



**SPORT
ENGLAND**



Building communities

Developing strong, sustainable and
cohesive communities through sport

Shaping places through sport

How sport benefits every community

“Sports participation creates so many opportunities – not only providing obvious health benefits, but also less tangible benefits associated with community cohesion and personal achievement, through, for example, helping to develop community networks, providing positive activities for young people and creating competitive opportunities. Above all, it is also an enjoyable pastime!”

Will Tuckley, Chief Executive of the London Borough of Bexley

Introduction

This paper is one of a series of five papers aimed at policymakers and practitioners who are looking to use the ‘power of sport’ to help shape their local areas and to advocate the value of sport with partners to deliver local objectives.

In focussing on the role sporting organisations and related projects can play in developing strong, sustainable and cohesive communities, the paper will be valuable to you because it:

- highlights key national policy announcements, programmes and initiatives impacting on the environment within which community sport can be sustained, can grow and can contribute to the development of talented players;
- presents the evidence to justify why community sport can contribute to a range of other shared priorities; and
- shares case studies to bring to life the benefits to local communities and the enjoyment that people can get from being involved in sport.

Context

In June 2008 the Government launched *Playing to win: A New Era for Sport* which sets out its answers to the complex questions that sports development in England faces in the run up to the 2012 Olympic and Paralympic Games. The Department for Culture, Media and Sport (DCMS) Secretary, Rt. Hon Andy Burnham MP, says in his introduction:

“Sport is ultimately about people... We want to liberate sport’s experts and elite performers to inspire more people to get off the couch and back in to sport, to sustain their enthusiasm and provide a quality experience which will allow individuals to excel”.

Playing to win: A New Era for Sport, DCMS, 2008

In announcing a new partnership between Sport England and National Governing Bodies of sport (NGBs), the Secretary of State made it clear that he expects governing bodies “will be challenged to expand participation and provide more quality coaching for more people” and “to build a modern club structure welcoming and accessible to all”. He went on to say that he believes “we should value sport because it is good in and of itself” and that “sport is often at the heart of a community, helping places live and thrive”.

In this context, *Playing to win* recognises that local authorities “are best placed to know the needs of local populations, and are directly accountable for meeting them. Each area will have their own targets for participation, set locally, not by central diktat, as an extra way of ensuring no group or community is left behind”.



In response to this new era for sport, Sport England has simultaneously launched its own strategy for 2008-11. It highlights the need for a world-leading community sport system:

- to grow participation in sport and to lower drop-out rates amongst 16 to 19-year-olds;
- to sustain participation through better quality sporting experiences; and
- to increase the size and widen the diversity of the pool of talented English sports players helping them to excel.

The new strategy recognises the need for Sport England to add value to the sports sector and to deliver this by:

- working with and through NGBs, commissioning them to achieve the key outcomes identified in the strategy;
- working with local authorities to support, sustain and secure investment in community sport;
- working with the Further Education and Higher Education sectors to grow and sustain participation amongst young adults;
- engaging with other partners to influence their investment in sport or to draw on their specialist expertise (e.g. equality groups and the voluntary sector); and
- creating new partnerships with the private sector to lever investment and new skills for community sport.

Sporting organisations and NGBs will need to work with local authorities in order to ensure that sport benefits from being included in Local Area Agreements (LAAs), Sustainable Community Strategies, Comprehensive Area Assessments and the Living Places Partnership programme.

Sport England is determined to build on the strong working relationship with local authorities and their local partners that has seen sport emerge as one of the 'top 20 priorities' in the new LAAs announced in June 2008, with more than half of these LAAs including adult participation in sport and active recreation as a key priority.

Sport England Chief Executive, Jennie Price, has confirmed that:

"We are committed to working in partnership with local authorities, supporting their work around sports and sharing our expertise to ensure that local government's considerable investment in sport delivers the maximum possible value".

[Sport England press release on LAAs, July 2008](#)

And part of that maximum value is the role sporting organisations can play in helping to shape places through sport. Sport can make a contribution to many of the shared priorities with local government, local strategic partnerships, and the other local and regional partnership structures.

This paper on *Building communities* is one of five papers which advocate the value of sport in shaping places. The other four papers contain similar information on sport's role in addressing:

- *Increased prosperity: Increasing skills, employment and economic prosperity through sport;*
- *Healthier communities: Improving health and reducing health inequalities through sport;*
- *Creating safer communities: Reducing anti-social behaviour and the fear of crime through sport; and*
- *Transforming lives: Improving the life chances and focussing the energies of children and young people through sport.*

All are available as pdf documents on the Sport England website, together with an *Executive summary*.

Are you looking to develop stronger, more cohesive and sustainable communities?

Headlines

How will this paper help?

People and partnerships that plan and prioritise need in local communities can use the power of sport as a positive tool to help realise their places' potential and to deliver their goals and outcomes. Sport helps to develop strong, sustainable and cohesive communities, achieving outcomes and targets in:

- Local Area Agreements;
 - Sustainable Community Strategies;
 - Health and well-being, Economic Development and Regeneration, Crime and Disorder Reduction and Anti-Social Behaviour Strategies; as well as
 - Public Service Agreements (PSAs).
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What outcomes can sport achieve?

Regular involvement in sport can benefit individuals and communities and contribute to a range of positive outcomes including:

- More local people participating as volunteers in community life;
 - Local people who have a greater voice and influence over decision making;
 - Increased third sector capacity to own community assets and to manage and deliver services;
 - More cohesive, tolerant and inclusive communities that value diversity;
 - More sustainable communities with local pride and sense of place; and
 - Increased inward investment and area regeneration.
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Where's the evidence?

The connection between sport and sustainable communities is supported by key research and evidence reviews including:

- *Helping out – a national survey of volunteering and giving* and the Russell Commission report *A National Framework for Youth Action and Engagement* that demonstrates that sport successfully engages adults and young people as volunteers;
 - *Understanding the Success Factors of Sport Action Zones* that demonstrates that empowering communities to take ownership of sports assets can bring about positive change in community identity, health and well-being; and
 - *Our Shared Futures* from the Commission for Integration and Cohesion, which concludes that sport has a key part to play in developing social capital and facilitating cross cultural understanding in communities.
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Making it happen

Sports interventions to develop strong, sustainable and cohesive communities can be planned and delivered with sports organisations within the area, including County Sports Partnerships, National Governing Bodies of sport and School Sport Partnerships, working with local authorities, community groups, Primary Care Trusts, youth agencies and Crime and Disorder Reduction Partnerships.

Strategic needs assessments and the development of targeted interventions for stronger, more cohesive and sustainable communities can be informed by data on participation in sport from the Active People Survey and the Active Places database – see page 15.

Developing strong, sustainable and cohesive communities through sport

There is a growing body of evidence on the impact that regular involvement, participation and engagement in sport can have on developing strong, sustainable and cohesive communities. The table on the following page summarises the benefits to individuals and communities and how that in turn contributes to key sustainable community outcomes.

“Sport makes friends out of strangers; it can turn outcasts into insiders and children who might fear they are misfits into part of the group; and instead of exaggerating differences, it brings people from different backgrounds closer together”.

Rt. Hon Gordon Brown MP, Prime Minister, 2008

“Culture, sport and art improve the quality of life for citizens; they create a sense of place and identity, bridge cultural divides, build community cohesion and provide the opportunity to grow confidence in young people, as well as keeping older people active and engaged”.

Inspiring our ambitions through sport, art, culture and place, IDeA/Solace Foundation, 2007 – introduction by Sir Michael Bichard, editor-in-chief, Solace Foundation Imprint and Lucy de Groot, executive director, IDeA

“After education and religion the most common field of interest supported by volunteers was sport and exercise, 22% of current volunteers are engaged in this area”.

Data from *Helping Out – a national survey of volunteering and charitable giving*, Cabinet Office, 2007

Developing strong, sustainable and cohesive communities through sport

Regular involvement in sport

Sports:

- Activities and events
- Clubs and groups
- Coaching
- Courses and skills programmes
- Competition
- Facilities
- Leadership
- Mentoring
- Training and employment schemes
- Volunteering

Individual and community benefits

- Increased social interaction and new relationships and role models
- Increased sense of personal achievement, confidence and self-esteem
- Increased social and communication skills
- Improved skills and confidence to contribute to local decisions and take on new challenges
- Increased educational attainment and workforce skills and qualifications
- Increased employment opportunities
- Increased use of community facilities and space
- Increased attractiveness of neighbourhoods as places to live and work
- Increased knowledge of local services and engagement with community issues
- Stronger identification with local community and sense of place
- Reduction in anti-social behaviour
- Adoption of more active and productive lifestyles
- Improved mental health and feeling of well-being

Key outcomes

- More cohesive, tolerant and inclusive communities that value diversity
- More sustainable communities with local pride and sense of place
- Increased inward investment and area regeneration
- More local people participating as volunteers in community life
- Local people who have a greater voice and influence over decision making
- Increased third sector capacity to own community assets and to manage and deliver services

Sport can also contribute to the following Public Service Agreements on sustainable and cohesive communities:

- Build more cohesive, empowered and active communities (PSA 21)
- Address the disadvantage that individuals experience because of their gender, race, disability, age, sexual orientation, religion or belief (PSA 15)
- Increase long-term housing supply and affordability (PSA 20)
- Secure a healthy natural environment for today and in the future (PSA 28)

What are the key drivers for sport and building communities?

1.9m

adults do at least one hour volunteering per week

“Culture and sport are engaging and powerful instruments for building places which are vibrant and exciting where people choose to live”.

Gerry Sutcliffe MP, Minister for Sport, *The Management Journal*, 2007

There is growing acceptance of the role that sport has to play in helping to create strong, cohesive and sustainable communities where people want to live and work and that are attractive, vibrant, prosperous, safe and friendly.

Enabling individuals and groups to regularly participate in sport and sports related activities through a robust infrastructure of sports people, activities, clubs, events and facilities helps to realise a wide range of community benefits. Evidence from the 2005/06 Active People Survey shows that:

- over 8.5 million people, 21% of the population 16 years and over, currently participate in moderate intensity sport and active recreation for at least 30 minutes, at least three times a week;
- a further 11.5 million people currently participate at least once or twice a week;
- just over half of the population, 20.6 million people, do not participate at all; and
- 4.7% of the adult population (1.9 million) contribute at least one hour a week volunteering to sport.

The Government has recognised that an important legacy from the 2012 Olympic and Paralympic Games (London 2012) will be increased levels of sport and physical activity. It has set an aim “to engage a million more people in regular sport participation” as part of an overall ambition to get two million more people physically active by 2012.

Playing to win: A New Era for Sport, DCMS, 2008

The 2007 Comprehensive Spending Review and PSA targets identify building more cohesive, empowered and active communities as a priority outcome with a key performance measure the percentage of people who participate in culture and sport. This is further reflected in the new National Indicator Set for local authorities and local authority partnerships.

At a local level developing strong, sustainable and cohesive communities are key issues within Sustainable Community Strategies, Local Area Agreements and local economic and regeneration, health and crime and disorder reduction plans.



The next few years, including the lifetime of the new LAAs, present a unique opportunity to promote a step change in the culture of sport, embedding sport into the fabric of daily life of local communities and delivering huge socio-economic and health benefits linked to the specific National Indicators identified on the following page. The challenge will now be to ensure that the local delivery plans are robust enough to meet the targets set for these Indicators within the LAAs.

What are the key drivers for sport and building communities?

“Sporting and cultural activity and events can generate significant economic, commercial and social benefits, both locally and nationally... Participation in cultural and sporting activities improves skills and confidence, enhances social networks and strengthens social cohesion and has positive impacts on health”.

Strong and prosperous communities, The Local Government White Paper, Department for Communities and Local Government, 2006



Insights

Sport can contribute to the following sustainable and cohesive communities PSAs:

- Build more cohesive, empowered and active communities (PSA 21);
- Address the disadvantage that individuals experience because of their gender, race, disability, age, sexual orientation, religion or belief (PSA 15);
- Increase long-term housing supply and affordability (PSA 20); and
- Secure a healthy natural environment for today and in the future (PSA 28).

Sport can contribute to the following sustainable and cohesive communities Departmental Service Objectives (DSOs):

- Support local government that empowers individuals and communities and delivers high quality services efficiently (CLG);
- Build prosperous communities by improving the economic performance of cities, sub-regions, and local areas, promoting regeneration and tackling deprivation (CLG);
- Develop communities that are cohesive, active and resilient to extremism (CLG); and
- Encourage more widespread enjoyment of culture, media and sport (DCMS).

Sport can contribute to the following National Indicators to achieve sustainable and cohesive communities:

- Percentage of people who believe people from different backgrounds get on well together (NI1);
- Percentage of people who feel that they belong to their neighbourhood (NI2);
- Civic participation in the local area (NI3);
- Overall/general satisfaction with the area (NI5);
- Participation in regular volunteering (NI6);
- Environment for a thriving third sector (NI7); and
- Adult participation in sport (NI8).

What are the key drivers for sport and building communities?

“We are increasing discussion about the status of culture and sport in people’s lives – as it moves from being seen as an ‘optional extra’ to acting as a fundamental reference point for personal and social lives, and the well-being of communities”.

Our Shared Future, Commission on Integration and Cohesion, 2007

The national agenda for strong and sustainable communities is set out in a range of government legislation and strategies, including:

- *Sustainable Communities – Building for the Future*, 2003;
- *Strong and Prosperous Communities* – the Local Government White Paper, 2006; and
- *Our Shared Future*, 2007, the report from the Commission on Integration and Cohesion.

Strong and Prosperous Communities highlights the importance of developing a vision and sense of pride in an area and of creating better services and better places. It supports the involvement of local people and local communities in the delivery of local public services and in influencing how their lives can be improved.

It identifies a stronger role for councils to lead their communities, shape neighbourhoods and bring local public services together using Sustainable Community Strategies and Local Area Agreements as mechanisms to help achieve this. Within the White Paper the significant economic, commercial and social benefits that sport can help deliver and its contribution to the ‘story of place’ are acknowledged.

The White Paper also sets out proposals to strengthen the role of the third sector as a key partner for local government. A number of reviews and discussion documents have accompanied the White Paper that:

- explore and challenge the role of the third sector in social and economic generation, including sports and leisure organisations;
- identify the importance of ‘community anchors’ who develop local social, economic and sporting or cultural opportunities;
- recognise that communities need to be empowered to tackle local problems and create neighbourhoods where people belong and want to live; and
- highlight the opportunities that exist for community ownership and management of community assets, including sporting assets.



“The (third) sector is playing a greater role in supporting communities and tackling inequalities, in creating opportunity and enterprise, and in designing public services... These are significant areas of public service delivery where the Government is opening opportunities for the third sector, for example, in terms of local services such as... neighbourhood services and community sport and youth services”.

Third Sector Strategy for Communities and Local Government – Discussion Paper, Department for Communities and Local Government, 2007

What are the key drivers for sport and building communities?

“Sport can change peoples’ lives in so many ways, but it can also change the perspective of whole communities and develop their sense of belonging”.

The Power of Sport – Sport and Cohesion Toolkit, Institute of Community Cohesion, 2007

Our Shared Future, the report from the Commission on Integration and Cohesion, sets out a future vision of integrated and cohesive communities and provides practical suggestions on building the capacity within communities to reduce tensions and create shared opportunities. The report identifies sports, culture and leisure as one of four areas where a focus on interaction would help to build integration and cohesion. It advocates that culture and sport move from being seen as an ‘optional extra’ to acting as a fundamental reference point for personal and social lives, and the well-being of communities.

“Our starting point is that Local Strategic Partnerships should invite local sports and cultural organisations to sit on their cohesion sub-groups or networks, in recognition of the role they play in building integration and cohesion. This is in the context of increasing discussion about the status of culture and sport in people’s lives – as it moves from being seen as an ‘optional extra’ to acting as a fundamental reference point for personal and social lives, and the well-being of communities”.

Our Shared Future, the Commission on Integration and Cohesion, 2007



Local pride

There is a growing evidence base available that demonstrates the positive impact that regular involvement in sport can contribute to strong, cohesive and sustainable communities.

“And it’s not just in the more obvious forms of heritage that the power of place asserts itself. Local football teams are a good example – from the intense local pride and sense of achievement generated in seeing once great clubs like Accrington Stanley reborn and back in business, through to the community work of clubs such as Charlton Athletic in helping break down barriers between communities”.

Margaret Hodge MP, Minister for Culture – IPPR Conference, 2008

What is the evidence on the impact of sport?

Sport provides many options for young people as volunteers and is one of the most popular choices among young people.

The Russell Commission, 2005

Volunteering

A broad range of research has identified the positive benefits to individuals and communities from engaging in volunteering. These include a greater sense of belonging and identity with community, development of new social contacts and relationships and often the opportunity to learn new skills and gain new qualifications. *Helping out – the national survey of volunteering and giving 2007* identified that 22% of all adults currently involved in volunteering were involved with organisations that provided sport and exercise activities. This was the third highest area supported by volunteers after education and religious organisations.

The Russell Commission report in 2005 *A National Framework for Youth Action and Engagement* identified that sport provides many options for young people as volunteers and is one of the most popular choices among young people, including among 'hard to reach' young people. Such research is further supplemented by a study on the impact of sports volunteering, published in spring 2008.

The study confirms that volunteers are the lifeblood of sport in local communities helping to:

- provide opportunities to improve health and fitness;
- create enjoyment and fun;
- bring people together socially; and
- develop skills and confidence.

Volunteers in sport: assessing the impact, Institute for Volunteering Research, 2008



Cohesive communities

“Sport is in many ways a unique vehicle for development. It is a relatively low-cost means of bringing together disparate social groups, often young people, on a basis of shared rules and mutual respect. Thoughtfully employed, it provides a platform for meeting a range of development goals. Sport can be a unifying force for previously marginalised social groups, such as women in Muslim societies, or at-risk youth in inner cities; it can motivate and empower participants and it can promote health and well-being”. *Shared Goals 2 – Promoting private sector engagement in sport for development partnerships*, International Business Leaders Forum, 2007

Sport helps to develop shared identities and a sense of place. *It's the taking part that counts: the role of sport in strengthening British values* highlights the civic benefits of sport and promotes projects that foster social responsibility, such as through the transfer of community or sporting assets to community ownership or projects that build bridging social capital by bringing different cultural groups together.

“Culture and sport bring people together. They help people get to know each other through shared and complimentary interests”.

Living Places, 2007

What is the evidence on the impact of sport?



“By harnessing the enthusiasm of local residents the Liverpool Sport Action Zone (SAZ) in particular has created a sustainable legacy for the future”.

Understanding the success factors in Sport Action Zones, Sport England, 2006

Our Shared Future looked at a range of evidence and consulted widely before concluding, as outlined earlier, that sports, culture and leisure is one of four areas where a focus on interaction would help to build integration and cohesion.

“Our consultations have focused in particular on the range of local opportunities provided by sports and leisure facilities and cultural organisations, and the particular opportunities they afford for bringing together people from different backgrounds with a shared goal. Our assessment is that there is a lot of good work happening on the ground... recent work has highlighted the link between participation in sport and the development of shared identities and a shared purpose”.

Our Shared Future, Commission on Integration and Cohesion, 2007

This recognition of sport as having the potential to positively impact in many different ways on community life is also widely reflected within local, national and international strategies, policies and research reports. *Understanding the Success Factors of Sport Action Zones* highlights that sport can help communities to help themselves. In the Sport Action Zones empowering communities to take ownership of the sports clubs and facilities that were developed resulted in sporting opportunities that met local

needs, brought people together and that were sustainable over the longer term.

“Working with the community to find out what they would like to do, rather than telling them what they should be doing, has been a hallmark of success in both the Barrow and Liverpool Sport Action Zone (SAZ) areas, and is a key learning from this initiative. This focus on working with the community, rather than doing everything for them, is another key building block to the success of the SAZ initiative in these areas. By harnessing the enthusiasm of local residents the Liverpool SAZ in particular has created a sustainable legacy for the future. The key here has been to help local clubs and community groups to help themselves (e.g. by empowering local people by going through funding applications or ensuring that those provided with grants have club development plans)”.

Understanding the success factors in Sport Action Zones, Sport England, 2006

Sustainable communities

Sports facilities, activities and events can act as a catalyst to regeneration in an area and bring real economic benefit. At a local level, the provision of new sports facilities adds to the attractiveness of the location as somewhere to live and can send out a message that growth and investment is taking place in the area.

This can make the area of interest to local developers and businesses looking for new or expanding markets.

The development of new sports facilities, particularly major event facilities, can lead to investment in the surrounding transport infrastructure in order to support access to the venue. This has wider benefits for other local businesses and for those living in the area. London 2012 economic impact reports estimate an overall positive effect for the UK and London economies with an increase in Gross Domestic Product. The London 2012 legacy plans also include significant regeneration of areas within East London and improvements in the education and skills of the local labour force.

Sport and leisure is a recognised growth sector, and the employment impact of sport is increasing. Research by SkillsActive in 2005 (the sector skills council that represents sport) and by Sport England in 2007 into the sport and recreation sector in the UK demonstrates the employment opportunities and contribution to the economy of sport as a growth sector.

What is the evidence on the impact of sport?



“What we want to create are communities which are rich in character and culture; where people feel they belong because they are alive with opportunity and activity”.

Gerry Sutcliffe MP, Minister for Sport, *Living Places*, 2007

“434,000 people were estimated to have been employed in sport-related activities in England, in 2005, 1.8% of all employment in England. Sport generated £15.47 billion in value-added in England in 2005, an increase of nearly 50% since 2000. Consumer expenditure on sport in England increased from £11.81 billion in 2000 to £16.58 billion in 2005: an increase of 40%”.

The economic importance of sport in England, 1985-05. Sport England/SIRC (published in January, 2008)

Growing sports businesses, in the commercial, public and not for profit sectors, help to diversify the economic base and also contribute to more sustainable communities. There are a small but growing number of sports social enterprises – sports businesses that are driven by social aims and reinvest surpluses back in to the business or community – helping to train and increase the skills of local people and making an important economic contribution. A study in the East Midlands identified 80 sports social enterprises, contributing an estimated £6 million in income to the region and generating 1,000 full and part-time jobs.

“Sport provides an ideal backdrop for social enterprises: it has many social benefits and the need for accessible sports facilities is common to all communities. Sport can lead regeneration, whether urban or rural, by engaging communities in improvement of their area and can create employment and training opportunities for a wide range of interests and skills”.

Sport in the East Midlands: The Role of Social Enterprise, East Midlands Development Agency and Sport England East Midlands, 2004, Foreword by Anthony Payne, Director of Sustainable Communities, East Midlands Development Agency

We are also in the midst of a period of significant housing growth. Emerging regional spatial strategies are identifying housing provision figures which are higher than previous strategies in order to meet the needs of these new households. Planning for sport at the same time within new housing developments is essential to ensure more sustainable and mixed communities are created. Sport England has produced a number of planning tools to help local authorities plan for future communities and ensure their successful integration into existing communities. All the tools are outlined in *Planning for Sport in Growth and Regeneration Areas* available on Sport England’s website.

A Living Places alliance has been formed by Government (DCMS and CLG) working with Sport England and the other cultural agencies to promote the benefits of sport and culture in building sustainable communities. The importance of sport and culture in creating places and communities where people feel they belong is increasingly being recognized.

“The Prime Minister has announced plans for three million new homes by 2020. These new homes will make up communities of the future. These are communities which must stand the test of time because everyone feels that they have a place and that there is something for them – whether that is sport or the wealth and diversity of culture”.

Gerry Sutcliffe MP, Minister for Sport, *Living Places*, 2007

“The role of councils in creating an identity and sense of belonging for the area they serve has never been so important”.

Sir Michael Bichard, *Inspiring our ambitions through sport, art, culture and place*, 2007

Working with partners

As set out in Sport England’s *Strategy for 2008-11*, significantly increasing sporting opportunities requires a world-leading community sport system of sports facilities, people, activities, clubs and events with the capacity to engage and retain young people and adults in sport, enabling them to realise their potential. This requires effective partnerships and an approach that recognises the role of public, private and community organisations as deliverers across a range of community, school and workplace settings.

“The role of councils in delivering an identity and sense of belonging for the area they serve has never been so important. This is community leadership. In a constrained financial position, with mounting pressures from other statutory service areas, it is easy to see why cultural services can be viewed as a low priority... Yet when we ask people what they want we find that facilities for young children, activities for teenagers, sport, leisure and cultural facilities were all important. Having “something to do” and “somewhere to go” are always seen as important to overall quality of life”.

Inspiring our ambitions through sport, art, culture and place, IDeA/Solace Foundation, 2007 – introduction by Sir Michael Bichard, editor-in-chief, Solace Foundation Imprint and Lucy de Groot, executive director, IDeA

London 2012 provides a unique opportunity to enthuse people throughout England about sport and to increase participation. London 2012 will inspire and motivate many people to take part in sport. Around 100,000 people will have the opportunity to be involved as a volunteer or as a paid employee and an estimated 9.4 million spectators are expected to attend.

Playing to win, puts a new focus on all of the sporting landscape partners (Sport England, UKSport, Youth Sport Trust and sportscoach UK) collaborating to deliver key outcomes.

The new Sport England strategy sets out how NGBs will be commissioned to deliver the key sporting outcomes and also highlights how high quality sporting experiences will be delivered in partnership with local communities.

“We will engage other partners – such as Local Authorities, equality groups and the Third Sector – to influence their investment in sport or to draw on their specialist expertise”. In addition Sport England will “also engage with Local Government via the Improvement Agenda, Sustainable Development Strategies and Comprehensive Area Assessment”.

Sport England Strategy 2008-11, Sport England, 2008



Shared Data

To support the planned provision of sport and ensure it tackles local priorities accurate data is also now available on participation by adults and young people aged 16 years and over for every local authority area from the Active People Survey as set out on the following page.

The Active People Survey, carried out by Sport England in 2005/06 is the largest, most comprehensive survey of participation in sport and active recreation ever undertaken in England, involving 363,724 adults, age 16 and over (a minimum of 1,000 adults in every local authority in England).

The Active People Survey

The Active People Survey is continuing on an annual basis over the next three years starting 2007/08. Active People Survey 2 is being conducted from October 2007 to October 2008; Active People Survey 3 will be conducted between October 2008 to October 2009; and Active People Survey 4 will be conducted between October 2009 and October 2010. Active People Survey 2, 3, and 4 are based on an annual local authority sample size of 500 adults.

Data from the 2005/06 Active People Survey are available for every local authority area in England on:

- the type, frequency, duration and intensity of people's participation in different types of sport and active recreation;
- volunteering;
- club membership;
- receiving tuition from an instructor or coach;
- participation in competitive sport; and
- satisfaction with local sports provision.

This data provides valuable information for the population as a whole and for specific priority groups, including disabled people and people from black and minority ethnic communities and those in lower socio-economic groups. For example it provides information on:

- satisfaction with local sports provision by age group;
- levels of volunteering in sport by gender;
- tuition and coaching by disability, and
- member of sports clubs by ethnicity.

The Active People Survey provides the source data for National Indicator 8 at a local level.

The Taking Part Survey

The Taking Part Survey is the national survey of culture, leisure and sport commissioned by DCMS with a sample size of around 29,000 households each year from July 2005. The sporting questions include information on participation, levers and barriers to participation and spectatorship of sport. Taking Part provides the same source data for PSA 21 at a national level.



Market Segmentations

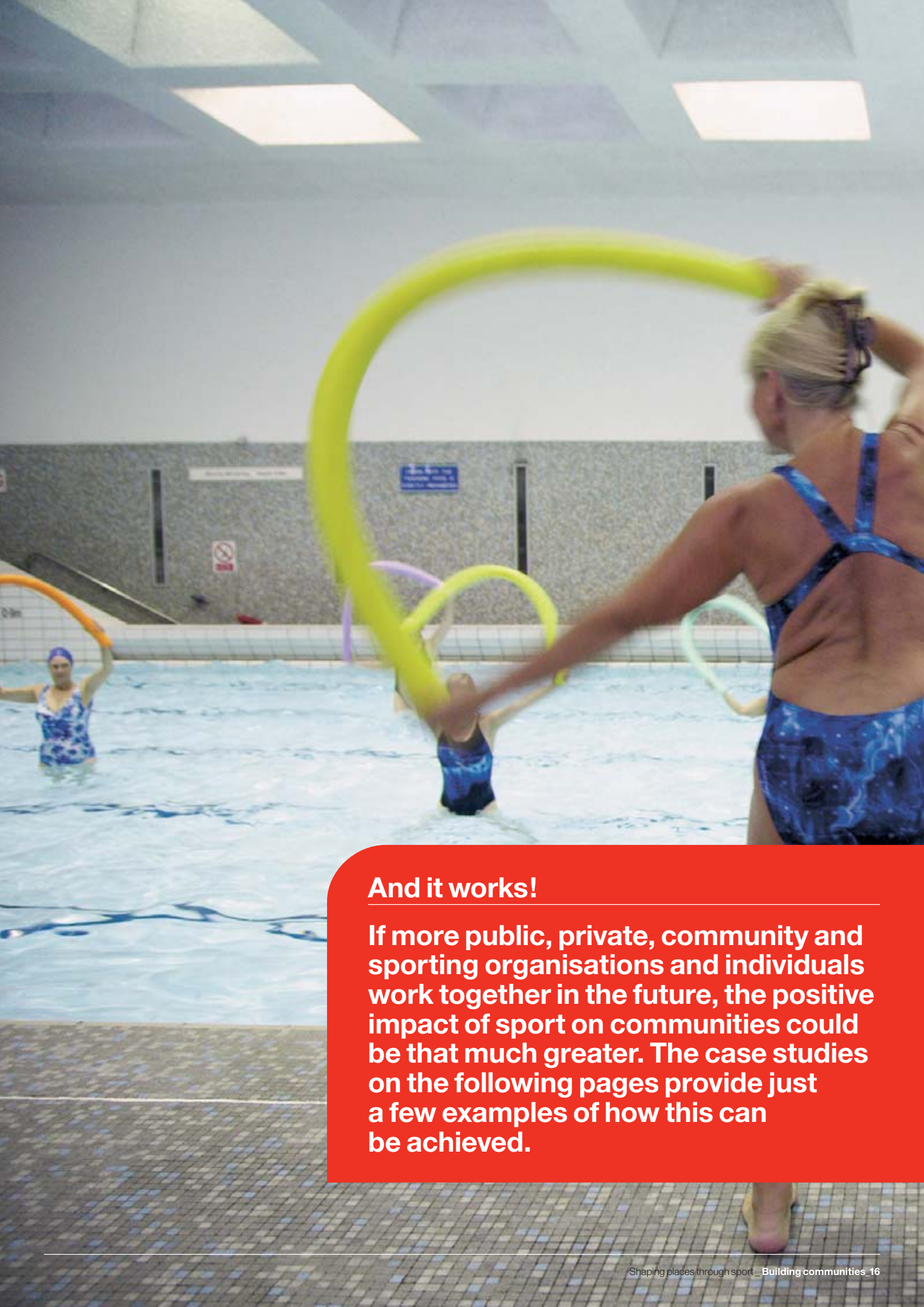
Sport England's analysis of market segmentation can also help with future targeting of investment, initiatives and marketing. By combining the Active People and Taking Part Surveys with other data sources the segmentation provides a more detailed understanding of the sporting market, and potential participants. It provides information on 19 distinct segments which highlight participation behaviours in the context of lifestyles and total lifecycle. This will enable initiatives to be developed and promoted that are most likely to succeed in increasing participation.

The Active Places database

Active Places identifies where sports facilities are located across England. It includes information on a wide range of local authority, club and commercial facilities, including sports halls, swimming pools, golf clubs, health and fitness centres, community sports centres and ski-slopes.

To access Active People and Active Places data, and information on market segmentation, visit the following websites:

www.sportengland.org
www.sportengland.org/research
www.activeplaces.com



And it works!

If more public, private, community and sporting organisations and individuals work together in the future, the positive impact of sport on communities could be that much greater. The case studies on the following pages provide just a few examples of how this can be achieved.

Community Volunteering – The Wear Valley Community Sports Club Development Project

Case Study

New sports clubs have been developed, local people have been successfully engaged as volunteers and participation in sport has increased in the Wear Valley through a partnership between the District Council, sports organisations and the 2D voluntary and community organisation.

Background

Wear Valley was identified as a deprived rural district with some of its wards listed in the top 10% nationally in the 2004 Indices of Multiple Deprivation. It had significant levels of anti-social behaviour and fear of crime and poor health statistics including above average rates of coronary heart disease and teenage pregnancy. The district was one of 12 Sport Action Zones (SAZ), a five-year Sport England funded initiative to encourage people to participate in sport and active recreation. Through its programmes and project workers the SAZ aimed to have a positive impact on local social problems.

How it works

Since 2003 a Community Sports Club Development Officer (SCDO) has been in post as a result of a partnership between the Wear Valley District Council and 2D Voluntary and Community Support for Teesdale and Wear Valley. The post helps to create new sports clubs and to increase capacity in existing sports clubs, i.e. making bigger and better clubs where more people can participate in safe, sustainable sport. It was made a 'permanent' post in April 2008.

From the outset it was recognised that volunteers would be essential to the development and running of sports clubs.

Although the SCDO is managed by Wear Valley District Council the organisation 2D was actively involved in the creation of the post and provides the links between the voluntary sector and community leisure provision. The SCDO and 2D staff work closely together to identify sports volunteers, to match volunteers to volunteering opportunities in sports clubs, and to provide on-going support for volunteers in sport.

The volunteers are not only coaches and referees, but include those individuals required to provide essential support to clubs, for example administrators, IT specialists, grounds staff and others. Support includes training in governance, first aid, child protection, equity, disability and sports national governing body coaching qualifications. The SCDO also provides the Council for Voluntary Service (CVS) guidance or referrals to sports clubs on issues including committees, constitutions, insurance, legal, and funding advice. By encouraging membership of 2D, sports clubs are able to take advantage of any new initiatives and to receive information on the latest developments within the sector, for example potential new funders.



Key outcomes

To date the project has achieved many notable successes including:

- the development of 30 new sports clubs;
- sports participation in Wear Valley clubs has increased from 2300 registered members (2003) to 7205 (2007) which is approximately 11% of the district's overall population and includes significant numbers from target groups including girls and people with disabilities;
- 221 volunteers have been registered, 134 Criminal Records Bureau checks facilitated and 182 qualifications gained (all free to volunteers); and
- assistance with club funding advice and applications to the value of £350K.

Resources and partners

The projects partners include the Durham Sports Partnership, Age Concern, County Durham Primary Care Trust, Sports National Governing Bodies, Schools, Colleges, Community Partnerships and Associations.

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Developing Communities – The Hirst Welfare Centre, Ashington, Northumberland

Case Study

Provision of new gym facilities at the Hirst Welfare Centre in Ashington has brought new life and new activities to the area. Both adults and young people are participating in sport and community activities, and new training, skills and employment opportunities have been provided.

Background

A new gym facility was added in 2006 to the Hirst Welfare community centre and football pitches, and a health and fitness development worker appointed to generate usage of the facilities by the local community.

There was extensive community engagement from the start in the feasibility and development work, which enabled the building to be designed around the activities in which local people had expressed an interest, and to incorporate key needs they had identified.

The addition of the gym facility and the appointment of a development worker enabled the range of activities provided in the local area to be expanded and proactive work to be undertaken to engage people in sport and active recreation and in community activity. Local people were recruited and trained as instructors and volunteers to run classes and clubs.

How it works

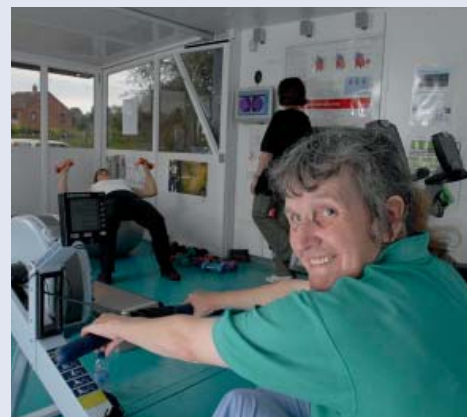
The Centre is overseen by a Board of Trustees comprising three from the National Union of Mineworkers; three elected by the Coal Industry Social Welfare Organisation and four local community representatives.

These members were selected for their expertise and skills and play a key role in ensuring the project objectives are met.

The focus of the Centre is very much on accessible activities for local people. Membership is kept affordable at just £6 per year and sessions are £2 per time. New classes are operated on the basis that they do not have to break even immediately and so are able to develop over a period of time. Taster sessions are run in local schools to encourage new users and there are strong links with programmes such as Crime Concern and the Wansbeck Healthy Living Centre. This is backed up with a strong health ethos at the Centre – there is no smoking and no bar and the Centre has delivered sessions in healthy eating and lifestyle. The Centre also run outreach sessions with local groups including over 50's, Parent and Toddler, Young Mothers and Youth Clubs.

The use of local people as instructors and volunteers means they are familiar faces to residents and help the Centre have a friendly, welcoming atmosphere.

To ensure sustainability there is a balance of development and income generating activities in the Centre, including catering, football and rooms for hire. The Centre is also looking at other means of increasing income e.g. through one-to-one sessions, personal training and sports massage.



Key outcomes

During the first 18 months, the facilities:

- attracted 2,220 participants, all from priority socio-economic groups. 207 of those participants had not done any sport in the previous 12 months; 44% are female, 21% are under 16, 15% over 45;
- achieved throughput of 94,330, well above target;
- developed new sporting clubs in boxing, powerlifting and football;
- provided employment for 40 coaches/instructors, all from the immediate deprived community;
- offered work placements for young people on New Deal; and
- led to reductions in anti-social behaviour, especially when young people are participating at the Centre.

Resources and partners

The facility improvements and development worker were funded by the Hirst Welfare Trust and a £548,008 Active England grant from Sport England/ the Big Lottery fund.

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Area Regeneration and Community Empowerment – Active Hull

Case Study

Active Hull is using sport and physical activity to improve the lives of people living in three disadvantaged wards in the city.



Background

Bransholme, Myton and Newington Wards in Hull are identified wards of disadvantage and all fall within the bottom 10% in the 2004 Indices of Multiple Deprivation.

Active Hull is using sport and physical activity to improve the lives of people living in these wards.

The programme is helping to meet local needs and contributing to:

- increased regular participation in sport and physical activity;
- area regeneration, through the provision of local sports facilities, activities, training and employment opportunities; and
- community development through engaging and empowering local people in sports planning and delivery.

How it works

New multi-activity sites have been developed in each of the three wards through a partnership between local community groups, sports organisations and the City Council:

- in the Bransholme area the North Bransholme Sports Forum, a local community group, had identified a clear demand for accessible quality sports facilities. Active Hull funding resulted in provision of a new Multi-Use Games-Area (MUGA) for community use.

- in Newington Active Hull worked with the West Hull Community Sports Club. The club had an established and regular community rugby coaching programme and had recently extended its membership to include other sports such as football, dancing and archery. Active Hull allowed the club to provide even more sporting activities through developing a Multi-Use Games-Area and supporting a move to permanent premises adjacent to a local primary school; and
- in Myton Active Hull enabled the Goodwin Development Trust, a community anchor organisation, to create a sustainable multi-activity environment within an area of social, health and sporting deprivation. The Octagon Fitness Centre and All weather pitch opened in June 2006.

Alongside the facility developments an Active Hull co-ordinator has also been appointed on a four-year contract to help develop the programme of use and maximise the benefit to the community of the sports facilities. The co-ordinator links sport into wider programmes designed to support healthy and sustainable communities and ensures that all the community, including women and girls, disabled people and people from black and ethnic minority communities have the opportunity to participate in sport, sports volunteering and leadership.

In June 2007 two multi-sport community coaches were also employed through the North Bransholme Sports Forum. Examples of programmes that Active Hull deliver include:

- a sports mentoring scheme supporting young people from a local emotional behaviour schools;
- GP referral scheme for children and their families;
- healthy lifestyle activity clubs for 5 to 11-year-olds; and
- new adults seven-a-side mini league.

Area Regeneration and Community Empowerment – Active Hull



The Octagon Fitness Centre in Myton has acted as a catalyst in the removal of barriers (real or perceived) and increased participation in sport and physical activity by local people, including those who were sedentary and on a low income.

Key outcomes

In Bransholme the MUGA has opened up the choices and opportunities available to local residents to participate in sport, as well as having a significant impact on the local youth inclusion programme. The Sports Forum manage the facility on behalf of the community, involving local people in planning, decision making and service delivery.

The West Hull Community Sports Club has expanded the range of sports and activities it provides. As a result participation by local people in sport and active recreation has increased.

The Octagon Fitness Centre in Myton has acted as a catalyst in the removal of barriers (real or perceived) and increased participation in sport and physical activity by local people, including those who were sedentary and on a low income. The site has also created new local employment, training and development opportunities and increased the numbers of volunteers and coaches actively working within their own communities. A wide range of activities and events take place at the centre, for example a 'B Active' roadshow took place in December 2006 at which:

- 30 young people took part in different activities including indoor rowing, football, rugby league and adapted games; and
- The Actionnaires, a local group for blind and partially sighted young people, took part in all the activities during both generic and adapted sessions.

The local Community Wardens played a role in encouraging some of the young people from the estate who would not usually take part in such formal activity to come along and participate.

Resources and partners

Active Hull is a Sport England/Big Lottery Active England programme funded project. Key partners are the Goodwin Development Trust, the North Bransholme Sports Forum, West Hull Community Sports Club and Hull City Council Sports Development.

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Contributing to community cohesion – Red Rose Sports Club, Preston

Case Study

The Red Rose Sports Club in Preston is contributing to community cohesion by using the medium of sport. People from different areas and communities that might not normally mix are given opportunities through organised sports activities and events to come together and positively interact.

Background

Preston has a diverse mix of people from different backgrounds and communities living across the city. In some wards strong community identities have been built up and there has been conflict between people, particularly young people, living in different areas. The Red Rose Sports Club was set up in 2001 with the aim to “Create opportunities for disadvantaged communities to improve their quality of life by fulfilling their potential in sport at whatever level they choose”. Since that time the club has used sport as a medium to bring people together from different backgrounds and wards and to help reduce community tensions.

How it works

Each year the sports coaching programme brings together young people and adults from the different parts of Preston. The club has members living in many different wards including Deepdale, Fishwick, St. George’s, Riversway, St. Matthews, College and Garrison.

Under everyday situations many of the participants, particularly the young people, would not meet one another as they live in different neighbourhoods and also attend different schools. However with attendance at the sporting activities many new friendships are made which help to lessen tensions and rivalry between different areas.

A key aim of the Club is to offer people a chance to learn or play a sport and then to offer them an outlet to further their interest. With this in mind, the club has formed links with a number of ‘mainstream’ organisations which ensures that members of the club have the opportunity to meet other people and take part in sport at the level they choose. For example, Red Rose Sports Club has taken part in the following:

- Preston indoor cricket league – involving teams from different parts of Preston, with players coming from a variety of backgrounds;
- matches with Grimsargh Cricket Club – two matches were held with Grimsargh Cricket Club. This gave young people, mainly from a minority ethnic community, a chance to engage in a sporting activity with people from a different town and ethnicity;



- Callon/Fishwick football tournaments bringing together people from Fishwick and Deepdale. The participants were white, Asian and black as well as male and female. Occasionally, there have been some tensions between young people from these two areas. The participation in this tournament by Red Rose Sports Club helped to integrate players from different communities and areas and assist in the lessening of tensions between groups of young people from the two areas; and
- the Club has worked with coaches from Asian and white communities and brought them together at three different sites: Deepdale, Ashton and Avenham. Each site received a number of coaching sessions after which all the participants were brought to a central venue (West View Leisure Centre). At the central venue, the players were mixed and teams were formed comprising players from each site. The newly formed teams received further coaching in order to let the players interact and get to know each other. The culmination was a tournament in which all the teams took part.

Contributing to community cohesion – Red Rose Sports Club, Preston

300+

over 300 people attend the club's sessions each year



The Lottery Heritage funded research that the Club undertook has shown that playing sport contributed significantly to helping people meet other people from different backgrounds, whom they would normally have not met.

Through funding from the Heritage Lottery Fund, the Club has recently been researching the role cricket plays within South Asian heritage communities in Preston. The research has involved interviewing over 200 young people and adults.

Key outcomes

In the last six years, the Club has achieved a considerable amount:

- in 2004: gained the 'Community Club of Preston' award;
- in 2005: achieved the 'Make Space' status for provision for young people;
- in 2006: received delivery status from Sports Leaders UK to run sports leadership courses; and
- in 2007: achieved the ECB and FA clubmark awards.

The Club now has over 100 members, including members from inner urban areas, and over 300 people attend its sessions each year.

The Lottery Heritage funded research that the Club undertook has shown that playing sport contributed significantly to helping people meet other people from different backgrounds, whom they would normally have not met. In response to the question "Do you feel cricket has introduced you to people who you would not normally have made friends or socialised with?" 95% of adults and 65% of 11 to 16-year-olds agreed.

An interesting finding emerged that playing sport alone was not necessarily the catalyst to improving community cohesion. Many young people played sport, but they did so with peers and within their own neighbourhoods. The key with respect to sport contributing to community cohesion was for service providers/coaches to facilitate sessions where people had the opportunity to meet people from other backgrounds and areas.

Resources and partners

The Club raises funds through membership and participation fees. A number of projects have been supported or grant aided by other organisations including the Football Foundation, England and Wales Cricket Board and the Lottery Heritage Fund.

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The full report on the Lottery Heritage Research is available on the Club's website at:

www.redrosesportsclub.org.uk

Developing strong, sustainable and cohesive communities through sport

Sources

Key sources of evidence

Please click on the links below for further information:

- *A National Framework for Youth Action and Engagement*, The Russell Commission, 2005;
- Active People Survey data on participation in sport and active recreation, including analysis by geographic areas and market segmentation, 2006 onwards;
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- *The Power of Sport – Sport and Cohesion Toolkit (Draft)*, The Institute of Community Cohesion, 2007; and
- *The Value of Sport Monitor* – Categories 'Social capacity and cohesion' and 'Economic impact and regeneration of local communities' – Various UK and international research reports, 2001-07;

Other references and sources of information:

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- *Third Sector Strategy for Communities and Local Government – Discussion Paper*, Department for Communities and Local Government, 2007;
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- *Volunteers in sport: assessing their impact*, Institute for Volunteering Research, 2008;
- *Playing to win: A New Era for Sport*, DCMS, 2008; and
- *Sport England Strategy 2008-11*, Sport England, 2008.

This document can be provided in alternative languages, or alternative formats such as large print, Braille, tape and on disk upon request. Call the Sport England switchboard on 08458 508 508 for more details.

Further information

To find out more about Sport England's Strategy for 2008-11; the other *Shaping places through sport* papers and to get the latest news and information about our various initiatives and programmes, please go to:

www.sportengland.org

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