
Report To:	Regeneration Committee	Date:	7th May 2009
Report By:	Corporate Director – Regeneration and Resources	Report No:	RC/09/05/16/SJ/WW
Contact Officer:	Head of Economic and Social Regeneration	Contact No:	01475 715555
Subject:	The Potential of Sport – Maximising Sport’s Contribution to National and Local Outcomes		

1.0 PURPOSE

- 1.1 The purpose of the report is to highlight and summarise a report recently produced by sportscotland, “The Potential of Sport”, which sets out how sport can contribute to national and local outcomes.

2.0 SUMMARY

- 2.1 Sportscotland, on behalf of the cross-agency Reaching Higher Implementation Group, has recently prepared the above document to highlight the potential of sport to contribute to national and local outcomes.
- 2.2 Sport has always made a significant contribution to Scotland’s development both locally and nationally. With London 2012 and Glasgow 2014 on the horizon, it is an exciting time for the development of sport and for it to maximise its contribution.
- 2.3 Sportscotland is currently restructuring and relocating in order to meet that challenge. They hope to develop closer relationships at a local level and ensure strengthened pathways from school to community sport through to higher performance. They also want to ensure that sport meets the objectives of Community Planning Partnership Single Outcome Agreements.
- 2.4 Key aspects of “The Potential of Sport” have been highlighted at paragraph 4 below. The full document can be accessed via the following link on the sportscotland website <http://www.sportscotland.org.uk/ChannelNavigation/Resources>
- 2.5 The Corporate Director Regeneration and Resources chairs the Sports Strategy Group (SSG). The SSG will consider the content of the report in detail and ensure its linkage with other strategic frameworks within the Council and the Inverclyde Alliance.

3.0 RECOMMENDATION

- 3.1 That the Regeneration Committee notes the content of “The Potential of Sport” document and delegates authority to the Corporate Director, Regeneration and Resources, through the Sports Strategy Group, to incorporate its findings into the various strategic frameworks in the Council and the Inverclyde Alliance.

4.0 BACKGROUND

4.1 Sport can contribute to the development of national objectives in ways such as;

Wealthier and Fairer

- Sport-related consumer expenditure (excluding gambling) at over £1.3 million/year represents 2.7% of total consumer expenditure in Scotland.
- Sport-related employment exceeds 45,000 jobs, accounting for around 2% of total employment in Scotland.
- Sporting events and sports tourism attract millions of visitors every year and profiles Scotland as a destination of choice around the world.

Smarter

- Participation in sport raises our self-confidence, self esteem and social skills.
- Sports programmes and PE in schools are proven to raise educational attainment and improve attendance and punctuality.
- Sports leadership and coaching qualifications as well as college and university courses, develop the skills of thousands of individuals in Scotland every year.
- Sport is the largest volunteering activity in Scotland with nearly 150,000 adults volunteering in sport every week, and 30% of the adult population doing so every year.

Healthier

- Sport as a form of physical activity significantly reduces the risk of heart disease, stroke, obesity, diabetes, osteoporosis and cancer.
- Sport benefits our mental health treating clinical depression, anxiety, stress and schizophrenia and generally making people feel better.
- Sport can provide a tool for the NHS in the treatment of many conditions including drugs rehabilitation. It can also help to realise savings, for example a 1% increase in physical activity rates would save the NHS an estimated £3.5 million a year through reduced admissions for coronary heart disease, stroke and colon cancer.

Safer and Stronger

- As a diversionary activity, sport is successful in attracting young people away from crime and anti-social behaviour, with some programmes recording 37% drops in crime.
- Sport contributes to rehabilitation of offenders and drug users by improving self-confidence and self-efficacy, and developing personal and social skills.
- More than one million people, a fifth of adults in Scotland, are members of at least one of Scotland's 13,000 sports clubs, many of which provide community hubs, bringing people together and generating social capital.
- Sport breaks down barriers not only by bringing communities together, but through Scottish performances on the world stage, it brings the nation together and generates national pride.

Greener

- Participating in outdoor sports and recreation can increase individuals' respect for our natural resources and promote sustainable access to them.
- Sporting facilities, such as golf courses, can provide opportunities to enhance biodiversity. Investment in sports facilities has led the way in developing and making use of environmentally sensitive techniques.
- Sport promotes a more active nation, more likely to take up active transport.

4.2 Despite the potential of sport to contribute to national objectives, there are still many challenges to overcome if Scotland is become a sporting nation. Some of these include;

- Only 47% of adults take part in sport once a month
- Only 34% take part once a week
- Fewer women than men participate. There is a 33% difference in participation between the sexes.
- Participation declines steadily with age. 72% of adults aged between 16 and 24 participate, which drops to 62% of people between the ages of 25 and 34, 51% between 35 and 54 and 29% of people over 55.
- People from deprived backgrounds are much less likely to participate. 59% of people of AB social class participate compared to only 32% of DE class.
- Geographically participation differs across local authority areas, with the highest area having participation over 60%, and the lowest under 40%. This means a person living in the highest participating area is almost twice as likely to participate as someone from the lowest participating area.
- Fewer people from ethnic minority backgrounds participate, and people with some form of disability (one in five of our population) are significantly less likely to take part in sport.
- Participation amongst children has declined over the last seven years from 97%.
- Girls are significantly less likely than boys to participate (89% of 8-15-year-olds compared to 95% of boys) and variances are even more significant when considering weekly participation.
- It is acknowledged that there is some way to go in achieving the aim of two hours of quality PE provision being received by each primary and secondary school pupil.

4.3 Sportscotland's National Strategy for Sport, Reaching Higher, identifies that there are four building blocks for sports development:

- Quality Facilities
- Strong Organisations
- Well Trained People
- Sporting Pathways

The strategy recognises that Community Planning Partnerships have a key role in delivering these building blocks. Given the contributions that sport can make, identified in paragraph 4.1 above, there is a strong argument for sport to be considered and included in Single Outcome Agreements. The build up to London 2012 and Glasgow 2014 will provide a once in a lifetime opportunity to promote and develop sport and to leave a lasting legacy.

4.4 Within the framework of the Single Outcome Agreements, the document details how sport can contribute to 15 national outcomes, and also gives practical examples of how sport can be used to develop local outcomes, indicators and targets. In particular, it highlights that local authority areas will want to consider action around the following considerations:

- Local participation rates, considering the variances across different groups of the local population and across different sports.
- The range of sports facilities and opportunities available across all sectors, including local clubs, schools and local authority leisure facilities and the accessibility of such services to all groups of the population.
- The extent of PE and extra-curricular sport in schools.
- Linkages between sporting organisations to ensure pathways are in place for people to develop at all levels, including into Scottish Governing Body regional programmes.
- How to support and develop the people involved in delivering sport, both staff and volunteers, across all sectors.

- Local sporting industry, events and new opportunities for economic growth through sport. Any particular local issues, such as crime or anti-social behaviour, that sport can help address.
- Partnerships with local and national sporting bodies.

5.0 IMPLEMENTATION IN INVERCLYDE

- 5.1 The implementation of the Inverclyde Sports Strategy takes place within the Sports Strategy Group (SSG) chaired by the Corporate Director, Regeneration and Resources. The Council's two political Sports Champions, Councillors Ahlfeld and McKenzie, are also represented on the Group.
- 5.2 As part of its ongoing work to oversee and implement the Inverclyde Sports Strategy, the SSG will consider the implications of "The Potential of Sport" document and ensure its linkage within other strategic frameworks within Inverclyde. The Corporate Director will also present this report to the next meeting of the Inverclyde Alliance.

6.0 IMPLICATIONS

- 6.1 Finance: While there are no specific financial implications to the report, the Council, within its recent budget, has recognised the significance of sport by allocating £22.7m to the development of sporting and leisure facilities in the area over the next 5 years.

Financial Implications – One off Costs

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
n/a	n/a	n/a	n/a	n/a	n/a

Financial Implications – Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (If Applicable)	Other Comments
n/a	n/a	n/a	n/a	n/a	n/a

- 6.2 Human Resources: None
- 6.3 Legal: None
- 6.4 Equalities: An Equalities Impact Assessment will be completed on the implementation of the Sports Strategy and any implications followed up by the Sports Strategy Group.

7.0 CONSULTATION

- 7.1 All Inverclyde Alliance Partners will be consulted.

8.0 LIST OF BACKGROUND PAPERS

- 8.1 The Potential of Sport – Maximising Sport's Contribution to National and Local Outcomes
<http://www.sportscotland.org.uk/ChannelNavigation/Resources>