

# Community Sport in Scotland – Dying? Dormant? Dynamic?

**please have some  
lunch & network and  
take a seat for 12.45pm**

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# Community Sport in Scotland – Dying? Dormant? Dynamic?

## Ross Martin

### Welcome

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# Community Sport in Scotland – Dying? Dormant? Dynamic?

## Fiona Duncan

### Introduction

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Community Sport in Scotland – Dying? Dormant? Dynamic?

**Charlie Raeburn**

Community Sport in Scotland:  
Context & Background

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## How did we get here?

- Personal drive and interest in Sports Politics
- What is Sport? What is Politics?
- Low participation in Scottish sport
- Investment levels in community sport
- The “mad idea” – An Observatory for Sport
- “Virtual Observatory” - working group
- THE PROPOSAL

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## Key concerns

- Participation in Scottish sport and it's measurement
- Governance of Community Sport at local and national level
- Transparency of sport governance
- Affordability and accessibility to community sport
- Fragility of local sport infrastructure

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# Community Sport in Scotland – Dying? Dormant? Dynamic?

## SPORT & LOCAL AUTHORITIES 2010-2015



**£215M**

Annual decrease  
in local sport and  
leisure budgets

**6000**

Sport and Leisure  
staff gone



**£5bn**

ANNUAL COST OF

**OBESITY**  
TO THE NHS



David Conn, The Guardian, "Olympic legacy failure: sports centres under assault by thousand council cuts", 5 July 2015

# Community Sport in Scotland

- Participation, Practices and Policies
- Responsibilities
- Life Stages
- Physical Recreation / Community Sport / Performance Sport
- Costs of participation
- Any associated legislation
- Impacts and change

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## Research

- **Research** - who undertakes research and is it independent?
- **Public Spend** – on what do we spend and how much?
- **Participation Stats** – indexed/ all ages/ what contexts /quality measures?
- **Community Planning** – who with?
- **Community Empowerment** – who is undertaking?
- **Debate** - is there any associated dialogue/discussion?

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**Prof. dr Koen Breedveld**

Building a sport-infrastructure  
for a healthy nation



**mulier institute**

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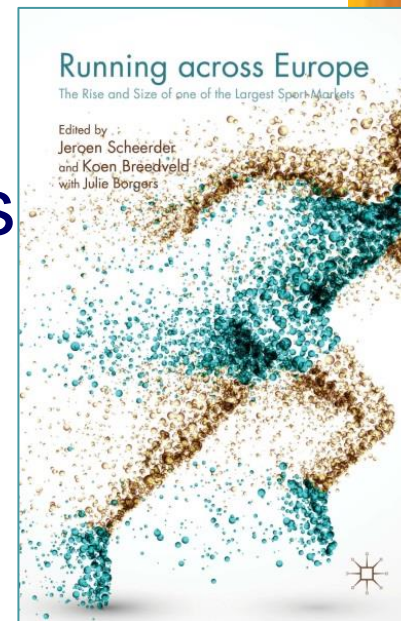


reform  
scotland

**scdi** Scottish Council  
for Development  
and Industry

## Mulier: history and goal

- Sportresearch institute
- Since 2002
- Non profit
- 20 fte / €2m
- Sport participation & policies
  - Monitoring
  - Evaluations
  - Feasibilities
  - Scientific research



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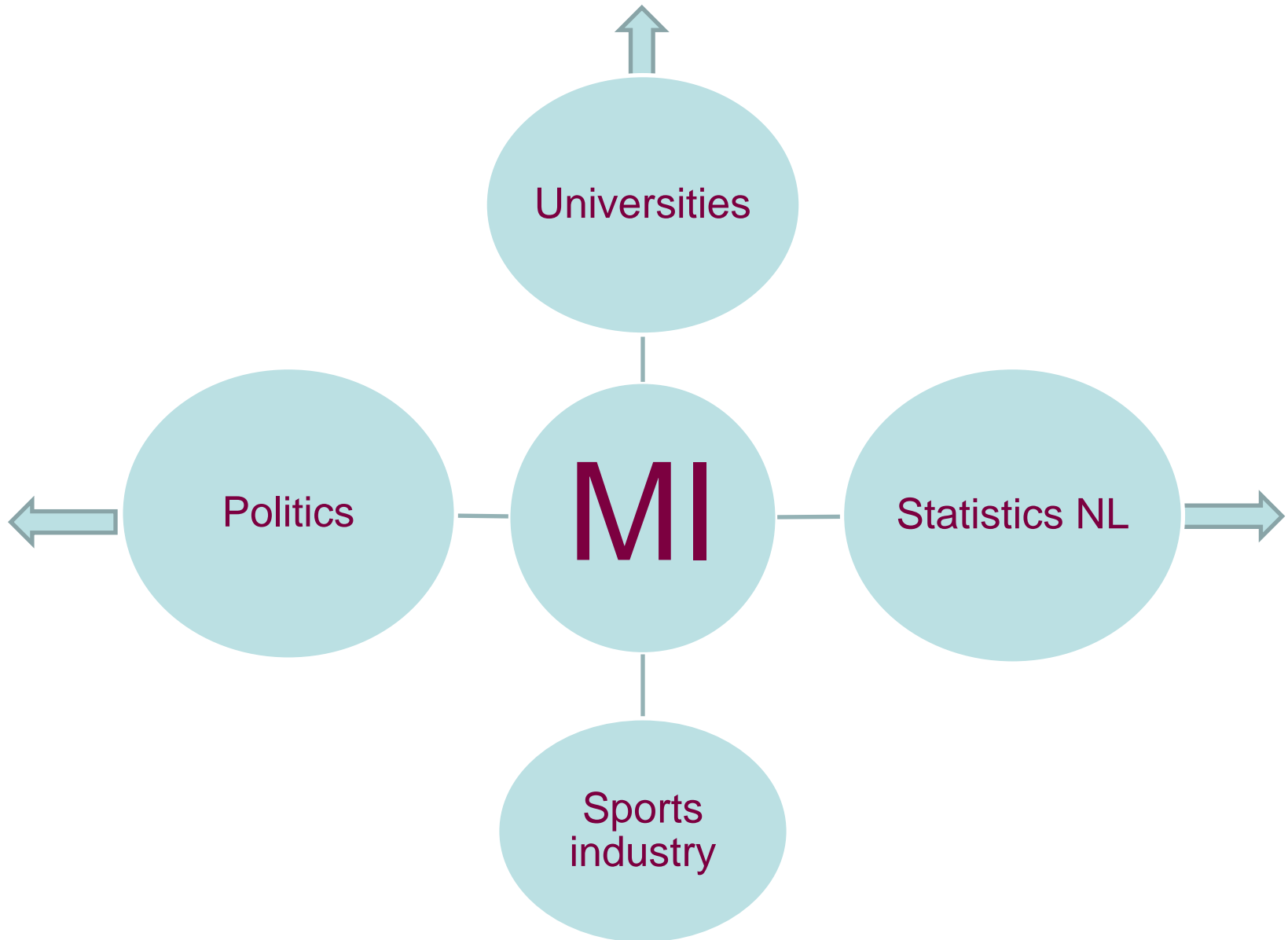
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reform  
scotland

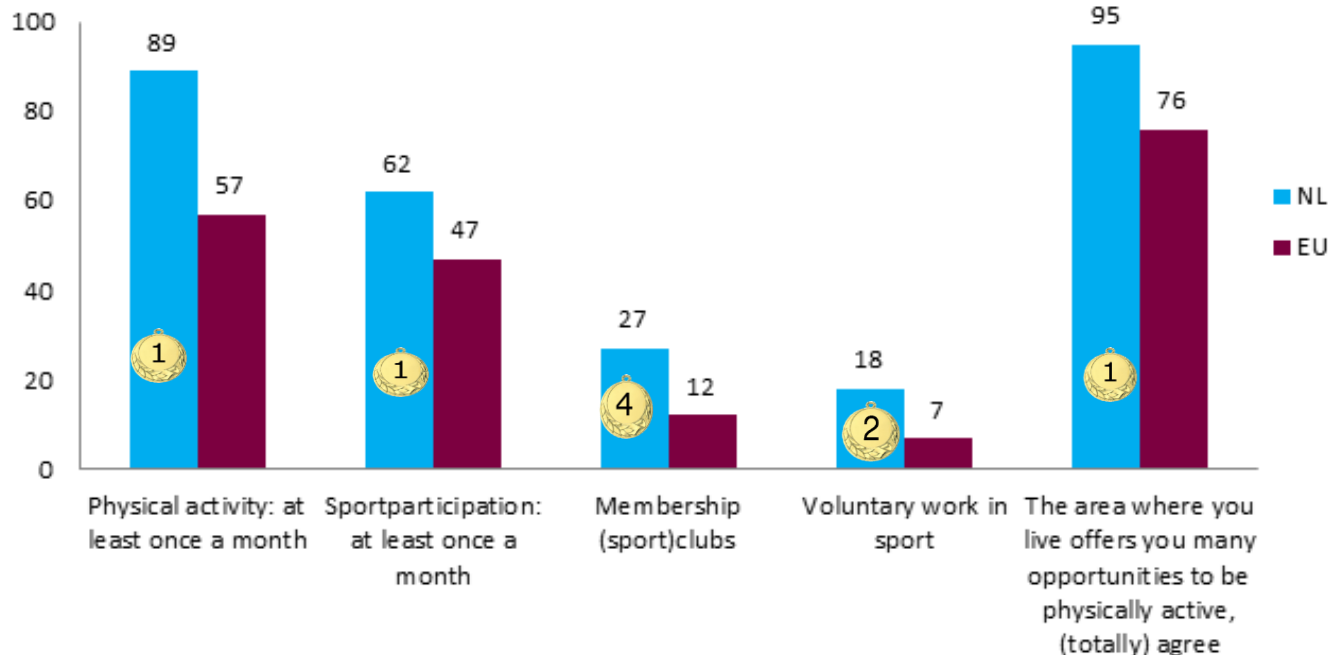
scdi  
Scottish Council  
for Development  
and Industry

# Community Sport in Scotland – Dying? Dormant? Dynamic?



## Netherlands, a grass roots sport nation

Participation in sports and physical activity 2013  
Comparing the Netherlands to the European Union (%)



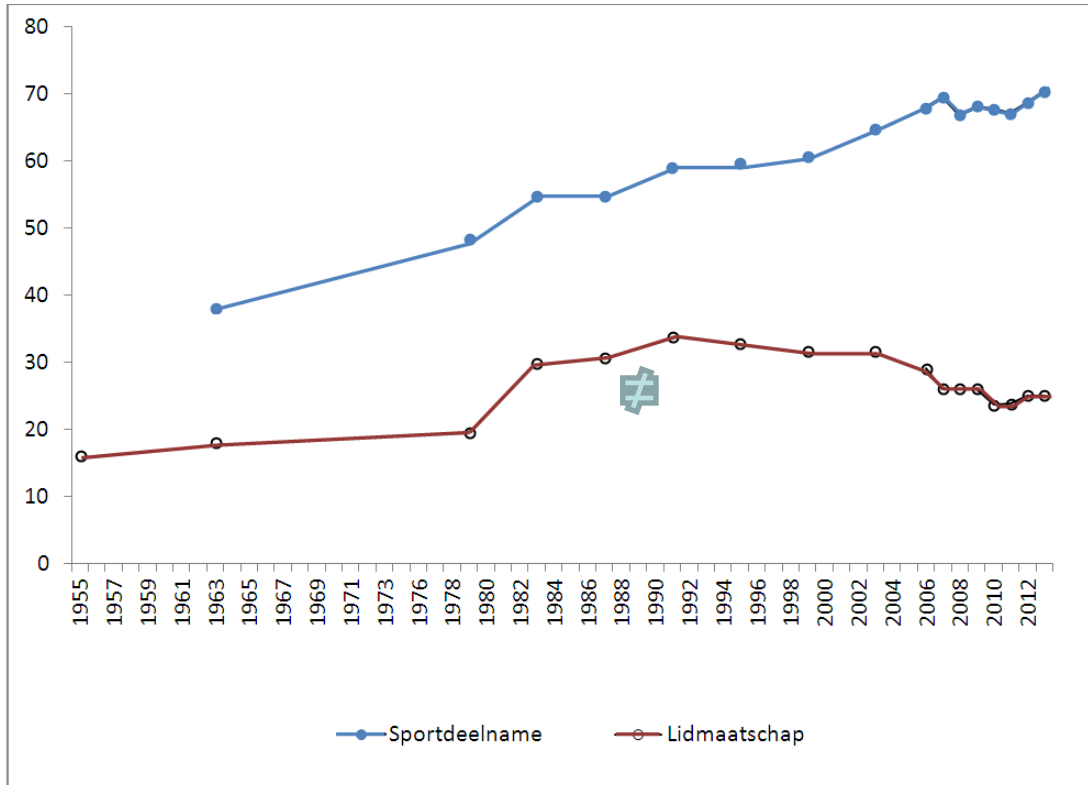
16mn people

10mn active in sports

5mn club members

1.5mn volunteers

## Steady increase in sport participation



### Top 7 sports:

- Fitness
- Swimming
- Walking
- Running
- Cycling
- Football
- Tennis

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# Consistent elite sport performances



## Explaining the picture

- No 'law on sport'
- Sport and PE separated politically
- PE is not mandatory for schools
- Long tradition, strong commitment
- Sound infrastructure (facilities, clubs)
- Healthy interplay between organisations

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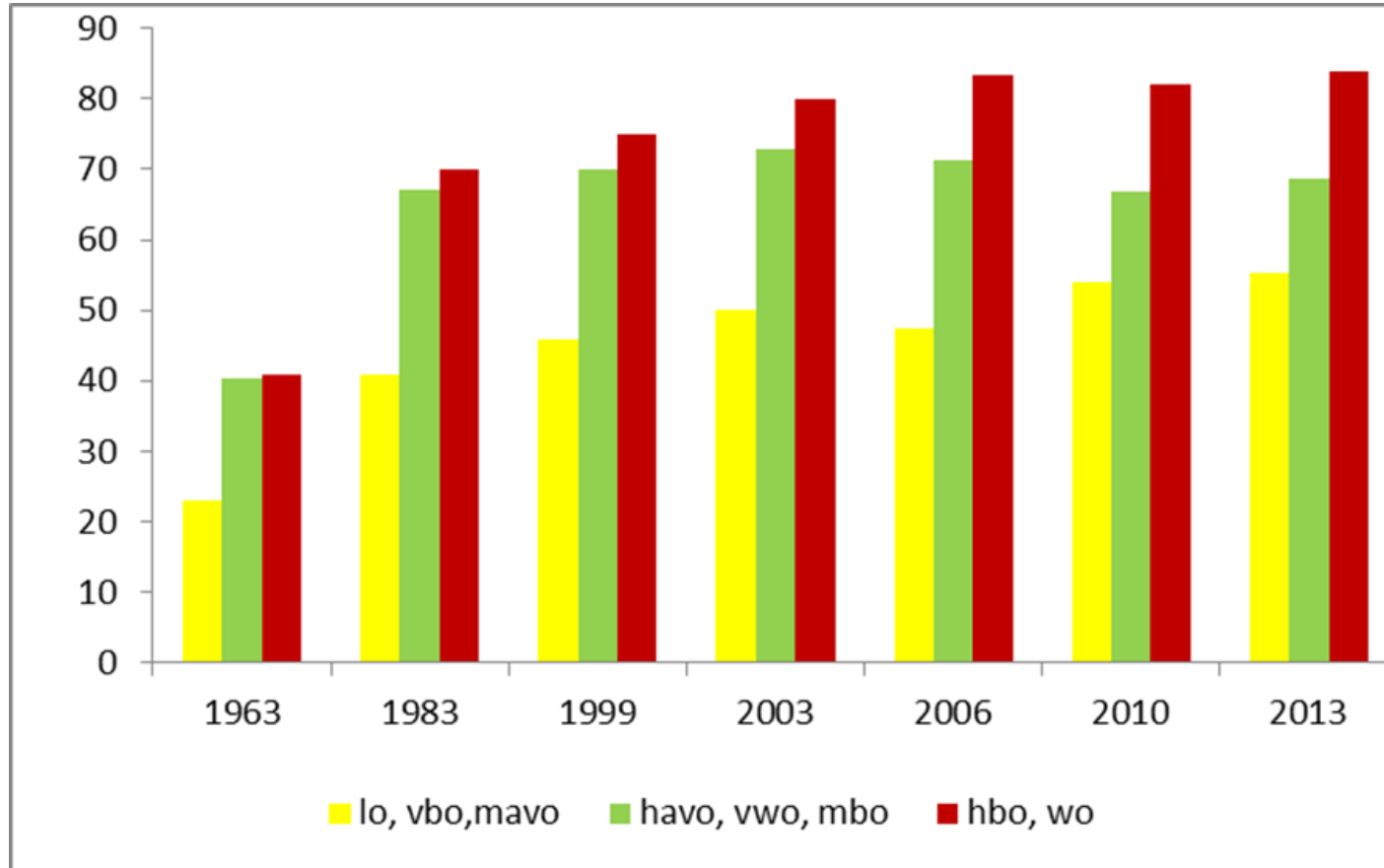
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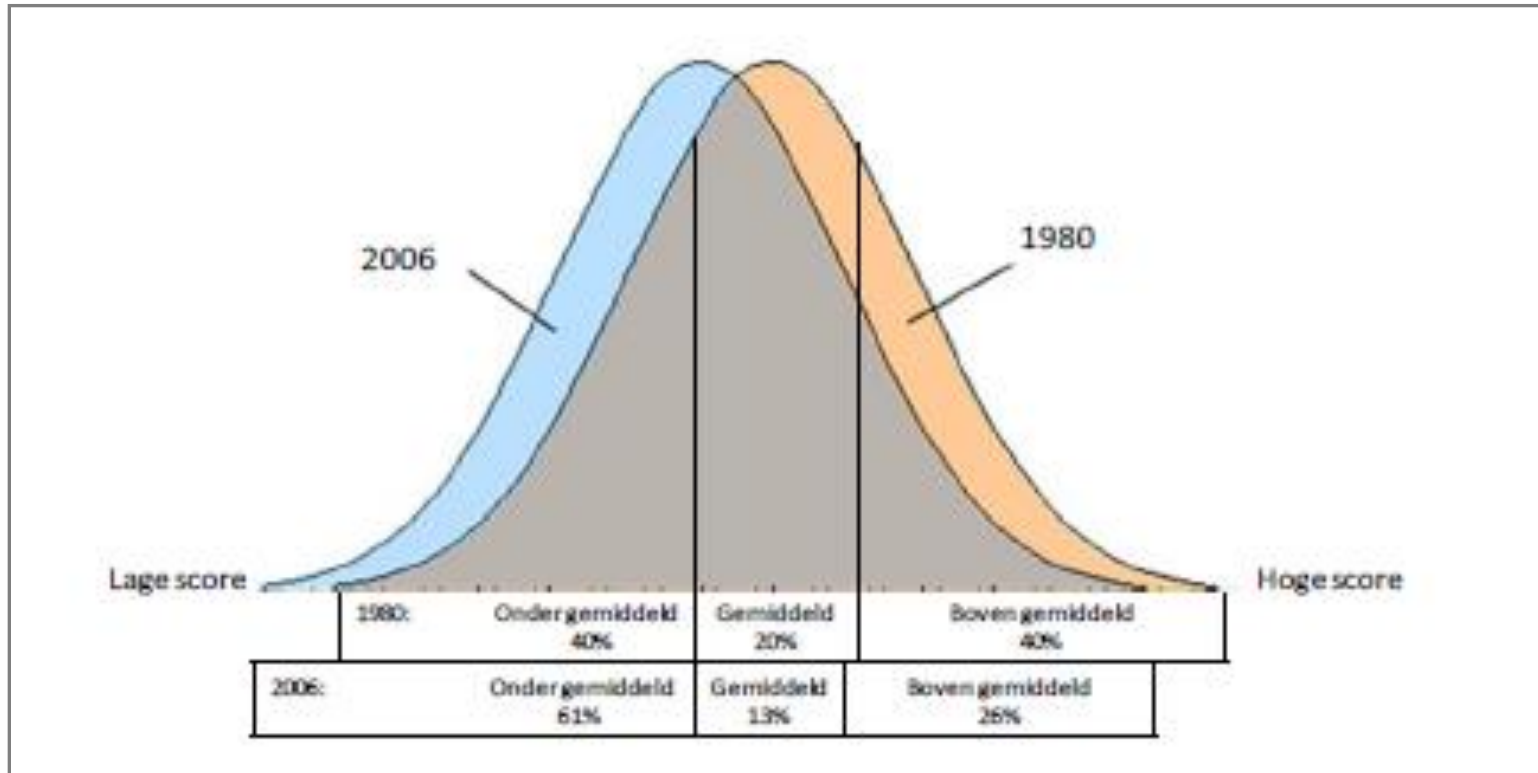


## Challenge 1: inequalities



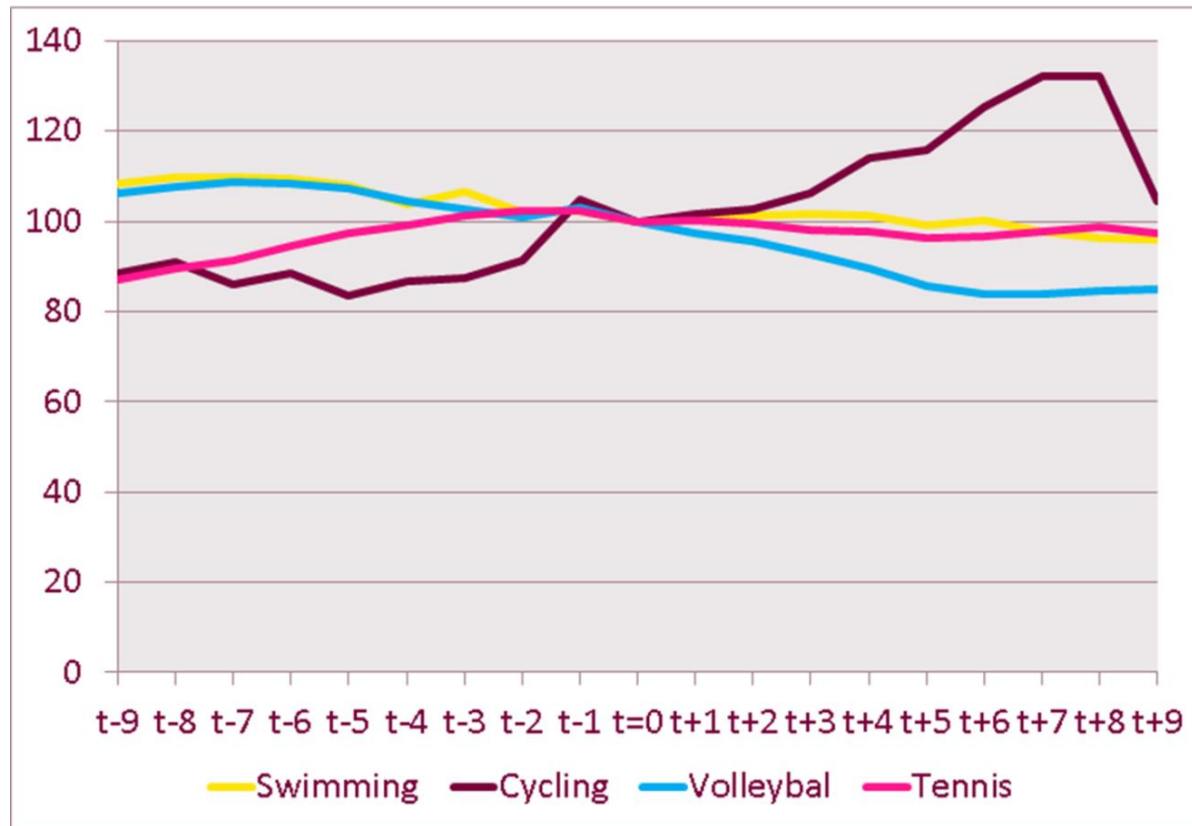
Sportparticipation remains structured by educational level

## Challenge 2: sport yes, but PA?



Deteriorating PA-performance-scores by kids  
(2006 vs 1980)

## Challenge 3: the value of (elite) sports



Winning gold (t=0) does not effect sport participation (measured in indices, t-0 = 100)

## Solutions - policy

- Complicated
- No clear cut recipe
- Collaboration
  - city, health, education, planning, sports, leisure
- New angles and practices
- Long term approach
- Firm commitment

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## Solutions - research

- Easy to see, difficult to proof
    - Easy to describe / monitor; difficult to explain, let alone suggest policies
  - Rather weak evidence base
    - Data, theories, explanations
- > Solid, and trustworthy research!

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Thanks for your attention!

k.breedveld@mulierinstituut.nl  
@koenbreedveld



Community Sport in Scotland – Dying? Dormant? Dynamic?

**Neil Ross**  
**Stuart Younie**

Community Sport in Scotland:  
How do we know we're making a  
difference?

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# Supply: What's the landscape?



Public Sector



Private Sector



Leisure Trusts



3<sup>rd</sup> Sector



Voluntary Sector



Governing Bodies of Sport



Clubs



Schools



Further Education

## Workshop 1

Sector	Expectation +/-ve	Capacity to Deliver +/-ve
Public Sector		
Private Sector		
Leisure Trusts		
3 <sup>rd</sup> Sector		
Voluntary Sector		
Governing Bodies of Sport		
Clubs		
Schools		
Further/Higher Education		

## What challenges do they face?



# How do we know we're making a difference?

How  
Do We  
Know?

What Tools/  
resources  
Do we use?

Who  
gathers the  
data?

Who  
collates  
the Data?

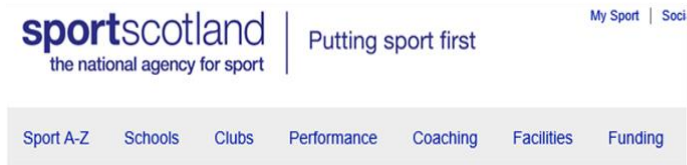
Who  
analyses the  
information?

How do we  
communicate,  
share and  
learn?

What are the  
challenges?

What  
would  
help?

## Example Tools and Sources



The 2015 State of the UK Fitness & Swimming Industry Reports are now available



THE LEISURE DATABASE COMPANY

HOME WHAT WE DO



Glasgow City Schools Health and Wellbeing Survey 2010

Glasgow City Council  
(Fiona Vinden)



Adult participation in sport  
Analysis of the Taking Part Survey



# Community Sport in Scotland – Dying? Dormant? Dynamic?

The logo for QTS, featuring the letters 'QTS' in a bold, black, sans-serif font. The letter 'Q' has a small white triangle pointing to its bottom-right corner. The logo is centered within a solid orange square.

**QTS**

## Our Commitment to Sport

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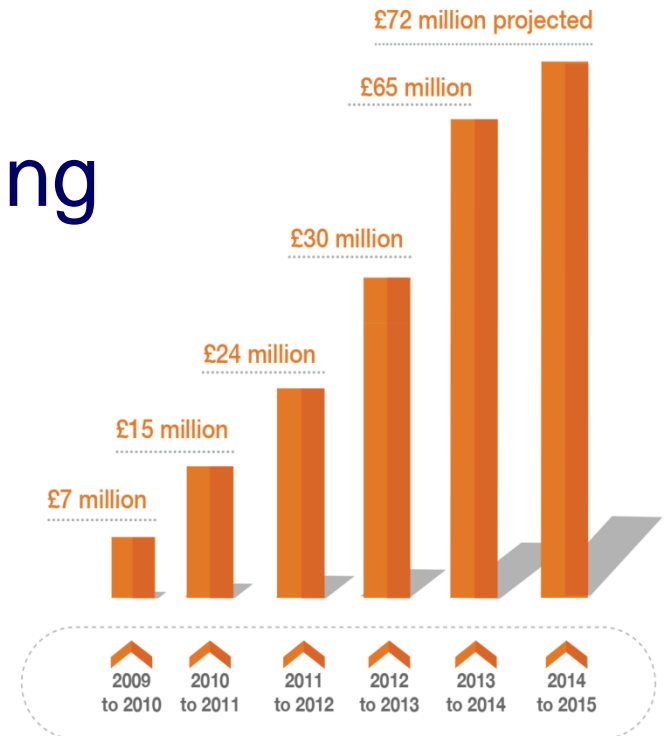
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## QTS – Who are we?

One of the UK's Leading  
Rail Infrastructure, Engineering  
& Training Contractors

Our Clients Include:



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## QTS – Why we're here

- One of the countries largest sports sponsors
- Strategic sport partnerships capture our target audience
- We believe in investing in the talent of tomorrow

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# QTS – Our Brand Presence



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# QTS – Community Sport

We support athletes, teams & clubs in a vast genre of sports, including:

Football, Rugby, Volleyball, Skiing, Snowboarding, Tennis, Horse Racing, Cycling, Golf & Rallying.



## QTS – Community Sport

15.05.2015 97

**Cycling**

New group Henry, 11, and Constance, 6, are keen to get on their bikes.



### Burners are the pick of the bunch

#### QTS backing for new Ayrshire cycling club

**David Wain**

Kilmarnock FC's main sponsor QTS has thrown its weight behind Ayrshire's newest cycling group.

Ayr Burners Cycling have just got the ball rolling on their new venture and aim to provide a home for recreational riders looking to enjoy cycling without the pressure of racing and weather conditions. The group is committed to developing youth cycling and introducing girls to the world of sportives, cyclocross and all round cycling adventures.

Support for Ayr Burners is the latest commitment by QTS to community sport in the area, with the company sponsoring Kilmarnock FC from youth level through to the first team, as well as Kilmarnock Rugby Club and a number of other local Ayrshire grassroots sporting organisations.

Since the first Burners ride on...

**David Wain** writes: The club has grown to 62 members including 12 youth and 24 female members so far including adventure cross rides in the Ayrshire Alps and the Southern Upland Way.

There have also been specific women's club runs and three cyclocross skills sessions. There is even a balance bike session for 2-4 year olds in Belleisle Park.

The group is committed to developing youth cycling and introducing girls to the world of sportives, cyclocross and all round cycling adventures.

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Since the first Burners ride on...

**QTS GROUP.COM**



94 10.07.2015 www.kilmarnockstandard.co.uk

**KILMARNOCK FC**



**All together** Kilmarnock FC youth club ahead of the new season.

**Gearing up for new season**

QTS have lined up Kilmarnock FC's youth club ahead of the new season, with 157 kids getting involved.

The age of the players involved ranges from 3-12 and they will wear the black and orange kit for the new season.

The club also supports the senior away kit - also sponsored by QTS - in the coming weeks.



**New kit** All of the kids will wear the black and orange kit modified by this year.

**Big turn-out** Around 100 kids turned up for the kit launch.



## QTS – Athletes: Ben Kilner

- 7x British Champion
- World Cup Bronze Medalist
- 2x Winter Olympic Games (halfpipe)
- Vancouver 2010 & Sochi 2014



## QTS – Athletes: Nicole Ritchie

- 5x Scottish Artificial Slalom Overall Female Champion
- 6x Scottish Artificial GS Overall Female Champion
- 4x Scottish Indoor Slalom Overall Female Champion
- Scottish Alpine Nevis Range Overall Female Champion



## QTS – Athletes: Blair Brown

- RSAC New Talent scholar 2013 and 2014
- Ecosse 205 Challenge Teenage driver Champion (2014)
- Ecosse 205 Junior Champion (2014)
- 2nd in class Scottish Championship (2014)
- First driver to compete in M-sport world rally team Fiesta R2 Ecoboost



## QTS – Athletes: Ewan Moore

- British Junior No. 1 Ranking (2014)
- Czech Grade 1 ITF Juniors Finalist
- Winner of the ITF Copernicus Bowl in Poland
- Winner of the Junior Zagreb Cup
- Maindraw Wimbledon Juniors & Doubles
- Poland Grade 3 ITF Juniors Winner



# QTS – Derby & Killie



## QTS – League Cup



## QTS – What do we get?

- Brand Exposure
- Brand Awareness
- Brand Equity
- Great Photography!!



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Community Sport in Scotland – Dying? Dormant? Dynamic?

# Paul Di Giacomo Community Engagement Manager

## Kilmarnock Community



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# Kilmarnock Community

The support from QTS helps provide:

- 160 kits for kids
- Training Equipment
- Bibs for matches
- Branded balls



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# Kilmarnock Community



# Kilmarnock Community



# Henrik Brandt

## Danish Institute for Sports Studies



Why a successful (community) sports model does not need one strategy - but hundreds of strategies...  
... and maybe an Observatory for sport?

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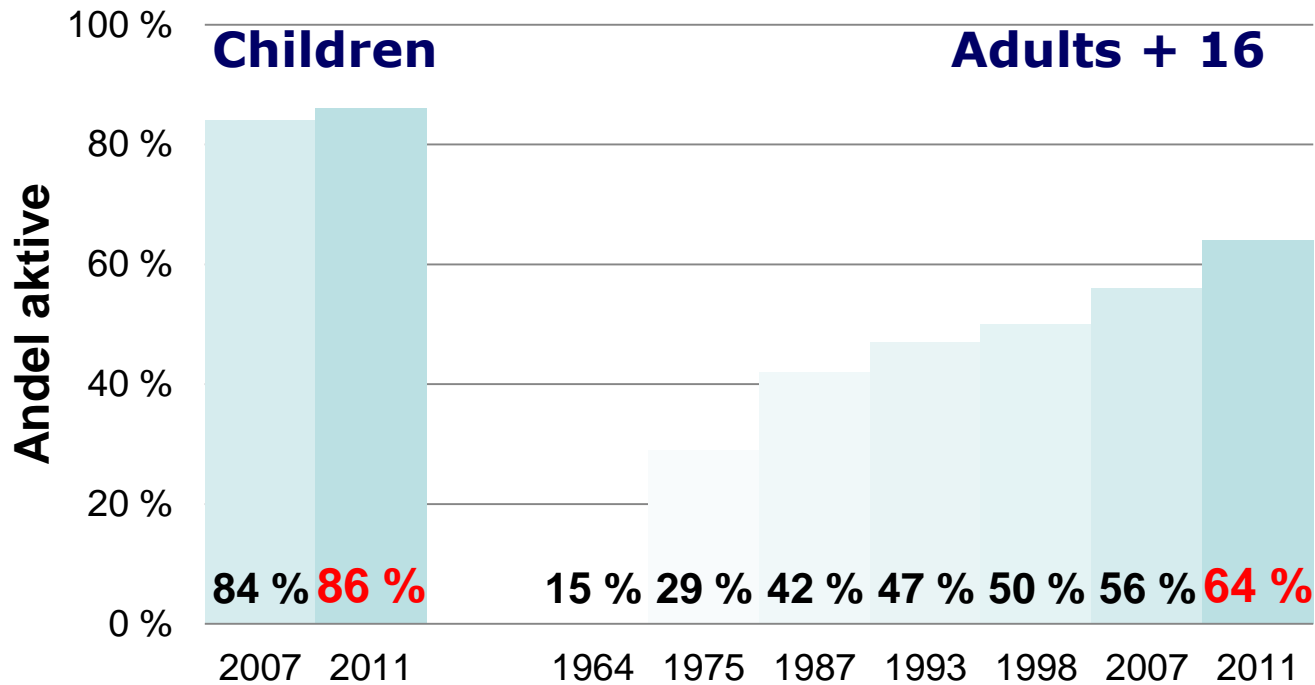
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## The look of a succes 'formula'?



Q: Do you 'regularly practice sport or exercise ('motion')

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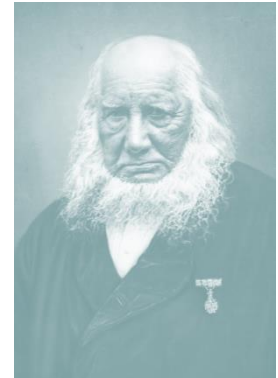


# Our model: Culture and legislation

## Cultural patterns

### Grundtvig - 'popular enlightenment' (folkeoplysning)

- associations (sport, culture, schools, 'after schools', folk high schools, agricultural sector, non-formal adult education)
- Democracy, freedom of association, freedom of speech (3 people = 1 association)
- High level of trust (Control is good, trust is better...)
- Dependence on voluntary associations to adapt



### Vanished ideological battle lines of the sports 'movement':

- DIF = English sport (national governing bodies)
- DGI = gymnastics and local community
- Today: The Ideological war between DGI/DIF is over and their Vision 25-50-75 is *either* a great vision - *or* a monopoly in the making...

# Key legislation for sport

## **State: no coherent state strategy for the sports sector**

The Lottery Act: Lottery funding for sport since 1948:

DIF (National Sports Confederation and NOC)

DGI (Danish Gymnastics and Sports Associations)

Danish Company Sports Federation (DFIF)

Increasing 'state interference' at arm's length:

Team Danmark (1984 - elite sport), Danish Foundation for Sports and Culture

Facilities (1994 - facilities)

Sport Event Denmark (1994/2009 - sports events), Danish Inst. for Sports Studies (2005 - observatory)

## **Municipalities - 98 local strategies within the framework of the law on 'Folkeoplysning'**

App. 4.5 bn DKK for operation, subsidies and capital costs (92 % = related to sports facilities)

Legal framework provided by Folkeoplysningsloven (since 1968 - the 'Act on popular enlightenment' for free associations and non formal adult education)

Provide 'suitable' (free) public facilities for (sports) associations

'Subsidise' (min. 65%) rent of private facilities for 0-25 yrs.

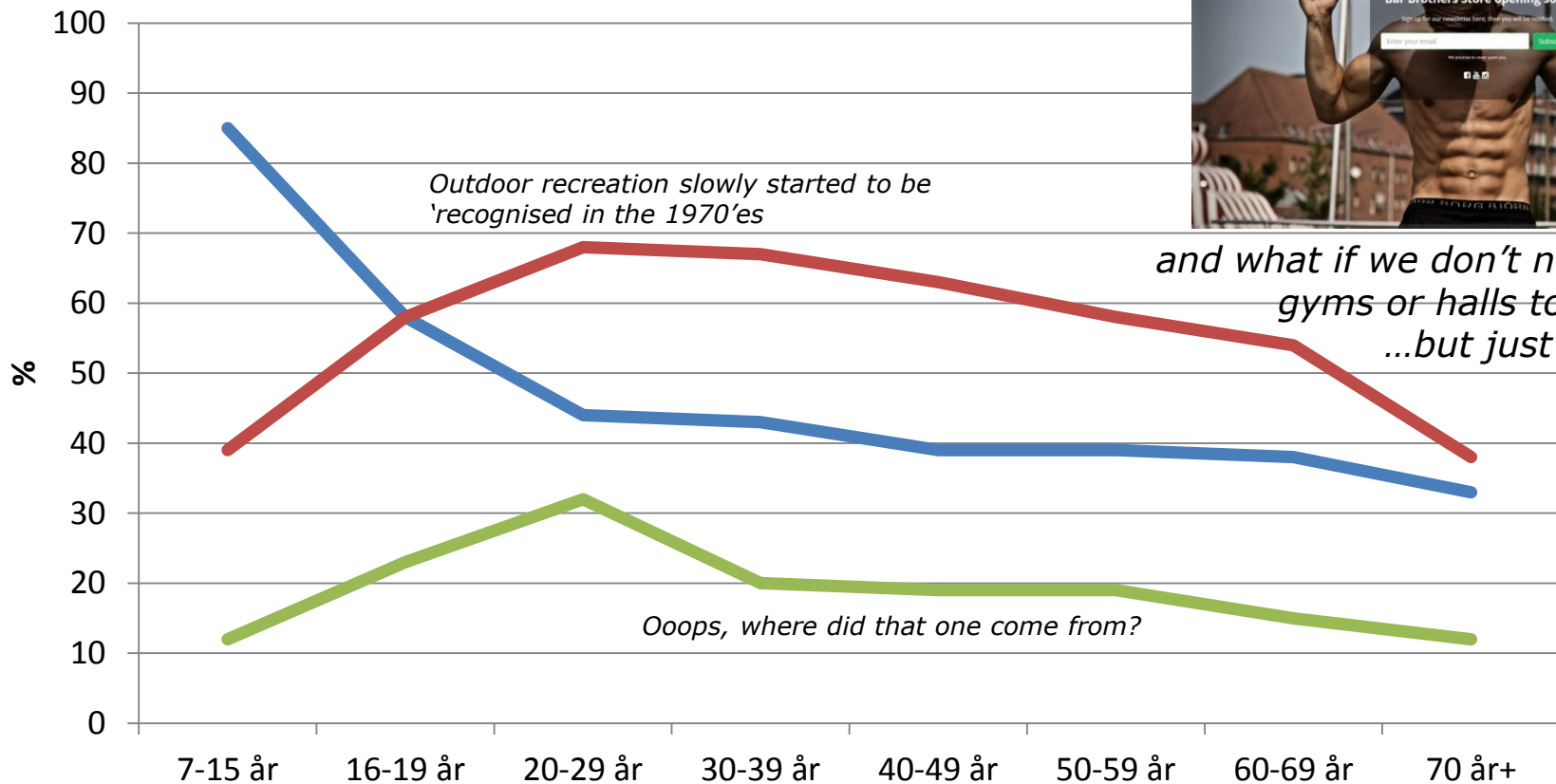
'Subsidise' activities in (sports) associations for 0-25yrs.



## A model in need of a 'Rethink'

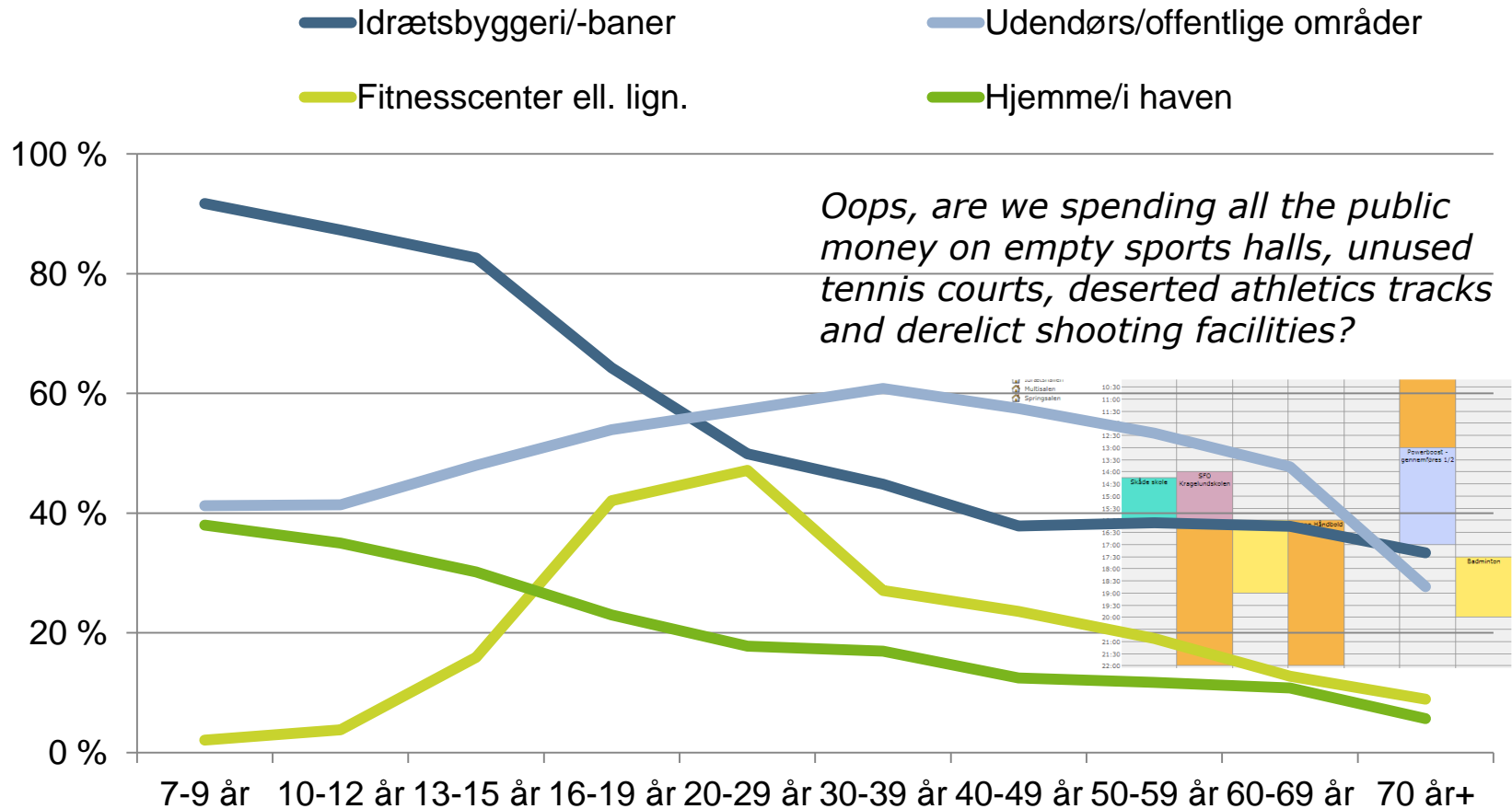
Figures from 2011

Forening På egen hånd Privat center

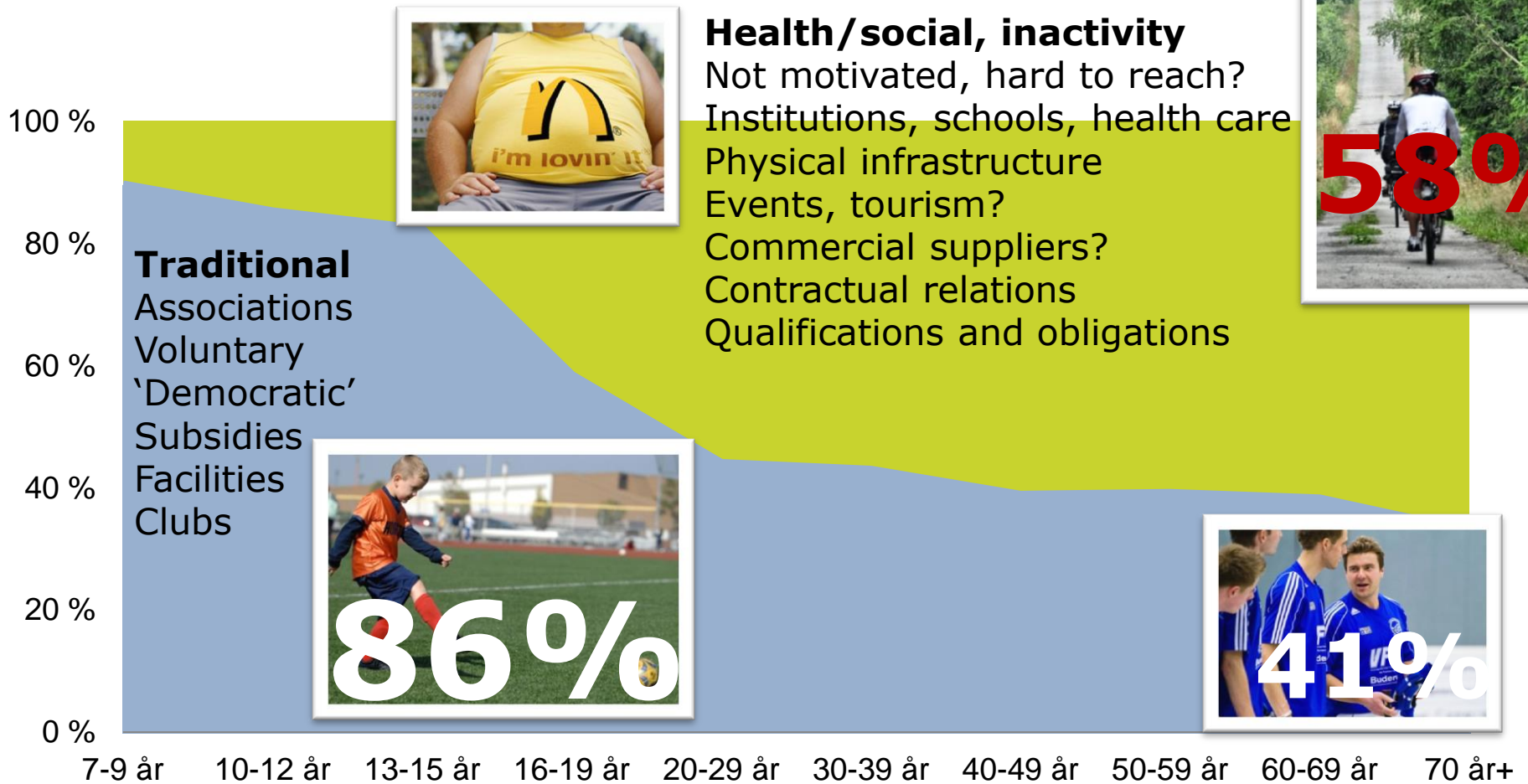


and what if we don't need clubs, gyms or halls to deliver... ..but just a mobile?

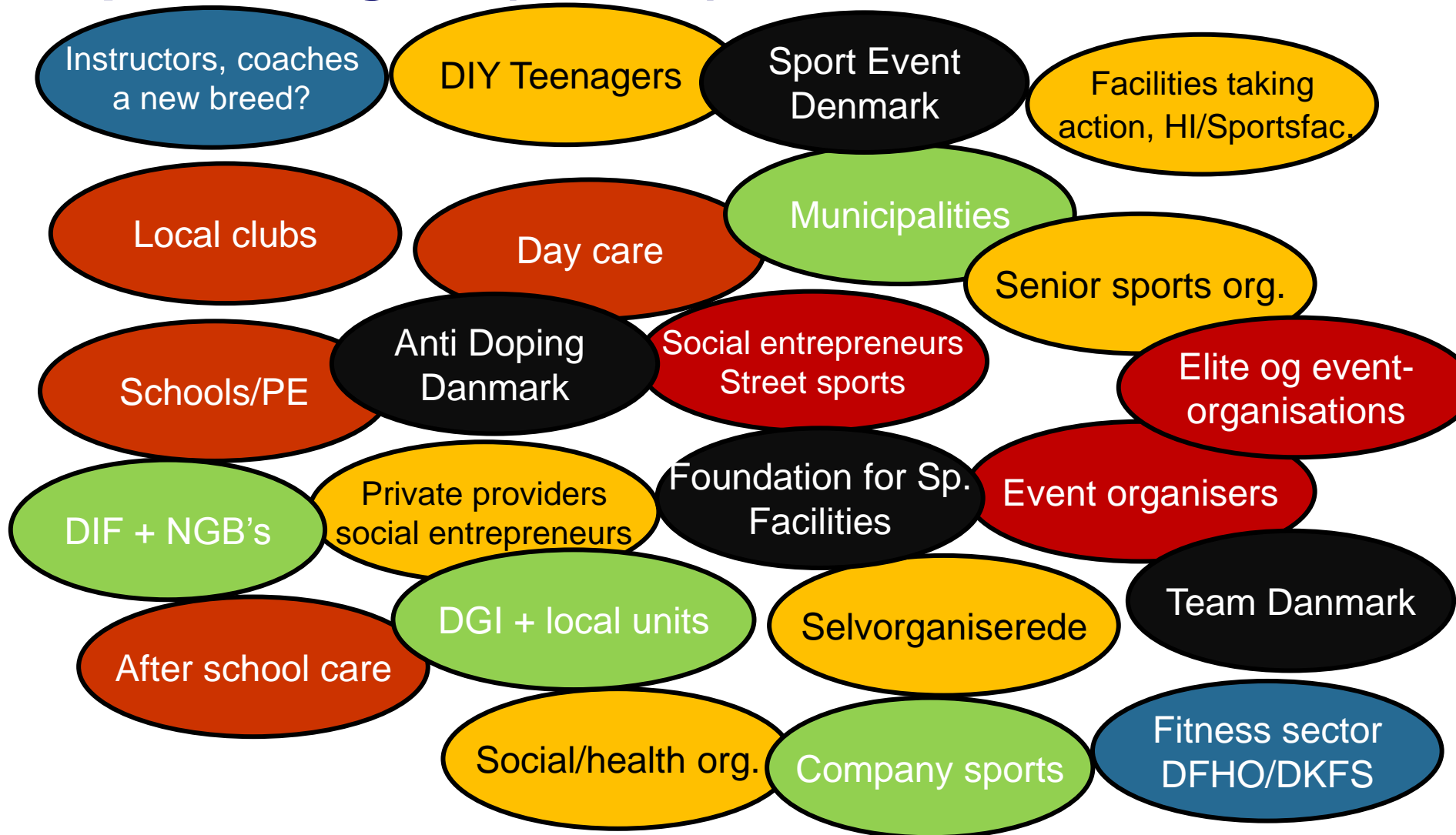
## A model in need of a ‘Rethink’



## New stakeholders are joining in



## Rapid changes: (Guess) who has an overview?



# Well, guess who...



## The overall objectives of the Institute are:

- to **establish a general overview** of and insight into the fields of sports and non-formal education nationally as well as internationally
- to **analyse the implications and perspectives of policy initiatives** within the fields of sports and non-formal education
- to **initiate public debate on key issues** in non-formal education and in Danish and international sports politics
- to organise the international Play the Game conference at suitable intervals for a target group of Danish and international journalists, academic researchers and sports officials debating current sports political issues
- to strengthen the ethical foundations of sport and work to improve democracy, transparency and freedom of speech in international sports through the Play the Game conference and other activities
- to develop the Danish Institute for Non-Formal Education with an independent research and communication profile

# How we are structured

**Funding 2015:** 8.6-9.6 mio. DKK (from the Lottery Act since 2015)  
6-8 mio. DKK (commissioned work, foundations  
research projects, conferences)

**Board:** 6 members appointed by the minister of Culture

**Management:** Director + 2 heads of research + 1 editor in chief

**Vifo:** 2.5 analysts

**Play the game:** 2.0 staff, int. director, conf.manager(app.)

**Idan:** 5.0 staff (analysts)

**Communicat.:** 3.0 staff (covering all platforms)

App. 16.5 Full time staff, internships, student workers etc.

# Key areas of analysis

The ‘Observatory’ is regularly collecting, e.g.

- Danish Sports participation survey (2007, 2011, 2015)
- Volunteering/clubs (mostly run by Uni of Southern Denmark)
- Elite sports outcomes and professional sports financing/spectators etc.
- National database on sports facilities
- National database on fitness centres
- Club membership (new common database run by DIF/DGI)

***Coming up:***

- Key figures on municipal policies, subsidies, spending etc.
- Visual platform for key data
- Database of ‘capacity exploitation’ in facilities
- Database on local sports participation surveys (children and adults)

## Key areas of analysis

We undertake own research + commissioned work e.g.

### International:

- Sports Governance Observer
- World Stadium index
- World Event Index
- World Sports Press Survey
- SPLISS

### National (examples):

- Doping in fitness centres
- Review of facilities and planning in local municipalities (10 this year alone)
- Sports development (fitness, running, tennis, shooting, yoga, seniors, teenagers etc.)
- Sport policy reviews (e.g. review of the funding and structure of Danish sport 2014)
- Coming up:
- Mapping of events, the labor market of sport, innovation in the sports sector
- Adult education (evening schools)

*(and if we don't do it, we know who does...)*

## Research is not enough

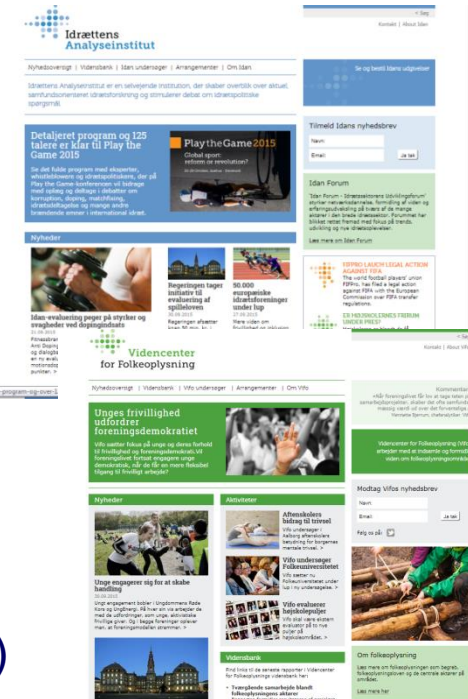
[www.playthegame.org](http://www.playthegame.org), [www.vifo.dk](http://www.vifo.dk), [www.idan.dk](http://www.idan.dk)

Direct communication to and with the stakeholders is key

- Newsletters
- Commentary
- Media coverage (+ 1000 articles in newspapers every year)
- External presentations (app. 100 every year)
- Conferences, seminars (incl. the key annual gathering of the sports sector)

Idan Forum - a new cross sector network taking of very well..

We even do scientific publication but as a bi-product - not as the main product...



# Some lessons to take away from Idan

**Data and analysis can have a huge impact on the agenda**

*(- and the stakeholders and their public affair departments know that as well)*

- Independence is key *(you don't only win friends - but you might win respect...)*
- Communication and relations with the stakeholders from science, sport and authorities are key *(you need to know what is going on and who is who...)*
- Relevance to the stakeholders is key *(but they don't always know what is most relevant before they see it..)*
- Scientific and communicative skills are key *(get used to getting the first stop on the 'call list' of the ordinary media - because independent sports political journalism has died)*
- Stable basic funding is key *(to address the 'sore points' by your own resources - and to secure a skilled 'basic' staff. Other income streams will soon follow)*

## Final Conclusion

No, we don't need *one* strategy - but we need data, knowledge, fora and debate to develop the 100 strategies of the numerous stakeholders in the sports sector of the future...

The screenshot shows the Play the Game website. At the top left, there is a navigation menu with links for NEWS, CONFERENCES, THEME PAGES, and ABOUT. The Play the Game logo, consisting of a cluster of orange dots, is positioned to the right of the navigation. Below the navigation is a large orange banner with the text: "Play the Game is an international conference and communication initiative aiming to strengthen the ethical foundation of sport and promote democracy, transparency and freedom of expression in sport". To the right of the banner is a large photograph of a group of runners at a race. Below the banner and photo, there are two news items. The first is titled "Play the Game 2015" and describes the "9th world communication conference on sport and society" held in Aarhus, Denmark, from 25-29 October. The second is titled "NEWS" and contains two articles: "Play the Game 2015: Global sport: reform or revolution?" dated 27.09.2015, and "Failure of Olympic promises forces government to revise sports strategy" dated 28.09.2015. On the right side of the website, there is a "Follow us" section with social media icons, a "Contact" section with a search bar, and a "NEWSLETTER" sign-up form with fields for Name, Email, and a "Sign-up" button.

Henrik Brandt  
[henrik.brandt@idan.dk](mailto:henrik.brandt@idan.dk)

Thank you for the attention!

Community Sport in Scotland – Dying? Dormant? Dynamic?

**Claire Phillips**

An Observatory for Sport in Scotland:  
Future Setting

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## Recap: Strategic Context

- The value of participation in sport:
  - Physical and mental health and wellbeing
  - Friendship and support
  - Community engagement
- Lessons from nations we admire

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# Recap: Strategic Context

## The challenge:

- Levels of participation low and falling?
- The Nation's health report.....
- Ongoing funding constraint at a local level, with more to come?
- Getting a clear picture of what local sporting activity really is;
- Other?

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# An Observatory for Sport in Scotland

- Create a small, independent, not-for-profit organisation, focussed solely on supporting the cause of community sport.
- It will use robust and independent data to inform, challenge and bring about change in policy, funding and operational decision making.

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# The Observatory for Sport in Scotland

The OSS will:

- Be independent of any vested interests;
- Produce data and analysis which is exemplary;
- Be a voice for, and supporter of community sport;
- Deploy its resources efficiently and effectively;
- Be transparent in its decisions and operation.

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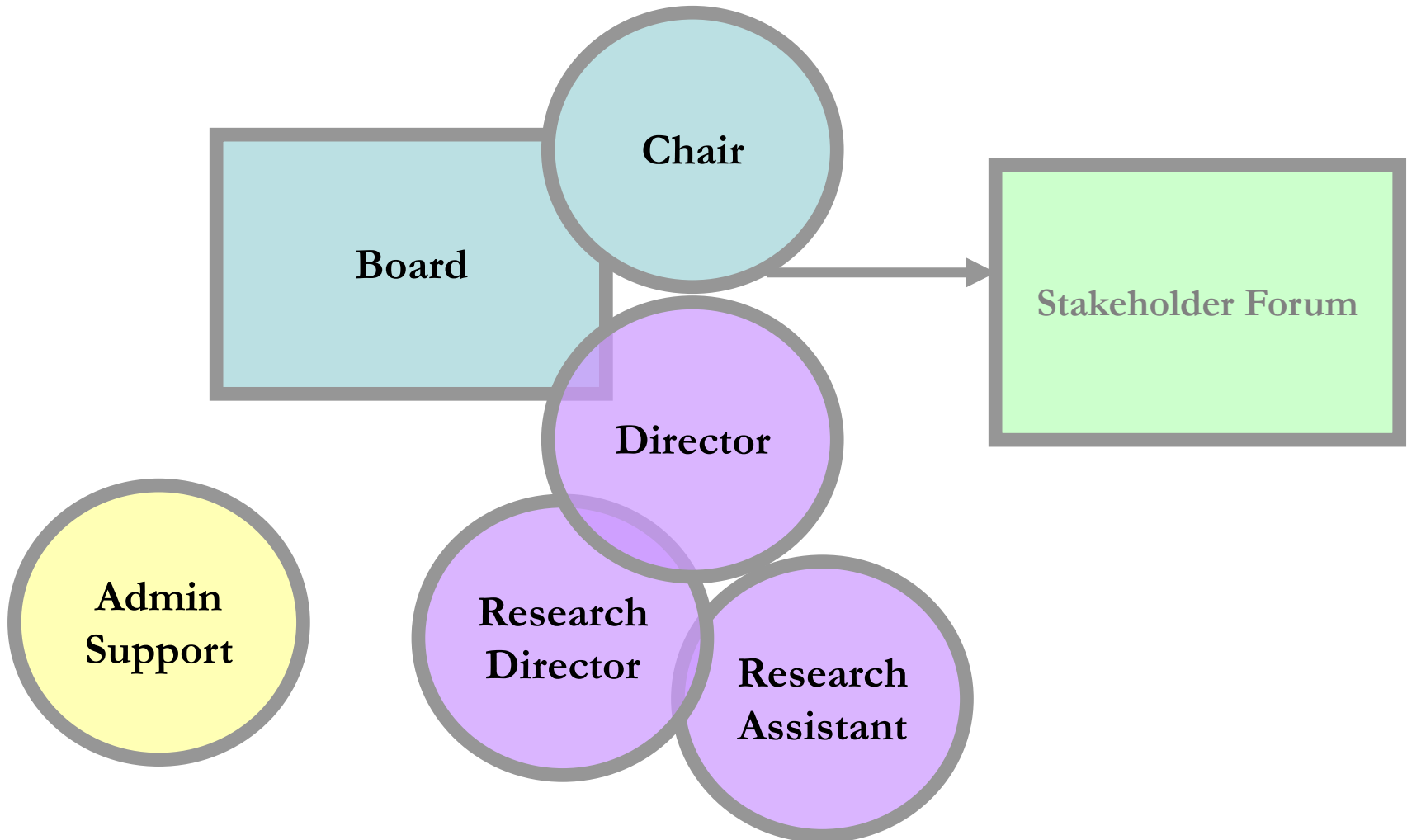
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# Proposed OSS Governance & Structure



# Funding OSS

## Possible sources of funds:

- Corporate CSR
- Philanthropic donation
- Charitable donation
- Other?

## Running costs

- Initial estimated annual running costs £200,000 pa
- Initial commissioned research circa £150,000

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## Next Steps

1. Appoint a Chair and shadow OSS Board;
2. Secure initial support, funding and in-kind;
3. Finalise a 5 year business plan to secure longer term funding;
4. Recruit OSS Director;
5. Launch

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## Playing a Part?

If you, or your organisation wants community sport in Scotland to thrive and grow, and you would like to support the creation of an Observatory for Sport in Scotland, please get in touch.

<http://spotlightonsport.com/>

Charlie Raeburn: [charlieraeburn@yahoo.co.uk](mailto:charlieraeburn@yahoo.co.uk)

Thank you all for your interest and support today.

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Community Sport in Scotland – Dying? Dormant? Dynamic?

# Panel Discussion

chaired by Fiona Duncan

**Henrik Brandt**

**Koen Breedveld**

**Charlie Raeburn**

**Stuart Younie**

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[charlieraeburn@yahoo.co.uk](mailto:charlieraeburn@yahoo.co.uk)

**Thank you all for your interest and support today.**

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