

SPORT FOR LIFE

Summary of progress April 2019 – March 2020



MINISTER'S FOREWORD



Joe FitzPatrick MSP
Minister for Sport, Public
Health and Wellbeing

I am writing this foreword during unusual times. While the Coronavirus (COVID-19) pandemic has had a major impact on how we all live our lives, it has highlighted the importance of being physically active and that this is essential for both a healthy mind and body.

I have been delighted with the way **sportscotland** and the whole sporting system has responded to help people remain physically active during this period. I have also been pleased with **sportscotland**'s clear and supportive communication with the sector, as well as their focus on supporting people's mental health through the #WeAreHere campaign.

This report marks the first year of **sportscotland**'s new corporate strategy, Sport For Life. The case studies and data in this report help to evidence the inherent benefits gained from participation in sport, such as feeling healthier and fitter, developing skills and improving confidence. The report also highlights the wider benefits it can bring, such as making people

feel more connected to the community they live in and helping to reduce loneliness. These are issues that are likely to be of increased importance as restrictions are lifted following the Coronavirus outbreak. Sport and physical activity will continue to have an important role in people's lives and in helping to bring communities back together.

I commend **sportscotland** for their progress so far and look forward to working with them in the coming year to bring positive change to people's lives through sport and physical activity.

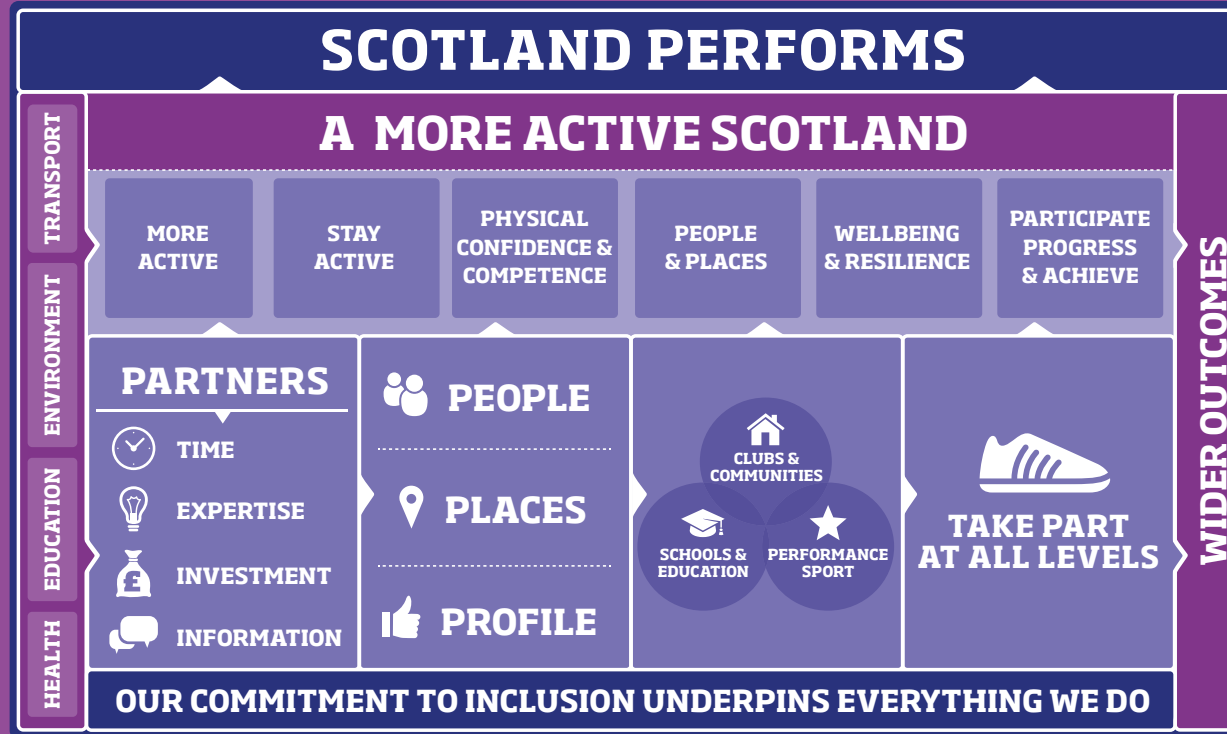
A handwritten signature in dark ink that reads "Joe FitzPatrick". The signature is written in a cursive, flowing style.

OVERVIEW

sportscotland is the national agency for sport. Our vision is an active Scotland where everyone benefits from sport.

We invest Scottish Government and National Lottery resources to help the people of Scotland get the most from the sporting system.

A sporting system for everyone



Sport For Life 2019-20 is our annual review. It covers the first year of our new corporate strategy April 2019 – March 2020 and includes:

- infographics that demonstrate our progress against the outcomes in Sport For Life
- case studies that highlight the impact of our collaborative work with partners across the system in the last year before the Coronavirus (COVID-19) pandemic.

#SportForLife20

CHIEF EXECUTIVE'S REVIEW



Stewart Harris
Chief executive
sportscotland

In May 2019, **sportscotland** unveiled a new corporate strategy, Sport For Life, built around our vision for an active Scotland where everyone benefits from sport.

Working with our partners, we embedded the Active Scotland Outcomes across schools and education, clubs and communities and performance sport, giving people the opportunity to take part at all levels.

Towards the end of our first year of implementing Sport For Life, the vast majority of sporting activity came to a standstill due to the Coronavirus (COVID-19) pandemic and the vital measures put in place by the government to halt its spread. The aim of this summary of progress is to highlight the work that was done between April 2019 and March 2020 to help the people of Scotland get the most from the sporting system – a mission we will all look forward to resuming when the time is right.

I would like to thank everyone who has contributed to this annual review, either by answering a survey or sharing their personal experiences through a case study. Without you, it would not be possible for us to measure the impact of sport across every community in Scotland and promote how we play our part, through partnership work and investment through both the Scottish Government and The National Lottery.

I am very proud of the vital work being done by the people who underpin our sporting system, never more so than at this time of crisis. This first Sport For Life Summary of Progress is your story. I hope you will find it uplifting and inspiring.

A handwritten signature in white ink, appearing to read 'Stewart Harris', with a long horizontal line extending from the end of the signature.



**WE IMPROVE OPPORTUNITIES
TO PARTICIPATE, PROGRESS
AND ACHIEVE IN SPORT**



940,169

people taking part
in the programmes
we invest in



89%

feel they are achieving their goal
in sport and physical activity



159 Scottish
athletes

supported by UK Sport
World Class Podium and
Podium Potential funded
programmes



55%

MALE

45%

FEMALE

KIRKWALL GRAMMAR SCHOOL

CAROLYNN LESLIE, ACTIVE SCHOOLS COORDINATOR

Sport is now firmly embedded as part of the culture and ethos of Kirkwall Grammar School – and it's all thanks to a commitment to continuous improvement.

The Orkney school was awarded Gold status in **sportscotland's** National Lottery-funded School Sport Award programme in January 2020, completing its journey through Bronze and Silver to the top of the podium.

In her role as Active Schools coordinator, Carolynn Leslie works hard to provide more and better opportunities for pupils to participate and progress in sport. Using the School Sport Award structure to continually improve, she worked closely with the PE department at Kirkwall Grammar on the Gold Award application.

Kirkwall native Carolynn, 27, said: "The PE Department decided at the beginning of the academic year to aim for a Gold Award. Together, we started the application early and news soon spread around the school. We were overwhelmed with the support that we received from management, teachers and school staff.

"THE AWARD BECAME MORE THAN A COLLABORATION BETWEEN PE AND ACTIVE SCHOOLS - IT WAS A WHOLE SCHOOL EFFORT."

"Teachers offered to run additional extracurricular clubs, take school trips, organise school sport competitions and more. This increased opportunities for pupils to get involved in sport and physical activity."

In becoming the fourth school in Orkney to achieve the Gold Award, Kirkwall Grammar reaffirmed the commitment to sport that has been established as a priority by the Department of Education at Orkney Islands Council.

Carolynn, who also worked at schools in Moray before returning home, added: "I'm always amazed at the number of pupils who want to take part in sport and physical activity, at school and in the community. It's overwhelming when you think about how much sport goes on and the positive impact it can have on people's lives.

"There's endless opportunities for pupils and adults to get involved in a huge variety of clubs and we have some amazing facilities too."



CALLUM HAWKINS

MARATHON RUNNER

World class athlete Callum Hawkins broke the Scottish record at the London Marathon in April 2019.

He then finished fourth at the IAAF World Championships in Doha to earn pre-selection for the Tokyo 2020 Olympic Games, now due to take place in 2021. It was an emotional return for the 28-year-old, who had collapsed with heat exhaustion while leading the marathon at the Gold Coast 2018 Commonwealth Games.

Callum said: “It was good to break the record and show what I’m still capable of. Doha was a bit tough as I wanted a medal, but one of my main goals for 2019 was to run quick in London and

then do well enough to get pre-selection for Tokyo, so to achieve both took the weight off my shoulders.”

One thing that contributed to this double success was the support Callum received from the **sportscotland** institute of sport, working in collaboration with physical preparation coach Barry Jones as well as the performance physiology and physiotherapy teams.

Callum, a lifetime member of Kilbarchan AAC, said: “Before, I probably dipped in and out of strength and conditioning, but Barry made me fully buy into it and it seems to have worked. I now train twice a week where possible while also getting a lot of massage and physiotherapy.

“Going to Doha with the heat ... it was good to work with the sports scientists and work out plans and see what I could do in the heat and how I could handle it.”

Institute expertise was also key in preventing a recurring hamstring injury.

Callum said: “Towards the end of 2018 I was getting a few recurring hamstring issues so we put a plan together to target that in the treatment room and the gym. It was hard work but it has worked, I’m more robust and feel a lot stronger.

**“HAVING A GOOD YEAR OF
CONSISTENT TRAINING HAS
MADE A HUGE DIFFERENCE.”**





WE SUPPORT **WELLBEING AND RESILIENCE**
IN COMMUNITIES THROUGH **PHYSICAL**
ACTIVITY AND SPORT



94%

of adults and
children feel
healthier



88%

of children
have made
friends



76%

of adults
feel close to
other people



69%

of adults feel
more involved in
their community



WELLBEING AMBASSADORS

CHLOE LAWSON

Chloe Lawson knows first-hand that getting involved with sport can change your life. Now she is helping to raise awareness among other young people across Scotland.

The 18-year-old from Glasgow is a driving force behind the Wellbeing Ambassadors project, in which 20 volunteers explain to their peers how physical activity can support their mental health and help them become more resilient.

Built around the Shell Twilight initiative, the inclusive project has reached more than 2,300 people in 16 communities around Scotland thanks to the 65 workshops delivered by Chloe and her fellow ambassadors.

Chloe said: “A lot of young people tell us they don’t want to open up about mental health because they’re scared of being judged. But when they see other young people like us talking about the same things, it really hits home and has a kind of ripple effect.

“LINKING SPORT WITH THE MENTAL HEALTH WORKSHOPS WORKS REALLY WELL - THE TEAM FEELING YOU GET FROM SPORT IS A HUGE LIFT.”

The project is a joint initiative between Scottish Sport Futures (SSF) and the Scottish Association for Mental Health (SAMH) and received investment via Changing Lives through Sport and Physical Activity Fund, a partnership

between **sportscotland**, Scottish Government, The Robertson Trust and Spirit of 2012.

Award-winning Chloe, the 2020 SSF Ambassador of the Year, believes that becoming a Wellbeing Ambassador and engaging with SSF for several years has helped with her own self-esteem and resilience.

She said: “I was about 13 when I went to an Active East session with a friend. At the time I was struggling with my mental health, didn’t really have any friends and didn’t enjoy school. Yet as soon as I walked in, I thought, ‘I’ve finally found something I want to be a part of’.

“Since then I’ve grown, become more confident and can manage my own mental health better. I’ve also got a lot more friends now.”





**WE ENCOURAGE AND ENABLE
THE ACTIVE TO STAY ACTIVE
THROUGHOUT LIFE**



54%

of all club members have
been a member of their club
for **more than 5 years**



35%

of those aged under 18 have
been a member of their club
for **more than 5 years**



74%

of those aged over 55 have
been a member of their club
for **more than 5 years**



AGE OF CLUB MEMBERS

36%

Under-18

38%

18-55

26%

Over-55

COMMUNITY SPORT HUB

ST MADDOES ACTIVE SPORTS HUB

A thriving sports hub in Perthshire enables people in nearby communities to take part in sport and physical activity throughout their lives.

The purpose-built Madoch Centre, set up by St Madoes and Kinfauns Parish Church and home to the St Madoes Active Sports Hub (SMASH), opens its doors in Carse of Gowrie to more than 400 people every week.

From pre-school children and their parents to older adults including people with dementia, there is something for everyone. Sports on offer include mini-tennis, badminton and netball, seated yoga, social aerobics and Zumba.

Retired police officer Dorian Marshall, 53, said: “My wife and I are heavily involved in the Madoch Centre. Before it opened, we were thinking about moving away from the village but it’s been life-changing.

“I play badminton and table tennis and take part in exercise classes. I also volunteer at the centre, as does my 72-year-old mum. She helps out with the dementia group who take part in seated exercises and boccia.

“MENTALLY, PHYSICALLY AND SOCIALLY, WE ALL BENEFIT SO MUCH FROM THE CENTRE.”

Prior to the hub opening, 40 adults aged 70 and over said they were not participating

in organised exercise activities. Now more than 60 participants in this age group are taking part in activity each week. There were 876 sessions in 2019/20 with an average of 10.5 participants, two-thirds of them female.

Although the hub has received funding for a full-time sports outreach worker, volunteering has been central to its success along with close collaboration between the church, St Madoes Primary School, three local sports clubs and Live Active Leisure.

Twelve volunteers have recently achieved badminton leader awards, 14 completed in-house boccia training, five passed a boccia leader’s course and two passed the jog leader course.



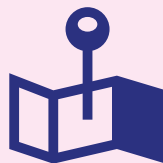


WE IMPROVE OUR
ACTIVE INFRASTRUCTURE
- PEOPLE AND PLACES



8,301

people accessing
sportscotland
learning and
development
opportunities



across **27**

external projects



24 facilities awards
in 2019-20...

investing

£1.23m

and enabling investment of

£7.72m



CHARLOTTE WATSON

HOCKEY PLAYER

World class facilities like Dundee's Regional Performance Centre (RPC) help Scotland's high-performance athletes stay on top of their game.

Having enjoyed high-quality coaching throughout her career, Scotland and Great Britain hockey striker Charlotte Watson has been able to access **sportscotland** institute of sport expertise at the £32 million facility since it opened in 2019.

Charlotte uses the RPC when she returns to her home city from England, where she currently plays for Loughborough University in the EHL Premier Division, and she sees it as a vital asset for all performance athletes in Tayside and Fife.

She said: "The RPC is a fantastic facility and I've used it a lot. The whole place is brilliantly kitted out, with plenty of gym racks and other equipment, which means you can train properly. The better the facilities, the more it supports you and helps you improve.

"HAVING THE RPC REALLY HELPS ME KEEP FIT WHEN I COME HOME, USING THE HALL AND ATHLETICS TRACK FOR RUNNING SESSIONS AND IN THE GYM WITH A COACH FROM THE INSTITUTE."

Charlotte's journey, which began when she took up the sport aged five at Dundee Wanderers Hockey Club, culminated in a spectacular 2019 season.

She gained her 50th cap for Scotland, scored in the Women's FIH Series Finals in Banbridge, received her first call-up for Great Britain and was selected for the provisional GB squad for the Tokyo 2020 Olympic Games.

The 22-year-old also scored the winning goal for Scotland against Italy in the final of the Women's EuroHockey Championship II in Glasgow.

Charlotte said: "It was an amazing year – I couldn't have imagined everything that happened. It's everyone's dream to go to the Olympics but I never thought I could potentially get picked for Tokyo."





**WE ENCOURAGE AND
ENABLE THE INACTIVE
TO BE MORE ACTIVE**



10%

of people who took part
in programmes have gone
from being inactive to active



Before

Active	56%
Some activity	31%
Inactive	13%

After

Active	86%
Some activity	11%
Inactive	3%

Child physical activity

Active - average 60+ mins per day
Some activity - average 30-59 mins per day
Inactive - Average <30 mins per day

Adult physical activity

Active - average 150 mins per week
Some activity - average 30-149 mins per week
Inactive - average <30 mins per week



COMMUNITY STRIDES

NASREEN CHOUDHRY

Mother-of-three Nasreen Choudhry has never looked back since she took part in organised sport for the first time.

After a gentle nudge from her sister, and with a growing feeling that she wanted to improve her physical and mental health, she attended an introductory running session in Dundee.

Nasreen, 50, now runs regularly with the Tayside Smilers group and is enjoying the many benefits of being more active.

She recalled: “I had tried gyms, but I found it to be quite a lonely experience. Working full time and with all my family commitments, I found it difficult to get motivated.

“I wanted to be fitter and to feel like I was part of a group. I think when you’re from an ethnic minority you feel more comfortable going out in pairs or a group.

“I’d been suffering from an underactive thyroid for five or six years and the weight was coming on. At the end of the day I would feel completely floored. But with the running, I’ve managed to cope better with it.”

Nasreen’s introductory session at the Dundee International Women’s Centre was part of Community Strides – a collaboration between jogscotland and the Scottish Association for Mental Health (SAMH) that supports inactive

people across Scotland to become more active. She admits she was “very apprehensive” ahead of her first run, but the team from jogscotland – the recreational running arm of **scottishathletics** – provided an inclusive and person-centred environment that put her at ease.

Nasreen added: “The group is amazing. We talk about work and family and children, everything. I can’t praise the ladies enough. I love the social aspect and the feeling that I’ve achieved something for myself.

“I THINK THE BEST PART OF BEING ACTIVE IS THAT YOU FEEL GOOD ABOUT YOURSELF. WHEN YOU’RE HAPPY IN YOURSELF IT HAS A POSITIVE IMPACT ON YOUR FAMILY LIFE, TOO.”





WE DEVELOP **PHYSICAL CONFIDENCE**
AND **COMPETENCE** FROM
THE EARLIEST AGE



People taking part in programmes
we invest in have grown in
confidence or learned new skills



67%

feel they have
become **better**
at sport or other
activities



55%

feel they have
learned a
new skill



59%

feel more
confident in
sport or physical
activity

DEAF-FRIENDLY CURLING

SANDRA BLACK

When Sandra Black first tried curling, little did she know it would prove to be an ice-breaker that would help transform her life.

The 52-year-old, who is deaf, tried the sport for the first time through Scottish Curling's British Sign Language (BSL) and D/deaf programme. She was introduced by partner Mike Girdwood, himself a wheelchair curler and coach who is proficient in BSL.

Sandra, from Kirkcaldy in Fife, said: "I hadn't really taken part in any other sports beforehand but I'd been to a few games and competitions with Mike, so I decided to give it a try and see if it was for me.

"I was nervous when I first stepped on to the ice but I was looking forward to meeting other deaf people and understanding why Mike enjoyed the sport.

"The first session was just basic, getting to know the ice, the rules and how to use some of the equipment, but I really enjoyed it and couldn't wait for the next session to develop my skills."

Developed by Scottish Curling, the programme is one example of how an inclusive and person-centred approach to sport can support disabled people, helping develop physical confidence and competence.

Sandra was one of 76 deaf curlers who took part in five sessions at the National Curling Academy in Stirling between October 2019 and March 2020.

To help them understand some of the sport's more technical terms, the curlers were taught new BSL signs developed in partnership with Heriot-Watt University. Sandra added: "I really enjoyed it, my confidence soared and I was keen to explain to others what I'd learned in such a short space of time.

"I'D RECOMMEND IT TO EVERYONE, WHETHER THEY'RE DISABLED, DEAF OR NOT. IT'S SUCH A FANTASTIC WAY TO GET OUT OF THE HOUSE, UNWIND AND SPEND TIME WITH FRIENDS AND LEARN A NEW SKILL."





OUR COMMITMENT TO INCLUSION UNDERPINS EVERYTHING WE DO



This data refers to the people taking part in the programmes we invest in

SEX

65%

Male

35%

Female



AGE

44%

Adult

56%

Junior or Youth



AREAS OF DEPRIVATION*

14%

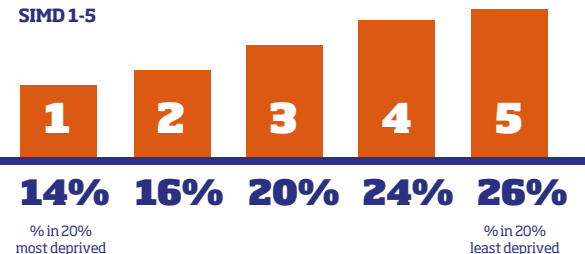
from the

20%

most deprived areas

* According to the Scottish Index of Multiple Deprivation (SIMD)

SIMD 1-5



DISABILITY

11%

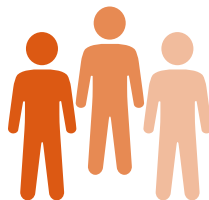
of under 18s said they were disabled



10%

of adults said they were disabled

ETHNICITY



6%

Asian, Asian Scottish or Asian British / Caribbean or black / mixed or multiple or other ethnic groups

91%

White Scottish / White other British / White Irish or White other

3%

preferred not to say

SEXUAL ORIENTATION

5%

of adult club members described themselves as bisexual, gay or preferred to use another term

90%

identified as heterosexual

5%

preferred not to say



RELIGION AND BELIEF

43%

of adult participants identified as Church of Scotland, Roman Catholic or other Christian

2%

had another religion

51%

said they had no religion

4%

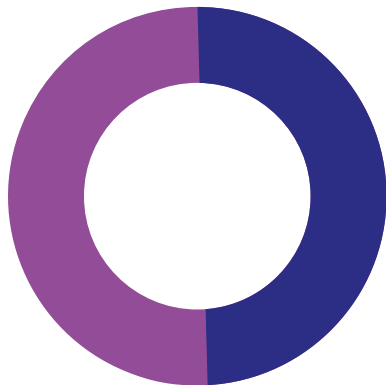
preferred not to say

SPECIFIC TO ADULTS

FINANCIAL SUMMARY

2019-20

Sources of funding



	£m
Scottish Government funding	32.600
National Lottery drawdown	33.232
Total	65.832

Breakdown of expenditure



	£m
Schools & Education	16.893
Clubs & Communities	25.959
Performance	25.407
Total	68.259

Difference between income and expenditure relates to timing differences for Scottish Government and other spend at year end



ABOUT THE DATA

The data in this report is from our routine, internal monitoring plus our:

- school survey – 9,000 responses
- club survey – 11,000 responses.

The surveys used convenience samples. We weighted the responses to make them as representative as possible of the people taking part in programmes we invest in. Those taking part include:

- Active Schools participants (312,808)
- Athletes receiving support from the **sportscotland** institute of sport (672)
- Members of Scottish Governing Bodies of sport (SGBs) and clubs supported by **sportscotland** through community sport hubs, SGB regional posts and direct club investment (626,689).

We were unable to collect equality or ASOF outcome data from high-performance athletes due to the disruption caused by Coronavirus (COVID-19).

However, these are a very small portion of the total, and would not affect the overall results.

The figures for people taking part in the programmes we invest in and people accessing **sportscotland** learning and development are not distinct. This means there may be multiple counting of people attending more than one programme or learning and development opportunity.

Please note that due to changes in the methodology, data is not directly comparable to previous years.



FIND OUT MORE

Visit sportsotland.org.uk

Visit sportforlife.org.uk

#SportForLife20

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