

Sports Development Unit

Our Vision

'The Sports Development Unit will contribute towards making Carmarthenshire a fantastic place to live, work, and enjoy by facilitating ongoing development of sport, recreational and positive lifestyle opportunities within the County.'

Strategic Aims and Objectives

In order to achieve 'Our Vision', we will focus on four main areas-

1. Increase the number of People participating in Sport and Physical Activity

- Create more opportunities for Young People to access leisure centres
- Create more opportunities for Young People aged 4- 11 (Key Stage 1 and 2)
- Create more opportunities for Young People 11 - 16 years of age
- Create more opportunities for adults
- Create more opportunities for women and girls
- Create more opportunities for the disabled
- Create more opportunities for those residing in deprived/targeted communities

2. Increase the frequency of participation in sport and physical activity

- Establish a pilot programme to monitor frequency

3. Support and Develop the voluntary sector

- To develop club structures through a co-ordinated approach
- To increase the awareness of funding opportunities
- To raise the profile of sport within Carmarthenshire
- To raise the profile of volunteering within Carmarthenshire
- To increase the quality and quantity of coaches and officials in Carmarthenshire in a co-ordinated manner

4. Continually evaluate and improve the quality of service

- To work to a framework of continuous improvement

In order for the Sports Development Team to strive towards achieving these aims, it is crucial that key partners are identified and partnerships are created.

Through the creation of such links, the Unit is involved in a number of initiatives that are designed to attract individuals to participate in sport and physical activity, regardless of past experience and ability.