

Key Learning Report

sportscotland's contribution to the Active Scotland Outcomes Framework

April 2019



Introduction

About this report

In 2018 and early 2019 **sportscotland** surveyed over 3,000 people involved in the sports clubs and physical activity groups that it supports.

Responses to the survey came primarily from club members and participants, but responses were also received from coaches, volunteers, and the range of other people directly involved in sports clubs and physical activity groups across Scotland. Survey respondents were aged 13 or over.

The survey was carried out as part of a growing body of work being undertaken by **sportscotland**, as well as the sporting sector as a whole, to better understand the contribution that it is making towards the Active Scotland Outcomes Framework.

It follows directly on from **sportscotland's** 2018 research, the outputs of which can be found [here](#).

The Active Scotland Outcomes Framework

The Active Scotland Outcomes Framework (ASOF) describes Scotland's ambitions for sport and physical activity. It is the Scottish Government's key policy framework for delivering a more active Scotland.

The national indicators for this framework are based on national survey data, providing an overview of Scotland. The ASOF covers a wide range of activity, including sport, fitness, active play, active transport, and other physical activity. The outcomes cover the whole sport and physical activity sector.

[Click here](#) to find out more about the Active Scotland Outcomes Framework.

Towards a more active Scotland

This Key Learning Report was created by independent data analysts from **InSight** as a summary of the survey's findings.

It also begins to dig beneath the top-level findings, and at the end of each section you will find a more focussed look into a key topic. These topics are centred around the ASOF's underpinning theme of equality.

This research provides some clear and important areas of learning and adds to the growing evidence of the sporting sector's contribution to the vision of a more active Scotland.

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OUTCOME 1 Encouraging and enabling the inactive to be more active

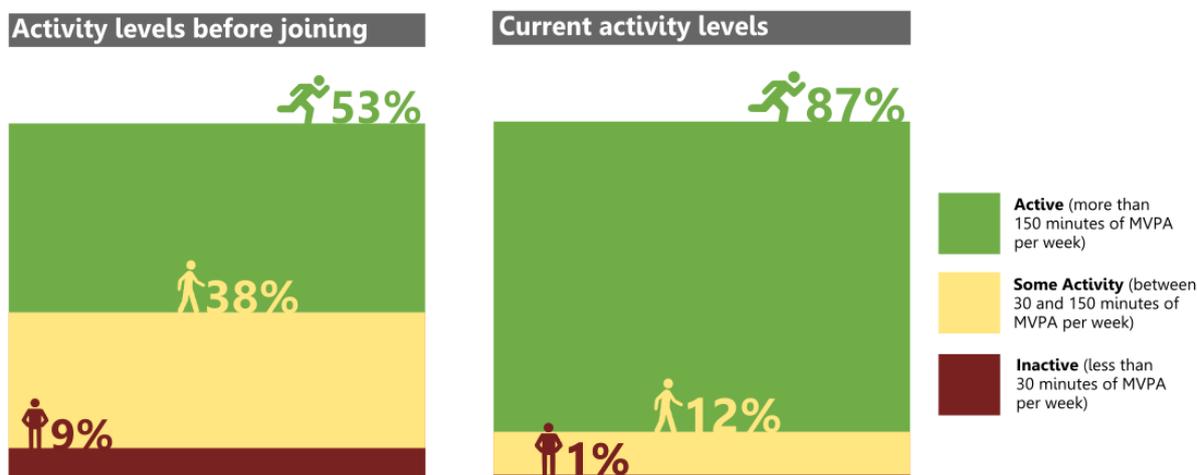
In the first section of the survey, respondents were asked how much moderate and vigorous physical activity (MVPA) they did in an average week, both before they joined their club, and today.

We found that **9%** of respondents were classed as inactive before joining their club (*doing less than 30 minutes of MVPA per week*).

However, only **1%** of those club members are still inactive:

“I want to offer our local community children and adults the opportunity to get fit, make friends and be part of something positive”

Club coach



In other words, since joining their club around **8%** of respondents have moved from being inactive into either the “Some Activity” or “Active” categories.

In 2017-18, **sportscotland** had around 282,000 members as part of its supported clubs.

“[My aim is to] lose weight, improve cholesterol levels, get fit, expand my circle of acquaintances and be a role model for my children”

Sports club member

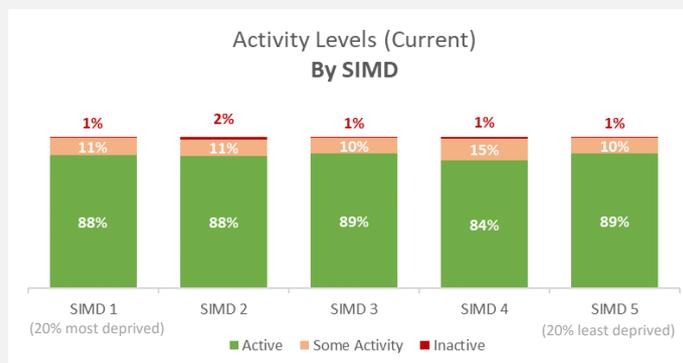
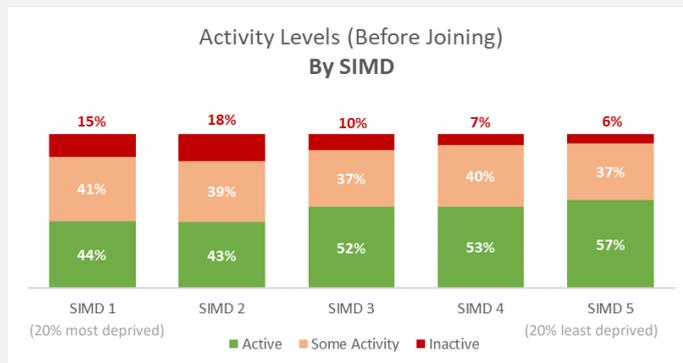
Using this figure, we can estimate that around **20,000** of these members were inactive before they joined, and have since been supported to become more active.

Outcome 1 in Focus

People living in areas of deprivation

Respondents who live in more deprived parts of Scotland* were more likely to be inactive before they joined their club.

However, after joining their club this trend disappears; current club members who live in the most deprived parts of the country are equally as likely to be active as members from the least deprived areas.



This means that any support provided to people living in areas of deprivation will, on average, have a larger contribution towards ASOF Outcome 1 than work carried out in the least deprived areas.

*The SIMD or Scottish Index of Multiple Deprivation can be used to identify areas of social and economic deprivation; more information on the SIMD can be found here: www.simd.scot.

OUTCOME 2 Encouraging and enabling the active to stay active

In the previous section, we saw that 53% of supported club members met the recommended level of MVPA before they joined their club.

“I enjoy keeping fit and healthy, it also helps me to relax.”

Sports club member

The table below shows that almost all of these respondents reported that they are still active, and only 5% have dropped below the recommended level of MVPA.

Current activity levels (respondents who were active before joining their club)	
Active	95%
Some Activity	4%
Inactive	0.5%

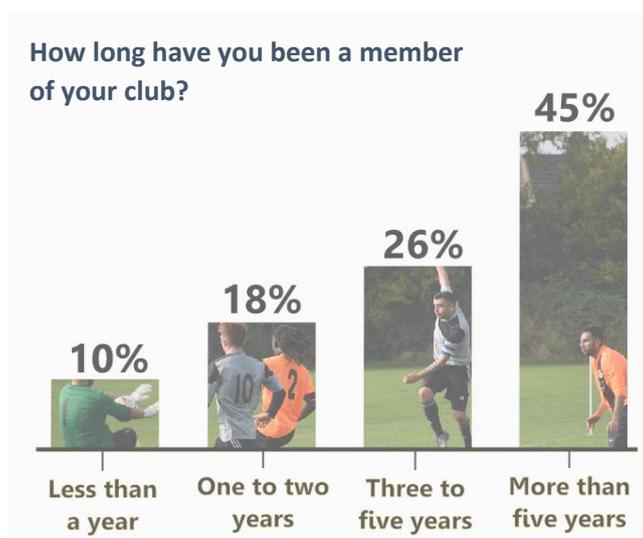
It’s important to note that the survey only spoke to people who are *currently* involved in a club. This means that we don’t know how many people dropped out of physical activity altogether, after joining.

However, respondents were asked how long they had been a member of their club, which gives us a picture of how many people are being supported to stay involved in their club long-term.

We found that nearly half (45%) of respondents have been involved in their club for more than 5 years.

“It is a great chance for me to keep fit, it helps me feel happier and healthier and it is a great chance for me to spend time with friends.”

Sports club member



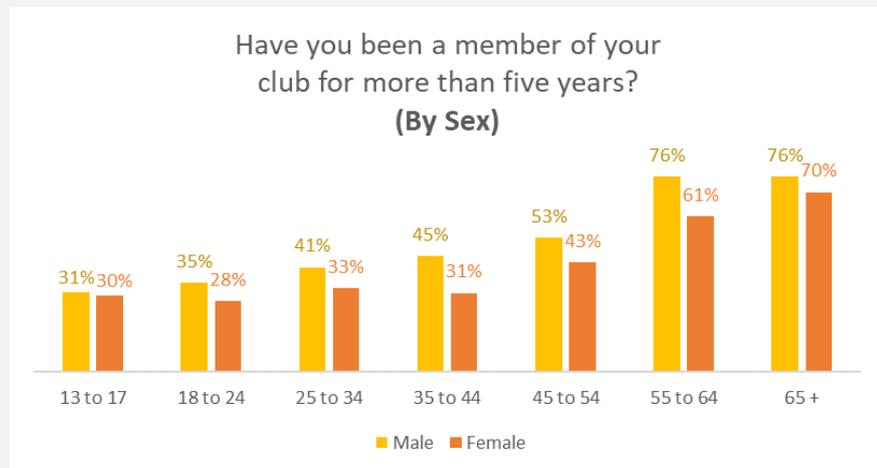
Outcome Two in Focus

Respondents' sex

45% of respondents said that they had been a member of their sports club for more than five years.

However, this number varied depending on whether the respondent was male or female.

53% of males said that they had been a member of their club for more than five years, compared to only 39% of females.



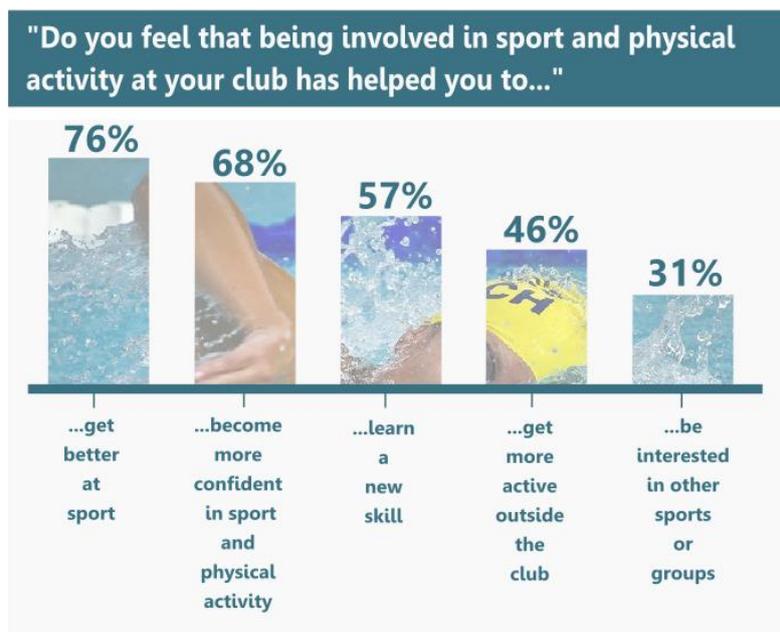
What's more, as the chart above shows men were more likely than women to be a long-term club member in every age bracket.

OUTCOME 3 Helping people to develop physical confidence and competence

Respondents were asked whether they felt that taking part in their club had helped them to develop in five key areas of physical confidence and competence:

- to get better at their sport / activity
- to become more active outside of the club
- to be more interested in taking part in other sports or groups
- to become more confident in taking part in their sport / activity
- to learn a new skill

The results are shown in the chart below.



Most respondents (76%) felt like they had become better at their sport.

98% of respondents felt that joining their club had helped them to develop in at least one of the five areas.

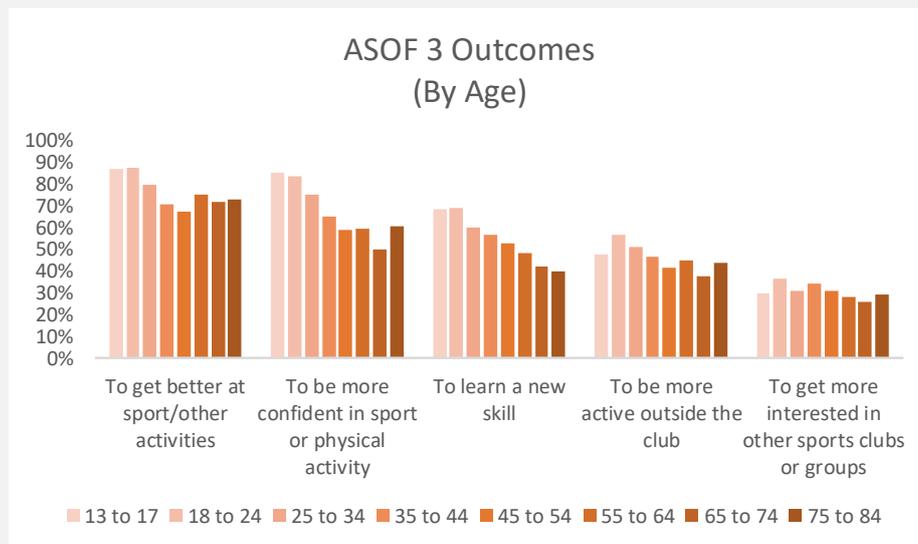
Just under a third of respondents agreed that being a part of their club had helped them to get more interested in taking part in other sports or groups.

We also saw that respondents who were inactive before they joined their club were more likely to say that joining had helped them to become more active *outside* of the club.

Outcome 3 in Focus

Age

Younger respondents were more likely to be positive about the impact that sport had on their physical confidence and competence.



Nonetheless, it's important to note that older sports club members still placed clear value on their own personal development and learning.

More than 70% of 75-84 year olds said that they felt they had become better at their sport or activity, and more than 60% of 75-84 year olds felt that they had become more confident in sport or physical activity by taking part in their club.

OUTCOME 4 Improving our active infrastructure – people and places

Developing coaches and volunteers

854 respondents said that they regularly coach or volunteer within their club.

These respondents were positive about the impact that getting involved in their club had had upon their development:

- *64% of coaches and volunteers said that being part of their club had helped them to learn a new skill*
- *65% said that they had become more confident in sport and physical activity by getting involved at their club*

Coaches and volunteers were also asked why they had first become involved in their club. Some of the most common responses were that they had become involved after their children joined the club, or that they had been asked to help out in a club where they were already a member.

"I volunteer to support the club, my daughter and also to help gain skills and knowledge to allow me to become a better teacher."

Volunteer

"I want to inspire young people to keep active and have fun and learn life skills along the way"

Coach

Outcome 4 in Focus

Disability

Respondents were asked whether they considered themselves to be disabled or to have an impairment which affects their everyday life.

9% of coaches and 9% of volunteers said that they felt that they met this definition of disability – around the same proportion as club members.

OUTCOME 5 Supporting wellbeing & resilience in communities

We found a strong sense among the respondents that taking part in sport and physical activity through their club was having a clear and positive impact on their mental wellbeing.

The biggest area of agreement (which 91% of respondents agreed with), was that taking part in sport had helped people to feel healthy.

However, most respondents identified with even the lowest scoring area (“to make up my mind”).

The questions asked in this section were adapted from the Warwick-Edinburgh mental wellbeing scale (you can find more information on that [here](#)).

The specific mix of benefits that club members felt varied depending on the sport that they were most involved in.



For example, members of team-based sports were more likely to say that taking part in their sport had helped them to feel close to people and involved in their community, but they were a little less likely to say that the sport had helped them to feel relaxed.

“[It] feels great that you belong to something and participate in community-wide activities.”

Sports club members

“Taking part in sport helps keep you healthy. It can also be an outlet away from other pressures in life and can be relaxing too.”

Volunteer

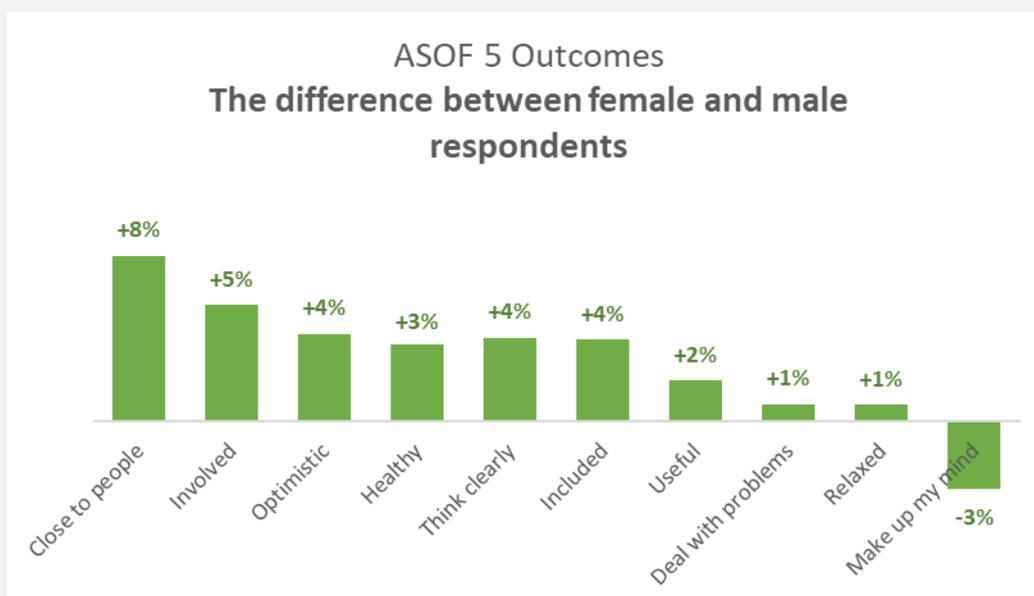
Outcome 5 in Focus

Respondents' sex

Both male and female respondents rated sport's impact on their mental wellbeing very positively.

However, women were more positive than males, particularly about the impact on feeling close to other people, and feeling involved in their community.

The chart below shows how much more (or less) likely female respondents were to agree with each of the options than males.



Age

As with Outcome 3, we found that younger respondents were more likely than older respondents to feel that they were improving their mental wellbeing by taking part in sport and physical activity.

As a result, we found that sports which attract a younger membership base tended to see more impact under Outcome 5.

OUTCOME 6 Improving opportunities to participate, progress and achieve in sport

Improving opportunities to participate

To help understand respondents' pathways into sport, respondents were asked how they had first found out about their club.

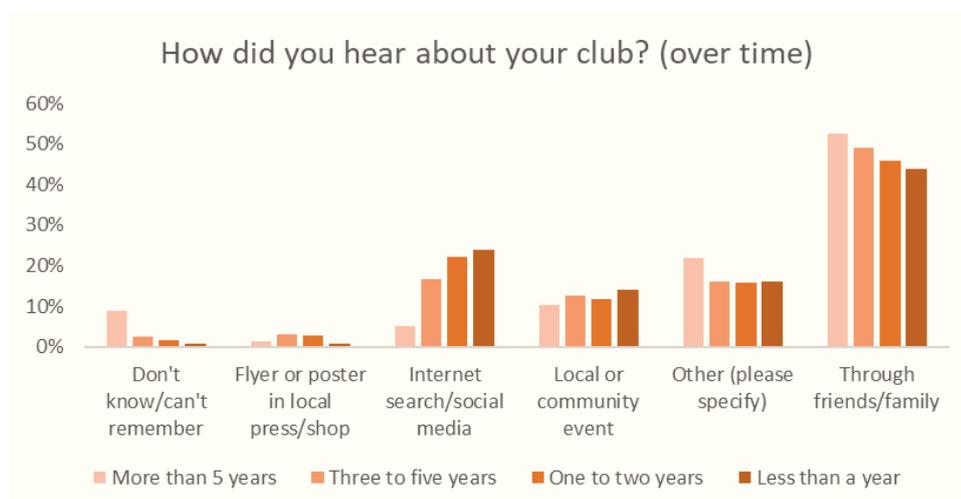
Around half (**49%**) said that they had found out about their club through friends and family:

How did you first hear about your club?	
Flyer or poster in local press/shop	2%
Internet search/social media	13%
Local or community event	11%
Other (please specify)	19%
Through friends/family	49%
I can't remember	5%

However, the results also highlighted that the way we hear about sports clubs is changing.

As the chart below shows, the internet/social media was a relatively minor factor for respondents who joined their club more than five years ago.

This year, on the other hand, the internet and social media were responsible for nearly a quarter of all of the new memberships in the sample.



Outcome 6 in Focus

Rural/Urban areas

The table below shows survey respondents split by the type of area they live in. We've also provided the percentage of the Scottish population that live in each area, for comparison.

This can help us understand whether where a person lives in Scotland will affect how likely they are to participate in sport and physical activity.

Although participation in sports clubs and physical activity groups appears to largely follow the Scottish population, responses to the survey were slightly weighted towards accessible rural areas and accessible small towns, and away from urban areas.

Where do you live?	Survey Respondents	Scottish population
Large Urban Area	30%	35%
Other Urban Area	30%	36%
Accessible Small Town	11%	9%
Remote Small Town	6%	4%
Accessible Rural	16%	11%
Remote Rural	7%	6%

Respondent Profile

This section presents the profile of respondents to this survey, to help build a picture of the people within sports clubs and physical activity groups in Scotland.

Sex

Female	50%
Male	49%
Prefer not to say	1%

SIMD (People living in areas of deprivation)

SIMD 1 (20% most deprived areas)	6%
SIMD 2	11%
SIMD 3	18%
SIMD 4	30%
SIMD 5 (20% least deprived areas)	35%

Age

13 to 17	15%
18 to 24	12%
25 to 34	11%
35 to 44	17%
45 to 54	21%
55 to 64	14%
65 to 74	8%
75 to 84	1%
85 plus	0%

Sexual orientation

Heterosexual/ straight	90%
Prefer not to say	5%
Bisexual	3%
Gay woman/ Lesbian	1%
Other (please specify)	1%
Gay man	1%
Not sure	0%

Ethnicity

White Scottish; White other British; White Irish; White other	96%
Prefer not to say; Don't know	2%
Asian, Asian Scottish or Asian British; Mixed or multiple; African; Caribbean or Black; Other	2%

Religion

None	58%
Church of Scotland	22%
Roman Catholic	7%
Other Christian	6%
Prefer not to say	4%
Another religion	3%

Disability

“Do you consider yourself to be disabled or to have an impairment which affects your everyday life?”

Don't know	1%
No	90%
Prefer not to say	1%
Yes	8%