



**Early intervention & prevention  
is better than cure**



## **Isle of Man Strategy for Sport 2014 – 2024**



DEPARTMENT OF EDUCATION & CHILDREN  
*Rheynn Ynsee as Paitechyn*

On the Isle of Man

Physical inactivity costs approx **£11.6 million** per year

**Obesity** costs approx **£5.6 million** per year **1 in 5**

reception children are overweight **64%** of 8 – 14 year olds are

involved in community sports clubs **£22,000** charity funding for wheelchairs Cost of employee absence to the Isle of Man Government is over

**£12 million** per year

**50lbs** weight loss for one lady & **54lbs** weight lost by a

14 year old girl on the Health Referral Programme **51** coaches on the Dame

Kelly Holmes Education Programme approx **£3 million** per year

visitor spend at sporting events Isle of Man were **1st** out of the home nations

in the 2014 Commonwealth Games medal table per

head of population & **1st** in the medal table at the 2013 Island Games

**£58,779** average cost per prisoner per year **£200,000**

average cost to UK taxpayer for an under 16 involved in the criminal

justice system upto **£130,000** lifetime cost of **1** NEET in loss of

earnings and state benefits **41%** of Walk & Talk attendees now have

reduced GP visits upto **1000** estimated number of young carers

## Foreword

My Department is extremely committed to creating accessible opportunities to participate in sport and physical activity and ensure people remain involved and active throughout their lives. By working in partnership with other Government Departments, notably the Department of Health and Social Care and the Department of Home Affairs along with the voluntary sector we can ensure that we can improve the health, social well-being, confidence and self-esteem of people on the Isle of Man.

This Strategy outlines our vision to enhance and enrich people's lives through regular and sustainable participation in sport and physical activity. Sport has a unique ability to bring together and strengthen families and communities, particularly those who find themselves in vulnerable circumstances to strive for a better future. It sets out ambitious and innovative objectives that will be outcome focussed and make an impact and real difference where it is most needed on the Island. It will help address the onset of obesity that is now a common feature of modern society and enable young people from disadvantaged backgrounds to contribute positively in their community.



The Strategy will also continue to deliver opportunities for people to be engaged in sport for life and for those with talent to flourish on the world stage, demonstrating what a proud sporting nation the Isle of Man is.

Sport is extremely powerful and touches the lives of the vast majority of people on the Isle of Man, whether it be as a leisure or social activity, competition and performance or volunteering and coaching – sport enhances our lives and binds our community together.

In these difficult economic times, it is essential to recognise the considerable benefits that sport and physical activity brings to our health and well-being, community development and of course the economy. Over the next few years, there is no doubt that we shall face some extremely difficult financial challenges. I believe that this Strategy along with appropriate and adequate funding in sport, recreation and physical activity, can generate substantial long term cost savings for the Isle of Man Government and be a key deliverer of the Chief Ministers Agenda for Change.

*Tim Crookall, MHK.*

Tim Crookall, MHK  
Minister, Department of Education and Children

# Testimonials



## **Peter Kennaugh, MBE, London Olympic Gold Medal winner and World Record Holder**

"Isle of Man Sport and the support services that they provided were a great help to me during my early cycling career."

## **Mark Cavendish, MBE, Multiple Grand Tour Stage Winner and 2011 World Road Race Champion**

"Growing up on the Isle of Man gave me a great foundation for my career so I am passionate about the future of Manx sport. We have such great facilities and there are so many opportunities for young people to be involved in sport."

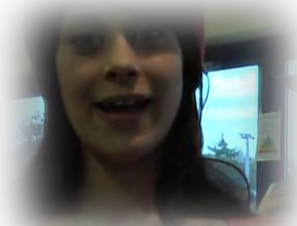


## **Ray, Walk & Talk participant**

"Walk and Talk is fantastic, all GPs will tell you that. Since my heart attack, I started at Walk and Talk and as a result I have stopped taking my medication. Walk and Talk has been brilliant for me"

## **Gavin and Lee Gawne**

"The sports opportunities provided for Lee to take part in by the sports development team are essential for his quality of life and social well being. He enjoys sport so, so much."



## **Georgie, aged 18**

"I was a looked after child with St Christopher's when I was referred onto the Fit 4 the Future programme which provided me with the opportunity to get involved in the gym, to exercise more, gain some recognised qualifications, improve my confidence and the programme has helped me to live independently."

## **Leanne, aged 14**

"I lost 4 and a half stone in 10 months after being referred onto the Fit 4 the Future programme. I am now more confident, I go running every week and my parents bought me a new wardrobe as my clothes no longer fitted me. I can't thank the sports development team and the Fit 4 the Future staff enough, they are so supportive, the programme is fantastic. I recommend any other young people to get involved."



## **Eve, aged 11**

"Eve has Cerebral Palsy and is wheelchair bound. Coming to the Wheelchair sports Club is the only thing that we can all enjoy and do together as a family. Its fantastic, Eve's friends can all come and join in as well. Its great for her socially."  
Steve Kelly, Father

## **Female client on the referral programme**

"Prior to the referral programme I led an unhealthy lifestyle and got quite depressed with the weight which I had put on. I have now lost 3 and a half stone since starting on the exercise referral programme. As a result I am no longer on the waiting list for the dietician or for gastric band surgery. I am happy in myself and I am now living a healthier lifestyle".



## **Wayne, aged 11**

"Playing sport makes me very happy. I play for a football club and I have lots of friends"

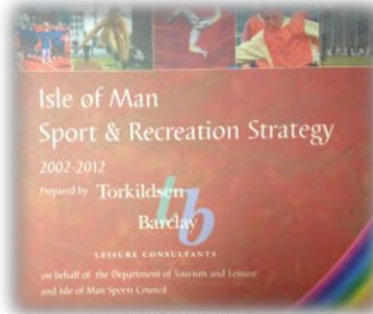


# 1988 - 2012: A Sporting Review

There has been significant investment in Sport on the Isle of Man over the last 20 years. The first Strategy for sport (1988) was responsible for the building of facilities, most notably the National Sports Centre, which opened in 1998 and the regional astro-turf pitches based at secondary school sites in Ramsey, Castletown and Peel. Additional facilities have since been added to the National Sports Centre and the Bowl Stadium has been re-furbished into a 3,000 all-seater stadium with an all weather pitch extending the available usage throughout the evenings and weekends.

The second Strategy for sport: The Isle of Man Sport and Recreation Strategy 2002 – 2012, identified four key initiatives:

- Sporting Schools
- Sporting Communities
- Sporting Excellence
- Sporting Partners



As a result of these initiatives, there has been huge growth in the number of people participating in sport on the Island. Isle of Man Sport has successfully delivered a Community Key Sports Programme which has assisted 'key sports' on the Island to invest in sports specific development officers. The Governing Bodies that have benefitted from this have seen more people involved in their sports either as participants (children and adults), coaches, officials or volunteers.

The Isle of Man Sport and Recreation Strategy 2002 - 2012 was also responsible for providing an Isle of Man Sport Institute, a specialist building and programme for gifted and potentially talented performers to become elite sports men and women. As a result of this there has been considerable improvement of results on the international stage with regular reference made to the Isle of Man on major television stations, national newspapers and other media organisations around the world.

This reputation was further enhanced with the Isle of Man hosting the 2011 Commonwealth Youth Games which attracted the world's best junior sporting talent from across 64 nations of the Commonwealth to compete in seven sports. An enthusiastic team of 1000 volunteers worked tirelessly to ensure that those who visited the Island for the Games will be eager to return again in the future.

Significant progress has been made by Manx Sport and Recreation over the last decade which has received national and international recognition. As a result of external verification for continuous improvement, both the Sports Development Unit and National Sports Centre have been awarded a status that ranks them in the top 5% of organisations throughout the British Isles for the delivery of sports and recreation services. In addition to this in 2011, Manx Sport and Recreation were awarded the European Community Sports Award. This prestigious award recognised the excellent partnership work of Manx Sport and Recreation throughout the community and their strong philosophy to improve the outcomes for people who reside on the Isle of Man. This award evidences the multitude of benefits that sport can offer.



# Moving Forwards: Isle of Man Strategy for Sport 2014 – 2024

Early intervention and prevention is better than cure

More people • More active • More often

Sport and physical activity can make a significant contribution to improving health, community safety, education and social well being. Together with the ever increasing international sporting success which the Isle of Man has experienced over recent years and the large numbers of people who visit the Island for sporting events and competitions, sport and physical activity can also help grow the local economy.

By working together with other Government Departments, Manx Sport and Recreation have developed the Isle of Man Strategy for Sport 2014 – 2024 which consists of ten objectives aimed at achieving and improving positive outcomes for children, young people, adults and the elderly. The Strategy can help deliver the far wider reaching aims and objectives of the Isle of Man Government and its broader policies and strategies in a cost effective manner to achieve long term savings.

Many of the objectives in the Isle of Man Strategy for Sport 2014 - 2024 complement the wider Government strategies and plans, demonstrating how sport and physical activity can contribute to:

- **An Agenda for Change**
- **Tackling Childhood Obesity Strategy** (Department of Health and Social Care)
- **Physical Activity Strategy** (Department of Health and Social Care)
- **Isle of Man Strategy for Children & Young People** (Departments of Health and Social Care, Education and Children and Home Affairs)
- **Criminal Justice Strategy** (Department of Home Affairs)

Obesity has become one of the biggest public health concerns around the world. Expensive to treat on its own, it is also responsible for many other related illnesses such as diabetes, coronary heart disease, strokes and joint problems along with the psychological risks that affect mental health and social well being. Forecasts from other Governments around the world indicate that costs will increase ten-fold by 2050 if the issue is not dealt with properly.

Manx Sport and Recreation can be a key service provider to assist the Department of Health and Social Care with the objectives established within the Health Strategy (*Tackling Childhood Obesity and Physical Activity Implementation Plan*) to ensure that this will not be the case on the Isle of Man in the future by getting more people, more active, more often.



In the UK, Obesity costs  
**£6 billion** per year (2013),  
expected to rise to  
**£60 billion**  
by 2050.

Based on these figures,  
obesity is estimated to cost  
the Isle of Man

**£56 million** per year  
by 2050

Sport and physical activity can also help improve social inclusion and community engagement. Manx Sport and Recreation can play a significant role in 'An Agenda for Change' by making sure the protection of the vulnerable remains a high priority. Embedded within this Isle of Man Strategy for Sport 2014 - 2024 is a commitment to ensuring that children and families have more accessible opportunities to participate in sport and physical activity to help improve their quality of life.

Involvement in sport is vital in preventing and tackling anti-social behaviour. Where young people are bored and have nothing to do, the likelihood of becoming involved in crime and anti-social behaviour becomes greater and consequently so do the costs of dealing with it.



## £14.7 million

Direct Costs of the Criminal Justice System on the Isle of Man.

The Isle of Man Criminal Justice Strategy

recognises that over the long term, **preventative** measures are more **cost effective** to the taxpayer, with a greater emphasis placed on the promotion of early intervention and prevention programmes

Diverting young people away from anti-social behaviour and providing early intervention programmes using sport and physical activity is essential in helping to keep them out of the criminal and youth justice system and thus reducing costs.

'An Agenda for Change' also recognises the importance on growing the economy. In recent years, the Island has received world-wide coverage as a result of the conveyor belt of sporting talent produced on the Isle of Man. Sports men and women competing in Olympic and Commonwealth Games, World Championships and other major international events has and will continue to produce millions of pounds of publicity for the Isle of Man.

This group of elite performers will also inspire young people on the Island to get involved and stay involved in sport, regardless of their level of participation.

Isle of Man Sport acts as an independent body providing a vital role in supporting and assisting governing bodies on the Island and helping talented athletes fulfil and achieve their potential.

The Isle of Man attracts a large number of visitors who travel to the Island for sports competitions and events. Since 1998, the National Sports Centre has hosted an ever increasing number of international competitions for off-Island participants. Other than events at the National Sports Centre, the natural environment of the Isle of Man is a fabulous location to host and stage large sporting events.

Such facilities, landscapes and access can also contribute to attracting high net worth individuals and skilled workers to the Isle of Man, as families seek good quality sports provision for their children.

## 15

Manx athletes

competed at

**World &  
International**

level competitions

during

2012/2013

## 11,000 visitors

(excluding TT)

for sports events with a total  
visitor spend of more than

## £3 million

in 2012/13



The Isle of Man Strategy for Sport 2014 – 2024 aims to align a significant number of its objectives to *The Strategy for Children and Young People 2014 - 2019*. Providing opportunities and provision for children and young people to grow up healthy and safe, reach their full potential and personal development and in doing so be happy, independent and prosperous adults. Participation in physical activity and sports clubs from an early age can contribute to this plan. Through a multi-agency approach with other Government Departments, Manx Sport and Recreation can contribute to making a difference to the lives of children and young people on the Island.

Following the inspection into Children’s Services on the Isle of Man in October 2013, it was identified that the quality of sport and recreation services, provision and facilities was of a very high standard. Verbal feedback from the inspectorate suggested that effective and supportive early intervention will be essential in the future and that there was a need for creativity and innovation across departments for joint planning and continuous improvement. The Isle of Man Strategy for Sport 2014-2024 will contribute to the delivery of this.

Manx Sport and Recreation will be a key service provider in helping the Departments of Health and Social Care, Education and Children, Home Affairs and Economic Development to achieve their objectives.

The Isle of Man Strategy for Sport 2014 – 2024 has been written using a model known as outcome or results based accountability. The aim is to demonstrate the contribution sport can make to the lives of those people who live on the Isle of Man. Manx Sport and Recreation can support other Government Departments to deliver their own strategies and thus save money during a difficult economic climate.

Mark Friedman who designed this template of working visited the Island in October 2013.

“I’m a big fan of  
**sport and recreation  
services.**  
They are **low cost** and  
**successful**  
compared to many other  
services  
which aim to **improve the  
quality of life”**

Mark Friedman  
Founder of the Fiscal Policy Studies Institute



Jamie McCanney  
World Youth Enduro  
Champion 2013



Anna Christian (Centre) British  
Junior Road Race Champion 2013



Commonwealth Youth Games 2011



First Wheelchair Sports Club  
established 2011



# Isle of Man Strategy for Sport 2014 – 2024

## Our Objectives

1

Increase levels of physical activity in young people

2

Increase the number of children and adults who are regularly involved in community sport

3

Improve the quality of life and social well being for people with disabilities

4

Improve the quality of life and outcomes for looked after children and young carers

5

Improve the well being of children, adults and the elderly who suffer from poor health

6

Maintain, develop and improve facilities

7

Improve and develop coaching

8

Highlight the success of sport to promote the Isle of Man and fulfil the potential of talented performers on the world stage

9

Improve social inclusion

10

Help young people further their education and training using sport to improve their chances of finding employment



## Increase levels of physical activity in young people

The modern environment of cars, fast food, computers and video games has led to our lifestyles and those of our children being more sedentary than previous generations bringing about a significant change in the health of the nation. The increasing prevalence of obesity amongst adults and children is a major public health challenge both locally, nationally and internationally. Today's society faces an obesity epidemic which at current growth levels is set to bankrupt the National Health Service with current costs at £6.3 billion per year rising to £60 billion per year by 2050 in the United Kingdom. Based on these figures the obesity epidemic is estimated to cost the Isle of Man £5.6 million per year rising to £56 million per year by 2050.

The consequences of obesity are not limited to the direct impact on health. Overweight and obesity also have adverse social consequences through discrimination, social exclusion and loss of or lower earnings later on in adulthood. There are also adverse consequences on the wider economy through, for example, working days lost through absence, increased pension payouts, decreased pension contributions and increased benefit payments.

The Isle of Man Health and Lifestyle Survey of 2009 found that 50% of adults were overweight or obese and 20% of reception class children aged 4 and 5 were overweight.

- Isle of Man Government
- Department of Health and Social Care
- Department of Infrastructure
- Department of Environment, Food and Agriculture
- Isle of Man Sport
- Governing Bodies of Sport

- Strategy for Children and Young People 2014 – 2019
- Physical Activity Strategy and Implementation Plan
- Tackling Childhood Obesity
- Planning: Isle of Man Strategic Plan

Based on current UK figures;

- Physical inactivity currently costs the Isle of Man Government approximately **£11.6 million** per year
- The obesity epidemic currently costs the Isle of Man Government approximately **£5.6 million** per year



**35%**  
The number of additional days that a physically inactive person spends in hospital

\* UKactive Research Institute

## KEY ACTIONS

- Research and data collection to establish levels of physical activity for young people.
- Expand and deliver various programmes and initiatives aimed at improving levels of physical activity for young people, including:
  - Community Coach Programme (Olympic Legacy Initiative)
  - Primary School Sports Programme
  - Fun Festivals
  - Manx Youth Games
  - Step into Sport after school activity programme
  - School Holiday Activity Programme
- Improve school - club links.
- Establish a programme of 'alternative' physical activities.
- Where it is safe to do so, promote the value of walking and cycling to school.
- Investigate the feasibility of introducing fitness testing for young people in schools.

20%

or 1 in 5

children

aged between

4 & 5 on the

Isle of Man are

**overweight**

The Isle of Man Tackling Childhood Obesity Strategy 2013

## PERFORMANCE MEASURE

- Increase the percentage of children who do 1 hour of physical activity per day. \*

\* World Health Organisation recommended daily amounts of physical activity for young people

As a result of increased levels of physical activity in young people aged 4 – 17 years to the recommended daily amount of exercise from the World Health Organisation, young people will be leading a more active and healthy lifestyle.

An increase in physical activity assists young people to:

- develop healthy musculoskeletal tissues (i.e. bones, muscles and joints);
- develop a healthy cardiovascular system (i.e. heart and lungs);
- develop neuromuscular awareness (i.e. co-ordination and movement control);
- maintain a healthy body weight.

Physical activity has also been associated with psychological benefits in young people by improving their control over symptoms of anxiety and depression. Similarly, participation in physical activity can assist in the social development of young people by providing opportunities for self-expression, building self-confidence, social interaction and integration. It has also been suggested that physically active young people are more likely to adopt other healthy behaviours by avoiding alcohol, cigarettes and drug use. Research suggests that physically active young people can also demonstrate higher academic performance at school.

It should also be noted that if children are currently doing no physical activity, by encouraging them to do amounts that may still be below the recommended daily levels, will bring more benefits than doing no exercise at all.

Future savings will also be evident within the health budget as a healthier, fitter population will see a decrease in obesity and its associated illnesses, less visits to the GP, less time off work, less medication as well as an increased productivity within the workplace.



OBJECTIVE

2

Increase the number of children and adults who are regularly involved in community sport

THE STORY

Over the last decade there has been a significant growth in the number of opportunities that children and young people have to get involved in sport on the Isle of Man. Manx Sport and Recreation has assisted local Governing Bodies on the Island to increase the number of participants, teams, clubs, coaches, officials and volunteers involved in sport through a variety of initiatives.

Many sports now have an infrastructure in place that enables children as young as four years of age to get involved and remain involved in sport through to their adult years.

Isle of Man Sport’s Community Key Sports programme has provided funding to assist a number of Governing Bodies on the Island to appoint sports specific development officers. As a result of this and with a new range of initiatives and opportunities there is an increasing number of children and adults involved within these respective sports and it is vital that this trend continues in the future, contributing to the other objectives included within this strategy.

PARTNERS

- Isle of Man Sport
- National Governing Bodies of Sport
- Isle of Man Sports Associations
- Department of Home Affairs
- Department of Environment, Food and Agriculture

STRATEGIES, PLANS & GROUPS

- Strategy for Children and Young People 2014 – 2019
- Sports Specific Development Plans
- Isle of Man Protecting Children Board

52%

of all people

who

volunteer,

do so in

**SPORT**

\* Institute for Volunteering Research



## KEY ACTIONS

- Provide a wide range of activities to ensure children and young people have opportunities to take part in sport at grass roots level through schemes listed below:
  - Community Coach Programme (Olympic Legacy Initiative)
  - Primary School Sports Programme
  - Fun Festivals
  - Manx Youth Games
  - Step into Sport After School Activity Programme
  - School Holiday Activity Programme
- Review the current Community Key Sports Programme with Isle of Man Sport.
- Develop initiatives to increase participation, including more teams and clubs around the Island.
- Improve school club links, coach education and the recruitment of volunteers and officials.
- Promote a safe, fun and inclusive environment to protect children involved in community sport.

**64%**  
of children **aged 8 – 14**  
years of age on the Isle of Man  
are involved in a  
**Community Sports Club**

Sports Development Survey 2014

## PERFORMANCE MEASURES

- Increase the number of children and adults involved in community sports clubs.
- Increase the number of young people joining community sports clubs following participation in Sports Development Unit activities.

**48%**  
of young people join a  
**Community Sports Club**  
as a result of taking part in the **Manx Youth  
Games** initiative

Sports Development Survey 2014



## IMPACT

It is well known that being involved in a sports club is good for community engagement. There is much evidence to suggest that there is less chance of being bored and involved in anti-social behaviour in and around the areas that you live in, if you're a member of a community sports club.

Long term involvement from a young age and progression from junior to senior teams will hook people on sport and activity for life. This long term involvement in sport will improve the physical health and well being of the Island's population, which subsequently will help address the obesity problems and lessen the financial burden on the Department of Health and Social Care in future years.

Obesity-related illnesses are preventable and by engaging the community in sport and physical activity, Manx Sport and Recreation can contribute to reversing this trend.

Manx Sport and Recreation is committed to ensuring that all people with a disability, their families, carers and organisation, have access to fully inclusive sport and recreation opportunities to improve an individual's quality of life and social well being.

Over the last 5 years there has been a significant expansion in the number of sport and physical activity opportunities available for people with disabilities on the Isle of Man.

Initiatives such as the Disability School Sports Programme and Festivals, the Step into Sport Programme, the Passport to Sport initiative, the Junior Gateway Games, the Wheelchair Sports Club, the Manx Youth Games and Walk and Talk have encouraged large numbers of children and adults with disabilities to get involved in sport and physical activity.

The Passport to Sport initiative improves the access of individuals who require the support of a carer in order to participate in sport and physical activity at the National Sports Centre by offering the carers free admission to accompany individuals in their chosen activity.

In October 2011 the Island's first Wheelchair Sports Club was established. Having secured £22,000 funding from the Wooden Spoon Charity to purchase sports specific wheelchairs, a group of 25 adults and children meet regularly to participate in a variety of wheelchair based sports activities.

Sport and physical activity is a key element required to improve the quality of life and social well-being of individuals and therefore opportunities must be developed for members of the public to socially interact and engage in a range of recreational activities within society.



## PARTNERS

- Isle of Man Government
- Department of Health and Social Care
- Department of Home Affairs
- Third Sector Organisations including;
  - Crossroads Care
  - Autism Initiatives
  - Project 21
  - Manx Blind Welfare Society
  - Wooden Spoon Wheelchair Sports Club
  - PHAB

## STRATEGIES, PLANS & GROUPS

- Strategy for Children and Young People 2014 – 2019
- Agenda for Change
- Learning Disability Strategy: Living Life to the Full
- Community Engagement Team Disability Strand

"On a personal level we have seen great improvements in physical ability and gross motor skills in our daughter. She has developed an interest in areas which she has not had the opportunity to engage in before.

When she was younger we struggled to find physical activities for her to take part in. Thankfully this is no longer the case."

Parent of a child with disabilities

"Even the most 'un-sporty' students surprised themselves with how much fun they had; and that's what it's all about. Without a doubt self-confidence has improved."

Special Educational Needs Teacher

**£22 000**

of charity funding received to purchase

**18** sport specific  
wheelchairs

to establish a wheelchair sports club

## KEY ACTIONS

- Research into people with disabilities to establish levels of physical activity.
- Fine tune and develop the Passport to Sport initiative.
- Develop physical activity initiatives for people with disabilities.
- Develop facilities and equipment at the National Sports Centre to improve access for people with disabilities.
- Explore the feasibility of establishing a “Buddy Scheme” for people with disabilities.

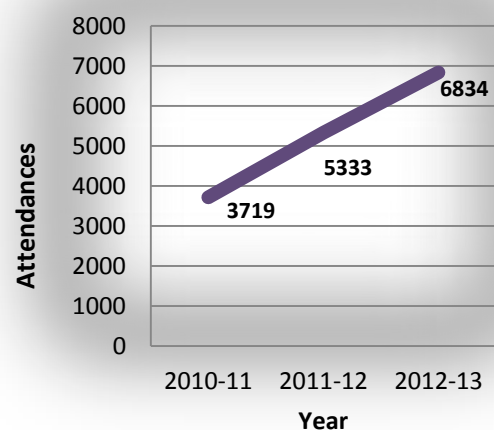
## PERFORMANCE MEASURES

- Increase the percentage of people with disabilities who experience an improved quality of life as a result of participating in sport, physical activity and leisure programmes.
- Increase the percentage of those people with disabilities using the Passport to Sport initiative.
- Increase the number of people with disabilities joining Special Olympics or community sports clubs.

As people with disabilities are often less active, their risk of gaining weight is greater. Excess body weight may itself have a disabling effect, further restricting mobility. By developing a wide range of initiatives and removing barriers to physical activity, opportunities for those people with disabilities to take part in physical activity can be increased.

Increasing physical activity levels of people with disabilities and helping them to join community clubs will increase their social integration and will go some way to improving their physical and mental health, self esteem, confidence, quality of life and social well-being.

### Individuals with disabilities participating in sport & physical activity



## Improve the quality of life and outcomes for looked after children and young carers

Children and young people require the care of Government for a variety of reasons. Each set of circumstances is unique and therefore services must be flexible and plan for the needs of each child or young person and care leaver. The majority of children and young people come into care of the Government for care and protection reasons resulting from parental neglect, abuse or because they have complex disabilities.

Looked after children and young people generally experience poorer education, physical and mental health and economic outcomes than their peers. They are less likely to achieve grades A-C at GCSE examinations. Looked after children are more likely to become homeless and be known to the Youth Justice Team and involved within the criminal justice system whilst they are in care and when they leave care.

Evidence suggests that early intervention and engagement of looked after children in physical activity can help tackle these issues and therefore contribute to an improvement in the quality of life and outcomes for these young people.

Crossroads Care has identified that there may be as many as 1000 young people on the Isle of Man who are young carers, caring for either their siblings, parents or grandparents. As a result, young carers may struggle to find the time and opportunities to engage in sport or physical activity and socialise with other young people and their friends. Crossroads Care has identified children as young as 8 years old as being young carers.

Young carers are at risk of experiencing disadvantages whilst growing up, including low income, mental and physical health problems, lack of social life, behavioural problems and educational difficulties.

- Isle of Man Government, Cabinet Office
- Department of Health and Social Care
- Department of Home Affairs
- Children's Service Partnership
- Crossroads Care

### STRATEGIES, PLANS & GROUPS

- Agenda for Change
- Strategy for Children and Young People 2014 – 2019
- Corporate Parent Group
- Children's Service Partnership
- Physical Activity Strategy and Implementation Plan
- Tackling Childhood Obesity
- Criminal Justice Strategy 2012
- Youth Justice Team Link Programme
- Crossroads Young Carers Project

The Isle of Man Government's  
**Strategy for Children  
 and  
 Young People  
 2014 – 2019**  
 is underpinned by  
 the following **key** principles:

- Provision of high quality services with clearly defined outcomes for children and young people
- To work in partnership with families to help them achieve the best they can for their children
- Ensuring children and young people are safe from harm and are able to build resilience to overcome inequalities
- Promote the wellbeing of children and young people



## KEY ACTIONS

- Secure funding to deliver a specific programme targeting looked after children and young carers.
- Identify those young people within the Isle of Man care system.
- Research and data collection to establish levels of physical activity for young people in care and young carers.
- Establish and develop an early intervention programme in partnership with the Youth Justice Team.
- Listen to the voice of the child through consultation with looked after children and young carers.
- Provide improved access to sports activities for looked after children.
- Establish and develop a mentoring and/or leadership programme easily accessible for looked after children and young carers.
- Provide sporting opportunities specifically for young carers.



8%

(34) of referrals to the

## Youth Justice

Team in 2012/2013 were

looked after children

## PERFORMANCE MEASURES

- Contribute to a reduction in the number of looked after children being referred to the Youth Justice Team as repeat offenders.
- Increase percentage of looked after children who do 1 hour of physical activity per day. \*
- Contribute to improved attendances and attainment at school of looked after children.
- Increase the number of sporting opportunities available specifically for young carers.

\* World Health Organisation recommended daily amounts of physical activity for young people

There may be up to  
**1000**  
young carers  
on the  
Isle of Man

Crossroads Care

Evidence suggests  
that  $\frac{3}{4}$   
of young carers become  
**NEET** at least once  
in their lifetime

Audit Commission 2010



## IMPACT

As a result of increased levels of physical activity in young people in care and for young carers to the recommended daily amount of exercise from the World Health Organisation, these young people will be leading a more active and healthy lifestyle (see Impact in Objective 1).

A reduction in the percentage of looked after children referred to the Youth Justice Team as repeat offenders will reduce the associated costs incurred through the courts and justice system whilst improving the outcomes of these young people involved within the community.

A looked after child engaged in physical activity from an early age is more likely to contribute positively to society throughout their adult life, be engaged in a community sports club, have opportunities to enjoy and achieve and stay healthy.

A physically active looked after child or young carer can be a happier person with improved emotional well-being and increased self-esteem and confidence which can be transferred into the community, schools, at home and the workplace.

Improve the well being of children, adults and the elderly who suffer from poor health

Current obesity levels on the Isle of Man are rising fast. The Isle of Man Health and Lifestyle survey 2009 showed that 50.4% adults are overweight and that 15.9% are obese. It is not just the adults that are experiencing issues with this health condition with 20% of reception class children aged 4 and 5 currently being overweight.

Following United Kingdom trends, obesity illnesses related to inactivity are currently estimated to cost the health service on the Island £5.6million per year, with expert forecasts that this is expected to increase tenfold by 2050 to £56 million per year if nothing is invested to tackle the problem and reverse these trends.

In addition to these costs, health spending on the Isle of Man for the elderly population is expected to double over the next 20 years to more than £50 million per year due to the ageing population. Those people who are inactive will incur the greatest costs in this age bracket as this group of people are more susceptible to falls, heart attacks, strokes and joint replacements. A Walk and Talk initiative was established in 1999 to provide opportunities for the ageing population to lead a more active lifestyle and improve their social well-being. Every week hundreds of individuals, walk and talk a number of miles at various venues around the Island. Many of these people are aged 65 plus.

During 2012 and 2013 the Sports Development Unit have developed and delivered a pilot Physical Activity Referral Programme for children, adults and the elderly as a result of the Department of Health and Social Care's Physical Activity Strategy. Multi-agency funding from the Department of Health and Community, Culture and Leisure was used to deliver the adult and elderly programme, with additional funding from the Departments of Health, Education, Social Care and Community Culture and Leisure used to deliver the children's referral programme.

As of April 2014, 150 children have been referred onto the Fit 4 the Future Referral programme with 51% of those referrals attending for weight related issues. 56% of which have lost weight or reduced their BMI since attending the programme. Since March 2012, over 1200 adults with poor health have been referred onto the Physical Activity on Referral Programme. These startling figures highlight the importance of these programmes in improving the health of the Island's population in the future.

## PARTNERS

- Isle of Man Government
- Department of Health and Social Care

## STRATEGIES, PLANS &amp; GROUPS

- Strategy for Children and Young People 2014 – 2019
- Physical Activity Strategy and Implementation Plan
- Tackling Childhood Obesity
- Team Around the Family



**£12  
MILLION**

The cost of  
employee absence  
per year  
to the  
Isle of Man  
Government

EVIDENCE AND EFFECTIVENESS OF THE ADULT  
PHYSICAL ACTIVITY REFERRAL SCHEME

1241	Number of referrals (Since March 2012)
90%	continued with physical activity
81%	increased their levels of physical activity
54%	achieved the recommended 2½ hours of physical activity per week
50%	Maintained or lost weight
50%	Improvements with social well-being
47%	Improvements in mobility, muscular strength, endurance, flexibility and stamina
31%	Helped to relieve their stress levels
21%	Helped to control diabetes and relieve their depression

\* Data taken from those adults who completed and returned Surveys from 2012-2014

**£330 000**

The amount funded by  
Jersey's Health  
Department  
per year on an  
exercise referral  
programme  
for  
**1000** adults

## KEY ACTIONS

- Ensure multi-agency funding is set aside to guarantee the children's, adult and elderly referral programmes continue to operate effectively.
- Provide evidence and effectiveness of the physical activity referral schemes.
- Provide a wide and appropriate range of physical activities which are accessible to children, adults and the elderly who are overweight, obese or suffer from poor physical and mental health.
- Consult with those who are referred, identifying suitable activities that meet their needs and provide new sessions where necessary.
- Investigate the need for a multi-agency delivery team and family based programme approach.
- Raise the profile of the referral programmes across Isle of Man Government and investigate the need for a self referral option.
- Develop a pilot scheme in conjunction with Occupational Health, offering Department of Education and Children staff who are absent from work for prolonged periods, access onto the Physical Activity Referral Programme.
- Work with partners to develop a Team Around the Family Programme focusing on early intervention which identifies children with additional needs.

## PERFORMANCE MEASURES

- Reduced percentage Body Mass Index (BMI) for those referred for weight related issues.
- Continue to maintain increased levels of physical activity once individuals have left the referral programme.
- Increased number of adults on the referral programme who lose weight.
- Reduced prolonged periods of absenteeism for Department of Education and Children staff.
- Increase the percentage of people aged 65 plus attending Walk and Talk.

### 50 lbs

Amount of weight lost by one adult on the Physical Activity Referral Programme. As a result this person **NO longer** requires Bariatric Surgery at a cost of **£20,000+** to the Isle of Man Taxpayer

## IMPACT

Manx Sport & Recreation is acknowledged as a key stakeholder, driver and deliverer in relation to achieving the aims and objectives of the Department of Health and Social Care's Physical Activity & Tackling Childhood Obesity Strategies.

Early identification of children and adults with poor health, alongside an intervention programme with physical activity at the heart of it can ultimately lead to long term savings for the government in relation to health and social well-being.

Changing the mindset of individuals and families to lead a sustainable, healthier lifestyle as a result of the referral programme will lead to reduced illness, reduced absence from work, increased productivity in the workplace and subsequently money saved from a number of budgets across government.

A physically active individual aged 65 plus can be healthier with reduced visits to the doctors, happier with improved emotional well-being, increased self-esteem and confidence which in turn can be transferred into the community and at home.

Failure to continue with the provision of the necessary resources to deliver the Physical Activity Referral Programmes for children, adults and the elderly will lead to greater long term costs to government which will far exceed the investments required for the duration of this strategy and beyond.

### 54 lbs

Amount of weight lost by a **14 year** old girl referred onto the **Fit 4 the Future** referral programme



41%

of those who attend Walk & Talk now have reduced visits to their **GP** for health issues

*Maintain, develop and improve facilities*

Over the last two decades there has been a significant investment and development of sport and recreation facilities on the Island. The National Sports Centre was the result of the first strategy for sport, with the opening of the athletics track and astro-turf pitch in 1991 followed by the first phase of the National Sports Centre indoor facilities in 1998 and completion by 2001 in preparation for the Island Games.

Regional astro-turf pitches have been constructed at High Schools in Peel, Ramsey and Castletown as dual - use facilities in partnership with the Department of Education and Children. A recent addition to the National Sports Centre site, is a full size 3G pitch and re-development of the 3,000 seater Bowl stadium used for the Commonwealth Youth Games in 2011.

In addition to these world class sports facilities, there has been significant investment in community sports facilities where new schools have been built providing local communities with more space to participate in sport and leisure activities.

Failure to maintain these facilities and develop them where necessary will ultimately mean the majority of the other objectives established within the strategy are impossible to achieve. Without access to facilities around the Island, participation will decrease, there will be fewer activities to do, more anti-social behaviour and generally speaking the health of the residents on the Island will deteriorate.

The Isle of Man also has a beautiful natural environment and a variety of open green space, countryside and glens make it the perfect place for outdoor recreational activity. It is important that these areas, together with the purpose built sports facilities are also fully utilised and appropriately developed and maintained.

- Isle of Man Government
- Department of Health and Social Care
- Department of Infrastructure
- Department of Environment, Food and Agriculture
- Isle of Man Sport

**STRATEGIES, PLANS & GROUPS**

- Agenda for Change
- Strategy for Children and Young People 2014 – 2019
- Physical Activity Strategy and Implementation Plan
- Planning: Isle of Man Strategic Plan

**656,542**

National Sports Centre

**attendances**

2013-2014

## KEY ACTIONS

- Review the need for additional sport and recreational facilities in areas of the Island where demand requires them and assist local sports associations to develop their own facilities, wherever possible.
- Identify funding to deliver major works for equipment replacement and facility development at the National Sports Centre.
- Ensure a balanced programme of activities and opportunities at the National Sports Centre which meets its key role as a community sports centre, a focal point for the development of sport and physical activity and a hub for sporting excellence.
- Ensure a pricing policy at the National Sports Centre which encourages maximum usage of all facilities and that price is not a barrier to participation.
- Identify and remove barriers to improve access to facilities where there is greater capacity for community usage.
- Work in partnership with other agencies to ensure the planning and design of new facilities meets the needs of the community for sport, leisure and recreation.
- Promote the possibility of developing cycling and walking paths both on and off road.
- Contribute to the development of a Facility Audit for the Isle of Man.



## PERFORMANCE MEASURES

- Increased attendances at National Sports Centre facilities of key user groups.
- Contribute to the success of the other objectives within this strategy through the provision and use of facilities.

## IMPACT

- Existing sports and leisure facilities being accessible and fully utilised at times where demand requires it.
- Better use of the natural environment for a range of physical activity and more people taking advantage of this free resource.
- Modern, high quality facilities and equipment which meet industry standards.
- Improved health and well being, with more people engaging in sport and physical activity.
- Growth of sports clubs with more junior and adult teams.

Benchmarked against  
other facilities in the British Isles,  
the  
**National Sports Centre**  
has been ranked  
within the  
top 5% of facilities by  
**QUEST**,  
the quality assurance scheme  
for sport and leisure facilities

## Improve and develop coaching

Good coaching is vital to ensure that those participating in sport have a rewarding experience. Coaching and teaching sessions should be fun, safe, engaging and appropriate for the age and ability of the young person or performer if they are to achieve their potential.

Whilst some coaches have qualifications in technical and tactical understanding, the majority of those who coach individuals and teams require further education, training and understanding of Long Term Athlete Development, FUNDamentals, talent identification and the growing and maturing child (physically, socially and psychologically).

Poor, outdated coaching and teaching practice is a contributing factor for those who drop out of sport and physical activity, especially those young people who receive a negative experience.

Providing the right environment with opportunities for participants to flourish and develop is key to assisting individuals achieve their potential, whether that be socially and for fun or as an elite competitor.

It is important to recognise that every child or performer is different and requires a bespoke approach if they are to be engaged and retained in sport for life, regardless of their ability.

Significant private sector funding has been secured to deliver the Dame Kelly Holmes Education Programme which has provided continued professional development for a number of the Island's coaches alongside their athletes to improve standards.

- Isle of Man Sport
- National Governing Bodies
- Commonwealth Games Association of the Isle of Man
- Island Games Association of Mann
- Department of Health and Social Care

### STRATEGIES, PLANS & GROUPS

- Strategy for Children and Young People 2014 – 2019
- Isle of Man Protecting Children Board
- Physical Activity Strategy and Implementation Plan
- Tackling Childhood Obesity

125

The number of members of the Isle of Man Manx Sport & Recreation Coaches Association (2014)



## KEY ACTIONS

- Investigate the feasibility of appointing a coaching co-ordinator to work alongside the Isle of Man Sport Performance Co-ordinator.
- Undertake research and data collection to consult with children and adults to help develop a continuous professional development training programme for coaches and school teachers.
- Help sports associations improve structured coaching development plans, and enhance the Heads of Performance remit.
- Look at best coaching practice in other jurisdictions (United Kingdom and beyond).
- Improve and develop the Isle of Man Manx Sport & Recreation Coaches Association.
- Expand the number of Sports Coach UK and similar bolt-on qualifications and training courses for coaches and school teachers.
- Develop a mentoring programme to improve delivery across the Island in a range of different sports.
- Work with Isle of Man College to explore the options of introducing and developing a sports coaching, leisure and exercise course to further develop education and training opportunities.



## PERFORMANCE MEASURES

- Increase the number of members in the Isle of Man Manx Sport & Recreation Coaches Association.
- Increase the percentage of qualified sports coaches who attend additional training/continuous professional development courses.



51

The number of coaches who attended the Dame Kelly Holmes Double Gold Coach Education Programme

## IMPACT

An increased profile of coaching and its importance in helping individuals to reach their full potential will result in greater participation levels across the Island as well as increased levels of coach motivation.

With increased expertise, knowledge and understanding of developing athletes and young performers, coaches will be better placed to make decisions around talent identification and deliver appropriate coaching sessions to groups or individuals. This will result in improved levels of performance throughout all aspects of sport on the Island.

By improving the standards and quality of coaching, teaching and session delivery, there will be fewer children dropping out of sport and physical activity. As a result, more children will be retained in sport together with increased numbers of those involved in community sports clubs, extra-curricular sport and physical activity at schools, as delivery will be fun, inclusive and engaging leaving children and young people inspired, wanting more.

A more active population will lead to a healthier nation and thus help alleviate the costs of physical inactivity to the government.

Highlight the success of sport to promote the Isle of Man and fulfil the potential of talented performers on the world stage

Isle of Man competitors have enjoyed unparalleled success over the past decade with Manx athletes continually achieving success and competing at the highest levels of sport both nationally and internationally. This continued sporting success is an excellent way of promoting the Isle of Man to the rest of the world.

The development of the Isle of Man Sport Institute over the last few years has been significant in helping athletes to achieve success on the world stage. It has been said many times that the Isle of Man is “punching above its weight” with regards to the excellent results its sportsmen and sportswomen regularly achieve.

The Island has been represented by athletes who have delivered success at Olympic Games, World Championships, Commonwealth Games and other European and international competitions and events. This high profile has numerous benefits to the economy of the Island in attracting visitors, journalists, television companies and newspapers. Indeed if this media exposure was to be paid for, it is estimated to be worth millions of pounds.

It is important that this success continues and is used to inspire the next generation of athletes.

- Department of Economic Development
- Isle of Man Sport
- Commonwealth Games Association of the Isle of Man
- Island Games Association of Mann
- Private sector sponsors



The George Sisters, Kirsten (aged 16) and Aalin (aged 17) 2013 Compound Team Event, Bronze Medallists representing Great Britain at the World Archery Youth Championships in China

over **£3 million**

Amount of visitor spend in the Island

as a result of

sports events and competitions

from

**11,000** visitors annually

(excluding TT)

\*Isle of Man Tourism Visitor Economy Strategy



2012 London Olympics Gold Medallist and World Record Holder Peter Kennaugh, MBE, arriving home to the Isle of Man



## KEY ACTIONS

- Continue the Isle of Man Sport Aid programme and review its effectiveness and selection process on a regular basis.
- Continue to support and encourage the Isle of Man's representation in the Commonwealth Games, Commonwealth Youth Games and Island Games.
- Continue to engage with the private sector to attain additional funding to deliver existing and new initiatives.
- Further develop the services of the Isle of Man Sport Institute and identify additional support for talented athletes.
- Increase the use of the Isle of Man Sport Institute.
- Encourage those competing off Island to see themselves as ambassadors for the Isle of Man.
- Review support provided to Isle of Man representative teams competing in the United Kingdom and beyond.

## PERFORMANCE MEASURES

- Increase the number of athletes competing at Olympic, Commonwealth, International and other World Class events.
- Increase the number of athletes utilising the Isle of Man Sport Institute facilities and services.



Zoe Gillings, Winter Olympian and World Cup Winner in Snowboard Cross



Mark Cavendish, MBE, 2006 Commonwealth Games 20k Scratch Race Gold Medal Winner, representing the Isle of Man, Multiple Grand Tour Stage Winner and BBC Sports Personality of the Year

15

The number of Manx athletes from 8 different sports who took part at World Championship, European Championship or World Cup level events during 2012 - 2013

1st

Isle of Man's position in the medal table at the 2013 Island Games in Bermuda

## IMPACT

- The profile of the Isle of Man is raised to a wider audience as a result of our sportsmen and sportswomen competing across the globe.
- Sport continues to be part of the Isle of Man's national culture and identity making it an attractive place for others to visit or come to live.
- Individuals perceive that success in sport is possible for someone living on the Isle of Man.
- 'The Isle of Man, where you can.....'

At the 2014 Commonwealth Games, the Isle of Man finished **FIRST** in the table for medals won per head of population out of the home nations

In a difficult economic climate social exclusion is more likely amongst vulnerable groups within society and as a result, socially excluded families are more likely not to participate in physical activity and therefore suffer from poorer health.

Sport and recreation programmes can engage socially excluded groups, prevent boredom, teach important life skills and divert young people away from a life of crime.

There is evidence and research which demonstrates involvement in sport and physical activity diverts young people away from anti-social behaviour throughout the United Kingdom. Sport and physical activity is not a magic cure for crime, however where an early intervention programme based on sport is delivered, on average anti-social behaviour falls by approximately 30% ([www.sportandrecreation.org](http://www.sportandrecreation.org)).

Costs of participation can be a barrier to preventing low income families from accessing sporting and physical activity opportunities. Therefore it's important that low cost activities are established which are easily accessible by all.

The increased prevalence of ethnic minority groups arriving on the Island in recent years has, as a result diversified the population make-up with different cultures requiring different needs and demands. Equitable sporting provision for these groups will aid in their social inclusion and integration into the Manx culture.

## PARTNERS

- Isle of Man Government
- Department of Health and Social Care
- Department of Home Affairs
- Youth Justice Team
- Isle of Man Sport

## STRATEGIES, PLANS &amp; GROUPS

- Strategy for Children and Young People 2014 – 2019
- Isle of Man Agenda for Change
- Youth Service
- Physical Activity Strategy and Implementation Plan
- Corporate Parent Group
- Tackling Childhood Obesity
- Youth Justice Team Link Programme
- Criminal Justice Strategy 2012

70%

7 out of 10 teenagers  
say they engage in  
anti-social behaviour  
because  
"there is

**nothing to do"**

[www.sportandrecreation.org](http://www.sportandrecreation.org)

£58,779

The average  
annual cost  
per prisoner on the  
Isle of Man

Isle of Man Criminal Justice Strategy 2012



## KEY ACTIONS

- Research and data collection to establish areas more likely to experience anti-social behaviour.
- Research areas where children and young people are less active and not involved within the community.
- Develop community consultation with groups of people in identified areas for improved access to sport and physical activity.
- Investigate the need for a multi-agency social inclusion programme in identified areas for hard to reach groups.
- Deliver a low cost programme of activities.



## PERFORMANCE MEASURES

- Increase percentage of children from targeted areas who do recommended levels of physical activity of 1 hour per day.
- Increase the number of children from targeted areas involved in community sports clubs.
- Contribute to a reduction in anti-social behaviour within targeted areas.
- Contribute to a reduction in the number of referrals to the Youth Justice Team.

“A more effective long term prevention strategy that focuses on early intervention with at-risk young children and their parents is required for those children exposed to the most acute combination of risk factors. These young people are between **five** and **20** times more likely to offend than those who are not.”

Isle of Man Criminal Justice Strategy 2012

**£200,000 +**

The average cost to the UK taxpayer of a young person in the criminal justice system by the age of **16**, while one given **support** to stay out of the criminal justice system costs less than **£50,000**

Isle of Man Criminal Justice Strategy 2012

## IMPACT

By providing specific opportunities within targeted areas, socially disengaged young people are more likely to become physically active, join community sports clubs, lead an active, healthy lifestyle and are less likely to become involved in anti-social behaviours.

Increased opportunities to take part in physical activity through targeted initiatives will lead to a reduction in anti-social behaviour and an increase in membership within community sports clubs.

Early intervention with these groups will result in a reduction in recidivist behaviours and referrals to the Youth Justice Team.

Increased levels of physical activity can lead to improved self-esteem and confidence within disengaged young people and therefore as a result, academic attainment and behaviour within school can improve.

A reduced cost programme of activity will ensure that physical activity becomes more accessible to those low income families identified through the Department of Health and Social Care and therefore levels of physical activity will subsequently increase amongst young people from these families.

Help young people further their education and training using sport to improve their chances of finding employment

Young people on the Isle of Man currently not in education, employment or training (NEET) have limited opportunity to gain essential work and life skills and subsequently are at risk of social exclusion and potential long term unemployment.

Youth unemployment on the Isle of Man has been steadily increasing over the last few years at a significant cost in both monetary value and in terms of young people's confidence, self esteem and worth.

There is evidence to suggest that young people who are NEET are more likely to get involved within the criminal and youth justice systems the longer that they are not in education, employment or training.

Evidence also suggests that this group of people are also more at risk of suffering from low self-esteem, depression and mental health issues.

The Chief Minister's Agenda for Change document identifies young people who are NEET as a priority, vulnerable group for the Isle of Man Government to assist in order to improve their outcomes and as a result contribute to growing the economy.

- Isle of Man Government, Chief Secretaries Office
- Department of Economic Development
- Department of Health and Social Care
- National Governing Bodies

- Agenda for Change
- Employment and Skills Group
- Strategy for Children and Young People 2014 – 2019
- Youth Service
- Sport Specific Development Plans

**£100 000 - £130 000**

Lifetime cost

of **1** NEET

in loss of

earnings

and

state benefits



"The experiences & skills I have learnt here can be used elsewhere, not just in a sporting environment"

"I have really enjoyed the week, I was really nervous initially as I don't like getting up in front of people, but I did it and I loved it"

"I have met a lot of new people and I am now a lot more confident when talking in front of people"

*Young Leader Testimonials, July 2014*

## KEY ACTIONS

- Develop and deliver a new sports leadership programme.
- Identify young people who would benefit from the opportunity to participate in a sports leadership programme through a referral scheme from the employment and skills group within the Department of Economic Development.
- Develop a mentoring scheme for young people to further enhance their skills and experience after they have completed the sports leadership programme.
- Encourage young people to attain recognised National Governing Body coaching qualifications.
- Work with the Isle of Man College to explore the options of introducing and developing a sports coaching, leisure and exercise course to further develop education and training opportunities.
- Ensure there are opportunities for young people to gain experience in local schools and community sports clubs to deliver sporting activities to children.
- Actively explore sponsorship opportunities within the private sector on the Island to grow the sports leadership programme.

38

The number of

## YOUNG LEADERS & NEETS

(16 – 24 year olds)

who completed a week long

## Leaders Training Camp

with the Sports Development Team

July 2014

## PERFORMANCE MEASURES

- Increase the number of young people involved in leadership training and mentoring.
- Increase the number of young people gaining recognised qualifications.
- Increased number of young people gaining employment as a result of attending the leadership programme.

## IMPACT

By increasing the opportunities accessible to young people to develop their education and training through the sports leadership and mentoring programme, they are more likely to find employment and contribute to society.

Through such initiatives more young people will improve their leadership skills, team work, planning, communication and organisation skills which are transferrable into further education and their working environment.

More young people who find employment will contribute to the economy, will have more disposable income and be less reliant upon the state for income related benefits and job seeker's allowance.

By providing these people with the necessary skills and employment opportunities, they are less likely to engage in anti-social behaviour and become involved in the criminal justice system whilst experiencing improved social well-being and mental health, thus saving Government money.



# Isle of Man Sports Development Unit Funding

## Isle of Man Government

Total Budget of £420 000 per year

Jersey £1.5 million per year (comparison)

## External Sponsorship

£79,500 per year\*

\*Not guaranteed



Additional funding required to deliver the  
Isle of Man Strategy for Sport 2014 - 2024

To support the delivery of the strategy objectives an additional £300,000 of funding will be required in the next three years to deliver:

- Adult Referral programme
- Children & Young People Referral programmes
- Social Inclusion initiatives

FINANCIAL YEAR	FUNDING REQUIRED	BENCHMARKED AGAINST
		Jersey (comparison)
2015/2016	£100,000	£750,000
2016/2017	£100,000	£750,000
2017/2018	£100,000	£750,000
	<b>TOTAL</b> £300,000	<b>TOTAL</b> £2,250,000

# Isle of Man Sport – A Roll of Honour

## 2004 – 2013

Name & Sport	Main Achievements
<b>Jonathan Bellis</b> Cycling	3 <sup>rd</sup> in the World Under 23 Road Race, represented Great Britain at the 2008 Olympic Games
<b>Trevor Boyles</b> Shooting	2006 Commonwealth Games team bronze medal winner
<b>Mark Cavendish</b> Cycling	World Road Race Champion, winner of Tour De France Green Jersey, 25 stage wins in the Tour De France, 2009 Milan-San Remo winner, Commonwealth Games gold medallist, twice World Madison Champion, 2013 British National Road Race Champion, 2011 Member of the British Empire and 2011 BBC Sports Personality of the Year
<b>Anna Christian</b> Cycling	2013 British Junior Road Race Champion
<b>Mark Christian</b> Cycling	2010 Commonwealth Games bronze medal winner
<b>Philip Cringle</b> Rugby	Played for Scotland in Under 20 Rugby World Cup in 2012 and 2013
<b>Aalin George</b> Archery	2013 World Team bronze medal winner
<b>Kirsten George</b> Archery	2013 World Team bronze medal winner
<b>Keith Gerrard</b> Athletics	2012 and 2013 English Cross Country Champion
<b>Zoe Gillings</b> Snowboard Cross	Competed in the 2006 and 2010 Winter Olympics
<b>Josh Green</b> Badminton	English U15 and U19 singles champion, 2007 and 2010
<b>Grant Halsall</b> Swimming	Winner of three medals at 2011 Commonwealth Youth Games
<b>Yasmin Ingham</b> Equestrian	2013 European Pony Champion
<b>Peter Kennaugh</b> Cycling	Team Pursuit Gold medallist at 2012 London Olympics in World Record time, World Junior Scratch Race Champion in 2006, 2008 Under 23 British Road Race Champion, 2012 Team Pursuit winner at the World Track Championships, 2013 Member of the British Empire
<b>Tim Kneale</b> Shooting	2010 Commonwealth Games Bronze medal winner
<b>David Knight</b> Enduro	2005, 2006 and 2010 World Champion, 2011 Member of the British Empire
<b>Daniel McCanney</b> Enduro	Third in the World Junior (U23) Championships in 2012 and 2013
<b>Jamie McCanney</b> Enduro	2013 World Youth (U18) Champion
<b>David Walton</b> Shooting	2006 Commonwealth Games Team Bronze medal winner

# Isle of Man Strategy for Sport 2014-2024

Early intervention and prevention is better than cure

## Contact us

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**Isle of Man**  
Government

*Reillys Ellan Vannin*