

Improvement Objective 4 – Action Plan		
People in Caerphilly lead Active Lifestyles		
We will improve awareness, access, variety and use of leisure, community and sporting facilities in our borough		
<u>Actions/Tasks</u>	<u>Target</u>	<u>6 Month Review Update</u>
Building and developing an innovative programme of activities for the new Ystrad Mynach Performance Centre	Full activity programme when the new Facility opens	On target – partnership agreements signed with WRU, Cardiff City, Newport and Gwent Dragons.
Developing a Leisure Facilities Strategy to inform priority investment in Sports and Leisure Facilities.	Strategy launched and implemented	Facility audit nearing completion.
Engaging with schools and parents to ensure that every child can swim minimum of 25 metres by the age of 11 years.	All schools engaged in school swim programme	Intensive swimming lessons for schools have been implemented with year 3 & 4 being the primary focus. At present 90% of schools have engaged with the intensive programme, whilst other primary schools are operating an alternative model
Improving the retention of users by developing and implementing a scheme that rewards customer loyalty.	Launch reward scheme and develop retention package	New Loyalty scheme launching 21 st October. This scheme will reward customer loyalty and repeat visits. A customer retention package will be developed Q4.
Growing a skilled and enthusiastic workforce, which includes staff, coaches, tutors and volunteers	Improve CPD programme and support for staff	Caerphilly is currently on target to achieve our performance improvement objective
Introducing a programme to identify and support the more able and talented.	Implement programme	Pathways developed for all priority and focus sports. Talent Identification programmes commence Q3

<u>Indicator</u>	<u>13/14 Target</u>	<u>6 month review</u>
Number of free swim sessions - adults aged 60yrs and above	42,708	Continuing good performance. Above target at the 6 month point
Number of free swim sessions - children aged 16yrs and younger	27,963	Closure of Newbridge pool for 3 months and Risca pool for 30 days has had a significant impact on 16< swims. Actions in place to reduce difference
Number of visits to indoor sports facilities	1,303,510	Closure of Newbridge pool and Risca pool has had a significant impact and current below target at the 6-month point. Measures and actions in place to reduce difference.
Increase in the number of Smartcard holders	Additional 12,050 SmartCard holders	On course to achieve year end target
Number of people participating in the health referral scheme	880	On course to achieve year end target
Number of Visitors to Sport Caerphilly Activities	81,000	On course to achieve year end target
Number of Workforce Trained	2,450	On course to achieve year end target
% children age 11 swimming 25 metres	91%	29% below target – there is a need to improve the standard of teaching if we are to achieve this target
% young people attending 30 or more sessions in academic year	8%	On course to achieve year end target
% yrs 3-6 participating 3 times per week (Hooked on Sport)	30%	On course to achieve year end target
% yrs 7-11 participating 3 times per week (Hooked on Sport)	35%	On course to achieve year end target
% young peoples club participation (3-6)	88%	On course to achieve year end target
% young peoples club participation (7-10)	73%	On course to achieve year end target