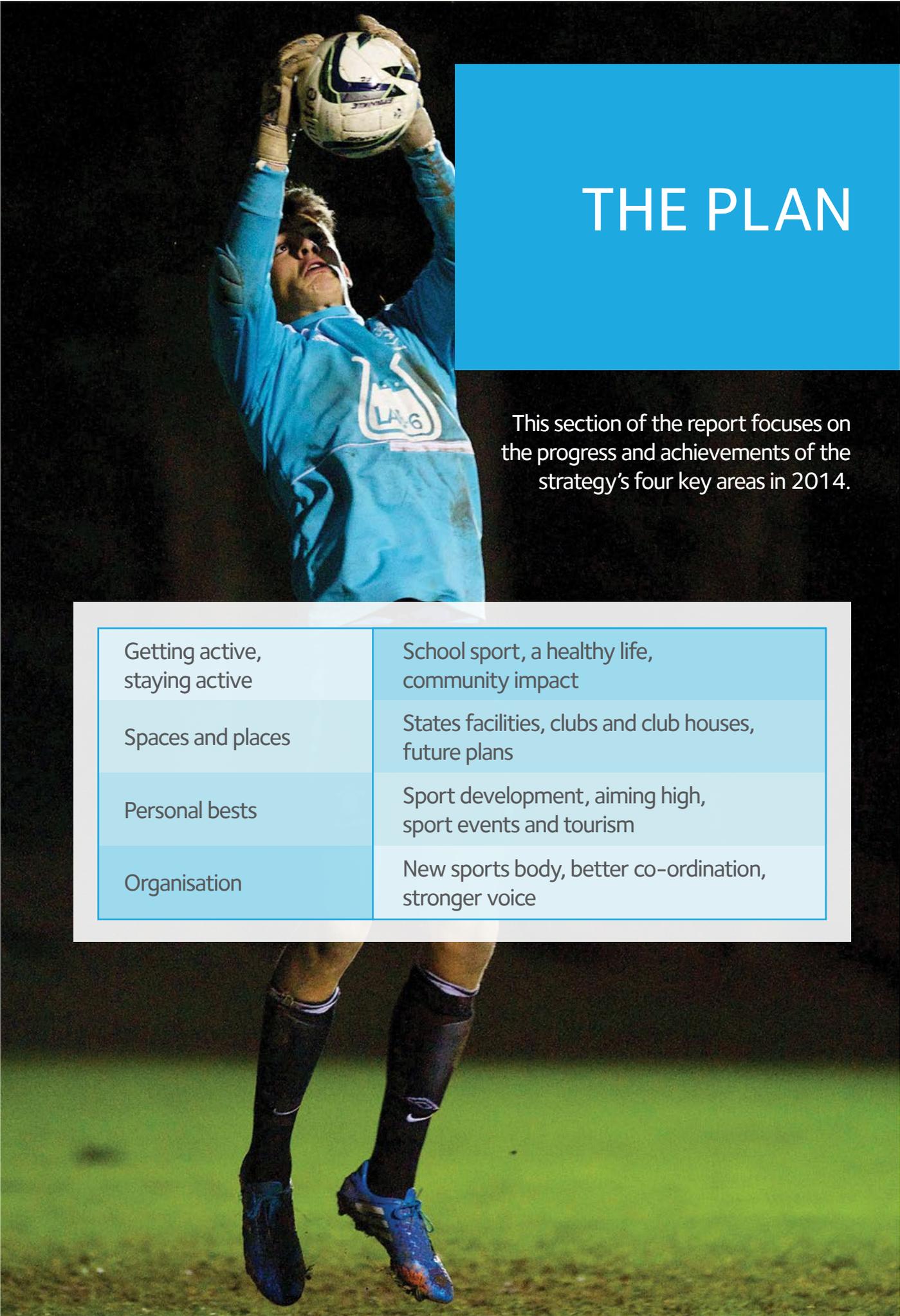
**133** volunteers completed child protection qualifications

**First aid training** was completed by **51** volunteers

**3,244** Exercise Referral classes delivered

**89%** of participants at community projects were from key locations





# THE PLAN

This section of the report focuses on the progress and achievements of the strategy's four key areas in 2014.

Getting active,  
staying active

School sport, a healthy life,  
community impact

Spaces and places

States facilities, clubs and club houses,  
future plans

Personal bests

Sport development, aiming high,  
sport events and tourism

Organisation

New sports body, better co-ordination,  
stronger voice

# GETTING ACTIVE, STAYING ACTIVE



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

### The strategy said...

- Ensure strong links with the Natwest Island Games organising committee.
- Create an environment that makes it easy for people to become more active more often.
- Explore new ways to attract less active people.
- Keep prices affordable.

### Our plan

- Build on the interest generated by the 2015 NatWest Island Games.
- 'Take sport to the people'. Provide more opportunities for physical activities in parishes.

### What we achieved in 2014

- All schools in Jersey have been twinned with a participating island. The aim is to involve children in the games and increase their awareness about the islands and people taking part. We are working with the 14 Island Games sports on ways to create a legacy that will increase participation and volunteering after 2015.
- 3,244 various fitness classes were delivered by Exercise Referral tutors at Les Quennevais, Springfield and Fort Regent. 92 Nordic Walking sessions were added to the Exercise Referral programme at 18 different locations. On average 12 people took part in each class. Young people attended 9,079 sessions as part of Sports Development holiday and term-time courses.

Continued



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

### The strategy said...

- Further develop links with health professionals.
- Promote the benefits of a healthy lifestyle

### Our plan

- Work with Health and Social Services to expand Exercise Referral.
- Fine tune and develop the Active Card scheme.

### What we achieved in 2014

- A Health and Fitness Practitioner was appointed in September 2014 to work with a selected primary school. The aim is to increase opportunities for physical exercise and provide health education to pupils. So far:
  - Four new after school clubs have been introduced.
  - A 'Wake n Shake' exercise club now takes place four mornings per week.
  - Healthy snacks have been introduced alongside exercise classes.
  - All pupils in Year 4, Year 5 and Year 6 have taken part in cookery lessons at a local restaurant.
  - Health professionals visit the school once a month to deliver talks to pupils.
  - Classroom based lessons on healthy living are now part of the curriculum.
- More than 90 people joined the Active scheme after taking part in the Exercise Referral programme so that they can continue exercising.
- 36% of people who used Exercise Referral were senior citizens who paid a reduced rate.



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

The strategy said...	Our plan	What we achieved in 2014
<ul style="list-style-type: none"> <li>• Focus on the development of physical literacy in young children.</li> <li>• Increase the variety and quality of sport and PE both in school and after school.</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in PE and after-school sport at primary and secondary schools.</li> <li>• Promote the value of PE in the school curriculum.</li> </ul>	<ul style="list-style-type: none"> <li>• To build on the existing work of the department, two additional fully qualified coaches have been employed to deliver the PE curriculum in schools. Partnerships with various clubs and associations have meant schools have also benefited from specialists in activities including capoeira dance/ martial art, ballroom dancing, fencing and gymnastics. In 2014:             <ul style="list-style-type: none"> <li>• 2,500 high quality PE lessons were provided in 22 schools.</li> <li>• 16 different sports delivered.</li> <li>• Over 300 after-school club sessions were delivered.</li> <li>• New 'Wake n Shake' exercise clubs were started at two primary schools.</li> <li>• 25 sports festivals took place e.g 400 children took part in a golf festival and 450 children took part in swimming festivals.</li> <li>• 18 schools took part in a range of water-based activity at St Aubin's Fort Residential Centre as part of their Outdoor Education curriculum.</li> </ul> </li> <li>• The PE Co-ordinators from Island schools met three times to review the provision of PE in Jersey. Coaching staff attended monthly school assemblies to present on the importance of sport.</li> </ul>

Continued



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

The strategy said...

- 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.

Our plan

- Support the staff and volunteers who work with school aged children.
- Target schools with limited space or facilities.
- Provide assistance from Development Officers.

What we achieved in 2014

- The Sports Development PE team taught alongside 60 teachers in schools to help deliver the PE curriculum. Overall:
  - 80% of teachers said they increased their confidence when delivering PE alongside the PE team.
  - 92% believed the PE lessons had a positive impact on pupils in class.
  - 78% felt the physical literacy of their pupils had improved as a result of working with the PE team.
- One town school has benefited from free transport to Fort Regent for PE lessons. This has given them access to excellent sports facilities and specialist sports coaches.
 

A purpose-built gym has been purchased for one town school. This will be used for breakfast clubs, lunchtime clubs, after school sessions, and PE lessons.
- Six Sports Specific Development Officers have delivered PE lessons and after school clubs in schools. These included rugby, netball, squash, football, table tennis and cricket.



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

The strategy said...

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

Our plan

- Provide sport activities in key locations in the community.

What we achieved in 2014

- Community and School Sports Development (CSSD) aims to ensure that sport is inclusive in Jersey and all young people have opportunities to take part. The team provides free sport sessions in key locations, removing the barriers to participation.
  - 363 community sports sessions were delivered in 2014 including cricket, football and trampolining.
  - 114 sport sessions were delivered in partnership with clubs and associations including squash and fishing.
  - 40 young people have taken up memberships at clubs.
  - 92% of young people who attend CSSD sport projects live in targeted areas.
  - There were only 393 calls to police in 2014 regarding youth crime - the lowest recorded level.

Continued

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

### The strategy said...

### Our plan

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

### What we achieved in 2014

- 24 children attended CSSD sessions after referrals from Brighter Futures and the Children's Service. Two 'Get Started in Sport' courses were delivered to 12 young people as part of the Prince's Trust programme. Three new sports projects were delivered at Springfield stadium. Police say these projects have helped to reduce the risk of anti-social behaviour. A new working partnership with the States of Jersey Police resulted in officers taking part and volunteering at the Friday Night Leagues.
- Nine new sports projects were launched this year including fishing and squash. More people have joined these clubs as a result.
- The budget of CSSD increased by £32,000 as a result of the sport strategy funding. Six additional qualified coaches were recruited as volunteers to deliver sports sessions.





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

The strategy said...	Our plan	What we achieved in 2014
<ul style="list-style-type: none"> <li>• Focus on the development of swimming for all students at primary school.</li> <li>• Support swimming clubs and associations to develop a training and improvement plan for young people to follow.</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in swimming programmes for primary and secondary school children.</li> <li>• Build on the existing programme to ensure all primary school children have swimming lessons.</li> <li>• Increase the number of specialist swimming teachers available to deliver lessons.</li> </ul>	<ul style="list-style-type: none"> <li>• A School Swimming Coordinator has been appointed in June and now organises primary school swimming and helps with secondary school swimming.</li> <li>• 21 States primary schools have access to swimming lessons for at least one year group. There is greater consistency across the education service. An intense 'Learn to Swim' course was delivered to Year 6 pupils who were unable to meet curriculum standards. As a result 94% of Jersey pupils left primary school having achieved the necessary standards - compared to 51% in the UK.</li> <li>• A team of 11 fully qualified swimming teachers teach primary school curriculum swimming.</li> </ul> <p style="text-align: right;"><a href="#">Continued</a></p>

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

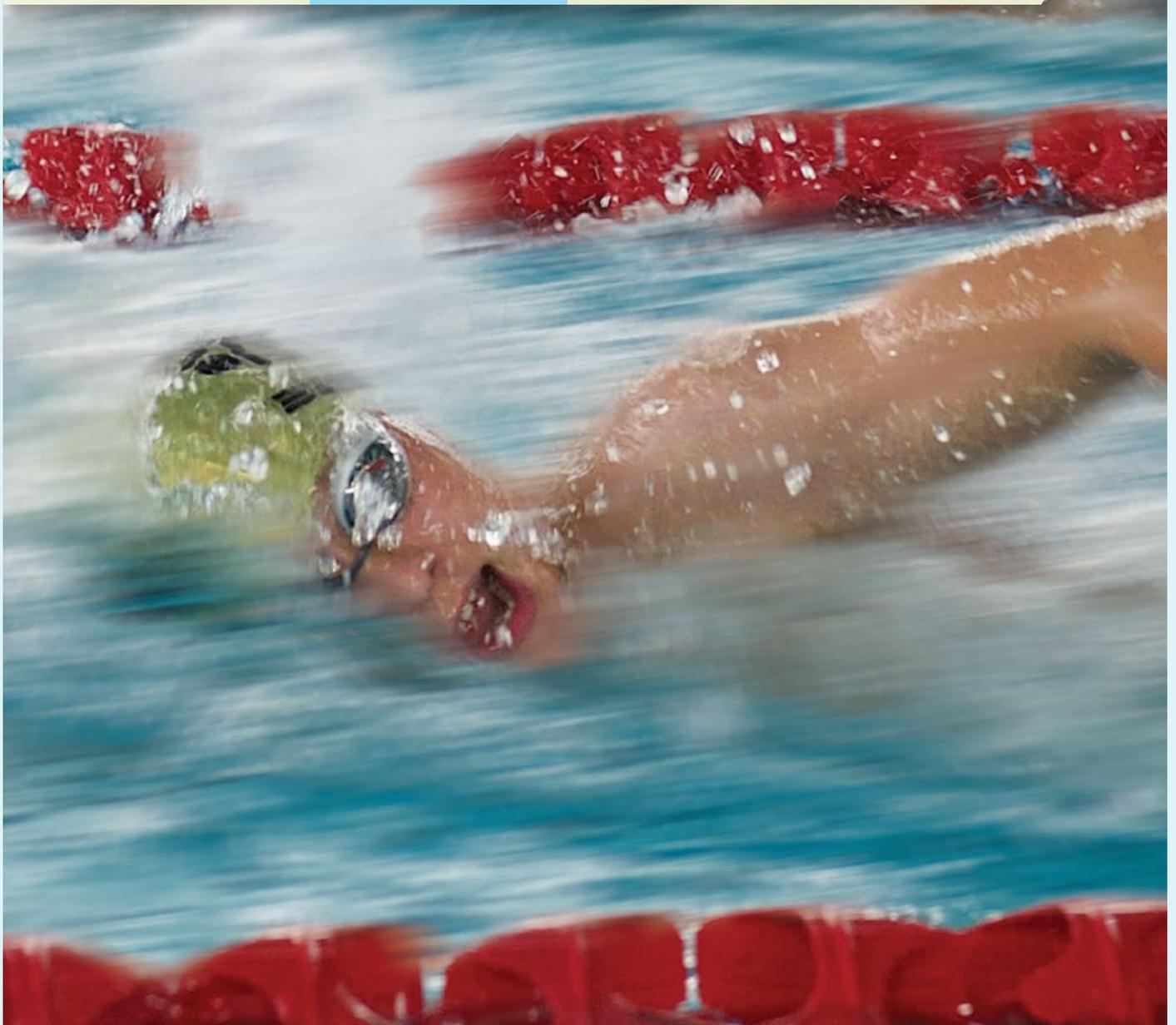
The strategy said...

Our plan

What we achieved in 2014

- Review pool use to ensure all schools have access to facilities.
- Coordinate the swimming programme across all schools.
- Provide logistical support for schools, including transport.

- An audit of swimming facilities was carried out to review pool availability. This has helped ensure that the needs of all schools in Jersey are now being met.
- 14 of the 22 schools were taught between September and December, all of which have been working to the same or similar schemes. All the children have been assessed on skills including personal survival and swimming in clothes.
- 75% of schools have used free transport to their designated pool. This has made it easier for schools to get their students to swimming lesson, making better use of their time.



# SPACES AND PLACES

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

## The strategy said...

- Ensure the States sports 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
- Assist with forward planning.

## Our plan - States facilities

- Invest £2.4 million in maintenance and upgrades of States facilities, including at Fort Regent, Les Quennevais, Springfield and FB Fields.

## What we achieved in 2014

- **Fort Regent:** Internal works carried out to changing facilities and improvements to Sport arenas including electronic scoreboards. New equipment has installed in the gyms including spinning bikes and a new studio.  
**Les Quennevais Sports Centre:** Works completed include refurbishment of changing rooms, water filtering upgraded, painting in the swimming pool area, new PA system, new scoreboard. New equipment installed in gyms including spinning bikes. The hockey pitch has been refurbished with a new artificial pitch, fencing and floodlights.  
**Springfield:** 3G pitch planning approval gained and work begun with completion planned by end of February 2015.  
**FB Fields:** The track has been refurbished, throwing and jumping areas upgraded, new floodlights, netball courts resurfaced, changing rooms refurbished. The Spartan and Geoff Reed clubhouses are due to be painted in 2015.  
Public Wi-Fi has been installed at Fort Regent, Les Quennevais and Springfield.

Continued

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

### The strategy said...

- Assist with forward planning.
- Invest in maintenance and upgrades.
- Increase number of school playing fields

### Our plan - States facilities

- Confirm the future of Fort Regent.
- Review the Active scheme to ensure it meets users' needs.
- Enable community groups to use more school facilities.
- Invest £300,000 to buy and prepare at least three new school playing fields.

### What we achieved in 2014

- ESC supported Jersey Property Holdings in the Rediscovering Fort Regent consultation. A development plan was subsequently prepared by HOK consultants for the Fort Regent working group and a business case is being drawn up. A bid for funding in 2016 – 2019 Medium Term Financial Plan is likely.
- A user survey was carried out in 2014 plus a review of gym equipment. This means we can provide the most regularly used equipment to our customers and target our service better.
- Installation of an artificial turf pitch at d'Auvergne and Janvrin Schools and forthcoming ones at Haute Vallee, and Samares Schools will enable greater community use.
- Discussions have been ongoing with landowners.



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

### The strategy said...

- Help clubs develop and run their own facilities.

### Our plan - Independent sports clubs

- Agree new leases to secure the long-term future of clubs that use States-owned sites.
- Invest £700,000 in maintenance and upgrades.

### What we achieved in 2014

- Meetings have been held between Clubs and Associations, Jersey Property Holdings and Education Sport and Culture. Several agreements are in place and more to be signed in 2015.
- **Les Mielles Tennis Club** courts have been resurfaced and new fencing was installed.  
New ball courts for football and basketball have been installed at Les Quennevais to provide an area for informal play that previously took place on the hockey pitch.  
**Crabbe** shooting ranges main gallery range butts have been improved and an electric supply installed to clubhouses, which have also been painted. Funding was made available to contribute to electronic targets on the small-bore range.  
**Grainville Tennis Club** courts have been resurfaced and new fencing is due to be completed in Spring 2015.  
**Caesarean Tennis Club** awarded grant towards improvements.  
**St Aubin's Fort** classroom block floor has been refurbished.

Continued



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

### The strategy said...

- Help clubs develop and run their own facilities.

### Our plan - Independent sports clubs

- Encourage and assist clubs to have business and development plans.
- Enter partnerships with clubs to develop facilities.

### What we achieved in 2014

- A Clubmark Officer has been appointed and meetings held with many clubs. More to take place in 2015.
- New developments have been confirmed at Grainville, Les Mielles and Caesarean Tennis Clubs with agreements for ongoing maintenance and programmes. Improvements were made at Crabbe ranges, the Geoff Reed Table Tennis Centre and the Gilson Badminton Hall.





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

The strategy said...

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

Our plan

- Compile a long-term plan for new sports facilities in the Island.
- Investigate opportunities for joint sites.
- Work with interested parties to develop feasible projects.

What we achieved in 2014

- Preliminary work has been undertaken and a formal plan is being drawn up.
- Some discussions have been held but no agreements made to-date.
- This is ongoing.

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

### The strategy said...

- Identify school and community sites and install artificial surfaces.

### Our plan

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

### What we achieved in 2014

- Several School and ESC sites identified with works completed and plans approved.
- **d'Auvergne School** artificial turf pitch (ATP) was completed in September.  
**Janvrin ATP** completed in January 2015.  
Planning permission has been received for Haute Vallee ATP and this is due to be installed in 2015.  
**Samares School ATP** planning application has been submitted.
- Maintenance programmes and management plans for the new artificial pitches have been prepared and will be finalised early in 2015.



# PERSONAL BESTS

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

## The strategy said...

- 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 the Youth Commonwealth Games.

## Our plan

- 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.

## What we achieved in 2014

- Natwest Island Games sports have been given support to travel to competitions where they can gain extra experience.
- Grants to clubs increased from £125,000 a year to £325,000 for both 2014 and 2015, to allow more travel to events. Meetings were held with clubs and associations to review 2014 funding and plan 2015 allocations.
- The majority of athletes on the strength and conditioning programme provided by the Jersey Sports Foundation receive two 1.5hr training sessions per week, for 50 weeks of the year. Athletes are allocated spaces through the relevant sport association and must be competing at county representative level or above. Athlete competition performance standards on the programme as at 31st December 2014 is split as follows, county standard (11), regional standard (15), national standard (13), international standard (11).

## Our Ambition: To increase sports tourism and events.

### The strategy said...

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

### Our plan

- 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 organisers.

### What we achieved in 2014

- Jersey Sport TV was launched on 10 September 2014 and promotional videos made for four sports clubs with over 1,178 views totalling almost 2,175 minutes watched. Sports Strategy film being produced.
- Jersey Loves Sport website was launched in December and 51 clubs registered. A page has been created on gov.je promoting Jersey Loves Sport.
- A calendar of events has been included on the Jersey Loves Sport website. A Sports Tourism document aimed at promoting Jersey as a sports destination has been created for clubs and associations to distribute to visiting competitors.
- £7,000 worth of equipment has been purchased to assist organisers, including an event trailer, three marquees and other competition equipment. Templates have been developed for event organisers to ensure the smooth and safe running of their events. A Club Support Officer is available to help with events and promote clubs via Facebook and Twitter.
  - @JerseySport followers have increased by 86% since June 2014.
  - Facebook likes have increased by 16% since June 2014.





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

The strategy said...	Our plan	What we achieved in 2014
<ul style="list-style-type: none"> <li>Develop a co-ordinated programme of sport development for schools, clubs and the community.</li> </ul>	<ul style="list-style-type: none"> <li>Agree roles and co-ordinate work of the existing Sports Development Officers.</li> <li>Provide extra funding for additional Sports Development Officers.</li> <li>Develop closer links between schools and sports clubs.</li> </ul>	<ul style="list-style-type: none"> <li>All States Development Officers have work programmes that align with departmental objectives. A new series of meetings has been set up to improve coordination between the Sports Specific Development Officers.</li> <li>As a result of the strategy, a new Badminton Development Officer has been appointed by the Jersey Badminton Association. A development plan is in place to ensure the appointment meets the ambitions of Fit for the Future.</li> <li>As a result of the work carried out in schools by various sports clubs and associations over 40 young people joined a club.</li> </ul>

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

### The strategy said...

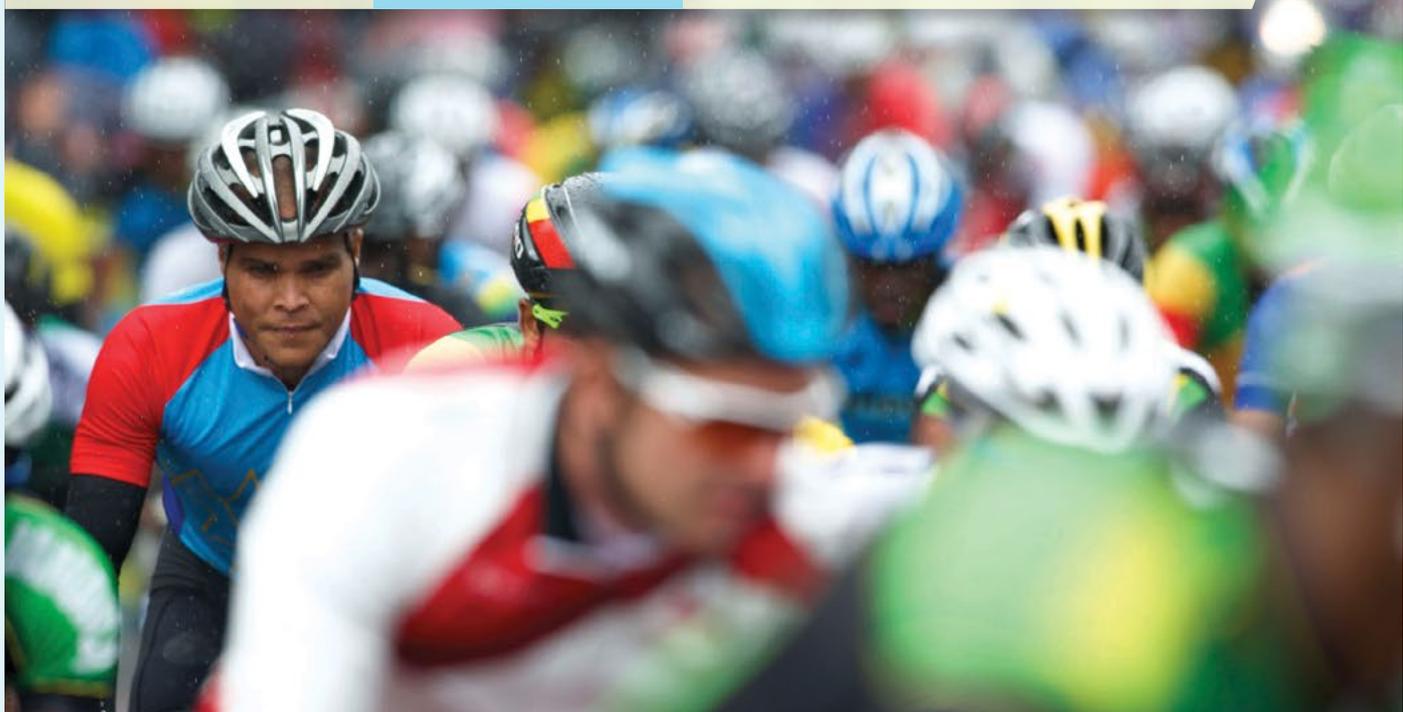
- Encourage clubs to draw up development plans with long-term goals.
- Promote the Jersey Clubmark scheme, especially for groups with junior sections.

### Our plan

- 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.

### What we achieved in 2014

- Clubmark was launched via press releases, presentations to clubs, individual meetings and a mailshot.  
Three clubs are now fully accredited: Jersey Judo Club, Torokan Judo Club and the Jersey Aquatic Rescue Club. Over 50 clubs are currently working towards gaining Clubmark.  
A survey of clubs has been completed - 71 clubs responded.
- 21 templates were produced on subjects including club organisation, development, finances, safety, social media and data protection.
  - 51 individuals gained St John's Ambulance Essential and Basic First Aid qualification.
  - 93 gained UKCC Safeguarding and Protecting Children Level 1.
  - 40 gained UKCC Safeguarding and Protecting Children Level 2.
  - 110 DBS forms ID verified for 19 different sports clubs.
  - 6 sports clubs were supported to run coaching courses: Archers of Jersey, Caesarean Tennis Club, Jersey Squash & Racketball Club, Jersey Surfboard Club, Jersey Air Rifle Club, Tigers Swimming Club. Other clubs are planning coaching courses in 2015.
- A register of club documentation is being kept.



# ORGANISATION

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

## The strategy said...

Create a new co-ordinating body operating independently but with financial support from the States.

## Our plan

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

## What we achieved in 2014

- Specialists Knight Kavanagh and Page were appointed during 2014 and began an eight-week consultation in September to explore options that would suit Jersey's unique circumstances. A draft report will be presented to the Assistant Minister for Sport early in the first quarter of 2015.
- This will take place once the report has been received.
- To be agreed.
- Once report is received an application for ongoing funding can be made in next Medium Term Financial Plan (2016 -2019).
- Timing to be confirmed once the report has been considered.
- The Head of Sport is a member of the organising committee. Many competitions will take place in States facilities during the games, which start on 27 June 2015. Meetings have taken place between the Games organising committee and the Sport Development team to plan more activities and events that use the Games as the catalyst.



# Contact us

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