



Everybody Wins
Sport and Social Inclusion

There is widespread belief among political leaders in the role of sport as a means of combating social exclusion. This belief is justified, since it is supported by a range of research evidence and examples of successful practice. Yet in this country, current levels of exchequer funding are the lowest in Europe (ENGSO 2000), and are far below our major competitors in international sport.

This document outlines the role of sport in combating social exclusion, through addressing the inter-related factors which contribute to people becoming disengaged from their communities – poor levels of education, social deprivation, unemployment, poor health and crime.

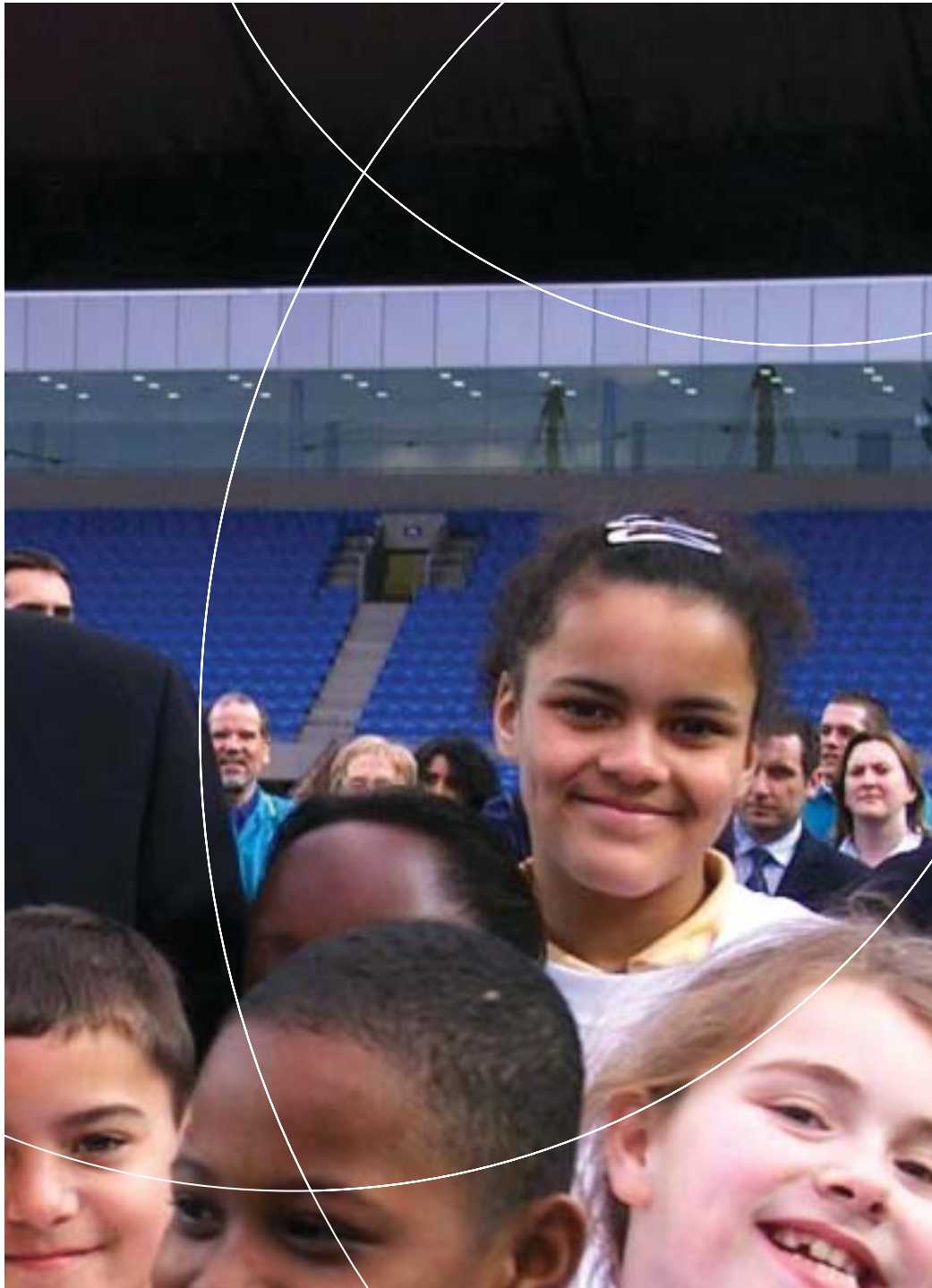
Sports governing bodies with the Central Council of Physical Recreation (CCPR) are committed to the development of sport and to contributing to the wider government agenda. We know that this commitment is shared by many of the 265 national sport and recreation organisations in membership of CCPR. This is a huge resource, largely untapped by Government, which could do far more to promote social inclusion.

We make the case for long-term, sustainable Government commitment to development through sport, and systematic investment in the national sports organisations, their paid staff and volunteers, to facilitate their contribution to sport as a route to social inclusion.

“IT IS IMPORTANT THAT WE GIVE THIS ENCOURAGEMENT TO SPORT NOT ONLY FOR ITS OWN SAKE BUT BECAUSE, AS MANY PEOPLE NOW RECOGNISE, IT IS ONE OF THE BEST ANTI-CRIME POLICIES THAT WE COULD HAVE. IT IS ALSO AS GOOD A HEALTH AND EDUCATION POLICY AS VIRTUALLY ANY OTHER.”

Rt Hon Tony Blair MP, The Prime Minister, 20 March 2002





Manchester 2002 Commonwealth Games

EXECUTIVE SUMMARY

Everybody Wins shows how sport can help to deliver Government objectives on education, health, crime and social inclusion. It shows that investment in sport will yield multiple benefits.

There is significant evidence and political belief that sport contributes to social inclusion. *Everybody Wins* is designed both to highlight the key evidence and provide case studies.

If sport is to help deliver Government objectives on social inclusion then increased sustained financial support is required to support the national governing bodies of sport and their clubs.

The current fragmented system of financing sport and social inclusion should be co-ordinated through a single cross departmental fund. This will provide long term sustainable support, for both core costs and specialist provision.

The network of 110,000 community amateur sports clubs is an untapped delivery mechanism. These clubs are run by 1.5 million volunteers and provide benefits for all sections of the community.

There is no magic formula for tackling social exclusion. Working with the most challenging areas of society requires Government to take risks, reduce red tape, streamline the myriad of funding agencies and commit to long-term investment.

There is an urgent need to develop the evidence to support the Government's political belief in the value of sport's contribution to social inclusion. We recommend further investment in a research agenda to build on existing evidence to address this need.

Tackling social inclusion through sport can be a 'win-win' situation. The Government gains a valuable policy tool which appeals directly to people who can be hard to reach using traditional methods; sport gains from increased diversity, higher participation and greater likelihood of international success.

Britain should lead the world in funding the sports governing bodies to encourage grass roots sport and social inclusion.



**"IT'S GOOD COMING TO NIKE
FOOTBALL BECAUSE USUALLY WE
PLAY CHICKEN - WHERE THE WINNER
IS THE LAST PERSON TO JUMP OUT
OF THE CAR WE'VE SET ON FIRE."**

Nike FC Estates Programme Review April 2002

1 SPORT AND CRIME PREVENTION

Sport is not a magic cure for crime. But the Prime Minister has recognised it can be a key ingredient in tackling the causes of anti-social behaviour and street crime. The academic research on sport and crime is catching up with the experiences of voluntary organisations and police forces across the country.

Intervention programmes based on sport can have positive effects in preventing crime, or re-offending. However, many programmes are dependent on short-term funding, and are not financially supported to provide monitoring data which is required to demonstrate success for further funding.

Adwick-upon-Deerne Cricket Club

located near Doncaster in South Yorkshire, is one of the country's poorest areas where at least one member of every household is unemployed. The club has more than 100 members playing at every level from under-11 to senior. Even during the winter enthusiastic volunteers coach boys and girls – despite having a dilapidated pavilion and no hot water. "The police think we are wonderful" said Alan Shaw one of the club's most energetic volunteers. "We're providing a public service. We keep the kids off the street and also try and develop their interpersonal skills. We are trying to show the youngsters that this is how life can be, that there is hope..."

Testway Housing in partnership with Hampshire Police, Andover Rugby Club, and with Sportsmatch funding involved many of the most difficult juveniles from local housing estates in playing rugby during the summer holidays. The local Police Superintendent confirmed that the scheme had contributed to a 46% reduction in vandalism.

Get Hooked on Angling is run with Durham Police and is designed to give young people at risk of social exclusion the opportunity to go angling for free. The scheme promotes social inclusiveness and dissuades young people from anti-social behaviour. The scheme looks to engage groups that hang around on street corners to become actively involved in fishing. This successful scheme is being expanded across the UK and is now running in America.

Sport 2000 is a charitable trust in Derby made up of local partners including the Derbyshire Police and the County Cricket Club. The project has identified areas of greatest need and sustainable recreational opportunities. The trust promotes healthy drug-free lifestyles and provides the diversion from crime by giving young people a sporting chance. One example is the Pro Trade Golf Academy that is part of the Sport v Crime Project and provides the chance for 40 youngsters to learn golf for free.

Sport provides a positive outlet for young people's energies. Some of the 'Splash' programmes run during the summer holidays are starting to show the incidences of reported crime have fallen in those targeted areas.

"WE KNOW THE REASONS WHY A YOUNG PERSON TURNS TO CRIME. THEY INCLUDE HAVING NO ROLE MODELS, NO SELF RESPECT, NO SELF DISCIPLINE, AND NOTHING BETTER TO DO."

Tessa Jowell MP
DCMS Secretary of State, 21 March 2002

"TARGETED PREVENTION WORK WITH THE MOST 'AT RISK' YOUNGSTERS IN HIGH CRIME ESTATES CUTS YOUTH CRIME AND DISORDER SUBSTANTIALLY, IMPROVES SCHOOL ATTENDANCES AND RAISES THE QUALITY OF LIFE FOR THOSE COMMUNITIES."

Lord Norman Warner
Chairman of the Youth Justice Board,
22 July 2002

"I'VE WON A GOLD MEDAL BUT SO MANY OF MY MATES HAVE ENDED UP DEAD ON THE STREETS."

Darren Campbell
Olympic and European Medallist

THE SOCIAL AND ECONOMIC COST OF CRIME TO THE NATION IS ENORMOUS. OVER A QUARTER OF THE WORKING AGE POPULATION HAS A PREVIOUS CONVICTION, AND THE ANNUAL COST OF CRIME IS £50 BILLION. "... EACH OFFENDER COMMITS ON AVERAGE 21 OFFENCES A YEAR, EACH COSTING AROUND £2000 TO SOCIETY AND THE CRIMINAL JUSTICE SYSTEM. THE BENEFITS OF SUCH CRIMES NOT BEING COMMITTED ... IS AROUND £75 MILLION."

Home Office
2002 Breaking the Circle



Dads Against Drugs project



London Street Football League for homeless people



UK Athletics Star: Track scheme

2 SPORT AND HEALTH

The case for health improvement through physical activity and sport is proven. There is robust research evidence, as outlined in the CCPR *Saving Lives, Saving Money* that investment in sport brings direct health benefits, for both individuals and society. The number of children classified as obese has trebled in the last twenty years.

The National Audit Office reported that a fifth of the population is obese, leading to 30,000 premature deaths a year costing £2.5 billion per annum. It concluded that this coincided with a '*reduction in physical activity and a rise in sedentary behaviour*'.

A healthy and active life style has positive benefits for economic productivity. Physical inactivity is linked to obesity and back pain related to an increase in the loss of working days and job performance.

Obesity results in 18 million days a year off work. The cost to the economy in terms of lost earnings and premature deaths is estimated to be £2 billion per year.

Prevention is better than cure. With the costs of healthcare increasing, investment in the preventative health benefits of sport will save both lives and money.

The Government spends £1,135.00 per person on health compared to just £1.38 on sport. A small shift in the health budget would create a step change in sports provision and health promotion.

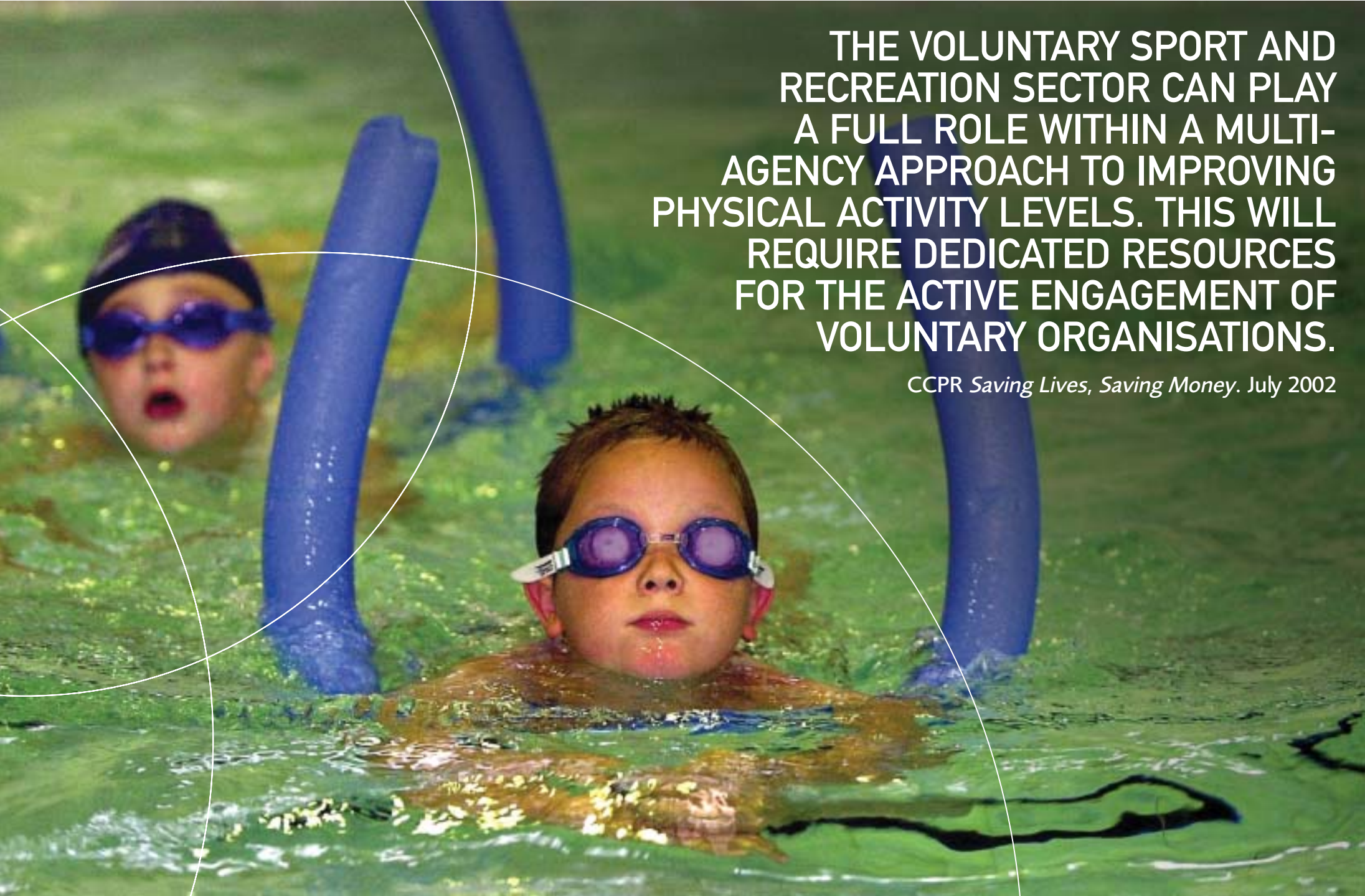
Swimming is one of the most beneficial exercises for young and old, with 11.9 million swimming regularly. (Government response to DCMS Select Committee, March 2002).

The **Amateur Swimming Association** (ASA) develops swimming schemes through its clubs, local authorities and schools. It runs various programmes to bring the sport to different ethnic groups. One such example is run with the Asian community and the Commission for Racial Equality. Research found that the proportion of ethnic minority youngsters in Bradford primary schools who met curriculum targets for swimming was well below the national average. The scheme has specific health benefits given the high propensity for heart disease amongst the Asian population.

In Staffordshire, Tower Hamlets and Bristol the ASA is working with their clubs and the local authorities to develop further swimming opportunities, particularly through subsidised 'Learn to Swim' courses. The courses target schools with high ethnic minorities and low swimming achievement.

The **London Street Football League** for homeless people in central London and funded by the Football Foundation shows how sport can help particular target groups. The League has 36 teams and 100 registered players. The programme has players from the lower socio-economic groups and socially deprived backgrounds. The results from the initiative have shown that many of the individuals have gained in self confidence and benefited from training for work in the job market.

The **Dads Against Drugs** project near Hull stemmed from a need to encourage healthy lifestyles with children which involved the whole family. Dads Against Drugs raises the awareness about drug misuse with young people and promotes an anti-drug message through sport. The scheme has a focus on sporting activity because it found that using sport it could link to the local community regardless of age, disability, ethnicity and cultural divide.

A photograph of two children swimming in a pool. The child in the foreground is wearing blue goggles and has a focused expression. The child in the background is also wearing goggles and has an open mouth, possibly shouting or out of breath. Blue lane lines are visible in the water. The text is overlaid on the right side of the image.

**THE VOLUNTARY SPORT AND
RECREATION SECTOR CAN PLAY
A FULL ROLE WITHIN A MULTI-
AGENCY APPROACH TO IMPROVING
PHYSICAL ACTIVITY LEVELS. THIS WILL
REQUIRE DEDICATED RESOURCES
FOR THE ACTIVE ENGAGEMENT OF
VOLUNTARY ORGANISATIONS.**

CCPR Saving Lives, Saving Money. July 2002

**“PLAYING SPORT IN SCHOOL CAN HAVE
A POSITIVE IMPACT ON ATTENDANCE,
BEHAVIOUR AND ATTAINMENT.”**

Estelle Morris MP, Secretary of State for Education, July 2002



3 SPORT AND EDUCATION

Physical education and sport must be an integral part of every child's learning experience. This benefits pupils, schools and local communities, as well as the National Health Service.

Achieving good educational standards is one of the most powerful positive forces to ensure that young people remain socially engaged, find purposeful employment and avoid the risk factors associated with delinquency and crime. Achievement at school is in turn associated with attendance throughout school life, engagement in school life and good behaviour.

- Specialist sports colleges have improved GCSE results in 2001 more than any other specialist colleges. (*Department for Education and Skills, 2002*)
- Playing sport in school make schools a better learning environment with less disruption. (*Qualifications and Curriculum Authority, 2001*)
- Schools that concentrate on sport and PE have been shown to reduce truancy. (*Schools Inspectorate, 2000*)

At the 1999 World Summit on Physical Education in Berlin, international research on the economic, health, educational and behavioural benefits was cited to make the case for physical education to be provided for all children within curriculum time.

The CCPR Charter for Physical Education and School Sport (2001), endorsed by The Conference of Royal Medical Colleges, demonstrates the distinctive role of physical education and school sport in supporting healthy physical development. This is the basis for effective overall development, and encourages self esteem and self confidence. Curriculum physical education is the only way of ensuring that all children learn the skills, knowledge and confidence for life-long participation in physical activity and sport.

The increasing rates of childhood obesity are largely due to poor diet and an increase in sedentary behaviour.

There is compelling evidence that children who take part in quality programmes of physical education at school achieve higher levels of academic attainment and are more engaged in school and community life. 'Fit to Succeed' has demonstrated also that active children are more alert, display less behavioural problems and show better patterns of attendance, than less active children. Similar results have been observed in Australia, where it has also been found that such effects were sustained over several years. (*Berliner 2002*)

The **Rugby Football League** (RFL) in the community is developing sustainable programmes that will bring measurable benefits for school pupils. The Karrot scheme in Southwark and the community project in Slough are targeting 11 – 15 year olds to improve school behaviour and attendance.

As part of a national strategy to promote the game the RFL is working with partner primary schools to increase the range of outdoor learning opportunities.

The **Football Association's** National Game Strategy is working to develop football's potential to assist community development. By creating partnerships with schools, local authorities and health departments, The FA and football clubs are encouraging a positive community effect.



Sport 2000 in Derby



FA National Game Strategy



Testway Housing Rugby initiative



Venus Williams and the Two Nations Challenge



Hampshire police working in partnership with sport



ECB Street Cricket programme

4 SPORT AND SOCIAL COHESION

Sport has the power to unite people. Investing in community sport is a key tool in breaking down social barriers and creating a healthy civic society.

The National Survey on Volunteering in 1998 identified that sport accounted for 26% of all volunteering. Volunteers contribute more to sport than government and the lottery combined.

The UK has the highest rate of teenage pregnancy in Europe. 1999 Research by the Women's Sports Foundation, USA, found compelling evidence that young women who take part in systematic programmes of physical activity and sport are less likely to become pregnant while teenagers.

A major programme of development by the **Football Association** has seen football become the top participation sport for women with 1.4 million girls playing football at least once a week.

The **ECB's 'Street Cricket' programme**, in conjunction with Channel 4, is specifically targeting inner city areas of social deprivation and cultural diversity. The programme has already touched 35,000 young people and 81 community volunteers have been trained as cricket coaches to continue its legacy. Two new cricket clubs have been set up as a direct result of local enthusiasm for the 'Street Cricket' initiative – Hackney Downs Cricket Club in London and Forest Green Cricket Club in Nottingham.

City Tennis Clubs were launched by the **Lawn Tennis Association** to give everyone the opportunity to play tennis. 'Kids Zones' make clubs accessible to young players with facilities that are friendly, modern and fun. By directly contacting local schools and holding special open days the clubs can bring in juniors and their families to come and enjoy playing tennis.

The **Two Nations Challenge** has been launched as a competition between inner city kids from Great Britain and the United States. A joint initiative with the US Tennis Association, it allows young players to represent their country at international level and inspires others to play tennis.

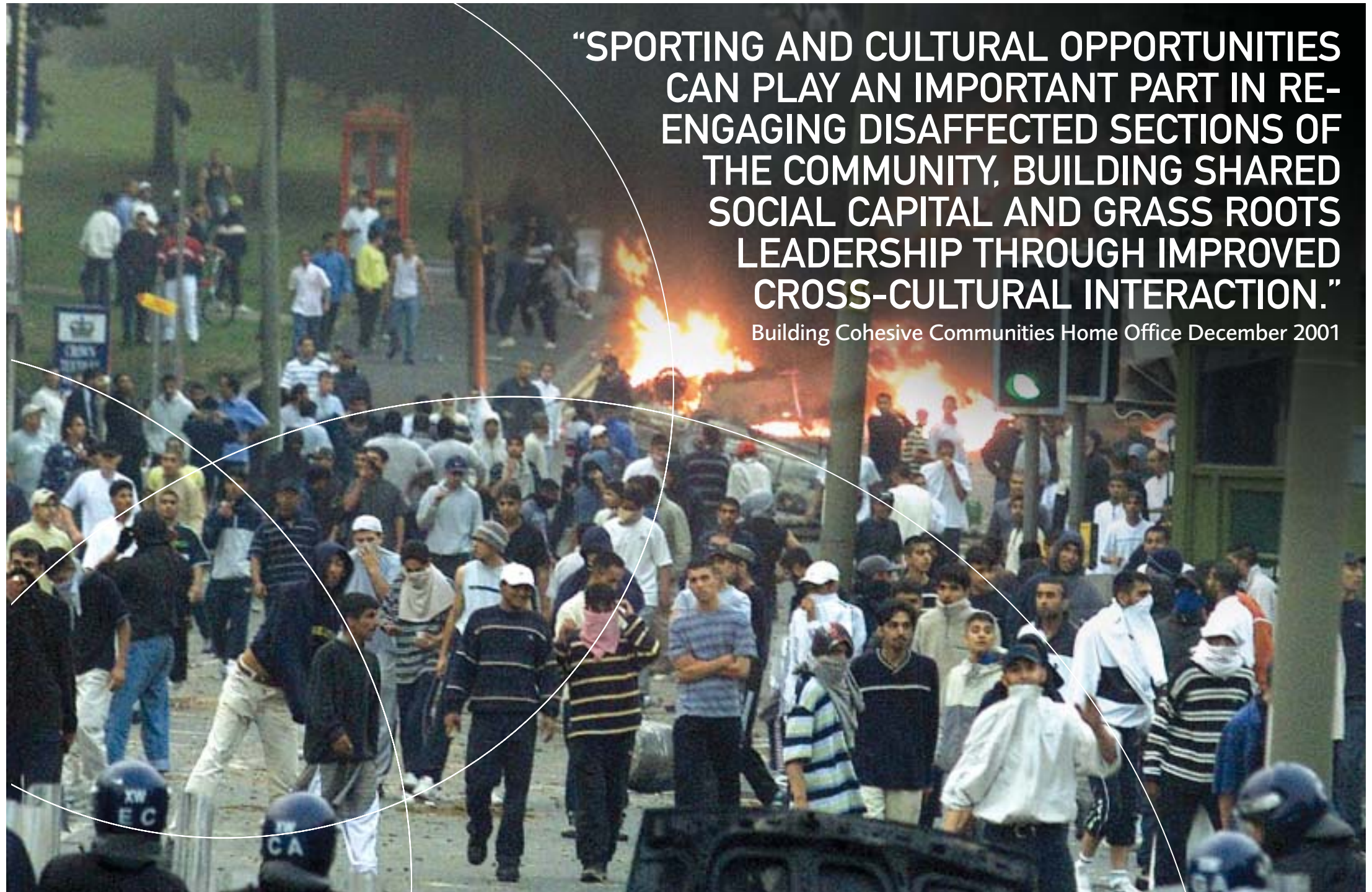
The **Rugby Football Union** provides sustainable coaching programmes for schools and clubs irrespective of their background. The Rugby Continuum has adopted mini and tag rugby programmes to train teachers as well as volunteer mums and dads to make the game safe and enjoyable for all. The Southwark Tigers Rugby Club in London was recently established with local partners to provide a sustainable programme for inner city children.

'Come and try' days are offered by clubs for all sections of the community throughout the country including special needs groups. The vast majority of events are staffed by volunteers at rugby clubs but also by some professional clubs such as the Newcastle Falcons.

The **Football Association** supports the scheme by Leicester City Football Club to bring mini-soccer schools to areas with a high concentration of Asian residents. The scheme is open to all and brings in coaches from outside the area to help break down misconceptions. The coaches develop youngsters' football skills as well as training a new generation of Asian coaches to sustain the programme.

In Oldham, **UK Athletics Star: Track scheme** is being utilised to build community cohesion with courses in ethnic areas during the summer holidays. 'Splash' funding has helped to train youths from ethnic communities to assist with coaching. This promotes ethnic minority youth role models in leadership positions in a sport that does not attract many Asian participants. It also provides diversionary activities for youths during the summer evenings.

Oldham and Royton Harriers have linked with the council to provide coaches for the scheme and to encourage young people attending the summer courses to join the athletics club and participate on a regular basis.



**“SPORTING AND CULTURAL OPPORTUNITIES
CAN PLAY AN IMPORTANT PART IN RE-
ENGAGING DISAFFECTED SECTIONS OF
THE COMMUNITY, BUILDING SHARED
SOCIAL CAPITAL AND GRASS ROOTS
LEADERSHIP THROUGH IMPROVED
CROSS-CULTURAL INTERACTION.”**

Building Cohesive Communities Home Office December 2001

**“SPORTING ACTIVITIES ARE AN
ESSENTIAL INGREDIENT TO A
LIVELY AND VIBRANT TOWN
AND CAN STIMULATE SOCIAL
AND ECONOMIC WELL-BEING.”**

Urban White Paper. November 2000.



5 SPORT AND REGENERATION

The City of Manchester benefited from a transformation through hosting the 17th Commonwealth Games. As a city it had represented the traditional manufacturing industries but has emerged as an exciting service based metropolis.

The Games ran smoothly due to the help from 10,000 adults volunteering 1,260,000 hours of their time. Through using public support, the sports national governing bodies, private enterprise, national funds and the volunteer sector have shown such a model does benefit everyone.

The positive outcomes of Sheffield's investment in the 1989 World Student Games, in the regeneration of the Don Valley and its neighbourhoods, and the legacy of quality sports facilities and services, are now well-known. Other local authorities or regional development agencies have used sport in similar ways, to create jobs, reclaim derelict industrial land, re-build local services and investment, and, perhaps most important, create a sense of local pride and engagement.

"The wide gap between poor neighbourhoods and the rest results from a complex combination of factors. Some of the factors are social and economic changes that have affected many countries. When these combine they create a complex and fast moving vicious cycle. But, over several decades, the policies and actions of central and local government have not been good enough at tackling these issues; and sometimes they have been part of the problem." (*National Strategy for Neighbourhood Renewal Action Plan 2001*)

The **Youth Charter for Sport (YCS)** is a registered charity based in Manchester and has a track record for tackling social inclusion through its Youthwise Citizenship Programme. By working in partnership with the voluntary and private sectors the YCS has shown that sport is a vehicle for social delivery. For example the Powerhouse Youth Centre on Moss Side was a result of the work played by the YCS. Thousands of young people from Manchester have benefited from this community sports facility.

To ensure that sports governing bodies and their clubs can help deliver the Government's agenda for sport there is a need for sustainable long term funding programmes.

Sport's contribution to the economy

"Sport and recreation is one of the fastest growing sectors in the UK economy. Real consumer expenditure on sport in the UK grew by 30% between 1985 and 1995, and consumer expenditure on sport in 1995 was estimated at £10.4 billion." (*Audit Commission 2002*)

- Consumer expenditure on sport in 1998 was over £13 million.
- Sport related employment was 437,460 representing 1.6% of all employment. (*Leisure Industries Research Centre November 2000*)

The National Strategy for Neighbourhood Renewal has a 20-year timescale, yet "hand-to-mouth funding and a project-based approach to resources are still the everyday life of community development at local level". (*Thompson 2002, National Institute of Adult Continuing Education*)

NIACE has pointed out that the sustainability of projects depends on four ingredients:

- Resources, linked to local issues and concerns, rather than "flavour of the month" outcomes;
- Knowledge, to meet the aspirations of those involved;
- Skills – making the most of the skills which organisations and people already have, rather than displacing existing provision with glossy new programmes;
- Commitment to include everyone, and especially opportunities for people to work and volunteer in their own neighbourhoods.



Moss Side Powerhouse scheme in action



Inner city graffiti



Channel 4 in partnership with the ECB

"MANY AUTHORITIES INCREASINGLY RECOGNISE THE IMPACT THAT SPORT AND RECREATION HAS ON A WIDE RANGE OF SOCIAL, HEALTH AND ECONOMIC ISSUES. IN BETTER PERFORMING AUTHORITIES, STRATEGY AND SERVICE PLANS DEMONSTRATE EXPLICIT LINKS TO THE STRATEGIC PLANS AND OBJECTIVES OF OTHER SERVICES IN THE AUTHORITY AND EXTERNAL ORGANISATIONS."

Audit Commission 2002

DESPITE THE IMPORTANCE OF VOLUNTARY SPORTS CLUBS TO BRITISH SPORT THERE ARE CLEAR INDICATIONS THAT THE SECTOR IS INCREASINGLY UNDER THREAT. CLUBS ARE FINDING IT HARDER TO COPE WITH THE INCREASING VOLUME OF 'RED TAPE' AND THE PRESSURES OF SUSTAINING A CLUB'S FINANCES.

CCPR Survey *Boom or Bust*, March 2002

BY 2003/04 THE DCMS ALLOCATION OF FUNDING TO SPORT WILL RISE TO £103 MILLION FROM £52 MILLION IN 2000/01. THIS EQUATES TO ONLY £2 PER HEAD OF POPULATION; LESS THAN HALF THAT INVESTED BY FRANCE.

European Non Governmental Sports Organisations. 2000

CONCLUSION

There is now a recognition of the role that national governing bodies through their clubs, paid staff and volunteers, can play in promoting social inclusion. Investing in voluntary sector sport provides a higher return than investment in other sectors.

Existing national governing body schemes show the multiple benefits for health, education, social inclusion and crime reduction from targeted grass roots sport programmes.

Government and sport need to build upon the emerging infrastructure for PE and school sport by establishing a comprehensive system for community sport.

Addressing the deep rooted problems caused by social exclusion needs long term sustained investment. Short term project funding is not adequate.

There is no escaping the need for greater investment in community sport, both facilities and people. This needs to be accompanied by robust long-term evidence to develop existing good practice.

The Government needs to ensure that sport is funded through the budgets for health, education, social inclusion and crime reduction – a simplified cross departmental funding source.

Britain should lead the world in funding sports governing bodies to encourage grass roots sport and social inclusion.



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The Football Association
England and Wales Cricket Board
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The Rugby Football League
The Rugby Football Union
The Lawn Tennis Association
UK Athletics
Amateur Athletic Association of England
Dads Against Drugs
Southwark Tigers RFC
Sport 2000
Swimpixs.com
The Street Football League
Testway Housing Limited
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