

Cover note: an overview

The development of a new vision for sport in Wales and a strategy for Sport Wales

We would like to work with a wide range of organisations and individuals to shape a new Vision for sport that organisations across Wales can sign up to. Sport Wales will co-ordinate the Vision – but it will not be Sport Wales’s vision. We intend to involve a wide range of people and organisations to help ensure this is a Vision for everyone.

This document is a draft plan which sets out how we intend to manage the process and we’d welcome people’s views.

We are very keen to work with organisations and to utilise your networks so that as many people as possible are able to contribute to the Vision.

We are planning three phases for this work:

- the planning and immersion phase. We will collect data and evidence about the barriers different groups of people face when they seek to engage in sport and/or other activities.
- a listening phase which we intend to begin on 7 November during which we will invite people to share their ideas for a new Vision. We will be inviting people to participate in several different ways including meetings, events, social media and online surveys. We will also publish a number of discussion documents and blogs during this phase and invite people to do the same.
- In Spring 2018 there will be a consultation during which we will publish a draft Vision and ask organisations for further comments.

We hope that as many organisations as possible will participate so that a new vision for sport is developed and is well supported.

We will also be inviting people to share their ideas with us as we develop a new five year strategy for Sport Wales – a strategy that focuses our organisation on delivering the outcomes that are identified in the Vision.

The development of a new vision for sport in Wales and a strategy for Sport Wales

The conversation – engagement and consultation plan

Version 1

Prepared by Sport Wales, October 2017

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Section 1

1.1 Introduction

This document sets out Sport Wales’s draft approach for carrying out a comprehensive engagement programme to listen to the views of a wide range of people about the future of sport.

On 3 October 2017 Rebecca Evans AM made an important statement in the Senedd in which she set out specific requirements for Sport Wales. The statement can be found [here](#).

The 3 October statement followed a [Review of Sport Wales](#) which was published during the summer of 2017 and included recommendations that Sport Wales engages with external stakeholders to take account of their views.

Sport Wales has welcomed both the Review and the statement from Welsh Government. The engagement work will:

- Seek people’s input on a new vision for sport across our country that embraces a wide range of key partners and ensures that the future vision is aligned to Welsh Government policy as set out in *Prosperity for All* and relevant legislation
- Engage people across Wales on the development of a new strategy for Sport Wales so that everyone has the opportunity to participate and achieve their potential in sport.

Our approach will take account of the previous work that has been carried out and contributed by stakeholders, as well as key policy documents and guidance. Specifically this programme will address sport’s role in delivering the commitments set out in *Prosperity for All* and meeting the requirements of legislation including the *Well-being and Future Generations Act (Wales) 2015*.

This plan sets out our proposed recommendations for delivering a robust, meaningful and thorough period of engagement. It is draft and we welcome people’s ideas for improving it.

1.2 Purpose and objectives

The main purpose of The Conversation is to engage and consult - to involve the public and stakeholders in a genuine two-way conversation about the Vision for

Sport in Wales and the development of the Strategy for Sport Wales. We will gather views, comments and feedback and ensure that these are carefully considered as the documents are drafted.

The engagement process has been designed to achieve the following objectives:

- Secure genuine engagement and public participation in the process by raising awareness widely and providing multiple opportunities for participation
- Ensure people are well informed and updated on the programme and how they can participate
- Engage with as wide a range of participants as possible, including groups with low rates of participation in sport, to understand all possible viewpoints
- Gather feedback on the proposals in a robust and auditable format
- Meet best practice guidance on engaging and consulting people.

1.3 More about the Vision

- We want to listen to people’s ideas and suggestions to help shape a vision that takes account of the needs of everyone in Wales
- We will be encouraging a wide range of organisations, communities and individuals across Wales to get involved to help us create an exciting new vision for sport in Wales
- We will consult the people of Wales to ensure everyone has an opportunity to have their say
- The vision for sport in Wales will set out the contribution sport can make to empower everyone in Wales to achieve their own potential
- The vision will set out sport’s contribution to our nation, including the development of top athletes
- The vision will also set out how sport can get our communities more active, delivering the commitments set out in *Prosperity for All* and meeting the requirements of legislation including the *Well-being and Future Generations Act (Wales) 2015*.

1.4 More about the new Strategy for Sport Wales

- The Strategy will set out the key priorities and areas of work Sport Wales is accountable for over the next five years
- The Strategy will also set out how we – working closely with our partners - will get the nation more active, deliver our contribution to the commitments set out in *Prosperity for All* and meet the requirements of legislation including the *Well-being and Future Generations Act (Wales) 2015*
- Sport Wales colleagues and external organisations across Wales will be invited to contribute to the development of the new Strategy
- We will invite people to participate in workshops and events so that we can listen to people’s views
- All ideas and suggestions will be considered carefully
- We will consult with the public on the draft Strategy and vision for sport in Wales.

1.5 Conversation principles

The approach we are adopting for this piece of work is based on a genuine desire to engage widely and listen to people’s responses to help inform the future of sport in this country. The Conversation will be delivered according to the following principles:

| Principle | How we will achieve it |
|--|--|
| <i>Transparent</i> The process will be open and the feedback collected will be able to significantly influence the decisions being made. | We will be open about the process and keep people updated. We will also be clear about the parameters of the conversation. Feedback will be thoroughly considered prior to decisions being made. |
| <i>Genuine</i> The feedback will come at the right time to inform decisions that have not yet been taken. | No final decisions will be made until after the consultation feedback has been analysed. There will be adequate time after the consultation to adapt proposals after considering feedback. The programme team will keep an open mind for all comments and suggestions. |
| <i>Inclusive</i> Those likely to be affected will be encouraged to have their say. | We will carry out an equalities impact assessment to test and ensure the proposed communication approaches provide an opportunity for everyone in Wales to be able to participate. |

| | |
|--|--|
| <p><i>Honest</i> Information will be published openly and honestly.</p> | <p>All communication will be honest, open and legally sound. Where a decision cannot be influenced by stakeholder feedback that will be communicated clearly.</p> |
| <p><i>Proportionate and fair</i> The consultation delivered will be proportional to the potential impact of the proposals.</p> | <p>We will vary the level of engagement to ensure it is fit for purpose.</p> |
| <p><i>Timely</i> The engagement and consultation will take place before decisions are made. There will be enough time for people to make a reasoned response.</p> | <p>The engagement and consultation will be timed to ensure that feedback can be considered and, where appropriate, incorporated before any decisions have been made.</p> |
| <p><i>Accessible</i> Anyone who wishes to participate will be able to, easily.</p> | <p>Information will be presented in clear, simple and user-friendly formats, and a variety of engagement methods will be tailored to the needs of different groups. Materials will be available in both English and Welsh.</p> |
| <p><i>Efficient</i> Best use will be made of the resources available.</p> | <p>Where possible, we will work with stakeholder groups and make use of their channels of communication.</p> |
| <p><i>Understandable</i> People accessing the engagement and consultation materials and events will be able to understand the information.</p> | <p>The information provided will be jargon free, appropriate and understandable.</p> |
| <p><i>Productive</i> All feedback will be collected, collated and presented to the relevant decision makers.</p> | <p>Robust data capture mechanisms will be in place to ensure all the feedback is captured in full so that it can be considered.</p> |
| <p><i>Builds on best practice</i> Engagement will take account of existing information and best practice.</p> | <p>Existing ideas that organisations have already suggested and new developments, which are already underway, will be taken into account.</p> |
| <p><i>Respectful</i> People will be told of the impact of their contribution.</p> | <p>People will be thanked for their contribution and informed about the decisions and action taken as a result.</p> |

1.6 Audiences

Everyone is invited to join in the Conversation. The different engagement techniques we will use reflect our desire to hear from people right across Wales.

We will also reach out to a broad range of partners and stakeholders, including:

- The sport sector including sportsmen and women, National Governing Bodies and other sports bodies, clubs and societies
- Local authorities including local politicians
- Community and third sector organisations, including groups representing disadvantaged communities and people from low activity groups
- Representatives including politicians
- Public officials, Commissioners and Public Service Boards
- Health organisations including those focused on public health and those delivering frontline services
- The education sector including schools' bodies, further education colleges and universities
- The indoor and outdoor leisure sector including leisure centres, gyms and a wide range of other providers
- The media in Wales
- The private sector including entrepreneurs and business associations.

1.7 Equalities impact assessment

We are committed to providing appropriate opportunities to reach out to those groups we often don't hear from and hard-to-reach groups, and to listen to their feedback. This is particularly important given lower activity levels for disabled people, those in lower socio-economic communities and rural areas. Appendix 3 sets out how we intend to meet the needs of all the hard-to-reach groups – those with so-called protected characteristics.

All public facing materials will of course be produced in Welsh and English as standard. Alternative formats, such as large print, and materials in other languages will also be available on request. Events that we run will also be presented in both Welsh and English. The document will need to be written in plain language and presented in a format that is accessible. Naturally, the document will need to be available in Welsh and English (at the same time); different formats for disabled

people and versions in other languages should also be available on request. We will provide evidence in a Report of Engagement on the level of interaction and engagement from groups representing the main equality areas: age (young people and older people), gender, sexual orientation, religion, race, disability and carers.

1.8 Communication

We are committed to ensure that people have opportunities to engage in this process. This section outlines the main channels we will use to raise awareness to encourage people to participate, as well as how we will keep people updated and informed of the progress being made.

- A dedicated webpage at www.sport.wales about the process will act as a portal for updates on the process. There will also be opportunities to feedback, make comments and ask questions. The page will be refreshed regularly
- Monthly emails will be sent to stakeholders with an update on the status and progress of the engagement programme and these will be shared on the website
- Blogs and other forms of communication will be used to provide examples of learning points and interim developments, raising awareness and stimulating debate
- The media team at Sport Wales will invite media to cover stories about The Conversation, including the publication of the draft Vision and Strategy where appropriate
- We will adopt regular use of social media channels to help ensure we engage available for social media users. We will post items and seek feedback on a range of channels, using a hashtag
- People will be able to participate in the process at events and workshops.
- We will welcome the support of partners to highlight progress on developments and joined up working
- We will use a range of different formats including visuals and video to explain proposals and ensure they can be understood
- Materials will be available in Welsh and English in line with Sport Wales's Welsh language strategy.

Section 2

2.1 Phase 1: Immersion

The project team will carry out a period of immersion to ensure existing information, trends, the policy context for sport and other factors are taken account of and understood.

The immersion period will include:

- Initial meetings with the CEO, Chair and relevant directors. These meetings are important so that we have a clear understanding of Sport Wales's success criteria
- Several partner organisations will be invited to join a stakeholder reference group and we will also form a citizen panel. These groups will be asked for their views on the key areas for discussion and on the style of engagement adopted.
- A specific meeting on governance to agree how matters are agreed and sign off is secured, how this work fits with other programmes, how the Sport Wales Board will want to receive progress reports and ultimately how outcomes are reported to the Welsh Government and stakeholders
- Further desk research to ensure all aspects of the Sport Wales Review are understood and included where necessary in the engagement programme
- Consideration of how best to involve other programmes including elite strategy work and the work of the Community Sport Activity Partnership, including both the engagement programme surrounding the development of the regional entities and the Early Adopter phase of the proposed new National Governing Body Operating Model
- Discussions with a number of external stakeholders to ensure we listen to external perspectives in planning the work.

The above will help inform and evolve this plan and ensure it is fit for purpose. However the document will evolve in response to new approaches and suggestions we receive.

2.1.1 Understanding legislation and the policy requirements of the Welsh Government

The Welsh Government has set out a clear policy direction for Welsh public services in the recent document, *Prosperity for All*. This document follows recent legislation including the Social Services and Well-being (Wales) Act 2014 and the *Well-being of*

Future Generations Act (Wales) 2015, which provides a very clear framework within which public bodies must work to ensure public services and public investments benefit people across Wales. The Conversation will take account of this important policy context. For instance the Welsh Government has outlined its determination to increase participation in sport and physical activity levels including among the most disadvantaged groups in society, so that far more children and adults across Wales are meeting the Chief Medical Officer's guidance on activity levels.

A review of the relevant legislation, guidance and other requirements will be carried out. We will also work with partners to understand how their remits and strategies can support a new Vision for sport. Key partners' strategies will also be considered carefully as part of this programme.

The Conversation is taking place at a time where there is broad public policy agreement that current models of delivering public services must change to take account of the following public policy drivers in a climate of reducing budgets:

- Increasing demand - more people are requiring support from the public sector (this is largely because people are living longer and there is an increase in the number of older people as a proportion of the population)
- Complexity of need – people who require support from the public sector often require the active involvement of more than one agency. This requires organisations to work more closely together
- Changes in wider society – for example, people expect to be able to engage with public services through a range of technologies
- Efficiency – new models may be able to do things more effectively or efficiently in areas such as commissioning, prevention and early intervention
- Widening participation – for instance, the *Well-being of Future Generations Act* highlights that all communities and all sections of society should benefit from public services.

2.1.2 The issues affecting people in Wales

The Conversation will also take account of the issues affecting people in Wales today such as incomes, safety and health. Understanding these issues and the barriers people face that may prevent them from pursuing sport or being active will be important. The Welsh Government has recently published its first [annual Well-being](#)

[of Wales report](#) which provides an interesting snap shot. It is research evidence like this which will be fundamental to The Conversation.

The report shows:

- Life expectancy has been broadly increasing and the amount of time spent in good health has been on the up. However, inequalities remain across different groups
- Smoking and drinking are falling, but overall one in ten people follow fewer than two good healthy lifestyle behaviours. Obesity in adults has risen over the long term
- In terms of a healthy start to life there has been good progress in areas such as breastfeeding and dental health, but obesity in children remains a challenge
- People are more likely than ever to be in work in Wales, although historical economic challenges remain in Wales. Whilst having a job reduces the chances of being poor, in-work poverty is increasing as more people enter work. Two-thirds of workers are considered to be in decent work
- As in the rest of the UK, there has been little improvement in people's incomes, although the gender pay gap has reduced and educational attainment is increasing
- Relative income poverty has remained stubborn and is highest amongst children, although a lower percentage of the population report themselves to be in material deprivation. Socio-economic disadvantage remains a key inequality for some outcomes such as educational attainment and life expectancy
- Inequalities persist in different indicators and across different population groups. For example, black and ethnic minorities are less likely to say that they feel they belong to the local area, and women feel less safe in their communities than men
- People's sense of community and belonging depends on a range of factors. In general, most people are satisfied with where they live, although one in five people feel lonely
- Many adults attend and participate in culture and sports and trends are generally upwards in recent years. However, participation varies according to age and background

- One in five people speak Welsh and in recent years, data suggest that there is an increase in those speaking Welsh but not fluently whilst use of the language has remained steady
- Water quality and air quality in Wales continues to improve and greenhouse gas emissions have fallen. However, air pollution continues to be a significant health issue
- Renewable energy generation has been on the rise. But our ecological footprint suggests that our key natural resources are being depleted faster than they can be replenished
- Overall, biological diversity is declining, and no ecosystems in Wales can be said to have all the features needed for resilience.

2.2 Phase 2 – Listening and shaping (co-creation)

This section includes the ways in which plan to involve and engage people in the early stages of the process. We will be in ‘listening mode’ – inviting people and organisations to suggest and comment on the key issues and themes which should be addressed in the Vision for Sport in Wales and the Strategy.

2.2.1 Inviting responses

We will kick off the co-production phase by informing a wide range of stakeholders about The Conversation. We will explain the ways people can participate and encourage people to do so. We will also use a range of different communication channels (as set out earlier) to encourage individuals across Wales to get involved.

We will publish information at www.sport.wales and explain the different ways people can respond and give us their view.

2.2.2 Meetings

We will invite several organisations to meet with us to discuss the key issues for sport, including how Sport Wales and specific partners can contribute to addressing some of the challenges we face in Wales. Wherever possible, it will be sensible for Sport Wales to plug into meetings where a number of organisations with the same remit are already meeting together. This will provide an efficient way to maximise input from organisations and reduce the burden on external organisations.

2.2.3 Stakeholder reference group

We will convene a stakeholder reference group to help ensure that partner organisations have an opportunity to contribute to the running of the conversation programme and specifically:

- To contribute advice and guidance to the project
- To contribute ideas and suggestions to help ensure the engagement and consultation are effective
- To help ensure the project minimises consultation fatigue through the identification of existing, forums, events and other channels that can be utilised
- To receive emerging data from the project and provide advice at key milestones of the project (immersion phase, listening phase and consultation phase) including on any gaps in the data and risks that emerge
- To encourage organisations to contribute to and sign up to the new Vision

2.2.4 Citizen panel and involving individuals

Working with partners, we will also invite people to join a citizen panel to help ensure that the programme remains focused on the issues that matter to Welsh people.

We will also engage with individuals to ensure we get feedback on the emerging key themes.

- We intend to invite people who have expressed an interest in taking part in sport research to complete a short questionnaire about what matters to them
- We will also ascertain the views of people who do not frequently participate in sport via a structured survey
- In addition anyone wanting to submit views and take part in The Conversation will be able to do so via the Sport Wales website.

2.2.5 Events

We will convene four events across Wales so that we can engage with national stakeholders and local and community based organisations, and other interested members of the public. We intend to run facilitated workshops in North Wales; Mid Wales; South West Wales; and in South East Wales.

The scale of the events will vary and by selecting flexible venues, we will be able to accommodate different size audiences. We recommend providing up to three workshops for people to attend over the course of the session so that people can explore a range of issues that are important to them. Workshops will generally focus

on a particular theme such as increasing the physical activity levels, in those groups that currently have low activity levels. These events will also provide an opportunity to highlight the potential solutions that are available such as the development of regional sport and activity entities in the North and Gwent. Indeed in North Wales, subject to Ministerial approval for Sport Wales to move to the next stage of the Community Sport Activity Partnership (CSAP), we will use the event to highlight the role CSAP can play and invite feedback. Simultaneous translation will be available.

A detailed event plan will be designed to ensure we maximise listening time. The events will take account of the existing evidence base about low participation groups and provide opportunities for people to put forward their own solutions to address some of the barriers that people face including convenience, motivation, location and poverty.

2.2.6 Focus groups

We plan to undertake some audience specific work with particular groups of people. This work will enable us to seek the views directly of certain groups with protected characteristics. Many of these groups are currently facing barriers in sport which may prevent them from participating or achieving their full potential. There is further information about our approach in Annex 2.

We will invite people to join small focus groups so that we capture the views of various groups of people:

- Young people including young ambassadors
- Older people
- Women
- Disabled people and carers
- BME communities.

2.2.7 Utilising other events and networks

We are keen to work closely with stakeholders. We will be inviting organisations to cascade information via their networks so that more people have an opportunity to hear about the process. Subject to resources and speakers being available, we will also be keen to attend events and conferences to raise awareness and listen to and record people's views. This is likely to be a considerable element of the programme.

2.2.8 Social media

In tandem with some of the events above, we plan to hold dedicated online discussions. We will utilise social media channels and host a live Twitter and Facebook Q&A to encourage people who use social media to engage with the process. We will utilise a hashtag to help gather responses. Where possible, a senior representative from Sport Wales will be able to respond to people who tweet/post with a comment or question.

2.2.9 Developing draft Vision and Strategy documents

Throughout this period, we will begin bringing together information that can form part of the Vision and Strategy documents. Elements of these documents will be shared and tested and the ongoing feedback we receive will be used to further shape, refine and improve the documentation.

Ahead of the consultation phase, we will issue the draft documentation, along with a report of engagement to date, to our sponsor Department in the Welsh Government to seek their input and feedback. We will then move to the consultation phase.

2.3 Phase 3 - Consultation

The co-production phase will involve people effectively to ensure we have captured people's key points and considered them carefully. Phase three is the formal consultation stage where people will be asked specific questions about the Vision and Strategy. This phase represents an opportunity for people and organisations to give their views, to state what is missing and suggest alternative ideas for consideration.

2.3.1 Publishing the draft Vision and draft Strategy

The documents will be published in draft format and will form the basis of the consultation. The Vision and Strategy documents will be prepared in plain language avoiding jargon wherever possible. The documents will be available in Welsh and English and different formats for disabled people and versions in other languages will be available on request.

2.3.2 Consultation response form

A short consultation response form will be prepared which will ask people some key questions about the documents including if they have additional or alternative ideas. The questionnaire will be largely tick box to aid the analysis of responses although there will also be a small number of free text answers. The consultation response form will be available on the website. We will cascade information about the consultation widely and direct people in the first place to the website. However, paper copies will also be available for people who prefer not to use the Internet.

2.3.3 Publication of draft documents

The following additional activity will be undertaken to highlight the publication of the draft Vision and Strategy:

- We will provide a link to the draft strategy to partners through their own channels
- A communication from the CEO and Chair of Sport Wales will be sent to all the partners and stakeholders on the database alerting them to the draft strategy (online) and inviting contributions and feedback
- We will provide materials proactively to media to widen awareness in the consultation
- Social media will be used to alert people. The communications team will post regularly to invite people to have their say
- Hard copies of the strategy should ideally be available in community facilities, such as libraries.

2.3.4 Face-to-face activity

- We anticipate that the timing of Sport Wales's biennial conference will coincide with the publication of the draft strategy. This will be an excellent opportunity to engage people at the conference about it
- We will seek speaking slots and workshop time at relevant stakeholders' existing events wherever possible

- In addition we will set up two to four Sport Wales events where the strategy can be introduced and discussed in workshop format. These events would provide stakeholders with an additional opportunity to have their say on the draft strategy
- We will consider working with partners at major sporting events during the six week consultation period to raise awareness of the consultation
- We will provide appropriate materials about the consultation for use on screens and noticeboards to partners to cascade on to local community and club events. We will also ask partners to circulate materials within their own networks.

2.3.5 Gathering and analysis of feedback

It is important that there are clear feedback channels for people to use should they wish to contact the programme with any comments, concerns or new ideas they would like to be considered before consultation. People will continue to be able to contact the programme as set out below.

- Online via the contact us form www.sport.wales
- Email. People can email at feedback@sport.wales
- By post to Sport Wales National Centre, Cardiff
- Via Facebook and Twitter

Wherever possible, we will encourage people to provide information using an online feedback channel, Doopoll. This will enable us to capture people's responses and analyse the feedback in a robust way. People will also be able to provide feedback on paper, via email, social media and during meetings and events.

All the feedback from the paper form, the online form, via email and from face-to-face activities will be brought together in a report. Where possible statistical analysis will highlight headline elements of the feedback, and the qualitative analysis will explore the perceptions and reasoning behind these views.

We intend to produce a report before the consultation starts to provide an overview of the issues raised during the co-production phase and a further report at the end of the consultation process to help inform the Board's final decision. A summary of feedback will also be produced, which will be distributed to all those who participated in the consultation and wished to be kept informed.

The reports will cover information including:

- The key themes that have been raised, the key points made under each theme and how Sport Wales has considered the issues raised
- A record of the various types of meeting/event held
- A list of the stakeholders engaged including commentary on the level of participation from different sectors, including groups representing people with protected characteristics
- Examples of the materials used in workshop sessions and in the case of the second report, a summary of responses to the questionnaire.

The reports will be made public on Sport Wales's website. Links to the reports will be made available to all those who have responded.

2.4 Phase 4 – Sign up and launch

2.4.1 Publication of final documents

Once all the feedback has been analysed, a summary report will be prepared with the findings.

In relation to the Vision

We will share the findings and ask organisations to sign up to a revised Vision document that takes account of the feedback received.

Following approval from the Sport Wales board and Welsh Government, we will publish the final documents. We will cascade this information widely and thank everyone who has taken part in the process. A separate plan will be prepared for this stage of activity.

In relation to the strategy for Sport Wales

Sport Wales's Board will receive the findings and consider the information carefully, including any revisions to the strategy document. The Board will be asked to approve the strategy and agree timings for implementation.

Appendices

Annex 1: Timeline

| November | December | January | February | March | April | May | June |
|-------------------------------------|----------|---------|----------|--------------|-------|--------------------|------|
| Listening and shaping (co-creation) | | | | Consultation | | Sign up and launch | |

Annex 2: Groups with protected characteristics

The table below sets out examples of the groups with protected characteristics and how we intend to work with them during the programme.

| Groups | Approach |
|---|---|
| Children and young people | We will take several steps to ensure we provide appropriate opportunities for children and young people (especially girls) to be part of the Conversation and to enable us to capture their views. For instance, we will hold a specific workshop with young ambassadors and other young people to provide an accessible opportunity for people to understand the challenges we are keen to address with young people. We will invite other groups who focus on looked after children to get involved. We will listen to their feedback. Our approach also means that young people will be able to input via social media, the consultation response form and through face to face events. We will also invite parents to cascade information via school social media groups. |
| Older people | The growing number of older people is an important audience. We will approach groups such as WCVA and the older person’s commissioner, representing the views of older people to invite them to be actively involved in the process and run a dedicated focus group in the co-production phase. |
| Women | Women face many barriers in accessing sport. We will test the information we already have, for instance the knowledge brought together for the Women and Girls campaign, with a women only focus group and invite additional information from women and the groups that represent them. Women, women’s groups, key sports groups and other interest groups will also have an opportunity to participate in the wider engagement process. |
| Adults using social care services, people with one or more long term condition, including disabled people and carers | Participation in sport among disabled people varies considerably. We will use the information and evidence we already have as well as information that has been provided to us. We will also invite key disability and carer organisations including Disability Wales, Carers’ Cymru, and Disability Sport Wales to be actively involved in the process. A specific workshop will be arranged with disabled people and carers to consider additional information, barriers we need to overcome and suggestions. |
| Race | Participation in sport among some BME groups trails other audience groups. We will use the information and evidence we already have as well as information that has been provided to us. We will also invite |

| | |
|---|---|
| | <p>organisations representing BME communities and sports where there are high participation rates to engage with the process. A specific workshop will be arranged to consider additional information, barriers we need to overcome and suggestions with BME communities. We will invite organisations such as WCVA and Race Council Cymru to assist us.</p> |
| Faith groups | <p>We will seek assistance from faith organisations to cascade information about how people get involved in the process.</p> |
| Sexual orientation and gender reassignment | <p>We will approach Trans Wales, Prides Sports and Stonewall and invite them to cascade information to through their networks to ensure people are actively welcomed to engage in the process.</p> |
| People with mental health and addiction issues | <p>There is growing evidence about the link between sport and mental health in terms of the pressures and mental health problems some athletes face as well as the benefit of sport in empowering people with addictions and/or mental health problems. We will take account of the information we already have and additional material we receive. We will seek advice – for instance from Mind Cymru - on the best way of providing people with mental health problems with appropriate opportunities to participate in the Conversation.</p> |
| Welsh language speakers | <p>We would like to work with Urrd to reach Welsh language speakers. All public facing materials will be available in Welsh.</p> |
| Gypsy and traveller communities | <p>We will work with a local authority partner and take advice on the best way of securing feedback.</p> |

Annex 3: Governance

Responsibilities

Board

- Agree vision and strategy
- Strategic oversight of process

Welsh Government

- Formally validate draft vision and strategy
- Informally validate vision and strategy through development

Executive team

- Agree draft vision, strategy and underpinning detail
- Oversee work packages/themes
- Ensure wider organisational support

The Project

- Overall programme management
- Drafting vision and strategy
- Consultation and engagement

sportwales
chwaraeoncymsu

The Project



sportwales
chwaraeoncymsu

Delivery (project level)



sportwales
chwaraeoncymsu