

A photograph of two young women playing soccer on a grassy field. They are both wearing athletic gear; one in a pink and white jersey and the other in a maroon and white jersey. They are in a dynamic pose, competing for a soccer ball. The background shows a clear blue sky and some trees.

The Potential of Sport

**Maximising sport's
contribution to
national and local
outcomes**

sportscotland

1. The Potential of Sport

Taking part in sport and enjoying the successes of our top performers brings us all enjoyment and pride. Sport has the ability to enable us to grow not only as individuals, but as communities and as a nation.

Sport contributes to the Scottish Government's Purpose

Creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth.

GDP Growth and Productivity

Sport is already a significant contributor to the Scottish economy and offers the potential for greater economic growth.

Population Growth

Enjoying sport contributes to a high quality of life, and physical activity through sport improves our mental and physical health and thereby our life expectancy.

Solidarity and Participation

Sport contributes to our skills development and efficiency, and offers the opportunity to develop for people from all income groups.

Cohesion

Sport provides a vehicle for bringing people together and empowering individuals and communities.

Sustainability

Sporting participation in the outdoors can engender awareness and respect for our environment.

Scotland's Strategic Objectives

Sport is unique, as no other recreational activity has the same potential to contribute a Wealthier and Fairer, Smarter, Healthier, Safer and Stronger, Greener Scotland.

Wealthier and Fairer

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

Smarter

- Participation in sport raises our self-confidence, self esteem and social skills.
- Sports programmes and PE in schools are proven to raise educational attainment and improve attendance and punctuality.

- Sports leadership and coaching qualifications as well as college and university courses, develop the skills of thousands of individuals in Scotland every year.
- Sport is the largest volunteering activity in Scotland with nearly 150,000 adults volunteering in sport every week, and 30% of the adult population doing so every year.

Healthier

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

Safer and Stronger

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

Greener

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



2. Our Challenge

Despite the significant contribution made by sport, Scotland has a long way to go if we are to become a sporting nation, for only 47% of adults are taking part in sport once per month (and only 34% at least once per week).

With over a hundred different sports to choose from and a range of opportunities across the nation, sport should be open to all to participate. However:

- Fewer women than men participate. There is a 33% difference in participation between the sexes.
- Participation declines steadily with age. 72% of adults aged between 16 and 24 participate, which drops to 62% of people between the ages of 25 and 34, 51% between 35 and 54 and 29% of people over 55.
- People from deprived backgrounds are much less likely to participate. 59% of people of AB social class participate compared to only 32% of DE class.
- Geographically participation differs across local authority areas, with the highest area having participation over 60%, and the lowest under 40%. This means a person living in the highest participating area is almost twice as likely to participate as someone from the lowest participating area.
- Fewer people from ethnic minority backgrounds participate, and people with some form of disability (one in five of our population) are significantly less likely to take part in sport.

Participation amongst children may seem high at 92%; however, there are some significant challenges in children's participation. Positive experiences of sport and an active lifestyle from an early age make children more likely to participate for life. This may have knock on effects for generations to come:

- Participation amongst children has declined over the last seven years from 97%.
- Girls are significantly less likely than boys to participate (89% of 8-15-year-olds compared to 95% of boys) and variances are even more significant when considering weekly participation.
- It is acknowledged that there is some way to go in achieving the aim of two hours of quality PE provision being received by each primary and secondary school pupil.

Our challenge is to understand why sport does not feature in many peoples' lives and break down the barriers to people participating regularly. Our challenge is to strive for equity through the delivery of sport.

Reaching Higher – Our Approach

Reaching Higher is Scotland's national strategy for sport. Its dual aims are to increase participation and improve performances in Scottish sport. It sets out a vision for Scotland as:

- A country where sport is widely available to all;
- A country where sporting talent is recognised and nurtured; and
- A country achieving and sustaining world-class performances in sport.

The strategy highlights many ways to increase participation and identifies four building blocks of sports development:

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

When these are put together they will help us rise to the challenges and enable us to reach higher.

Just as sport contributes to the national performance framework, *Reaching Higher* can be used as a tool to plan how national objectives can be achieved. The strategy identifies how this can be achieved through clear roles, responsibilities and actions which will help to develop sport and realise its potential.

Sports participation needs to be driven locally, which fits with local authorities' statutory duty to ensure adequate provision of leisure facilities. Thus Community Planning Partnerships have a key role in achieving this. Given the potential of sport in contributing to the Government's purpose and Scotland's strategic objectives, there is a strong argument for the role and potential of sport to be recognised in single outcome agreements as these are the mechanisms by which local authorities decide on local priorities to deliver on national outcomes.

Increasing participation and improving performance in sport are not only valuable objectives in themselves but they will allow Scotland to achieve sport's full potential for our individuals, our communities and our nation.

In the run up to the London 2012 Olympic and Paralympic Games and the Glasgow 2014 Commonwealth Games, Scotland has a once-in-a-lifetime opportunity to develop sport and to establish a sporting legacy.



3. Realising the Potential through

The table below provides some examples of how sport can contribute to national outcomes. The na

National Outcome	Sport's Contribution	Considerations in developing Local Outcomes, Indicators and Targets	Examples of Reaching Higher Actions which Community Planning Partnerships will want to consider
1. We live in a Scotland that is the most attractive place for doing business in Europe.	<ul style="list-style-type: none"> Sports participation opportunities, for residents and visitors, illustrate vibrancy as a nation. Excellent sporting facilities, both natural and built, make Scotland an attractive place to do business. 	<p>Local partners will want to consider the sports facilities in their area and how to:</p> <ul style="list-style-type: none"> Further develop the facility infrastructure with new and improved facilities. Promote facility use locally and to visitors and business. Improve accessibility, including to our natural resources. 	<ul style="list-style-type: none"> Developing a strategic approach to the provision of facilities in line with the Community Plan, Operational Plan and School Estate Plan. Providing facilities, including allocating finance towards building new facilities and maintaining existing facilities.
2. We realise our full economic potential with more and better employment opportunities for our people.	<ul style="list-style-type: none"> The sport sector is already a significant employer in its own right and has the potential for significant growth. Sport-related tourism and events generate employment across a range of sectors. With increased leisure time and disposable income, there is an increasing desire to use these for sport, which also supports the economy in terms of primary and secondary spend. 	<p>Local partners will want to consider:</p> <ul style="list-style-type: none"> Where there are opportunities for further sport-related employment in the area. Generating more visitors to participate in sport (including outdoor access). Events in the area may increase employment opportunities in construction and servicing of facilities, accommodation, transport and sports promotion. The potential of the area to benefit from national events such as Glasgow 2014. Supporting professionalisation of local sports organisations and people. Improving service delivery organisations and their people. 	<ul style="list-style-type: none"> Recognising the changing nature of participation and the growth of outdoor and adventure activities. Considering the benefits of hosting events identified in sports plans. Working to maximise the benefits to Scotland from the London 2012 Olympic and Paralympic Games and 2014 Glasgow Commonwealth Games. Developing links with private sector providers.
3. We are better educated, more skilled and more successful, renowned for our research and innovation.	<ul style="list-style-type: none"> More people volunteer in sport than in any other sector and skills are developed through participation. Coaching and competing in sport is a profession to be celebrated in its own right, with many successful Scottish sports stars providing role models for young people. Skills development by way of continued education of the workforce through industry developed standards. 	<p>Local partners will want to consider how to:</p> <ul style="list-style-type: none"> Support local people to become athletes and coaches, linking into Scottish Governing Body programmes. Run qualifications and leadership awards for local people. Link with colleges/schools supporting coach education and/or modern apprenticeships. Engage with the national occupational standards to ensure the continued up-skilling of both paid and voluntary workforces. 	<ul style="list-style-type: none"> Developing local approaches to recruitment and retention of volunteers in support of sport and community sport. Assisting delivery of sportscotland's coaching strategy, working with sport governing bodies and other partners. Supporting identification of current and future workforce needs.
4. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.	<ul style="list-style-type: none"> Participation in sport raises the confidence, skills and abilities of our young people. Volunteering in sport affords young people further developmental opportunities and raises their contribution as citizens. 	<p>Local partners will want to consider the sporting opportunities available for young people and how to grow these through:</p> <ul style="list-style-type: none"> School and further education. Local clubs, including supporting them in developing junior sections. Targeting young people into volunteering and leadership awards. Supporting the Curriculum for Excellence. 	<ul style="list-style-type: none"> Supporting the development of pathways from school to community, with particular emphasis in areas where there is little or no existing traditional sports infrastructure. Developing local approaches to recruit and retain volunteers in support of school and community sport. Identifying opportunities for work placements, secondments and exchanges.



High Single Outcome Agreements

National outcomes in bold are those where we consider sport has a particularly valuable contribution to make.

National Outcome	Sport's Contribution	Considerations in developing Local Outcomes, Indicators and Targets	Examples of Reaching Higher Actions which Community Planning Partnerships will want to consider
5. Our children have the best start in life and are ready to succeed.	<ul style="list-style-type: none"> Physical Education is essential to provide children with a healthy start in life. Sport raises the confidence and skills of young people, teaching key social and life skills and contributing to raised educational attainment. 	<p>Local partners will want to consider how to:</p> <ul style="list-style-type: none"> Provide for pre-5-year-old children. Develop PE in schools, raising the quantity and quality of teaching in line with the Curriculum for Excellence. Support extra-curricular sport in school, including maintenance and growth of the Active Schools Network. Broaden the scope of the after schools network to encompass all partners. 	<ul style="list-style-type: none"> Ensuring that children learn the basic skills at school required to enjoy lifelong participation. Ensuring the further development of PE within all schools. Maintaining and developing the Active Schools Network. Considering the provision of a wider sports programme within schools. Considering partnerships with private clubs for facility use.
6. We live longer, healthier lives.	<ul style="list-style-type: none"> Physical activity through sport improves our physical health, enabling people of all ages to live healthier lives. Regular physical activity improves life expectancy. 	<p>Local partners will want to consider how to increase regular participation in sport across all parts of the local population, and within specific groups at the greatest health risk including:</p> <ul style="list-style-type: none"> Engaging older people in sport. Encouraging children to adopt sport as part of a healthy lifestyle from a young age. Providing specific support to those at risk e.g. overweight or obese. Those recovering from, or at risk of, serious illness. 	<ul style="list-style-type: none"> Identifying categories of non-participants and developing target policies which will stimulate an interest. Considering the sporting needs of an ageing population. Applying locally responsive community development and innovative approaches to widening and increasing participation.
7. We have tackled the significant inequalities in Scottish society.	<ul style="list-style-type: none"> Sport should be open to all to participate and can be used as a vehicle to bring communities together and tackle discrimination. Barriers to sports participation amongst some groups, including women, disabled people and people from socially deprived areas can be overcome. By doing so, sport can help address inequalities. Many sports attract diverse participants and athletes from diverse backgrounds can provide role models. 	<p>Local partners will want to consider how to grow participation particularly amongst groups who participate less, and how to bring communities together through sport to address inequalities. They should consider:</p> <ul style="list-style-type: none"> Increasing the accessibility of sports facilities and services on offer, including through programming, pricing and transport. Ensuring provision of opportunities across all communities, developing clubs or specific services in areas of deprivation or where none exist. Working with clubs to ensure open membership and promotion of membership to communities. Delivering targeted approaches and running events which can break down barriers. 	<ul style="list-style-type: none"> Identifying categories of non-participants and developing and targeting policies which will stimulate an interest. Applying locally responsive community development and innovative approaches to widening and increasing participation. Considering creating clubs where none exist. Equity in sport actions should be integrated and implemented within local strategic plans including the Race, Gender and Disability Equality schemes.



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8. We have improved the life chances for children, young people and families at risk.	<ul style="list-style-type: none"> • Top athletes provide role models for young people at risk. • Sport benefits mental and physical health and skill development, and thereby improves life chances. 	<p>Local partners will want to consider how to:</p> <ul style="list-style-type: none"> • Provide targeted activities to attract and retain young people in sport, both in and outwith school. • Ensure a range of sporting activities are available at varied times to appeal to different interests and lifestyles. • Train people delivering sport to ensure they have the right skills to support vulnerable young people. 	<ul style="list-style-type: none"> • Encouraging and supporting the motivation and development of volunteers and paid staff. • Reviewing continuing education provision for staff and volunteers to ensure arrangements are sufficiently flexible and responsive to needs.
9. We live our lives safe from crime, disorder and danger.	<ul style="list-style-type: none"> • Sport provides an effective diversionary activity from crime and anti social behaviour. • Sport can be used to rehabilitate offenders and drug users, improving confidence and skills, and opening up employment opportunities to keep people out of crime. 	<p>Local partners will want to consider how to:</p> <ul style="list-style-type: none"> • Promote clubs as a safe environment to participate and support them in attracting volunteers and members, ensuring child protection and disclosure support. • Work across health, justice and education to explore where sport can contribute to crime reduction and drug rehabilitation. • Develop programmes of sports activity, particularly for young people at risk. 	<ul style="list-style-type: none"> • Linking to other strategies such as those for education, health, equality, youth work and culture. • Applying locally responsive community development and innovative approaches to widening and increasing participation.
10. We live in well designed, sustainable places where we are able to access the amenities and services we need.	<ul style="list-style-type: none"> • Quality sporting facilities and services should be available for all people across Scotland to access, and are an important element in people's view of the quality of the place in which they live. 	<p>Local partners will want to consider how to ensure:</p> <ul style="list-style-type: none"> • Facility plans in place allow ease of access. • Sports fields are protected. • Recreational areas in new schools/other facility developments/housing estates are included. 	<ul style="list-style-type: none"> • Developing a strategic approach to the provision of facilities. • Ensuring that as part of strategic sports planning, a comprehensive approach is adopted to the planning of sport facilities and playing pitches. This should encompass the full range of provision, including the school estate, clubs, private sector and countryside alike.
11. We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.	<ul style="list-style-type: none"> • Sports clubs provide a sense of community. They bring people together, offer community hubs and often a support mechanism for many people. • Sport can develop our skills and sense of responsibility. This is particularly the case through participation in team and outdoor sports and through the achievement of leadership and coaching qualifications. 	<ul style="list-style-type: none"> • Local partners will want to consider how to provide support to local sports clubs and organisations, enabling them to grow membership and community cohesion. 	<ul style="list-style-type: none"> • Strengthening the sporting infrastructure by supporting and developing community capacity in respect of club development, coaches, volunteers and community sports leaders. • Considering allocating professional support to assist the volunteer structure.



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<p>12. We value and enjoy our built and natural environment and protect it and enhance it for future generations.</p>	<ul style="list-style-type: none"> • Access to the countryside for sport and recreation has been proven to increase peoples respect for our natural resources. • Developing active lifestyles also encourages more sustainable transport and reduces consumption. 	<p>Local partners will want to consider how to:</p> <ul style="list-style-type: none"> • Value the importance of golf courses. • Ensure people across their communities can easily access the outdoors and enjoy a range of outdoor sport and recreation. • Ensure children have early opportunities to enjoy the outdoors. • Provide and encourage the provision of facilities such as mountain bike trails and changing facilities in rural areas, and improved facilities for urban sport such as bike trails and shower facilities. • Protect local open spaces. 	<ul style="list-style-type: none"> • Considering the use of natural facilities and ensuring access to them. • Providing appropriate facilities in accordance with the strategy and considering quality and accessibility. • Linking to other strategies including transport strategies. • Preparing an open space audited strategy to feed into the development plan. • Ensuring playing fields are incorporated in plans.
<p>13. We take pride in strong, fair and inclusive national identity.</p>	<ul style="list-style-type: none"> • Supporting Scottish and GB teams in competitive sport provides a focal point to bring the nation together, celebrate our identity and generate national pride. • Sport raises our awareness and common understanding of other nations. 	<p>Local partners will want to consider how to:</p> <ul style="list-style-type: none"> • Across the breadth of local sport, work with partners to ensure pathways across schools, clubs and higher and further education are in place to identify and develop local athletes with potential. 	<ul style="list-style-type: none"> • Identifying local and regional pathways in conjunction with sports governing bodies and determining how they can be strengthened to improve performance at elite levels. • Working in partnership with neighbouring Community Planning Partnerships, sports governing bodies, further and higher education and the Institute network, to strengthen pathways between school and community sport and performance sport.
<p>14. We reduce the local and global environmental impact of our consumption and production.</p>	<ul style="list-style-type: none"> • Participating in sport is generally a low impact activity on the environment, and there is a wealth of good practice in minimising the impact of any energy consumption. 	<p>Local partners will want to consider how to reduce consumption through:</p> <ul style="list-style-type: none"> • Investing in new environmentally sensitive facilities or facility upgrades, such as biomass heating of sports halls. • Improving accessibility to facilities, including the outdoors, by public transport. • Improving and increasing the number of 'green' policies in place. 	<ul style="list-style-type: none"> • Using guidance from sports-scotland (including environmental best practice).
<p>15. Our public services are high quality, continually improving, efficient and responsive to people's needs.</p>	<ul style="list-style-type: none"> • The provision of adequate sports facilities is a statutory requirement on local authorities. Quality sports facilities and services for participation and development are demanded by individuals and communities across Scotland. 	<p>Local partners will want to ensure that:</p> <ul style="list-style-type: none"> • Local sports facilities and services are quality assured on a regular basis. • Local sports plans, backed by significant investment, are in place to ensure the wealth of local sports facilities and services across the area meet consumers' long-term needs. • Planning of local authority sports facilities forms part of corporate asset management strategies and considers life cycle maintenance implications. 	<ul style="list-style-type: none"> • Monitoring and evaluating local sports plans and delivery.



4. Rising to the Challenge

To realise the potential of sport, local authorities and Community Planning Partnerships will want to consider developing local sporting outcomes, indicators and identify required actions which will have the greatest impact on local communities.

Considerations include:

- Local participation rates, considering the variances across different groups of the local population and across different sports.
- The range of sports facilities and opportunities available across all sectors, including local clubs, schools and local authority leisure facilities and the accessibility of such services to all groups of the population.
- The extent of PE and extra-curricular sport in schools.
- Linkages between sporting organisations to ensure pathways are in place for people to develop at all levels, including into Scottish Governing Body regional programmes.
- How to support and develop the people involved in delivering sport, both staff and volunteers, across all sectors.
- Local sporting industry, events and new opportunities for economic growth through sport.
- Any particular local issues, such as crime or anti-social behaviour, that sport can help address.
- Partnerships with local and national sporting bodies.

Alongside of local authorities and Community Planning Partnerships, other parties including **sportscotland** and Scottish Governing Bodies will be playing their part in delivering *Reaching Higher* and thus supporting local authorities in achieving their local outcomes.

Sport has the potential to contribute across a full range of national and local outcomes and therefore specific sporting indicators and actions can be developed throughout Single Outcome Agreements.

In addition, you should consider developing a local outcome to increase participation in sport, with a delivery plan to underpin it. This would provide an effective means of developing local sport and realising its full potential across all national and local outcomes.

Further Information

To find out more about sports participation in your area and for information on how you can rise to the challenges, go to www.sportscotland.org.uk/potentialofsport

This document has been produced by **sportscotland** on behalf of the Scottish Government's *Reaching Higher* Implementation Group, which includes: the Scottish Association of Local Sports Councils, Scottish Disability Sport, the Scottish Government, Scottish Sports Association, Scottish Universities Sport, SPORTA and VOCAL.

Example

Local sports outcome to contribute across national and local outcomes.

Outcome

To increase sports participation in the local authority area by 3% by 2011.

Local indicators

- % of adults participating in sport.
- % of women participating in sport.
- % of over 55s participating in sport.
- % of children participating.
- % increase in admissions by those with a disability to leisure facilities.
- Hours of PE delivered in schools.
- Local sports club membership.

Actions

Develop and implement our local sports plan in accordance with *Reaching Higher*, the national strategy for sport including:

- **Implement Facilities Strategy** – Upgrade two leisure facilities, provide a home to six local clubs, open the school estate to public use, open crèche facilities at two local facilities
- **Schools** – Increase PE in school provision by one hour/week and deliver programme of outdoor sports to all 13-year-olds. Maintain Active Schools volunteers and increase school-club links.
- **Participation Incentives** – Deliver new tailored programmes to increase participation amongst women and elderly people. Increase access to the outdoors for sport and recreation.
- **Clubs** – Employ three officers to work with local clubs to establish youth sections, increase female membership and establish long term club development plan and ease facility access.

sportscotland documents are available in a range of formats and languages. Please contact our communications team for more information:

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PS1 0908 1M
ISBN: 978 1 85060 544 7

