

Shetland Sport Strategy

2012-2017

Shetland is a passionate place. Shetlanders are passionate and proud people and nowhere more so than in the sporting arena.

Shetland Sport Strategy seeks to harness this passion and outlines our priorities for action, their proposed impacts and outcomes for sport to push the boundaries and recognise the areas we need to succeed in to build Shetland's sporting future.



Our Vision:

To inspire and motivate individuals to realise their potential through sport

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Photos by Kevin Jones, Steve Lindridge and Bob Kerr

Foreword

We are delighted to present the Shetland Sport Strategy. We want this strategy to inspire all of our sportspeople and future sportspeople, young and old, able and less able both to participate and to achieve their highest potential as part of Shetland's sporting community.

We have over the past quarter of a century developed and invested in facilities throughout Shetland, which are widely regarded as being second to none. In Shetland, the levels of participation in sport per head of population are the highest in the country. This is testament to the vision of those people who thirty years ago set in motion a plan to build a network of centres for sport, which could be accessed by everyone in the community. Their success is evident in the range of sports across the isles which all types and all ages of people engage in. During this time Shetland's sportspeople have competed nationally and internationally and acquitted themselves well. They have done Shetland proud.

We want to build on this desire for success and show that neither the size of community nor geographic location is a barrier to participation or achievement at the highest levels. Sport is at the heart of the Shetland community and our facilities are beacons that attract locals and visitors alike. They encourage people to come and visit and to become part of our community.

This strategy and its vision are for everyone in Shetland regardless of age, sex, disability, social background, race, religion or sexual orientation.

In the wider context of life in Shetland we recognise the importance of sport and the part that it can play across a number of agendas. These include promoting improved physical and mental wellbeing, developing strong communities, increasing participation amongst disadvantaged and hard to reach groups, providing diversionary activities for children and young people, promoting sustainable forms of transport, increasing volunteering in the Islands and stimulating the local economy and tourist industry.

To deliver this sport strategy we will work together and forge partnerships to further develop sport in Shetland.

We recognise that there will be challenges ahead but as with any sport there will always be hurdles to overcome. The benefits of sport are too good to miss.

Mr Malcolm Bell, Convener, Shetland Islands Council

Mr Joe Irvine, Chairman, Shetland Recreational Trust

Mr Ian Kinniburgh, Chairman, NHS Shetland

Mr Stewart Harris, Chief Executive, **sportscotland**

Sport in Shetland

Sport unifies, delights and inspires; competition sharpens skills and imbues confidence and ambition. In Shetland, we punch well above our weight and love to share our sporting passion with others. Through that our islands have become better known.

We have, in a community of just 22,000, an impressive range of sports – indoors, outdoors, played in all weathers and all year round. We are Britain's most active sporting community, and our network of sporting facilities help make Shetland a great place to live. Sport symbolizes our energy, character and strength.

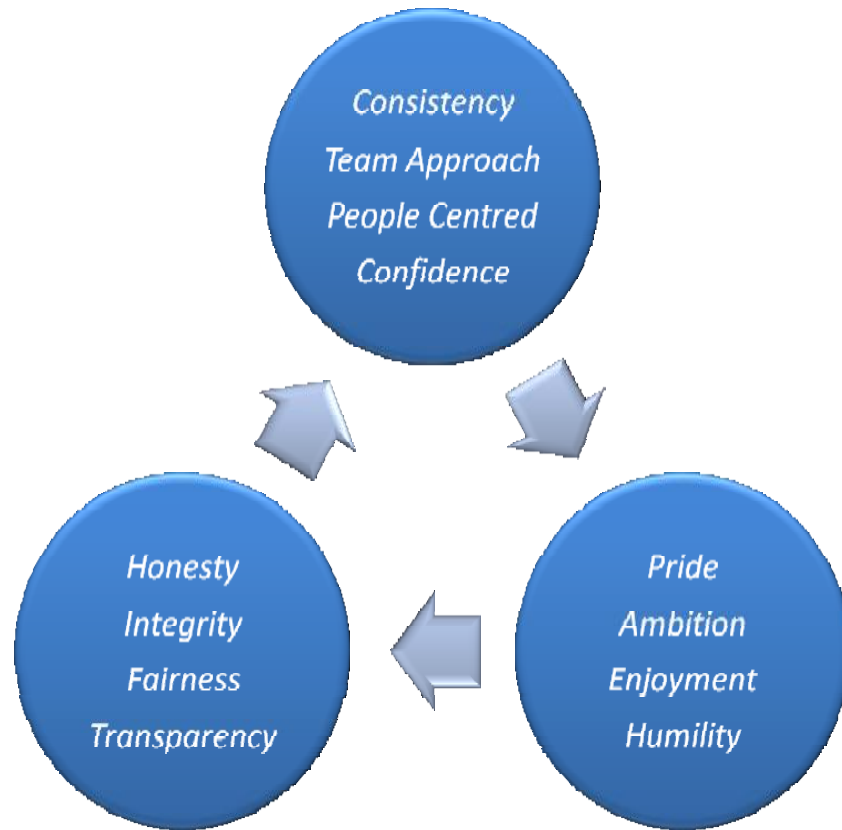
We travel to compete and host visiting sportspeople. We make lifelong friends through Inter-Counties, national competitions and Natwest Island Games. Many who later return to compete again, or as tourists, generating revenue for our economy.

Shetland sport breaks down barriers. It involves volunteers and participants from all levels of society, uniting people of all ages and races. That strengthens our community, playing a crucial role in the promotion of a healthy society, a vibrant economy and building strong bonds so we can make new and lasting connections around the world.

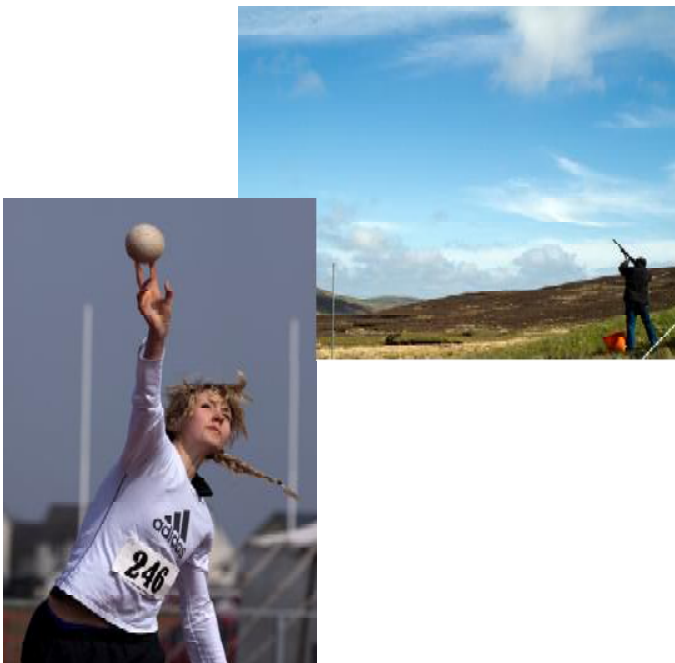
And let's do more. Now is the time to take sport to the top of the agenda in Shetland and be inspired and motivated by the London 2012 Olympic Games and the Glasgow 2014 Commonwealth Games.



The Values That Underpin Our Vision



Sport gives us the opportunity to develop values in our sportspeople, coaches and officials. These are the 12 values from consultation that underpin our planning for sport and our participation and performance in sport.



The Principles That Drive the Strategy



Establishing the guiding principles for sport in Shetland provides a clear vision that all partners can work towards. These are the 5 principles from consultation, which drive the strategy.



The Consultation Process



Shetland Sports Strategy is a document for all Shetlanders. Feedback from target audiences and the public has provided the framework and the direction of the strategy.



The Strategy Context



This strategy summarises the values, principles, priorities for action, their proposed impacts and outcomes for sport in Shetland during 2012 – 2017 and outlines how sport contributes to life in Shetland. This strategy also sets out how sport in Shetland contributes within a national context to the Scottish Government aims and objectives in ‘Scotland Performs: A national framework’. See Table 1 on page 16.

We have also been guided by high level strategies for sport in Scotland in “Reaching Higher - the national strategy for sport”, and “Let's Make Scotland More Active”. We also recognise and support local plans such as the Shetland “Active Lives Strategy” as key aspects in delivering the Shetland Sport Strategy.

Reaching Higher – National Strategy for Sport

National outcomes	Increasing participation
	Improving performance
National target	60% of adult population taking part in sport once a week

Finally, it is important to ensure that there is a shared drive to ensure that the priorities for action and outcomes are delivered, and to recognise that the main beneficiaries of this strategy are present and future generations of sportspeople and the sporting clubs in Shetland.

Priorities for Action, their Impact and Outcomes

	COACH AND VOLUNTEER EDUCATION
Priorities for Action	<ul style="list-style-type: none"> • Recruit, retain and develop volunteers, coaches, leaders in community sport. • Create effective coaching pathways to ensure the right coaches are working at the right level. • Work with National Governing Bodies and sportscotland to identify and create flexible and affordable solutions for the training of local coaches and officials, including the use of video conference where appropriate. • Increase the number of young people doing leadership programmes and delivering in club coaching. • Introduce and embed Positive Coaching Scotland (CS) throughout sport in Shetland. • Develop the skills of local coaches and volunteers as tutors to be able to deliver training to others. • Develop clear recruitment and training pathways for referees, umpires and officials. • Put in place measures to recognise and value the contribution of coaches, volunteers and officials. • Establish links with local volunteer development agencies to identify opportunities for volunteers to get involved in sport.
Impacts	<ul style="list-style-type: none"> • Increased numbers of qualified and skilled people delivering sport in Shetland (leaders, coaches, professionals and volunteers). • Increased numbers of young people doing leadership programmes and being deployed within club coaching. • Positive Coaching Scotland (PCS) is embedded throughout sport in Shetland. • More home grown coaches able to deliver courses (Tutors). • Coaches and volunteers feel valued for the time and effort they have given to sport in Shetland.
Outcomes	<ul style="list-style-type: none"> • Local sports have an appropriate number of coaches, officials and volunteers with the correct skills, who are motivated to develop their sport in Shetland.

	SCHOOL SPORT
Priorities for Action	<ul style="list-style-type: none"> • Enhance opportunities for children and young people to participate in school sport and create closer links to community clubs. • Develop an annual programme of school sports events, which meet the needs of children and young people and reflects the priorities of Curriculum for Excellence and local service providers. • Identify and implement methods of encouraging less active children to participate in sport. • Develop closer links between sport and health professionals and education deliverers through the development of local PEPAS (Physical Education, Physical Activity and Sport) Group.
Impacts	<ul style="list-style-type: none"> • More children and young people are regularly participating in a range of sports activities. • More clubs are offering activities for schools and delivering in schools. • More children and young people are joining local sports clubs. • The delivery of school and community sport is better co-ordinated through the sharing of information and resources.
Outcomes	<ul style="list-style-type: none"> • Children and young people are encouraged and supported to begin and continue a lifelong involvement in sport.

	FACILITIES
Priorities for Action	<ul style="list-style-type: none"> • Introduce a centralised booking system and single point of access for all Shetland Island Council and Shetland Recreational Trust sports facilities. • Review all sports facility charges and implement a consistent charging policy across all Shetland Islands Council and Shetland Recreational Trust facilities. • Undertake a review of all sports facilities, including the school estate, to develop a facilities plan for Shetland.
Impacts	<ul style="list-style-type: none"> • Customers will have improved access to facilities across Shetland. • Facility providers will have better information on customer usage to provide improve services. • All customers are treated equally through the implementation of a consistent charging policy across all Council and SRT facilities. • Any gaps in facility provision can be identified and addressed. • Facilities are being used to their maximum by the whole of the Shetland population through smarter programming and sharing of resources. • Facilities are well used, respected and valued by the community.
Outcomes	<ul style="list-style-type: none"> • All sports facilities are managed efficiently and cost effectively to support and encourage individuals and clubs to participate in sport and to development their potential through sport.

	CLUB SPORT
Priorities for Action	<ul style="list-style-type: none"> • Support local clubs to be more sustainable e.g. in terms of facilities, funding, volunteers etc. • Support local clubs and associations to increase their numbers of members and participants. • Assist clubs and associations to develop strong pathways from participation to performance. • Encourage affiliation to National Governing Bodies of sport by local clubs and associations where the merits and benefits are clearly set out.
Impacts	<ul style="list-style-type: none"> • Local clubs are open, welcoming and can provide opportunities for individuals to participate and take forward their aspirations. • The standard and quality of club provision is improved e.g. accessibility, facilities, coaching and training. • Local Clubs have more members. • More clubs are affiliated to NGB as a result of the benefits delivered by NGBs.
Outcomes	<ul style="list-style-type: none"> • That strong, sustainable clubs are established throughout Shetland, that are welcoming and provide opportunities for individuals to participate and achieve their potentials in sport.

	PROFILE AND PROMOTION
Priorities for Action	<ul style="list-style-type: none"> • Work with partner organisations to develop information and activities which raise the profile of sport in Shetland and promote the benefits of participating in sport. • Along with partner organisation ensure there is a strong reference to sport in the Shetland Community Plan and Corporate Plans of partner organisations. • Develop a Marketing strategy for Sport in Shetland. • Create www.sportshetland.com to improve communication and marketing of sport in Shetland. • Work with local partners to promote and host sporting events and activities in Shetland, including participants from off-Island. • Along with partners put in place support mechanism for talented individuals who are seeking to achieve their full potential in sport.
Impacts	<ul style="list-style-type: none"> • More people are participating in sport. • The overall benefits of sport and physical activity are recognised in Shetland's strategic documents. • Locals are proud of the facilities and opportunities provided for sport in Shetland. • More sports events are hosted locally, which has financial, social and sporting benefits for Shetland. • Shetland is viewed as a desirable place to visit and play sport. • People are proud to represent Shetland. • More people from Shetland are competing at the higher levels of sport.
Outcomes	<ul style="list-style-type: none"> • More people are participating, and achieving their potentials in sport because of the acknowledged benefits of participating in sport.

	PARTICIPATION AND PATHWAYS
Priorities for Action	<ul style="list-style-type: none"> • Identify groups currently under-represented in terms of participation in sport and develop a plan to encourage their participation. • Put in place a plan to identify and address the sport and physical activity requirements of an ageing population. • Develop and improve the basic movement skills and fitness levels of children through the school curriculum, after school and community based provision with an emphasis on fundamentals and having fun. • Support the development of clear pathways from participation to performance. • Support the development of clear pathways between schools, communities and clubs.
Impacts	<ul style="list-style-type: none"> • More people participating in sport in Shetland. • Increased awareness of the benefits and opportunities for participating in sport in Shetland. • Improved access to appropriate opportunities for participating in sport in Shetland. • More people continuing to participate in sport as they move through transition periods in their life i.e. school to higher education, work etc. • Clear and consistent pathways are established across Shetland to allow individuals to achieve their potential in sport.
Outcomes	<ul style="list-style-type: none"> • Increased participation in sport at all levels and from all sections of society in Shetland.

	TRANSPORT
Priorities for Action	<ul style="list-style-type: none"> • Establish dialogue with local transport providers and Zetrans to identify and limit the barriers to participation in sport caused by transport issues (both on and off-island). • Undertake research to identify and secure external sources of funding to support innovative transport solutions for participation in sport.
Impacts	<ul style="list-style-type: none"> • Fewer people are citing transport as a barrier to their participation in sport. • More people are able to participate in sport. • More funding in place to reduce the cost of transport for sports participants.
Outcome	<ul style="list-style-type: none"> • That local transport provision is well resourced and co-ordinated to aid participation in sport.

	STRATEGIC MANAGEMENT AND COORDINATION
Priorities for Action	<ul style="list-style-type: none"> • Establish Shetland Sports Forum with representatives from key organisations involved in the delivery and development of sport. • Develop a Community Sports Hub in Shetland to ensure that local organisations are working together effectively, sharing resources and minimising duplication. • Develop partnership Agreements between key partners in the delivery of sport in Shetland.
Impacts	<ul style="list-style-type: none"> • The delivery, management, advertising and co-ordination of sport in Shetland is improved for the benefit of organisations and participants. • There is more cooperation between organisations to collectively increase participation and improve performance. • There are more effective partnerships established to improve internal organisational efficiency and administration.
Outcomes	<ul style="list-style-type: none"> • There is an increase in participation and improvement of performance in sport, delivered cost effectively through better co-ordination and management of resources.

Our contribution to *Scotland Performs*

National Outcomes	Coaching & Volunteering	School Sport	Facilities	Club Sport	Profile & Promotion	Participation & Pathways	Transport	Strategic Management & Coordination
1. We live in a Scotland that is the most attractive place for doing business in Europe.			x					
2. We realise our full economic potential with more and better employment opportunities for our people.	x	x	x		x		x	x
3. We are better educated, more skilled and more successful; renowned for our research and development.	x	x				x		x
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.	x	x				x		x
5. Our children have the best start in life and are ready to succeed.	x	x	x			x	x	
6. We live longer, healthier lives.	x	x	x	x	x	x	x	x
7. We have tackled the significant inequalities in Scottish Society		x	x	x		x	x	x
8. We have improved the life chances for children, young people and families at risk.		x			x	x	x	x
9. We live our lives safe from crime, disorder and danger.				x		x		
10. We live in well-designed, sustainable places where we are able to access the amenities and services we need.			x					x
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.	x	x		x		x		x
12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.			x		x			x
13. We take pride in a strong, fair and inclusive national identity.				x	x			x
14. We reduce the local and global environmental impact of our consumption and production.			x				x	x
15. Our public services are high quality, continually improving, efficient and responsive to local people's needs.		x	x					x

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