



SOCIAL POLICIES AND CONSUMER PROTECTION SUB-COMMITTEE

Grassroots Sport and the European Union

Written evidence

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Memorandum by Betfair PLC (GSEU 12)

Introduction

1. This paper constitutes the submission of Betfair Plc to the call for evidence by the European Union Sub-Committee on Social Policies and Consumer Protection on the inquiry into Grassroots Sport and the EU. Representatives from Betfair, including the Corporate Social Responsibility Manager, would also be more than happy to provide oral evidence if it would be useful to the Committee.
2. Established in 2000, Betfair is the largest UK-licensed betting operator which operates purely online. The Betfair group has three million registered users worldwide, and processes more than five million transactions per day, more than all the European stock exchanges combined. Betfair employs over 2,300 people worldwide, with over half of those jobs being located in the UK at our London headquarters in Hammersmith and our office in Stevenage.
3. Betfair's core product is the world-leading online betting exchange, a concept which it pioneered. The exchange mechanism uses similar technology to a stock exchange and allows Betfair to offset its risk perfectly by exactly matching supply and demand in a way not possible for traditional bookmakers. Betfair has also developed casino and poker products and has used pioneering technology to extend its products beyond the internet to allow them to be accessed on a range of different platforms including TV, radio and mobile.
4. Betfair is a British internet success story, comparable with US brands such as Google, Amazon and Facebook. Betfair has twice been named the UK's 'Company of the Year' by the Confederation of British Industry and is the only online betting company to have won a Queen's Award for Enterprise. It was awarded one in 2003 for innovation and a second one in 2008 for international trade.
5. Betfair holds licences to operate betting products in the UK, Malta, Italy, Alderney and Australia.

Summary

6. Betfair has a comprehensive Corporate Social Responsibility programme and takes its responsibilities to the community very seriously. Being a gambling company, this is especially so with regards to the sporting community and Betfair has in the past worked with various sporting charities, including Greenhouse and Charlton Athletic Community Trust. Betfair has recently raised £500,000 for British athletes during a two year partnership with UK charity SportsAid. Betfair's commitment to corporate responsibility motivates the company to build strong and trusted relationships with regulators, customers, employees and its surrounding communities.
7. Betfair's flagship community programme is Cash 4 Clubs¹, which has been set up to facilitate fundraising for community sports clubs throughout the country. We recognise the importance of sport in building and maintaining communities and are

¹ <http://www.cash-4-clubs.com/>

therefore committed to ensuring that funds get to where they are most needed: the clubs themselves.

8. Cash 4 Clubs pledges at least £40,000 every year to grassroots sports clubs. This offers all sports clubs in the UK the chance to win grants ranging from £250 to £1000. The grants can be used to improve facilities, purchase new equipment, gain coaching qualifications and generally invest in the overall sustainability of the organisation. It is a simple scheme aimed at giving community clubs a helping hand and providing the opportunity to raise the money they need to invest in their club. The scheme is a flexible, simple way to get funds to the clubs working at a grassroots level. To date, Betfair has invested over £100,000 in Cash 4 Clubs and plans to continue expanding the scheme year on year.
9. The Committee has asked to hear the views of those who contribute to the activities of grassroots organisations, and it is in that capacity, via our Cash 4 Clubs programme, that Betfair is able to offer evidence from our experience with the Cash 4 Clubs grassroots sports scheme and present the following evidence.

Response to Consultation Questions

Question 1: Why is participation in grassroots sports so important? What benefits does it bring?

10. One of the most important benefits of participation in sports at a community level is the social cohesion and inclusion which sports promotes. Due to the very nature of grassroots sports, they tend to be non-exclusive and non-elitist and this can help bring communities together and improve communication between different groups. This is a message which Betfair feels strongly about and can be illustrated through a case study of one of our sports club which has received a grant from Cash 4 Clubs: St. Ives Surf Lifesaving Club in the South West of England was established in 1996 and provides training for over 130 members. The club works with all ages of the local community and trains and equips individuals with the skills they need to keep themselves and others safe in the water, so they are ultimately in a position to save lives. However, the overall aim of the club is to be as inclusive as possible, so that no matter what your ability, you are part of a team and developing life skills. These benefits of being included in part of a community and being part of a team are some of the most important benefits from participation in grassroots sports.
11. Betfair believe that one of the most important benefits sports participation can bring is helping to improve health and wellbeing of those involved. Participation in sports can help to counteract the growing rate of obesity and sedentary lifestyles which place a huge cost of the NHS every year. There has been a great deal of government sponsored research into the development of community sport and exercise and as such a huge benefit could be gained from this. As well as this health benefit, participation sports can also bring a sense of wellbeing by learning essential life skills such as team work, communication, self-discipline and confidence.
12. Grassroots sports can provide a great platform for new talent in sport. In this respect, the provision of good facilities, good coaches and basic needs such as kit and equipment are essential for sports groups. Mark Foster, Olympic Swimmer and

World Record Holder is one of Cash 4 Clubs' supporters and he recognises the importance of grassroots sports saying:

"Community sports clubs are the grassroots of sport. It was at my local club in Southend that I started swimming and developed into a professional and without the support of this community based club I would never have represented my country at the top level of the sport. Clubs need funds and that is why Cash 4 Clubs is such a fantastic scheme as it gets money straight to where it can have the most impact".

Question 2: What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people or women?)

13. Many of the sports clubs which Betfair provides money to are formed by, or focus on particular groups; for example Cash 4 Clubs has recently given a grant to an all-women's basketball team in Leicester and this is a useful case-study of how grassroots sports can benefit a particular social group. The City of Leicester Lady Hoops is a club at the centre of the local sporting community that is devoted to getting more girls and women playing basketball and enjoying sport. With members ranging from nine to 37 years old, the club coaches in local schools, runs a league for over 200 girls and enters teams at a national level. A recent survey conducted by Sports England highlighted the fact that there is a lack of participation in sport in and around Leicester, so the Leicester Lady Hoops were keen to use any funds to secure the future of the game for members of the local community. The £650 Cash 4 Clubs grant will see five young women who already play at the club take their level two coaching qualification with the aim being that they will then continue to act as key role models for future players. Jon Wilkins, Coach, said: *"This grant will really help our club progress to the next level. We wanted more women involved in coaching as they are underrepresented and this will help kick start the process for us. Girls need role models to show them they can achieve anything they put their minds to; we have the role models and now they can get qualified which is just great."*

Question 3: How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority under-represented groups?

14. Cash 4 Clubs has in the past worked with particular groups who could especially benefit from being part of a community or sports team. In 2001 Newham Warriors Football club created 'Dads & Lads' which aimed to bring estranged fathers and sons together through a shared interest in football. As well as this, the scheme also holds workshops on bullying, knife crime, peer pressure, self esteem and nutrition. This demonstrates the ways in which grassroots sports can engage and educate often under-represented groups in life skills.

Question 4: What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

15. Through Cash 4 Clubs Betfair directly witnesses the financial barriers which prevent grassroots sports clubs from fulfilling their potential. Cash 4 Clubs focuses on giving money to clubs struggling financially and many come to Cash 4 Clubs because they cannot get any support elsewhere. The sports clubs need funding to improve facilities, purchase new equipment, gain coaching qualifications, and generally invest in

the sustainability of their club. This could be as simple and practical as needing money to fix a boiler in a club house, as there is no provision made for these types of necessary repairs and maintenance. The fact that the money can be put to a purely practical use is something which makes Cash 4 Clubs different to other sports grants.

16. Betfair feels that it is important to encourage many groups and clubs to apply for the Cash 4 Clubs scheme and the message is promoted via national bodies and local authorities. However, there is currently a need to resist streaming the message to too many organisations as there is a limited grant pot, and it is essential that applicants' expectations can be managed. If more companies were to set up similar voluntary schemes, the amount of funding and number of beneficiaries could be increased. This would directly support more clubs and therefore would be very likely to result in increased participation in grassroots sports.
17. In terms of regulatory barriers, it is important to Cash 4 Clubs that the application form and application process is accessible and easy to use and is not a overly time consuming format. Many grassroots sports clubs are run on a voluntary basis and we do not want to eliminate those most in need of funding by making the application process too complicated.
18. Cash 4 Clubs makes sure it gives to a wide and varied cross section of the sports world. Whilst the scheme receives most of its applications from cricket, rugby and football the scheme ensures that lesser known sports are included in those receiving grants. To date, Betfair has awarded grants to gymnastics, boxing, volleyball, swimming and climbing clubs to name but a few.

Question 5: How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

19. Betfair believes that all licensed gambling companies have a responsibility to put something back into the community. At Betfair we feel that due to the nature of the company, grassroots sports are particularly relevant to us. We understand that none of Betfair's competitors offer a similar sports funding scheme and this is an area that could be developed further. We also understand that an overwhelming number of the schemes helped by Cash 4 Clubs could not operate without the volunteers who work with them, and give up their free time to support their communities. The generosity and enthusiasm of volunteers is key in encouraging participation of grassroots sports.

Question 6: Is sport considered sufficiently across all relevant EU policy areas?

20. Following the Lisbon Treaty which came into force in December 2009, the European Commission set out a plan for policy-making in sports. The main aims of this were promotion, integration and cultural understanding between Member States. It also aims to represent the interests of all Member States through the Sports Council, and ensures that sport is adequately taken into account in the consideration in EU policies.

Question 7: What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?

21. Betfair is an international company and operates across EU member states. As such, rolling out the Cash 4 Clubs scheme elsewhere in Europe has been considered by Betfair. This is still in the very early stages but is something to be considered and would be building up the experience and communication links between sports clubs in the UK and other Member States. The main considerations which need to be taken into account are as follows:

- Ownership (in country)
- Source and level of grant funds
- Structure of programme
- Partnership with relevant sports body
- Web presence
- Resource to manage online content
- Resource to administer and evaluate programme
- PR activity

Question 8: How do you consider the new EU sports Programme should be structured and what should its priorities be, both in short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?

22. The European Commission examines sports through its societal role, its economic dimension, and its organisation. Betfair is of the opinion that EU's sports policy should be to facilitate exchanges between sports clubs as a means of promoting cultural links and awareness about the benefits sport can bring to society. Betfair also believes that sporting bodies themselves are best positioned to ascertain their needs, and that the European Commission and the EU more generally should refrain from involving itself in the determination of any statutory economic funding methods for sports. Indeed, Betfair believes that issues of funding of sports are best dealt with at a national level.

16 November 2010

Memorandum by the Centre for Access to Football in Europe (CAFE) and National Association of Disabled Supporters (NADS) (GSEU 25)

- I. **CAFE** is a registered UK charity funded by UEFA to promote improved access to football stadia across Europe. **NADS** is a UK charity promoting improved access to sports stadia throughout England and Wales.
- II. **Both charities respect and support the need for improved facilities to ensure that more disabled people feel able to play sports. However, there is also an urgent need to ensure that disabled people are able to follow sports as spectators and supporters.**
- III. Both CAFE and NADS are working to ensure that more disabled people (supporters and spectators) are able to attend live sports events and to utilise the special influence of football. In particular, to raise disability awareness and ensure a more inclusive and accessible built environment and society. We have many personal testimonies of the health and well-being benefits to disabled people who are able to attend public social events such as a live football match. Many have made life-long friendships, found life partners, got involved in other social activities, found the confidence to seek employment, enrol in training courses and have begun to live more independently. All of this can happen because someone is able to go to a live match or other sporting event!
- IV. It is recognised that supporting football and attending live matches is an integral and vital part of European culture and tradition. Football supporters are increasingly diverse and are becoming more and more representative of the wider multicultural European society. This naturally includes many more disabled people who wish to attend football matches. In addition, many football clubs and stadia provide activities and facilities outside of match days and are at the heart of local community life.
- V. **50% of all disabled people have never participated in leisure or sport activities.** One third of the disabled population has never travelled abroad or even participated in day-excursions because of inaccessible venues and services
- VI. More and more disabled supporters want to travel to football matches and as provisions improve, they will feel they can attend major tournaments such as EURO 2012 alongside their fellow supporters.
- VII. Some football stadia and sports venues have made great strides to ensure an inclusive and welcoming match day experience, however there is still much to do both within the UK and across Europe.
- VIII. Participation as both a player and supporter at grassroots levels is very difficult for some disabled people. This is due to poor facilities (often Council run) that have no toilet facilities let alone an accessible toilet, no access paths, ramps etc. The money is not available to clubs at grass roots levels to make necessary changes to many of the ground either. A disabled person who wanted to watch their son, daughter, relation, friend play football would find that in many instances they were unable to do so because of the state of the grounds and lack of facilities.

- IX. Many sports stadia and similar public arenas including professional football stadia are not accessible or woefully below standard in terms of equal access for disabled people. There is most often a shortage of adapted and inclusive seating, such as places for wheelchair users and amenity seating for spectators with limited mobility or for those who use an assistance dog. Yet at the same time, many stadia have large amounts of empty seating on match days or during live events. This can be as much as 50-70 % of the overall capacity of the venue. But still there are insufficient numbers of wheelchair spaces in particular.
- X. Disabled spectators and supporters are often not able to sit with family and friends; this can sometimes mean having to sit in different stands or tribunes often with completely different entrances.
- XI. 82% of British football fans agree that being around other fans in the atmosphere of the grounds is as important as watching the game itself. 85% of British football fans associate football with friendship and camaraderie. (Football Passions Report 2008.)
- XII. Being able to attend live events with your companions or family members is a large part of the enjoyable experience. Disabled football supporters are often not able to sit with their own fellow supporters. Instead they have no choice but to sit with home fans as away supporters which, at best, can be an intimidating and hostile experience.
- XIII. Accessible parking and amenities, including basics such as accessible toilets and refreshment kiosks are often nonexistent or are of a poor standard. The sightlines or views from disabled supporter viewing areas (such as wheelchair places and amenity seating) are often poor with obstructed views of the pitch or field of play. This can be easily resolved with the implementation of smart inclusive design solutions when building sports stadia or public venues. Likewise, existing stadia and venues can be improved and adapted to remove existing barriers. There are a number of stadia who have found lost cost and good practice solutions. They have been able to ensure that there is an equal provision within their facilities for disabled people with special requirements.
- XIV. Alternative formats and accessible services are provided at some venues, such as audio commentary for blind and partially sighted spectators and induction loops for hard of hearing and Deaf spectators. However there is still much to do in this area to ensure that accessible information and materials such as large print and audio match day programmes and accessible websites with clear information about attending sports events become common place.
- XV. In our view, many professional football clubs still do not meet their duties to disabled supporters and whilst some clubs now provide excellent facilities and services, many have much to do. This is unforgiveable within an industry that remains collectively wealthy with the Premier League securing record broadcasting sponsorship in 2010/11.
- XVI. The ODA for London 2012 is setting excellent good practice standards for new stadia and event arenas for the Olympic and Paralympic Games but concern remains about the use of some of the existing venues including a number of 'iconic' football clubs. NADS and CAFE remain concerned about the level and standard of accessible facilities at these venues. We anticipate, that large numbers of disabled people will be disappointed or excluded whilst there remains no purposeful plans to improve the quality and numbers of adapted seating and amenities at these stadia/venues.

- XVII. The European Commission is developing a 'Design for All' approach to the built environment and as such the EU has a vital part to play in supporting Mandate 420 and developing good practice technical guidance through bodies such as the European Committee for Standardisation and their Technical Report CEN/TR 15913 "Spectator facilities – Layout criteria for spectators with special needs".
- XVIII. CAFE worked alongside CEN to produce the CAFE Information Note 1 (which describes the key points within this Technical Report) to ensure that this information was more publically available. This is an industry first and CAFE wishes to see such reports and guidance more freely available within the public domain in the future.
- XIX. There should be an increased commitment to European wide legislation and regulations, including technical reports and good practice guidance for the built environment especially in terms of accessible and inclusive design and improvements to sports arenas and stadia. It should become mandatory that such public venues provide equal access (at least with a benchmark of minimum standards) so that disabled people can enjoy the same social opportunities within their local communities. It is clear that people experience great joy and a sense of well-being and belonging in being able to attend live event alongside family and friends.
- XX. There should be increased focus on utilising the powerful voice of sports such as football to raise disability awareness and highlight the importance of designing inclusive and welcoming public places. Further emphasise should be given to promoting the good business sense in providing for disabled customers. Disabled people do influence choice (and will attend events with family and friends) and the increasing spending power of this group is significant.
- XXI. CAFE is now working with disability NGOs and partners across Europe to raise awareness and to improve the situation for disabled spectators and supporters. CAFE has been established with founder funding from UEFA but requires further funding support to be able to engage more actively with its partners. To date we have not been able to apply for EU funding as the funding criteria have either been weighted in favour of participation only or not appropriate to our area of work.
- XXII. It is important that the EU Sports Programme should include policy on improving the situation for disabled people who wish to attend live sporting events and it must recognise the huge well-being and health benefits to social inclusion through sports as both a participant and spectator.
- XXIII. It is expected that Europe will host the World Cup in 2018 and the Olympic Games and Paralympics will take place in London in 2012. The 2014 Commonwealth Games will be held in Glasgow, Scotland.
- XXIV. There is no better time to ensure that disabled spectators and supporters are able to attend live sports events in venues that are truly welcoming and inclusive to all. The EU should set the agenda for ensuring that its Member States address this issue throughout Europe, not just for the high profile competitions that will be hosted in the coming years but at all stadia and venues open to the public and communities.

Memorandum by the Centre for Access to Football in Europe (CAFE) and National Association of Disabled Supporters (NADS) (GSEU 25)

- XXV. Most significantly, building regulations need to be reviewed and standardised across Europe and the owners and custodians of sports stadia and clubs and their governing bodies need to be held to account.
- XXVI. Member states and sports governing bodies should ensure that disabled people are represented at senior levels within their organisations.
- XXVII. Disabled spectators and supporters should be consulted, by setting up access panels, on all new builds and improvements to stadia and venues. Access consultants should be employed to ensure inclusive design and to conduct access audits of existing sports venues open to the public with a resultant access plan for all necessary improvements.
- XXVIII. The EU should ensure that its members and their equality and disability commissions work with sports governing bodies to ensure that owners of sports stadia and arenas open to the public make adjustments to ensure that their facilities and service that are fit for purpose.
- XXIX. **It is recognised that supporting football and attending live matches is an integral and vital part of European culture and tradition.**

Many thanks for considering our submission and we earnestly request that you extend the scope of your evidence to include a section for the needs and current inequalities for many, many disabled sports fans throughout Europe.

19 November 2010

Memorandum by the Dwarf Sports Association UK (GSEU 4)

The Dwarf Sports Association UK's mission is to make regular sporting opportunity accessible and enjoyable to of restricted growth in the United Kingdom, regardless of their race, colour, ethnic origin, gender, location, sporting ability or financial support.

The Association (DSAUK) organises National, Regional and community based sporting events across the UK on both a competitive and inclusive basis for it's membership of just under 1,000 people.

The Association provides events across the UK, working with other national disabled sporting bodies, including the Paralympics GB and Disability Sports England supporting Dwarf and Restricted Growth Athletes to compete at the highest level and represent the UK at International events.

The success of DSAUK members in Beijing is only one aspect of the Associations work. Key to DSAUK is the work carried out at Regional and Grass roots level, encouraging and supporting Dwarfs and individuals with restricted Growth to take part in sport and leisure activities, often for the first time.

Children are encouraged to take part from the age of 2, building confidence and self esteem, assisting them greatly when they start full time education. The work Association carries out at grass roots enables families and members to realise they are able to achieve and set themselves demanding goals.

The knowledge and experience built up over 15 years enables the Association to advise Local Authorities, Educational and Sporting bodies on suitable activities for Dwarfs and people of restricted growth as well as positively contributing to individuals' well-being and support provision to families.

The Associations National and Regional success, working with disability and mainstream sporting bodies enables it to influence and challenge societies attitudes towards dwarfs and dwarfism, whilst facilitating greater access for its members to take an active part in society.

Particular questions to which we invite you to respond are as follows:

The benefits of participation

I. Why is participation in grassroots sport important? What benefits does it bring?

Taking part in sporting activity builds confidence, self esteem and independence, particularly for an individual who may otherwise feel isolated and unable to engage, or make their first step into the community at large.

Traditional sports may not initially be suitable for disabled people, particularly where they've not previously been active, or not benefitted from accessible sporting facilities.

Dwarfs and people of restricted growth who take part in activities provided by DSAUK are increasingly joining both disabled and mainstream sports clubs, allowing them to lead a more inclusive and fulfilling life.

This confidence is transferred both to the school play ground and the world of work, where all too often dwarfs and people of restricted growth experience discrimination.

Adam's Story

Adam, aged 11 with Achondroplasia Dwarfism, felt alone and alienated, even with others around. He started looking on the web and typed in the name dwarf. From searching on the internet he found the web site of the Dwarf Sports Association UK (DSA UK).

He told his mum he would really like to get in touch and take part. His first visit was to the North West Region of the DSAUK, where he attended a football session. This was the first time Adam had played football with people the same height as himself.

His mother still talks of the smile across his face and that he never shut up on the way home. Adam is now a member of DSAUK and has been to several regional events.

He now attends the Athletic Training evenings coached by DSAUK's trained coaches and attended his first DSAUK National Games in May 2009. His family and older average height brother now regularly assists as a volunteer at DSAUK events.

This year Adam represented DSAUK at the Disability Sport Events National Championships in Blackpool.

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?

Health & Wellbeing is an important issue for people with any form of restricted growth, particularly weight, joint pain and back problems. DSAUK works with the medical profession, providing advice and contributing to events and research.

Dwarf children and adults are at greater risk of becoming obese or overweight through the limited opportunity for exercise and taking part in leisure activities. Local Authorities are required to provide health and fitness facilities and opportunities for physical exercise, though people of restricted growth often find local provision inaccessible or inappropriate. Most Education Authorities and Leisure Departments are not aware of the opportunities for children and adults of restricted growth.

Dwarfism continues to attract stigma and ridicule, frequently leading to social exclusion and isolation. Families attempts to 'protect' their restricted growth child often leads to a dependency culture and low self esteem, which can stay with the child into adulthood.

Taking an active part in society contributes significantly to the Health and Wellbeing of individuals and sport is a positive stepping stone to playing an active, rather than passive role in the local communities.

Charlotte's Story

Charlotte's family already had a tall child and were expecting a baby. During Charlotte's mothers first few months of pregnancy they were told by Doctors the unborn baby (Charlotte) had dwarfism and her quality of life would not be good. The parents were offered a termination. They refused, though both parents were devastated at the news and the manner in which they were told.

Charlotte's parents were determined that their baby would have the same chance in life as her sister. Charlotte was born in 2001, a healthy baby girl.

Her mother and father were told about the Dwarf Sports Association and came along to a regional event when Charlotte was 2months old. This enabled them to meet other parents and talk to dwarf teenagers and adults about life.

Charlotte is now 8 years old and has been taking part in competitions with the other children at the DSAUK National games and regional events since she was 2 years old. Her sister is part of DSAUK's volunteer team and Charlotte's parents play an active role in supporting other new parents.

Charlotte's Mother still reflects as to "... why did the doctors put us through all that worry and trauma when there is nothing wrong with Charlotte's, she's just small. Going to the sporting events has given her as much confidence as her school friends and she has experienced more than many other 8 year old girls."

Obstacles to participation and effectiveness

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?

DSAUK encourages participation from an early age, believing early and positive encouragement is critical to a dwarf child's self esteem and confidence. Lack of knowledge by local sporting bodies, schools and health authorities is a key obstacle to achieving full participation in sport or leisure activities for dwarfs and people of restricted growth.

Dwarf's and people of restricted growth belong to a group where society still believe it acceptable to ridicule, or treat in a discriminatory fashion – where professional's know best and individuals with restricted growth need to be looked after, or supported to make, at times, straightforward decisions.

There are many physical barriers dwarfs and people with restricted growth need to overcome and some sports are less suitable for people with this condition. Equipment and premises are easily adapted, often at minimal or no cost – the issue is the attitudinal change required by sporting and educational bodies.

DSAUK has made significant progress where it's worked with public bodies and our success on the national stage has brought forward role models, each making a significant contribution to attitudinal change.

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

DSAUK organises 4 national competitions each year, though the majority of the Associations work is at Grassroots, where they provide over 60 events each year across the UK. Organising this number of events requires a significant amount of effort, relying heavily on volunteers.

Critical obstacles include the gap between provision of coaching and equipment to elite athletes, which has improved for dwarf athletes in recent years, compared to dwarf and restricted growth members who wish to take part in a sporting activity at their local club or sports centre.

Members frequently come up against regulatory barriers, to participation whether taking part in a school activity, or attending a communal sports facility. Once investigated many are found to be misinterpreted rules, often where a standard height is given as a means of assessing age, rather than a true safety requirement.

Teachers and schools are improving in their understanding of the issues dwarfs and restricted growth children face when wishing to take part in sport. However, the pace of change is slow and there are too many examples of a poor ill-informed response from educational organisations.

Many Local Authorities provide subsidised membership for disabled people, where this is so we have found a higher take up by our members. Dwarfs, like other disabled people find it harder to gain sustainable employment, are often on lower rates of pay, all of which impact on their ability to fund an individuals sporting and leisure activity.

DSAUK attempts to support members who experience financial hardship and work with many stakeholders to achieve this, though the Associations funds are limited.

The role of EU policy

5. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

DSAUK has been building its regional structure since 2004 and during this period has seen membership increase by 60%. Through a small amount of funding at local level, either through direct income to sporting organisations, or through existing sports facilities providing resource to associations like DSAUK, an awful lot can be achieved that has lasting impact on individuals life and wellbeing.

The Association has spent a great deal of time and effort gaining recognition from a variety of sporting National Governing bodies to enable members to take part in sporting activity. Having a more cohesive and streamlined group at national level would have made this process easier and less time consuming.

EU funding

7. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?

DSAUK works with similar organisations across Europe, Australia and the United States. The DSAUK is seen as the lead body amongst these organisations and has supported world games, sanctioned by the IPC in France, Ireland as well as the UK.

None of the European events have received funding from the EU, yet each European event has significantly achieved an aim outlined in the report of promoting a shared sense of belonging and participation.

8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?

The commission makes clear and strong reference to gender and race equality, which DSAUK wholeheartedly support, though would have preferred to see similar robust statements on disability sports.

The Association supports the sustainable model outlined in the report and acknowledges the reports emphasis on using the potential of sport for social inclusion.

15 November 2010

Memorandum by England Athletics (GSEU 36)

The benefits of participation

6. Why is participation in grassroots sport important? What benefits does it bring?

Sport helps people to get fit and stay fit, to build friendships and relationships with other people and provides a constructive, disciplined activity for those from all walks of life and backgrounds. Sport can extend beyond all social boundaries and provide a level playing field for all abilities and aptitudes. Sport can enhance the local and national economy through major event income and commercial investment supporting both local and national activity. Tourism also impacts on the economy as a result of people attending major fixtures and spending disposable income on secondary services. At a local level membership income and fundraising helps local volunteer sports clubs to be self sufficient, to enable them to maintain the quality of facility provision and other member services such as coaching, competition and officiating. Without a vibrant grassroots sports system it would be problematic to develop the next generation of senior sporting champions. The systems and structures developed locally ensure the conveyor belt of talent is regularly oiled with talent. This talent will fuel future Olympic and Paralympic medals and success on the world stage in a variety of sports. Introducing the foundation skills for all sports begins at an early age and must be nurtured in schools and community clubs.

7. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?

Breaking down barriers to participation amongst minority groups is a challenge and sport be used as a positive tool to address this, particularly through the community sports club model where volunteers from all backgrounds work together to make a system and structure work for members. Team sports in particular can contribute to breaking down such silos where individuals from all backgrounds have to contribute to the common cause to achieve a result.

Obstacles to participation and effectiveness

8. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?

NGBs of sport often subsidise access to reduce barriers to participation, also providing resources, training and sharing best practice to local organisers of opportunities to enhance knowledge and local ownership of activities

Barriers to participation can include...

- Transport access
- Funding restrictions to access qualification based courses and workshops to develop skills as a coach or as a participant

- The quality of facilities in some communities do not enhance the exposure to specific technical sports
 - Access to volunteers and coaches can restrict access to participation
9. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?
- Red tape and over complicated grant aid schemes can hinder some sectors of society in improving their sporting provisions
 - School Sport playing fields/sale of community playing fields can hinder participation – these should be protected at all costs
 - Lack of awareness amongst other public sector departments (local authority level) of the value of sport as a tool to address broader agendas
 - Short term public sector funding cycles often prevent long term planning and impact.
 - Sport being a non statutory public service – the introduction of PSA targets for sport is a positive thing, making sport a “must do” service can make a huge difference to broader objectives around education, health, crime prevention and other statutory agendas. Sport teaches a whole array of social disciplines as an intervention as well as being a good cause in its own right “sport for sport” style. By developing the strength of community sport in its own right, indirectly you address broader issues.

The role of EU policy

10. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

Make sport a statutory, “must do” obligation for all local authorities in Britain and the EU member countries

11. Is sport considered sufficiently across all relevant EU policy areas?

Unsure.

EU funding

12. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?

UKA is a member of the European Athletics Federation and is the formally recognised NGB by the IAAF

27 January 2011

Memorandum by the English Federation of Disability Sport (GSEU 14)

1. Introduction

1.0 The English Federation of Disability Sport (EFDS) is a charity responsible for the promotion and development of sporting opportunities for all disabled people in England. Whether it be elite level or grass roots sport, we work in very close partnership with a number of key partners across all sports and disability groups to ensure that the sports sector is informed about and responsible for the diverse opportunities for disabled people.

1.1 We believe it is vital that disabled people do not feel excluded from sport or are segregated in sport, and are able to access the same degree of opportunity as the rest of society. This evidence is therefore focused on the objectives, activities and experiences of the Federation.

1.2 The English Federation of Disability Sport (EFDS) is the national body responsible for developing sport for disabled people in England. We work closely with the National Disability Sports Organisations (NDSOs) recognised by Sport England and the Department for Culture, Media and Sport to develop sporting opportunities for the 11 million disabled people in England.

1.3 It is important to note that currently 93% of disabled people in England are not taking part in sport according to the latest 'Sport England Active People Survey' and that sports participation among disabled adults has decreased by 42,800 in 2009, from 429,500 to 386,700, a 10% reduction.

1.4 For the purposes of this response we will frame our evidence around a broad definition of sport which includes all forms of physical activity, both structured and unstructured, (to include walking, cycling, dancing, fitness classes and gym based exercise) as well as community based grassroots sport. The definition stated by the Council for Europe in 1993 is appropriate 'Sport is all forms of physical activity, through casual or organised participation, aims to express or improve physical fitness and mental well being, form social relationships or obtain results in competition at all levels.'

Participation

2. What benefits can participation in sport bring to disabled people?

2.0 Participation in sport contributes to achieving reductions in risks of coronary heart disease and obesity, hypertension, cancer, osteoporosis, depression and anxiety. People who are physically active reduce their risk of developing stroke and type 2 diabetes by up to 50%, and the risk of premature death by about 20–30%. (1)

2.1 Regular exercise is associated with a reduction in the overall risk of cancer, for instance it has a clear protective effect on colon cancer and is associated with a reduced risk of breast cancer in women after the menopause. (1)

2.2 Participation in sport reduces the risk of diabetes – physically active people have a 33–50% lower risk of developing type 2 diabetes compared with inactive people, with a particularly strong preventive effect for those at high risk of developing diabetes. (1)

2.3 Sport is important for helping people to maintain weight loss over several months or years. (Those who include sport as part of their weight loss plan have a better chance of long-term success. Physical activity brings important reductions in risk of mortality and morbidity for those who are already overweight or obese). (1)

2.4 Sport can help protect against osteoporosis and have beneficial effects in those with osteoarthritis and lower back pain. (1)

2.5 Social benefits of sport include making a valuable contribution to delivering key outcomes of lower long-term unemployment, less crime, better health and better qualifications. Sport can also help to develop the individual pride, community spirit and capacity for responsibility that enable communities to run regeneration programmes.

2.6 The above benefits (2.1 – 2.5) are generic to all populations, including disabled people. In addition sport can benefit the treatment of particular health conditions, for example in those recovering from coronary heart disease or for patients with long-term conditions such as chronic obstructive pulmonary disease. In some cases sport and physical activity can offer patient choice where outcomes are comparable to other more traditional treatments, for example as an alternative to pharmaceutical treatment for mild to moderate depression. Other patients may require professional support to help them exercise safely.

2.7 While there is a therefore great benefit in increasing levels of participation in sport across the whole population, it is especially true for those who lead sedentary lifestyles. Those most at risk include older people who experience a notable decline in activity after the age of 55; women, 70% of whom are not doing enough to benefit their health; certain black and ethnic minority sub-groups; and young adults who experience a drop-off in activity from the age of 16.

2.8 We know that sport has a profoundly positive effect, not just on physical health, but also on mental wellbeing and life chances. For those whose health or life chances are already compromised, the effect can be even greater. Yet participation rates among disabled adults and children are low, and falling. So it is not surprising that people with disabilities have a significantly increased risk of early death:

- They are significantly more likely to be obese
- Death from circulatory diseases is 3 times that of the general population
- The prevalence of mental illness of around three times higher than in the general population. (2)

1. Be Active Be Healthy, Department of Health, February 2009.

2. EFDS – Health Through Physical Activity, 2002.

2.9 Regular participation in sport can assist disabled people to integrate into their local community, and through rehabilitation improve their quality of life through increased mobility and potentially independent living, thus improving self esteem and motivation.

2.10 Wider secondary benefits of sport for disabled people include respite opportunities for parents and potential reduction in drug treatments.

Obstacles to participation and effectiveness

3. How is the participation of disabled people encouraged? What obstacles or barriers have we encountered to encouraging participation more broadly?

3.1 The following disabilities and aids involved may provide barriers to participation in sport: wheelchair users, guide and support dogs, hearing aids, communication aids, lip reading, visual impairments, hard of hearing, learning difficulties, mental health problems, speech impairment, paralysis of limb(s), loss of limb(s), severe disfigurement, facial disfigurements, hidden impairments, epilepsy, asthma, heart conditions, respiratory problems, dyslexia, complications of diabetes, some mental health impairment.

3.2 Physical barriers in sports facilities may be as follows: poor external signage, inaccessible car parking bays, difficulty of access into buildings, inaccessible changing areas, low lighting levels and poor colour contrast on signage, limited access around fitness equipment.

3.3 Studies on young disabled people show that they are more likely to participate in sport on a frequent basis in school than they are out of school, (this pattern is reversed for all young people), and young disabled people in special schools are more likely to participate in sport than those in mainstream schools. This is partly due to a significant proportion of young disabled people feeling inhibited due to discrimination despite progress relating to changes in attitudes since the passing of the Disability Discrimination Act of 2004. It also suggests that disabled children in mainstream schools are being excluded from some of the sports activities that are undertaken by their non-disabled peers. (3)

3.4 Analysis by disability type shows that young people with a mobility disability and those with a self-care related disability are generally the least likely to take part in sport. They tend to cite gaps in disabled sports provision for not participating in sport. Young people with a hearing disability, however, are the most likely to take part in sport and their reasons for not participating tend to be less connected with their disability but more because of similar reasons to that of the general population. (3)

3.5 Lack of motivation or desire to take part in sport does not fully explain the low participation in sport by young disabled people, as external barriers play the biggest part.

3. Young Disabled People and Sport, Social Policy Unit, York University, 2006.

3.6 Lack of money, health status and the unsuitability of local sports facilities for disabled people are cited as the main barriers to participation in sport. Health status appears to be the biggest barrier to participation, followed by lack of money, unsuitable or no local facilities, lack of provision for specific disabilities, difficulties with transport, lack of time, staff not welcoming and local facilities being unpleasant.

3.7 The lack of comprehensive consumer information about suitable sport provision for disabled people is also a barrier to participation.

Encouraging disabled people to participate in sport.

3.8 The Inclusive Fitness Initiative. (IFI) . The IFI was launched in 2000 with ‘New Opportunities Funding’ and aims to get more disabled people taking part in sport and fitness for life.

There are over 3,000 centres in England offering swimming and health related physical activity programmes (Fitness Industry Association, 2010). However, of these only 500 currently are IFI accredited and EFDS are working to raise the funding to double this number to 1000.

The Inclusive Fitness Initiative

The IFI was set up by EFDS specifically to improve the quality of services on offer to disabled people. We do this by:

- Influencing and liaising with Government and opinion formers, the fitness and sports sectors, and the disability sector.
- Engaging locally with disabled people and organisations
- Setting new standards for facility accreditation, training and equipment
- Assessing and accrediting facilities
- Supporting facilities at all stages of accreditation
- Developing and accrediting new equipment
- Developing training programmes and materials
- Marketing these nationally

To date 500 leisure centres and health clubs are accredited with the IFI “kite mark” which demonstrates ‘disabled friendly’ facilities and staff.

The aim is to have 1000 centres accredited by the 2012 Paralympic Games providing a legacy for disabled people to access sport. As a result;

- More public, private and voluntary sector bodies will deliver accessible health-based physical activity and sport to disabled children and adults.
- Disabled people will have a choice about where they can take part in physical activity – they will be empowered and in control of their own well being by being fit and active
- Disabled people (and those with a long-term limiting illness) will be more physical active leading to improved health outcomes and life expectancy
- Disabled people will know where they can go to be physically active in an environment (space and people) that will welcome them and cater for their needs
- The health and social care sector will be confident about where they can safely direct disabled people to take part in physical activity

The IFI project will continue to target sites offering public health benefits through physical activity, including public, private and voluntary sector fitness providers, swimming pools and community centres. They will benefit from training for frontline staff, support in terms of marketing, training for instructors, support in ensuring equipment is accessible, access audit and support in making facility changes. Successful sites will then be awarded the IFI

mark, a clear indication for disabled people that the facility is accessible and “disabled friendly.”

By 2012, we aim to have doubled the number of IFI accredited sites to 1000, meaning that public health facilities will be more accessible to disabled people and 20,000 disabled people will take part in physical activity leading to improvements to their health.

3.9 EFDS Typhoo Sports for All.

Typhoo Tea Limited has partnered with the UK nations federations of disability sport, (English Federation of Disability Sport, Disability Sport Northern Ireland, Disability Sport Wales and Scottish Disability Sport) to make sport more accessible for disabled men, women and children right across the UK. And 1966 World Cup hero Sir Geoff Hurst is lending his support.

This initiative proves the importance of mentors and ambassadors to all participants in sport, but particularly to disabled people participating in sport. The Typhoo ambassador has to be a figure to aspire to and the qualified coaches mentors, supporters and motivators.

Typhoo, using Sir Geoff Hurst as an ambassador, have provided funding to enable EFDS to train sports coaches to teach disabled people and, given that the friendliness and competence of staff are of crucial importance to disabled people participating in sport, the increase in specialist coaches will have a positive effect on participation levels. “I can’t imagine my life without sport – it defines me and the way I live. Taking up sport full time was the best career move I ever made and I’m lucky that I was able to take it to a professional level and do it every day – some people don’t get that privilege, that’s why the Typhoo Sport for All is such an important initiative“ says Sir Geoff Hurst.

Phase I of the Typhoo Sports for All project ended on 31 March 2010. EFDS provided free places for 898 sports coaches right across England on the new Disability Inclusion Training course. The other Home Nation Disability Sports Organisations trained a further 237 people, meaning we easily exceeded our collective target of 1,000 coaches. Since the completion of phase I, Typhoo Tea Limited have agreed to sponsor another 24 courses in England during 2010/11. These are being delivered through selected County Sports Partnerships (CSPs) who will be responsible for organising a venue and coordinating the course register.

Martine Wright, survivor of the London 7/7 bombings, will launch the second phase of the brand’s continued partnership with EFDS. However it is too early in the life of the initiative to assess impacts on participation levels.

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

4.1 Given the difficult economic situation that exists, in England and indeed throughout Europe and beyond, claiming as a national priority the increased investment in sport is a difficult case to argue. However, in the UK we have a once in a lifetime opportunity to inspire more disabled people to participate in sport as a sporting legacy of both The Olympic and Paralympic Games in 2012. We feel that every effort should be made to secure

additional funding to help increase participation rates for this unique opportunity to inspire more people with disabilities to get involved in sport and get active. Such people have been and continue to be sorely disadvantaged in terms of life chances, and whilst there is much less public money available, what public money there is should be directed to what we know works. Existing resources need to be used to their maximum potential. The recent report published by the Facilities Inquiry (2010) called on local authorities to rationalise facilities where they were no longer fit for purpose or located in the wrong place, and asked for schools to be obliged to open their premises for out of hours sporting use. Both of these recommendations make use of existing facilities, but uses them in a smarter way for the nation.

4.2 The legacy should mean increased opportunities and greater encouragement for disabled people to get involved in sport and start leading more active lifestyles. The Games should be an inspiration to individuals, clubs, organisations and businesses which can utilise the positive messages of an Olympic movement built on excellence, friendship and respect, in order to encourage people to achieve things of which they did not think they were capable. The Olympic and Paralympic Games coming to London is a source of great pride to everyone in England and across the UK, and it is this tangible power of sport as a catalyst for positive change that should be remembered.

4.3 Disability sports organisations in England and National Governing Bodies of Sport will be encouraged by EFDS to use the Olympics to raise their own profiles and offer opportunities to volunteers by using programmes such as Youth Net and Volunteering England's 'Inspiration and Legacy' movement. Businesses too should welcome the Olympic ideal by providing time off for Olympic inspired volunteering, promoting current schemes such as the Government's Cycle to Work initiative or investing in shower and changing facilities at work.

4.4 The Minister for Sport has asked the UK's Central Council for Physical Recreation (CCPR) to conduct a review of regulatory burdens facing sport clubs which limit their ability to deliver their sport. Reducing the resources required to do non-sport related activities is a key way of allowing clubs to focus on increasing participation for less money. Sports clubs are heavily reliant on volunteers to deliver their work and even small increases in administrative burdens can have a devastating effect on a club's ability to recruit and retain volunteers. CCPR will have completed the report by February 2011 and will offer key recommendations to help increase sport's efficiency. A true legacy from the Olympics would be an Olympic Legacy Act that directly highlights and addresses the regulatory burdens. Many of the recommendations will be centred around the unintended consequences of other pieces of legislation which are likely to be cost neutral.

4.5 An additional financial complication involves the way that sport is funded in England. If we accept that the benefits of sport extend across the cultural, social, health and educational aspects of society, then Government departments representing these activities need to integrate their policies into sporting outcomes. In reality, with the very smallest government department, DCMS, having sole financial responsibility for sport, then sport is given a low budget and profile.

4.6 The Disability Discrimination Act has successfully resulted in more opportunities for disabled people to participate in sport. Most sports facilities have become more 'disabled friendly' as a result of the Act. However, in many instances, the Act has had a negative

impact on provision where club owners and managers feel that the access modifications required have been too onerous, particularly when listed buildings are involved. The emphasis on the 'reasonable' needs to be reinforced when requesting structural changes to buildings as, often, although not appropriate for wheelchair access, the club or facility may have been able to provide an appropriate service to many people with other types of disabilities.

5.The role of policy in sports participation.

How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

5.1 National Governments have a significant role to play in improving participation in grassroots sport and, indeed should be motivated to do so. The prize for increasing levels of participation will be a healthier nation with reduced costs to the health services, healthier communities with less crime and therefore less costs and also, particularly in relation to many disabled people, less unemployment and care allowance costs.

5.2 The English Government have, over many years, conducted sports and physical activity campaigns, some of which have been successful in increasing participation levels. However, a national campaign must have a local and regional infrastructure for support and this can be costly. Also, to sustain participation levels the campaign have several phases over a long period which again is extremely costly. Locally focussed and run campaigns, supported by an overarching message from government will probably be the most successful.

5.3 The English Government have just announced the plan for the Olympic and Paralympic Legacy for London 2012. The plan has significant investment in grassroots sport and is called 'Places People Play'. However, of the £135 million investment a mere £8m has been earmarked specifically for disabled sport. It will be difficult, on this budget, to increase participation of disabled people in sport as part of the Paralympic legacy.

5.4 In addition, the English Department of Health have very recently published a report called 'A Vision for Adult Social Care' (Nov 16th, 2010) where it is recognised that, in terms of personal financial support, disabled people will need further support and appropriate help to manage their situation. " people with learning disabilities, autism, disabled people and those with complex needs require person-centred planning to maximise choice and control".

5.5 The European Council has recently changed the name of the department responsible for sport to 'The Education, Youth, Culture - including Audiovisual Affairs - and Sport Council.' However, despite not carrying 'Health' in the title of the Council, we are pleased to note that there is a 'Sport and Health Working Group' within the new structure. Through this newly announced council, the EU are well placed to set policies facilitating programmes that provide favourable outcomes across all aspects of national government policies, including sport, culture, education and health.

5.6 Overweight and obesity, together with a variety of chronic conditions resulting from them (cardio-vascular diseases, diabetes, etc.), have become a major problem in European countries. They reduce the quality of life, put individuals' lives at risk and are a burden on

health budgets and the economy. These issues have become important topics in the work of the Commission, which has funded relevant research and fostered exchange of information and good practice between Member States. We would like to see the commissioning of such research to extend further, particularly to the effects of sport on disabled people as there is a woeful lack of evidence in this field, something EFDS is beginning to redress.

5.7 EU policy has been successful in setting appropriate regulatory environments to protect consumers. The European sport movement now needs to be mobilised to get more Europeans of all ages moving more in their daily lives. The strengthening of sport in schools (inside or outside the curriculum) also has a role to play here. EFDS has contributed to the EU Platform on Diet and Physical Activity where these issues are discussed. However, in general, EU platforms and policy forums are not accessible and clearer communication would be welcome.

5.8 It is essential that standards of facilities, equipment and instruction, when engaging disabled people in sport, are consistent across Europe. EFDS have been successful in facilitating a European set of standards for gym equipment that makes the equipment safe and effective for disabled people to use. This has been essential as gym equipment manufacturers operate on a global basis and their manufacturing processes need to be consistent across the world. The EU has led the way in terms of the first set of standards, and we are currently in discussions with the United States to ensure further conformity. This conformity also applies to the qualifications of sports coaches and fitness instructors for which the European Qualifications Framework (EQF) has been set up. There is a long way to go with this, however, as the acceptance by national governments has been slow.

5.9 There has been a genuine and focused endeavour to embrace sport across all relevant policy areas but we would like to see health have a higher level of engagement within the new council than merely a 'working group'. There is very little mention of the provision of sport for disabled people within the council's agenda and at EFDS we offer our wholehearted support in assisting with this.

17 November 2010

Memorandum by the European Non-Governmental Sports Organisation (ENGSO) (GSEU 30)

The benefits of participation

1. Why is participation in grassroots sport important? What benefits does it bring?

Sport on a grassroots level can play an important cohesive and inclusive role in society. It can bring together people from various different backgrounds, and allow socialisation and emancipation of individuals. Sport is part of a socially, physically and mentally healthy society, and can therefore make an important contribution towards achieving this. Participation in sports activities can decrease the risk of illness and improve the well-being of citizens, leading to savings in the healthcare system. Sport is also tool for individuals to develop themselves, to achieve something – whether it means a better physical condition, learning new skills, looking better or something else.

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?

Youth sport is a powerful tool for non-formal education. Non-formal education, including peer-learning, is an important aspect of learning through sport: it can be used to empower young people to “do it for themselves” and to educate young people about a variety of issues, such as European citizenship, healthy lifestyles, and democratic participation.

In a sport club, people irrespective of belief, origin or ethnic background can engage in sporting activities, be physically active and move in a new social environment. There – besides being exposed to values conveyed through sport like team work, tolerance, solidarity – sport club members face also other important aspects of society such as democratic structures, the culture of the (host) country and its language providing valuable and important learning opportunities. Additionally, sporting activities also contribute to health and provide the chance to process trauma and/or reduce stress constructively.

The practice of sport and physical activity on a grassroots level within a sport organisation helps senior citizens to develop personal confidence, enables social integration and prevents exclusion and loneliness through personal contacts and exchanges between the generations. On the other hand seniors can bring their knowledge and experiences to the sport structures, and eventually engage in sport structures as volunteers. Sports clubs offer a variety of opportunities for integration between young and old. Depending on the sport, the age range of participants vary but sports such as golf, yachting, rowing, cross-country skiing, bowls, or shooting will support active members for the entire age range, while team sports such as football and rugby have long traditions of attracting social members and utilising older players as coaches and volunteers.

The desire to improve, evolve, compete and to exercise is common to all sportsmen, and has nothing to do with whether you have a disability or not. Sport helps one to build self-esteem, in setting goals and in focusing on the opportunities we have. In a sports club one can find new companions with the shared interests. Sport is an equally important part of life for disabled people as for everyone else.

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?

Regarding especially gender equality in sports, many challenges still remain in sport organisations. There are still organisations that lapse into “the old ways” when no positive attention to equality work is being paid. Many trainers and coaches have positive attitudes towards equality questions per se, but do not know how to enhance these values in their own day-to-day work. Many talents may never reach their full potential when we limit young boys and girls by stereotyping. Furthermore, the concepts commonly used in sports often work against gender equality when women are pejoratively compared to men. On the other hand, the model of masculinity is quite narrow. In terms of resources, women are still maintained on a lower resource level than their male counterparts. Including more women in leadership positions advances the change of concepts used in sports to become more equal. In addition, violence against women is a phenomenon often less associated with sport. However, recent reports show that it is an issue which should be tackled.

Research shows that racism is apparent and affects the involvement of black, ethnic and minority groups at all levels of sport. Given that racism and ethnicity is also complexly interlinked with social exclusion, class, gender and many other dimensions, the challenge of addressing racism is difficult. Campaigns can often challenge convenient stereotypes such as a small number of hooligan fans or unrealistic expectations of minority ethnic groups. However, while such projects open debates on racism, an emphasis on top-end sport can fail to change the approach to racism down to the grassroots.

For many years homosexuality and homophobia have been taboo subjects in sport. The silence is an expression of homophobia. The negation and invisibility of homosexuality does not mean that there is no homosexuality within the sport movement. In order to counteract the silence and to combat the discrimination on grounds of sexual orientation, the sport organisations, athletes, coaches, clubs and fans have to acknowledge the existence of homosexuality.

Accessibility to sporting activities is an issue for many disabled people. This can take the form of non-accessible sports facilities, insufficient support for moving from home to the facility, lack of suitable equipment, lack of instructors, and lack of information, among other things.

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

Volunteer-based organisations encounter difficulties notably in areas related to financing. For example, questions related to taxation, especially VAT practices, of non-profit associations are significant, with differences between different EU Member States. State aid rules can also hinder the activities of non-profit sports organisations, though on a grassroots level state aid rules do not tend to pose similar problems as on national level where the subsidies are bigger.

Another field is related to qualifications. In some cases, volunteers are required professional qualifications in order to be able to volunteer in a certain field (e.g. some instructors and

coaches). Furthermore, not all qualifications are recognised, especially if they have been acquired in another EU Member States or outside the EU.

The role of EU policy

5. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

While recognising the differences between EU Member States when it comes to how sport is organised, the EU can encourage dialogue and exchange of good practices between the public sector and sports organisations from different EU Member States. This would help develop those actions on a national level that engage the majority of the population in sporting activities through grassroots sports organisations. The EU can also contribute to solving issues that are cross-border in nature, such as violence in sports and the recognition of qualifications. The EU could also encourage Member States to have better dialogue on national level between governments and the civil society, notably with sports organisations.

6. Is sport considered sufficiently across all relevant EU policy areas?

Sport is not considered sufficiently across all relevant EU policy areas. It is a positive development that sport is included in the EU Strategy on Gender Equality 2010-2015 and the European Disability Strategy, though concrete measure to implement the sports aspects in these documents are still lacking.

However, there are some policy areas where sport and its specific characteristics are not so well taken into consideration. For example, issues related to the economic aspects and financing of sport, such as services, notably to gambling and lotteries, are not sufficiently recognised.

Furthermore, many funding programmes do not recognise sport sufficiently. After the entry into force of the Lisbon Treaty, some programmes have even removed sport from their priorities, such as the Europe for Citizens programme, Youth in Action programme and Health programme. This decreases the possibilities of sports organisations to benefit from EU actions.

EU funding

7. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?

ENGSO has been conducting several projects mainly funded by the European Union. Each project has involved a partner network with several organisations (both public and private) from various European countries, also outside the EU. The latest include the following:

- EU:SPORT:FUTURE, implemented in 2009, which gathered citizens' opinions about EU sport policy through an online questionnaire and panel debates on sport and employment, volunteering, education, health and employment.
- ENTER!, currently ongoing, aiming at supporting women access decision-making positions in sports organisations notably on a national level.
- WILD (Women's International Leadership Development) Programme, currently ongoing, aiming at supporting women in developing their capacities to access international leadership positions in the field of sport.

- Creating a Level Playing Field, to be launched in 2011, a project to promote the social inclusion of immigrants in and through sport.

8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?

ENGSO fully supports a short term Sports Programme for 2012-2013. However, as it appears that there will not be a programme for these years, funding for sports projects should none the less be ensured, even if on a limited level. This funding could continue on the topics introduced during the Preparatory Actions.

The future EU Sports Programme should target both in the short and in the long term especially grassroots sports, taking into consideration the social and educational function of sports and sport's structures based on voluntary activity as pointed out in article 165 TFEU. Priority topics include volunteering, social inclusion, health and education.

It should be ensured that allocated support reaches the grassroots level in order to ensure true added value of the Programme. Support should not only be given to large-scale projects, but smaller and medium sized initiatives should be eligible for support too. The programme should be at least partly decentralised. A partly decentralised Programme could better consider the fact that sport structures vary a great deal in different EU Member States, and would ensure that the Programme reaches the grassroots level better.

Earmarked support should be avoided, and the allocation of grants should be based on the quality of applications. The majority of the support allocated through the Programme should be reserved for projects. If individual sports events and competitions are to be supported, the allocation of grants should also be decided through a competitive procedure.

The Preparatory Actions in the field of sport provide a good background for launching a future sports programme, both by offering the Commission the chance to test what kinds of projects and thematic areas might bring added value and be interesting for applicant organisations, and by making EU funding opportunities known to potential beneficiaries. However, a thorough analysis of the projects would be needed in order to really enable contributions to the preparations of the EU Sports Programme. This may not be feasible except for the first round of Preparatory Actions, given the time constraints the Commission is facing in having to present its programme proposal for 2014 already in 2011.

1 December 2010

Memorandum by the Haringey Sports Development Trust (GSEU 2)

Benefits of Participating

1. The importance of Grassroots Sport and the participation can never be underestimated, and the benefits cover many areas of not just Sport but Social behaviour of all ages.

Participation underpins the Development of all Sports programmes; it's giving a person the opportunity of taking part can lead to just simply joining a Club to County level to International status or simply participating. Sport Development is simply participating, competing, performance and excellence, therefore the taking part becomes the singular most important aspect and the delivery of the programme or Sport being the key to achieving long term success, and increasing Club membership.

Without question added value from participation is as follows;

Healthy lifestyles, Wellbeing, behaviour, integration, confidence, social behaviour, gangs. Young people offending, post code issues.

2. The benefits are immense, for Young people the issue is simply getting them to participate be involved from a very young age can effect behaviour, ability to learn, respect, integrating people of all nationalities, religion and creed, as this has been highly successful in Haringey as we have 65 languages spoken in many Schools and by delivering a Sports Development programme that ensures Coaching in Schools ,After School Clubs, Whizz Kids Sports Camp Holiday Programme which covers a variety of Sports linked to local Clubs, leading to Inter School Competitions, District Competitions, London Mini Marathon, London Youth Games, the programme then ensures every young person in the Borough has the opportunity to take part, compete and achieve.

We in Haringey in partnership with Tottenham Foundation, Sports Partnership and Sports College have arguably the strongest programme for Disabilities in Haringey, whereby every youngster from the 4 Special Needs Schools receive coaching in a variety of Sporting Activities during curriculum time and After School time, and then can go on to compete in Borough Championships, London Youth Games and Sports Festivals.

The benefits are immense character building, integration, achieving, wellbeing and most of all valued in the Sports fraternity and fully competent to be integrated.

Also by commencing the programme at Primary School age Girls are encouraged to take part and long term either go onto achieve or simply participate, by giving them the confidence to carry on participating rather than dropping out.

Having participated encouragement is given to then developing into a Coach, which ensures long term participation and unsung young people who have gained Coaching qualifications to act as role models in the Schools which in turn will increase participation.

Obstacles to Participation and Effectiveness

3. From the conception of the Trust in 1991 following £60 million cuts and the decimation of Sport in the Borough the Trust built the Sports Development programme directly with all

Senior and Primary Schools in the Borough which included Inter Schools Competition Structure being rebuilt, District Competitions and then return to the London Youth Games the largest Competition for Youth in London, the only Constance being the London Mini Marathon which the Borough has competed in since 1985. All the programmes were linked to Clubs and Holiday Sports Programme which ensured by working with 49 Primary Schools 11 Senior Schools and 4 Special Needs Schools being given the opportunity to take part.

Once the Youth Sport Trust established there programme we became an integral part of the programme which ensured greater delivery was established, which increased Festivals, Schools Competitions and being able to compete in the London Youth Games on a Level playing field.

In tandem with this development we were able to link the step into Sport programme and Community programme as one and increased our Volunteer Team in becoming the largest in London, which Volunteered on Major Events organised by London Marathon and Nova International.

Through working with large numbers of Youngsters we were able to involve their Parents, Brothers and Sisters and in turn Family involvement became more common. The key problems that have arisen over the years has been Cultures that have different conceptions to Sport, such as Muslim Girls have to wear tracksuits to cover their legs and their heads having to be covered. These restrictions are common place among different cultures. However more seriously Postal code issues whereby youngsters from Wood Green Area being able to travel to Tottenham 2/3 miles apart without harassment, hence the need for Inter Housing estates events and Clubs and School Teams travelling across the Borough or even across London. The other also being Groups being very insular and not wishing to come out of their comfort zone.

4. Funding being the key issue, poor support from the Council, schools not willing to release youngsters for Festivals due to pressures of Results, also Sport not being Statutory ensured Sport would be at the fore front of cuts.

The Culture of this Country does not allow Sport to have a high profile and therefore plays no significant part in a youngster's life has seriously undermined the development of Sport plus increasing concerns are the increasing cost for Insurance and the heavy burden of paper work and risk assessments.

The role of EU Policy

5. Policies are only as effective as the quality of those delivering and Developing Sport, and often Policies are written by people who have no conception of Sport and the part Sport can play in the life of a child or Adults.

Constructive and realistic Policies can achieve much as long as they are written by people have had a track record of delivering in the Field, all too often papers are written with aims and Objectives which have no relevance to say London, and key should be that policies are written bearing in mind the nature of the Regions.

EU Policies can help if there are links between the European Countries and there are common grounds more partnership need to be developed involving the younger people ensuring long term outcomes.

EU Funding

7. Limited experience, we are in the process of setting up a partnership programme with Germany through UK German Connection, whereby students can come from Germany on work experience and English Students to Germany, with the Students setting up Sports Festivals within both Countries, which we are attempting to link with Bayern Munich and being of German origin natural contacts have been developed.

We have had a Student from France on work experience for 6 weeks with the Trust, and American Students from Earlham College in Indiana for 3 month periods.

November 2010

Memorandum by HFL Sports Science (GSEU 28)

- **HFL Sports Science (HFL) welcomes the new EU competency for sport and particularly the potential this will bring to the promotion of integrity and fairness in sport by way of ensuring the reduced ingestion of contaminated supplements in professional and amateur sports.**
- **Anti-doping should be a key priority for the EU Sports Programme, due to the negative impact that drug taking has on the integrity of sport, on the health of sports-people, professional and amateur alike.**
- **Minimising the risks of inadvertent contamination is an important aspect of the fight against anti-doping. Many sports-people will be at risk from inadvertently consuming steroids or stimulants from sports supplements: even the smallest trace of a banned substance found in an athlete could critically damage or end their career.**
- **HFL estimate that between 10% and 25% of sports supplements bought off the shelf are contaminated, depending on which country one lives in.**
- **Both the World Anti-Doping Agency (WADA) and the National Anti-Doping Organisations (NADO's) focus solely on human testing: neither test sports supplements.**
- **To combat the problem of contaminated sport supplements, the EU should establish best practice for supplement testing across Europe. This would give athletes an informed choice, assure their peace of mind, protect athlete safety, promote drug-free sport and achieve EU Treaty objectives in sport, the internal market and public health and consumer protection.**

Introduction

1. HFL would like to thank the House of Lords European Union Committee for providing us with the opportunity to comment on this inquiry into grassroots sport.
2. HFL is the one of the world's premier independent drug surveillance laboratories, providing unrivalled and internationally trusted expertise in all aspects of doping control for sports. We have been working closely with the sports supplement industry since 2002, offering quality assurance services and advice to manufacturers and suppliers around the world. Our service provides athletes, coaches, advisers, and parents with an **informed choice** about sports supplements, empowering them to choose the highest quality products.
3. Drug-taking in sport is recognised around the world as a serious threat to the integrity of competition and to the health of athletes, both amateur and professional. Not only are strong anti-doping policies necessary to combat athletes purposefully taking drugs but it is also important to ensure that athletes do not accidentally ingest banned substances that are inadvertently present within sports supplements. For amateur athletes this may

damage their health; for professional athletes even inadvertently taken banned substances risks their career and livelihood.

4. WADA and NADOs both undertake anti-doping testing on humans only. Since sports supplement use is actively being discouraged for athletes, which itself ignores the reality that many athletes will take some form of sport supplements, none of these organisation will test sports supplements. As such, there is a lack of authoritative guidance on what standards would be appropriate, and different testing standards are in use across the EU.

The Problem

5. Millions of people take part in non-professional sports every week in this country - Sport England's most recent survey of sporting habits in England estimated that 7.015 million did sport "at least three times a week".² At EU-level, a recent Eurobarometer survey showed that a clear majority of EU citizens (65%) get some form of physical exercise at least once a week.³
6. Sports participants are more likely to take supplements, particularly to aid their recovery from exercise. It is estimated that approximately 40% of the EU population take supplements of one form or another - all of which may be subject to inadvertent contamination.⁴ Sport supplements include vitamins and minerals, sports drinks to replace lost fluids after exercise, bars that are fortified to give an energy boost, etc.
7. HFL estimate that between 10-25% of sports supplements bought off the shelf are contaminated with steroids and stimulants, at levels high enough to produce a positive drug test for athletes, depending on the country of purchase. As these figures make clear, there is a very significant problem with athletes accidentally taking contaminated sports supplements.

The New EU Competencies

8. The new EU competence in sport will ensure that action to combat doping in sport can now take place on a Europe-wide level. The EU has long recognised anti-doping as a priority for EU sports policy, including in the 2007 White Paper on Sport, which advocated a facilitating role for the European Commission and the development of a more coordinated approach to anti-doping policy within the EU. It is anticipated that anti-doping will figure prominently in the Commission's Communication on Sport when it is published in the near future.
9. To counter the problems detailed above, the EU should look at formulating best practice rules across Europe for supplement testing. EU-wide standards would give athletes and manufacturers an informed choice about which supplements to take, empowering them

² Sport England, Active People Survey 4: Sports Participation Factsheet, Summary of Results for England http://www.sportengland.org/research/active_people_survey/active_people_survey_4/idoc.ashx?docid=c86b482f-a4a1-4752-baa7-78f8ff024f3a&version=2, 15th September 2010

³ Eurobarometer 72.3 Sport and Physical Activity, European Commission, http://www.europolitics.info/pdf/gratuit_en/269615-en.pdf, March 2010

⁴ Fitness testing products desk research: Summary of UK and UK market potential, data commissioned by HFL, Bell Pottinger, May 2010

to choose the highest quality products, of which the likelihood of them being contaminated is drastically reduced. In turn this will reduce the percentage of athletes ingesting banned substances, which helps to promote the role of fairness in sport.

10. The EU has the opportunity to take the lead in this field without duplicating WADA competencies. While WADA and the NADO's cover athlete testing, they never cover supplement testing, for reasons outlined above, which has the further effect of making it impossible for WADA to differentiate between intentional and inadvertent contamination of samples.

Answers to Specific Questions

11. 4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

12. As stated above, millions of sports-people who use sport supplements across the UK and Europe need an informed choice on what they consume, in order to protect the integrity, fairness and openness of sport, as well as allowing sport to fulfil its potential as a driver of social integration and health improvements. As such, best practice rules on supplement testing need to be formulated by the EU to guarantee the highest possible standards in testing for banned substances.

13. It is also important that sports-people, both amateur and professional, young and old, are educated about the dangers of ingesting contaminated substances and about how to choose products which are safe and free of prohibited substances.

14. Such education will help prevent athletes from inadvertently taking supplements which have been contaminated with prohibited substances. Athletes and coaches need to be provided with educational materials, which should be easily accessible in sporting grounds, clubhouses and locker rooms. All involved with sports, from coaches to nutritionists, need to be given the chance to attend meetings, workshops and conferences on anti-doping.

15. 6. Is sport considered sufficiently across all relevant EU policy areas?

16. Sport is currently not considered sufficiently across the EU policy areas. The setting of best practice standards for supplement testing across the EU would enable sports nutrition companies to trade products tested to consistent, rather than different, standards across all 27 Member States in confidence, thus creating a genuine European single market in sports nutrition.

17. Best practice standards for supplement testing across the EU would also ease the freedom of movement for athletes and trainers across all Member States, as they could be reassured that the products that they would normally purchase in their home country are tested to the same standards as the products purchased in another Member State.

18. Furthermore, best practice standards across the EU would drive up the quality of the products available, thus helping to protect public health and consumer safety across the EU.

19. It is important to note that there would be no added burden on athletes as a result of EU-wide best practice standards when testing sports supplements. The burden would instead fall on companies, who in turn would benefit from positive marketing, association with athletes and athlete endorsements.
20. *8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?*
21. HFL considers that anti-doping should be a priority for the EU Sports Programme in both the long and the short term. The EU has a unique opportunity to establish its leadership in the world on the subject of anti-doping and on imposing stringent standards for the testing of ever more popular sports supplements, ensuring the integrity of sports and its participants.
22. One of the preparatory actions in the field of sport has a focus on anti-doping and we welcome this. With the publication of the European Commission's Communication on Sport due shortly we expect this focus to be retained.

Conclusion

23. HFL Sports Science fully supports the EU's focus on anti-doping, which can harm the health of athletes, elite and amateur alike, and jeopardise the integrity of sporting competition. We believe that the EU needs to consider the reality of the growing popularity of sports supplements amongst athletes however and implement best practice guidelines across the EU to protect athletes from accidental ingestion of banned substances and to reach treaty objectives in the field of sport, internal market, public health and consumer protection.

23 November 2010

Memorandum by the International Sport and Culture Association (ISCA) (GSEU 22)

The benefits of participation

1. Why is participation in grassroots sport important? What benefits does it bring?

Around 200 million (40%) Europeans are regularly active in sport and physical activity. The vast majority is active at grassroots sport level and in recreational physical activity. However there is a huge gap between the countries most physical active and those least active. Closing the gap would mean at least 100 million more Europeans active in sport and physical activity.

Reality check sport in Europe!

200 mill. or 40% of all Europeans consider themselves doing sport and physical activity regularly

34 % of all Europeans are inactive or very seldom physical active

70 million Europeans are member of a sport club

130 million Europeans are doing sport and physical activity elsewhere

(Where):

48 % are doing sport and physical activity in parks and out in the nature

30 % are doing sport in clubs, fitness or sport centers

(What):

The most popular activities are jogging, swimming, walking, fitness and biking

(Why):

The main reasons and motivation for doing sport and physical activity are:

- To improve health*
- To improve fitness*
- To relax*
- To have fun*

This is the reality if you consult the Europeans today!

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?

Sport and physical activity can be inclusive and to some of the above mentioned groups sport is an access to social inclusion. However, sport is not a “quick fix” the programme has to take into consideration the social, cultural and financial obstacles for the various groups. (Sport and integration see attached document).

Obstacles to participation and effectiveness

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?

The various target groups are different and different obstacles prevent them from being active in the existing settings of grassroots sport. It is barrier to overcome. It seems not complicated, but for an voluntary based sports club it takes quite some persistence and commitment to make it sustainable.

*Across Europe there is a myriad of examples toward the various groups.
For further information – do not hesitate to contact ISCA secretariat.*

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?
(see above)

The role of EU policy

5. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?
*The grassroots sport is by nature a local activity. It can be and in many cases successful supported by regional and national organisations and support structures.
The European policy level will not (and not be able to) legislate on national sports policy, but the European institutions can by indicating a balanced attention between elite sport and grassroots sport give valuable support for grassroots sport and recreational physical activity sector.
Grassroots sport and recreational physical activity need – especially during economic downturn – political and financial attention at the same level as the more media exposed elite sport.*
6. Is sport considered sufficiently across all relevant EU policy areas?
No. However, we see an increasing acceptance and cooperation from DG Health and Consumers (key words health and physical activity as fourth leading health risk), DG enlargement and naturally DG Education and Culture.

EU funding

7. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?
*ISCA Europe has participated in structured dialogue with the EU over the last decade. Our European activities have included more than 20 projects and contracts with the European Commission in the areas related to sport, health, youth, education and citizenship. The projects have involve 30-40 different sport association from all over EU.
ISCA is a member of the European Platform for Action on Diet, Physical Activity and Health, the European Civil Society Platform on Lifelong Learning and the International*
8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)?
Does the Preparatory sports programme provide a good model from which to work?
We suggest the common vision:

100 MILL MORE EU CITIZENS ACTIVE IN SPORT AND PHYSICAL ACTIVITY BY 2020

Grassroots sport is engaging 40 % of all Europeans in physical activity on a regular basis. However, there is a considerable gap between European countries in regard of the degree of involvement of the citizen in public life in general, and in sport in particular. In some countries up to 60 – 65% are engaged regularly in sport and physical activity.

Close the physical activity gap by giving all Europeans the opportunity to practice sport

The European Union clearly has the potential to increase the number of citizens being regularly active in sport and physical activity with another 100 million individuals – and we believe that should be our common goal.

Cross sector cooperation

The vision does not only include the sport sector. It would be a common goal where a number of public and private sectors would have various roles to play:

Health and prevention

Both public and private stakeholders have an interest in physically active and thus healthy citizens of Europe. Health costs are rapidly increasing across Europe, straining public health care budgets. Health insurance companies increasingly need to address the lifestyle choices of their customers in order stay competitive. Companies loose large sums of money from staff that is ill.

Urban planning and infrastructure

The local environment plays a significant role for citizens' lifestyle choices, not least relating to physical activity. Architects and urban planners are addressing this by providing local, high quality infrastructure for sport and physical activity: Local parks, modern sport facilities, outdoor trails, activity friendly public squares etc., according to citizens' wishes and in cooperation with involved stakeholders.

Transportation

Meeting the recommendations for daily physical activity given by WHO can be forcefully addressed by providing for more “human-powered” transportation in every-day life. In particular, providing better and safer opportunities for walking, for biking, for taking the stairs etc. are key elements in a healthy every-day life. And the great variation in levels of “active commuting” across Europe testifies to the potential for improvement.

Education

Being involved in sport can facilitate the learning and development of a range of competences and attitudes, including respect for peers, opponents and “rules of the game”, fair play, social inclusion, voluntarism and individual responsibility.

At the same time, sport provides non-formal leadership training beyond what any traditional formal education systems deliver. Local sport clubs and sport associations are important settings, where not least young people are given responsibility, possibility for personal leadership, and project and activity management training – in real life. Thereby, they develop competences that are not just important for social cohesion and democratic participation, but also very specific competences that can benefit them in their future working lives and careers.

18 November 2010

Memorandum by the Jubilee Hall Trust (GSEU 23)

The Jubilee Hall Trust is a registered charity (No.273562) established in 1978, that aims to build strong healthy communities by promoting the fitness and wellbeing of the individuals within them.

The Trust operates four health, fitness and sports centres in Covent Garden, Hampstead, Southwark and Westminster, and also manages outreach community programmes such as dance classes for older people, sports coaching for school children and healthy eating education programmes for obese families.

The Trust receives no public funding or subsidy (except for special projects) and generates its own income through trading. Primarily, the Trust sells gym memberships and other services at value for money rates, and the surpluses generated enable JHT to subsidise memberships for people on low incomes and to provide community programmes.

I. Why is participation in grassroots sport important? What benefits does it bring?

Participation in grassroots sport brings a range of benefits including improved health and fitness (mental as well as physical), opportunities for social interaction and generating a sense of community, as well as the teaching of values such as fair play, teamwork and sportsmanship.

Case Study 1 – Child ‘CB’

CB (aged 13) started the MEND programme (a programme run by JHT in Camden which promotes healthy eating and physical activity) in May 2009. At the time she was overweight for her age and being bullied at school. She had very low self esteem. At the start of the MEND programme, she was eating lots unhealthy food and rarely exercised. During the programme, CB and her mum learnt how to read food labels, to cook from scratch and to enjoy physical activity and exercise. By the end of the 10-week programme, CB was eating more healthily and had enrolled in a local dance club. CB now attends three dance classes per week and takes part in regular competitions all over the country. She has done so well in her dance classes that she recently came first in the Birmingham Superstar Championships, beating over 1000 other kids to take the title and came 5th at the World Championships in Blackpool in the under-16's category.

Case Study 2 – Child ‘Naomi’

Naomi took part in a multi-sports camp organised in half-term in February 2010 at the Colombo Centre in Southwark, managed by JHT. Naomi is a 9-year old girl who joined the sports camp on the second day of the project. She is a very shy girl who had not attended any of the centre's projects in the past so also did not know anyone at the sessions. Although she was shy, she made friends with other members of the group quite easily with support from the staff. This was incorporated by staff playing a lot of team/group games where the young people had to work and play together as a team to win points for their team. By the end of the week, Naomi was still quite shy, but had made new friends, participated fully in all games and is also now attending some of the regular sports activities the centre runs after school. Naomi explained that she really enjoyed participating in the games and other activities particularly as she lives on the 3rd floor and that there are no parks or play areas near where she lives. She also said that she would definitely be attending the next sports camp if there is one running.

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?

Some groups have particular difficulty accessing exercise opportunities or believe that it is 'not for them'. By tailoring activity to the target group and by providing it in local, community locations, greater levels of participation can be encouraged with the corresponding benefits.

Case Study 3 – Ballroom Dancing in Westminster

According to the Sport England Active People 3 Survey (2009) only 19% of the Westminster City Council population over the age of 55 are physically active enough to have an impact on health (i.e. taking part in 30 minutes of moderate physical activity at least 3 times per week).

Free ballroom dancing classes were delivered for the over 50's in a local community centre in Westminster, over a 12 month period, 219 sessions were delivered with 1365 attendances. Participants were surveyed at the end of the one-year project and 89% said that they were more active than before and 92% said that they had noticed improvements to their general health or fitness. Improvements mentioned were as much to do with mental wellbeing as physical.

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?

Participation in sport by particular groups is encouraged through:

- Timing of sessions – e.g. making it appropriate to the target group: before/after school; in school holidays; at weekends; 'midnight football' etc
- Local venues – ensuring that good quality facilities are available locally and that, where appropriate, 'non-intimidating' venues (e.g. church halls, community centres) are used.
- Affordable pricing – concessions for low income families and other target groups. Using 'off-peak' down time for free/reduced price use (e.g. in Westminster, 15 different public and private facilities have pledged to offer at least 2 hours per week of free studio, sports hall or gym time for community use. This equates to over 1500 hours per year. In Camden, there are now 8 free-to-use outdoor gyms in public spaces).
- Other – e.g. 'women's only' sessions; use of appropriate role models in marketing/advertising; provision of crèche facilities etc.

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

- Overenthusiastic enforcement of health and safety regulations (e.g. completing a 7-page form and other documents to put on a studio cycling class on the pavement outside one of our gyms).
- The indecision and uncertainty over the new Independent Safeguarding Authority (ISA).
- The fiasco of CRB checking where multiple CRB checks are required – e.g. a peripatetic sports coach teaching sport in 6 different schools requiring 6 different CRB checks when all of the checks are looking at the same database on or around the same date!

Memorandum by the Jubilee Hall Trust (GSEU 23)

- Small grant funding being overcomplicated or unnecessarily bureaucratic or imposing unreasonable conditions – e.g. applying for just £1000-£1500 for sport (Summer of Sport etc) in London and being required to ‘ensure that at least 10% of participants are disabled’.

19 November 2010

Memorandum by the National Council for School Sport (NCSS) (GSEU 6)

I write to you in my capacity as Chairman of the National Council for School Sport (NCSS). The NCSS is the umbrella body for National School Sport Associations (SSAs) or, where they do not exist, National Governing Body (NGB) school/youth section representatives. The NCSS has some 30 members. I have held senior office in the English Schools' Table Tennis Association (ESTTA) for almost 40 years and have been a member of the Executive Committee of the International School Sport Federation (ISF). I was also a Headteacher for some 28 years.

School Sport has provided a grassroots structure for many years to allow young athletes to participate and compete at their level within an educational environment – any skill taught in school is a skill taught to everyone and gives opportunities to all.

The drive to promote school sport has, over many years, been affected by different issues – on the one hand a lack of funding, a lack of volunteer teachers and differing school priorities – on the other hand, more recently, the building of School Sport Partnerships, the development of National Frameworks, the training of Young Officials and the successful raising of the profile of Physical Education and School Sport. The current system which is driven by the Youth Sport Trust, is envied by many other countries worldwide.

It is worth reminding governments of the value of school sport:

- School Sport provides **differentiated activities** to enhance the development of **interest and participation** in competitive sport.
- Is about the **development of a healthy lifestyle** and **increasing levels of activity**.
- Is a **discipline**: Practice leads to improvement – equally applicable to all skills learnt in school.
- Develops **leadership** skills, **team building** skills, **communication** skills, **friendships** – improves **attitudes** and **behaviour**.
- Introduces pupils to experience the benefit of **positive competition, playing by the rules, winning and losing**, meeting and **respecting other people**.
- Allows pupils to **taste a range of activities** in a wide variety of team and individual sports and to **transfer skills** learnt in one sport to another.
- Promotes the **development of the whole 'man'** with academic, creative and sporting activities being introduced together.
- Improves **confidence and self-esteem**.
- School is a place to learn to **participate, officiate and spectate**.
- **School Sport is immediately available to all pupils** – they attend school daily!
- The **ethos of the school** is raised through activity, achievement and success.
- **Government ideals** are satisfied in health, social inclusion and citizenship.

School Prepares Pupils for Life!

***This is not Sport for Sport's sake but Sport through Education
or ... is it Education through Sport?***

Education/Schools play a key role in affecting levels of participation, but we need to tackle the drop-off in the number of people playing sport once they leave full time education.

There has always been a need for co-operation between sport and education. Sport is more effective when delivered in partnerships between local authorities, central government, the governing bodies of sport and their member clubs. If community sports clubs were built on school sites, they could then provide a seamless change from school club to community club. However, there is a difference between the major sports who are well financed and sponsored and will continue to function under most circumstances and the minor sports who are under funded but attract different participants – they need paid manpower and most importantly, national networks to link SSAs/NGBs who provide project and opportunities with schools and communities.

The International School Sport Federation (ISF): Around the mid 1960s international sporting contests between schools were on the increase. Tournaments between school teams in different disciplines grew at such a pace that in 1972 the ISF was born. At that time 22 nations were in membership – all from Europe with Belgium, Luxembourg and Austria as the leading members. Today almost all European countries together with several from all 5 continents make up a total membership of 70. Their events are mainly for **school** teams – the ISF consider events for selected teams are mostly the responsibility of NGBs and International Federations. ISF events include cultural activities for all players and officials, opening and closing ceremonies and ample opportunity for participants from different countries to meet and learn from each other. The ISF aims to promote mutual understanding between countries, to seek close collaboration with school authorities of member countries, to liaise closely with international sporting federations and to exchange information. Their aim is to be totally free from political, religious and racial considerations.

The International School Sport Federation has set out to ‘continentalise’ some of its work and events. Unfortunately for Europe, this has failed because of a lack of financial support. Hopefully this is an area the committee could investigate. I know the ISF Secretariat, based in Belgium, and the newly elected President from Sardinia, would welcome input into devising an EU policy. The NCSS is the contact body in England for the ISF.

Summary & Recommendations

- Education plays a key role in affecting levels of participation in grassroots sport.
- The drop-off in the numbers playing sport, once they leave full time education, must be addressed.
- There is a need for closer co-operation between sport and education.
- Governments must consult School Sport Associations and National Governing Bodies before disclosing their plans, often based on political ideals.

Principles - To move forward

- Provide **quality information, advice and guidance** to all schools both in the state and independent sectors.
- Tackle inconsistencies – **promote equality of opportunity**.
- **Develop close working relationships** – encourage dialogue with partners at all levels.
- Seek the **best use of personnel and financial resources** – use expertise already in place.
- **Obtain long term funding** for plans which acknowledge the pace of change.
- **Retain an educational base**.
- **Have a structure and keep it simple**.

Memorandum by the National Council for School Sport (NCSS) (GSEU 6)

- Encourage provision of a **professional staff with secretarial backup** at all levels of school sport including national and local.
- Remember that every child, every school, every LEA, every sport is different – **no one model fits all**.
- **Establish joined-up thinking.** Consult at all levels, particularly with volunteers in both schools and the community.

I hope these brief notes prove useful, even though they address the situation in England as seen by School Sport Associations.

15 November 2010

Memorandum by PAiCE (GSEU 10)

PAiCE- The Dudley CSPAN Response

Background information

PAiCE is the Dudley Community Sport and Physical Activity Network (CSPAN) a component of the Single System for Sport in England. PAiCE has direct links to the BeActive Partnership, the Black Country County Sport Partnership (CSP), and to Dudley Community Partnership (DCP) through the Heritage, Leisure and Culture Theme Partnership (HCLP).

PAiCE is comprised of representatives from the following organisations:

- Dudley Council for Voluntary Service (DCVS)
- Sport Dudley - the independent voice of voluntary sport
- Dudley Primary Care Trust (PCT)
- Dudley MBC - Children's Services - Physical education
- Dudley MBC - Children's Services - Play
- Dudley MBC - Culture and Leisure Division (Sport & Physical Activity Section)
- Dudley MBC - Adult & Community Learning Division
- BeActive Partnership

Partnership working in physical activity and sport has been established for many years. Joint initiatives have included the strategic planning of expenditure from the New Opportunities PE and Sport Fund, and parks and open spaces programmes, including the current Healthy Towns initiative.

Over the years PAiCE has evolved in response to changing circumstances, but the role of the voluntary sector, particularly in grassroots sport has remained in sharp focus throughout. This is a recognition of the key role played by volunteers in the delivery of opportunities in sport and physical activity, and of the above average of volunteering in sport in the Borough as measured by the Active People Survey (APS).

Benefits of participation

I. Why is participation in grassroots sport important? What benefits does it bring?

Grassroots sport provides the important link between physical education in schools and the performance pathway to elite sport. Grassroots sport is the broad base of the pyramid that at its peak is Olympic and Paralympic and professional sport.

Grassroots sport equips participants with the skills and knowledge to both compete, and to progress to an individual level of excellence. In some cases excellence may be winning an Olympic medal, or securing a professional contract in sport. In other instances, individual excellence may be the highest level of performance that the individual is able to attain. Either

way the individual gains a sense of achievement, fulfilment and self satisfaction which can raise self esteem and confidence.

Grassroots sport provides a social setting for a wide variety of people from a range of backgrounds. Participants are bound by the rules of the activity in which they participate and those of the organisation to which they belong which together instil a sense of discipline and engender a sense of belonging.

Participation in grassroots sport can enrich an individual's quality of life, provide a sense of purpose, and a great deal of enjoyment. Many non sporting skills developed in grassroots sport are transferable to other aspects of life.

Grassroots sport can make a contribution to many wider social agendas, making a contribution to health and wellbeing, crime reduction and social inclusion. In terms of health and wellbeing, participation in physical activity and grassroots sport can contribute to reducing the likelihood of physical and mental ill health, help tackle obesity and support healthy growth in young people. It can contribute to older people being more independent, and can reduce healthcare costs and workplace absence.

In terms of crime reduction, grassroots sport can provide diversionary activities that can in turn reduce anti-social behaviour. Grassroots sport tends to have a local focus and can provide a sense of community and belonging.

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people or women)?

Grassroots sport tends to have greater involvement with young people than the other groups listed above. Through physical education young people gain skills that underpin physical activity and sport, enabling them to participate in sport. The process also exposes young people to the wide range of sporting opportunities available to them. Many grassroots sport organisations have junior sections that welcome young people and encourage them to participate, and to achieve an individual level of excellence. Grassroots sports organisations play a part in keeping young participants healthy, safe and enabling them to develop both personally and socially.

Sport can be a means for engaging hard to reach groups and grassroots sport can play a part in breaking down barriers. Over the years grassroots sport has tended to operate in isolation from other partners, but is increasingly being promoted as having a key role in the inclusion agenda.

For grassroots sport to effectively engage under-represented groups the good practice associated with junior programmes needs to be tailored to suit other requirements. Equally volunteers in grassroots sport need training and support to equip them to work with groups that are not the general participants that they would encounter.

Obstacles to participation and effectiveness

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority or under-represented groups?

Barriers to participation include practical barriers such as the cost, lack of time, lack of transport, availability of opportunity, and competing priorities and interests. There may also be individual barriers such as a lack of self confidence and a negative body image, and there may be social and cultural barriers.

All of the under represented groups in grassroots sport are likely to experience these barriers to some degree or another.

Government and public bodies have a role to play in equipping grassroots sport organisations with the tools to both recognise and be able to address the barriers to participation.

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

From the experience of partners involved in PAiGE there is a perception within grassroots sport that the wider social agenda is somewhat remote. Whilst this continues, the commissioning bodies in the social, health and educational spheres are unlikely to consider grassroots sport to be a partner that is capable of delivering elements of their agendas. The benefits that can be delivered by grassroots sport need to be highlighted.

Beyond this perceptual barrier there is the issue in grassroots sport in Great Britain that in general administration and delivery is all undertaken on a voluntary basis. Volunteers in grassroots sport in Great Britain are critical both to its development and its longevity, but consider that that increasing levels of bureaucracy impinge on their activities. Examples cited included non-transferable CRB checks and hierarchical structures which fail to deliver direct funding to the grassroots.

Grassroots sport tends to operate on a 'shoe-string', having a hand to mouth existence. This may preclude grassroots sports organisations from being able to engage in the delivery of wider social objectives. Grassroots sports organisations need to be structured in such a way that they can be commissioned to deliver services, and to achieve this they need to be equipped with the skills to both provide and to manage a service. Furthermore there needs to be a level of certainty for organisations that there is a long term benefit to be gained from such a course of action.

The role of EU policy

5. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

EU policy should be developed to remove barriers to participation and to emphasise the positive benefits that can accrue from participation, particularly in grassroots sport. These may be individual benefits, institutional benefits or wider social benefits. Models of best

practice should be communicated widely throughout the EU as exemplars for other organisations to follow.

As far as the contribution of grassroots sport to wider social policy is concerned, then messages need to be developed that can then be communicated to a wide range of bodies in social, health and educational spheres. These messages need to emphasise the contribution that grassroots sport can make and the opportunities that exist for collaborative activities.

Grassroots sport needs to be recognised for the positive contribution that it can make, but there also needs to be recognition of the structures that exist in Great Britain, largely based on volunteering and how these can be supported for the greater good.

6. Is sport considered sufficiently across all relevant EU policy areas?

Sport appears to be peripheral to the majority of EU policy areas. Sport makes strong claims for contributing to wider social objectives, particularly at the grassroots, but in these other policy areas sport does not appear to be recognised for the positive contribution that it claims to make.

EU funding

7. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part funded by the EU?

Grassroots sports clubs and organisations from Dudley and Bremen have exchanged annually since 1979 and over the years this has highlighted the differences between the situation in Great Britain and Germany. Dudley MBC, Sport Dudley- the independent voice for voluntary sport in the Borough, and Bremer Sportjugend have managed the exchange process with a variety of sports clubs engaging over the past thirty years.

Grassroots sport in Great Britain tends to focus on single sports with little thought given to the benefits that can accrue from multi-sports organisations. The opposite is true in Germany with multi-sports organisations tending to be the model adopted. This makes the German model far more sustainable and creates organisations that are recognised in the community as being able to contribute to wider social objectives.

Structurally, grassroots sport in Great Britain is improving the means by which participants progress from school to sports club and through to the pathway to excellence. In Germany it appears that the link between educational establishment and club is far clearer, benefiting from the manner in which the academic curriculum is focused in the early part of the school day and clubs provide afternoon and evening activities that complement this. Given this situation in Germany the viability of grassroots sports clubs is enhanced. The employment of a professional coaching workforce is key to delivery in Germany and coaching as a profession is more embedded than in Great Britain.

None of the participants from Dudley has ever received any funding from the EU. It may be that Bremer Sportjugend has secured EU funding through the Bremen state government for the participation of their representatives.

8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?

The Preparatory sports programme focus on three strands - promoting volunteering in sport, promoting social inclusion in and through sport, and fighting against doping in sport- providing a model upon which to base future priorities. Clearly the first two strands have a direct impact on grassroots sport in Dudley and should be seen by this sector as providing a platform from which their involvement in the wider social agenda can develop. The third strand should be something that everyone involved in sport works collaboratively to eradicate.

In the longer term the strands of the Preparatory sports programme could be sub-divided and a number of sub-priorities identified. However the outcomes from the programme should all combine to deliver against the objectives of the three primary strands.

16 November 2010

Memorandum by PartyGaming (GSEU 18)

PartyGaming welcomes the new inquiry into “Grassroots sports and the EU” but was concerned by the reference by the CCPR to the intellectual property right (or sports’ rights levy) that has recently been introduced in France at the select committee’s first hearing on 11 November.

This submission highlights the significant problems associated with such a sports’ rights levy and concludes that such a levy will not achieve its stated objectives, will incur significant costs for both sporting organisations and betting companies and could actually reduce overall funding for grassroots sport.

We felt it appropriate to contribute to this new inquiry, as the concept of a sports’ rights levy is closely associated with sports funding/grassroots sport across the EU although not specifically related to the remit of this inquiry.

I. Background

- i. A debate has been instigated within the EU, mainly by professional sporting bodies, over whether there is an economic link between online gambling and the funding of grassroots sport and specifically, if the gambling industry (unlike other businesses) should be expected to make a direct financial contribution to grassroots sport, in addition to its already significant commercial contribution to professional sport.
- ii. This debate has risen out of: a) increasing budgetary pressures in conjunction with proposals in many member states to reform their local gambling market – the opening of gambling markets has increased competition on state gambling owned monopolies that have contributed towards the funding of grassroots sport in some countries; and b) the increasing focus of professional sports’ income on players’ wages, transfers and other commercial activities over comparable levels of investment in grassroots activities.
- iii. This is part of a wider commercial issue surrounding the ability of licensed online gambling operators that offer betting on sporting events. Sports would like a new State aid (or levy) established EU-wide providing them with a new form of an intellectual property right over sporting events and effective control of the betting product. Supporters of this proposal have two main claims, namely that:
 - such a levy on betting will represent a “fair return” for sport (grassroots has been singled out in recent times instead of its other commercial activities); and
 - such a levy will help to protect the integrity of sport from corruption and match-fixing by ensuring that sporting organisations have sufficient resources to police their sport properly to ensure that match-fixing does not take place.
- iv. These arguments do not stand up to scrutiny for the following reasons;
 - The online gaming industry does not threaten the funding of sport;
 - The link that is being suggested between the sports’ rights levy and an improved ability to protect the integrity of sport does not exist;

- We understand that the proposed sports' rights levy would only be targeted at the gambling industry, including online and is therefore wholly inequitable. If sports organisers really do have an intellectual property right over sporting events, then other stakeholders should also be expected to pay for their use – the international media springs to mind – when a newspaper or television channel wishes to report on the outcome of an event, it should pay to do so.
- v. Up until now, the licensed gambling industry has never been invited to participate in any detailed discussions that have taken place on this issue. As such, there is a very real concern that the policy considerations to date have not yet been heard or will be imbalanced or poorly informed.

2. The online gaming industry does not threaten the funding of sport

i. The gambling industry is already a major source of funds for grass roots sport

- A report by Europe Economics in 2009 highlighted that the gambling industry already provides €3.4bn per annum to EU sport, with €2.1bn (62%) contributed by private companies. In 2008 FIFA, UEFA and the IOC had combined revenues that amounted to over €4bn.

ii. The rationale behind a “fair return” for sporting organisations lacks evidence

- The rationale for a “fair return” is confused, not least because the online gaming industry does not threaten the funding of sport.
- A comparative study of the funding of grassroots sport in the UK and France completed by Sport Business in 2008 found that funding of grassroots sport is not only higher in the UK than in France but the UK National Lottery gives the greatest proportion of its sales to sport (4.5%) out of 16 European lottery playing countries.
- The UK has demonstrated that the funding of grassroots sport can be adequately funded without the need to distort the competitive forces of the gambling market through the imposition of a levy.

iii. Empirical evidence suggests that a liberalised online gambling market poses little threat to the revenue of state lotteries, which contribute to the funding of grassroots sport

- Evidence from the Italian market found that there was no “noticeable change” in the state lottery’s revenue after the liberalisation of the gambling market.
- In the UK, an initial fall in revenue for the national lottery was quickly made up for as customers returned to the products that they were used to.

iv. By nature, the gambling industry has little involvement with grassroots sport

- The gambling industry is almost entirely focused on professional sporting events.
- The gambling industry therefore has little or nothing to do with grassroots sport, no more than any other business.
- A betting levy, if imposed, would reduce the economic returns for regulated betting operators, which would likely reduce their availability of betting options on peripheral and less popular events – this would both force bettors to seek betting options with less reputable betting operators but could also be expected to reduce the overall level of interest in less popular sports even further. In addition, by effectively limiting the betting options on peripheral sports, it is these sports where black market operators can be expected to specialise, increasing the likelihood that such events may be exposed to corruption. None of these are desirable outcomes.

v. Sports' bodies should not receive a levy because sports' betting is a complementary not competing force to the organisation of sport

- Betting on sport and the staging of sporting events represent two distinct market activities and involve different providers. The claim that the provision of betting services somehow results in sporting organisers missing out on additional revenue suggests that the two markets are intertwined in a way that has not been proven.
- In fact, because of the extra interest in sporting events that betting services generate, betting is highly complementary and actually enhances the appeal of sporting events, encouraging media attention and attracting viewers.
- Sports organisers also benefit from the substantial contributions being made by gambling operators, many of whom seek to promote their brands through stadia advertising, competition and athlete as well as team sponsorship.
- This is supported by a recent Belgian court ruling on a case between Unibet, a UK registered gambling operator and PSV that found that the organisation of sporting events was an entirely separate market from online gambling and therefore sports organisers or clubs do not have any right to introduce charges.

vi. Assigning intellectual property rights is not in consumers' interests

- Providing the organisers of a sporting event with a commercial exploitation right, allowing them to sell betting rights to designated operators, will create a smaller and less competitive betting market, with higher odds, taking away much of the attraction of sports betting.
- In addition, if this route were to be followed, while it may be possible to prevent well-regulated operators from taking bets, consumers would be pushed towards higher risk, unregulated sites with poor consumer protection and anti-corruption measures. Sites that are also unlikely to be prepared to pay any such levy.

- Sports already have recourse to copyright laws – what sports want is a new framework that allows them to control betting and charge significantly more. Finally, the legality and practicality of restricting access to information surrounding sporting events is yet to be tested. While it may be possible to prevent bets being taken in-game, it is impossible to prevent betting on final scores, which are immediately available in the public sphere.

3. A sports' rights levy does not protect the integrity of sport

i. A sports' rights levy would do little to drive funding to lower sports leagues

- It is likely that most of the revenue generated by the “fair return” would be generated by the higher profile leagues where most bets are placed. Lower league sports would be less attractive to regulated betting companies that would seek to maximise their net returns on the high profile, high volume games. As a result, lower leagues would have to reduce the fee charged, or more likely would fail to attract any levy.

ii. Removing regulated betting on lower sports leagues will only increase the likelihood of corruption on those games, where the risk of corruption is arguably greatest

- A consequence of this regulatory focus on higher profile games is that betting on the lower leagues can be expected to move to unregulated sites or operators that choose not to comply with the regulations, including the payment of the levy. Without any regulatory oversight, those seeking to corrupt sport for their own gain will be drawn to such events. Given the lower profile, it is reasonable to assume that the incentives required to corrupt players and other parties associated with the sport at these lower levels is likely to be less than at the high end, thereby increasing the marginal returns for the criminals that the regulators are seeking to protect against.

iii. A sports' rights levy will penalise regulated operators and improve the returns for unregulated operators and will fail to tackle the main threats to sport

- The levy proposes to extract a fee from well-regulated operators based in the EU that are already highly effective in identifying and preventing fraudulent bets.
- By forcing operators to limit their offer, this plays to the hands of those seeking to profit from corruption in sport.
- A sports' rights levy does not address the illegal operators and syndicates that are often based in Asia, which have been linked with some of the well-publicised recent betting corruption scandals.

iv. Preventing corruption in sport requires a coordinated approach

- The successes achieved to-date in ensuring the integrity of sporting events has necessitated a joined-up approach, involving all of the relevant stakeholders, including the event organisers.
- Sports bodies that are both the promoter and regulator of their sport face an inherent conflict when faced with corruption issues. Whilst wanting to appear to be tough on corruption, when it takes place involving a leading figure or organisation from within the sport, fears over long-term damage to the reputation of the sport may put significant pressure on the regulator to adopt a more lenient stance.
- There is no room for those seeking to corrupt sport. Regulators need to get tough on breaches of their rules and enforce much more severe penalties on players and teams for such breaches – betting only corrupts sport when the player or team accepts money to change the natural course of play, not when wagers are placed by punters.
- The memorandum of understanding that the European Sports Security Association (ESSA) - a body designed to prevent corruption in sports betting - has with many European sports organisers, and its Early Warning System, has helped to alert sports organisers to suspicious betting activity.
- An Oxford research study commissioned earlier this year by the EU sport platform found that the integrity of sport can be compromised by 10 various sources of threats, illegal betting being only one of them. Regulated online operators constitute a very low/no risk given the sophisticated anti fraud mechanisms in place e.g. as with ESSA's Early Warning System.

4. The gambling industry appears to have been targeted unfairly

i. The sports' rights levy would arbitrarily and unfairly target the gambling industry

- If the sports' rights levy demands recompense from gaming companies because of the profit they make from sport, should not other industries that benefit from sport, either directly or indirectly, also be the subject of such a levy such as newspapers, sportswear companies, sports equipment manufacturers, drinks' companies as well as many others?
- What are the grounds for seeking to penalise the regulated sports betting industry? As mentioned above, the gambling industry has little or nothing to do with grassroots sport. If grassroots sport is deemed to be a social good for all then everyone should be paying for it. Imposing such a distortion onto the sports betting market will only serve to benefit the perpetrators of such fraud and reduce the overall returns to sport from the regulated betting industry.

ii. The gambling industry is already committed to and at the forefront of corruption prevention and consumer protection

- Integrated early warning systems and state of the art ID and age verification systems were invented by the industry and are being constantly updated to ensure the greatest protection for consumers.
- This is demonstrated by the Hoyzer affair in 2005 – no online firms suffered during the Hoyzer affair in Germany because their systems and technology platforms provide a perfect audit trail – this means the online channel is an extremely route for those seeking to benefit from corrupting sport. It also allows operators to identify and act quickly upon any suspicious betting activity. By contrast, the German state offline lottery lost upwards of €20 million on the Hoyzer scandal.

iii. Fraudulent sports betting is bad for business and the industry's reputation

- Whenever there is corruption in sport, online bookmakers become the victims – by offering incorrect odds, they stand to lose significant sums and on some occasions this can run into millions of Euros.
- The levy unfairly implies a direct link between recreational gambling and sporting corruption.

17 November 2010

Memorandum by Premier League (GSEU 17)

The Premier League organises the top division of English football, with the 20 clubs at any one time in the League being the Shareholders. The competition comprises 380 games in a season, and attracts in excess of 360,000 fans each match weekend. Audiences for the competition are also buoyant both in the UK and internationally, with the Premier League competition being broadcast in 211 countries, with over 650 million households capable of watching the League worldwide.

The Premier League is fully committed to football solidarity and corporate social responsibility. Together with the FA and DCMS, the Premier League is a core founder of the Football Foundation, which has committed £952m to the development of grassroots football (and other sports) in the last 10 years. Last season the Premier League contributed more than £120m down through the other levels of football in England, into nurturing the grassroots of the game and in groundbreaking community projects run by the clubs. As part of these contributions, over £111m has specifically been invested into community activities both in England and around the world over the past three years: the highest ever achieved, and probably without parallel for a single national sporting competition.

We have a long-held commitment to using the enormous interest that exists in the Premier League and its clubs to bring about a positive change in a range of different social areas. The Premier League's community programme, which is titled —Creating Chancesll, has focused domestically on four thematic areas – health, education, social inclusion and equalities. This strategy has allowed clubs to build key local strategic partnerships. Many clubs are now being commissioned by these partners, including local authorities, to deliver local services, particularly around health and education.

The range of community-focused work now undertaken by the Premier League is unprecedented, as are the numbers now involved: community activities delivered by the Premier League last season reached 2.15 million people.

The Premier League welcomes the House of Lord's EU Select Committee's active role in sport and the opportunity to examine European issues from a national perspective.

The benefits of participation in sport

The varied benefits of participating in sport are increasingly recognised, and this broad ethos forms the basis for the work delivered by Premier League clubs in their communities. From the obvious improvements that it can make to a person's health and well-being, through to the wider positive social benefits that sport can have on a community.

Each Premier club has a legally constituted community operation delivering high-quality, innovative and socially beneficial activity. These schemes collectively employ over 500 full-time staff, more than 1,000 qualified sports coaches and annually engage more than 3,700 volunteers on their programmes. Club community departments are not just employing football coaches either, but also other sports specialists, health professionals and teachers, who are making a greater impact on wider social issues. Backed by the increased good cause investment from the Premier League, the clubs now connect with their local community at a level never witnessed before.

For example, Premier League clubs last season delivered football coaching sessions to over 820,000 young people aged 5-11. Whilst it would be impossible to list in this short submission every participation programme that the Premier League or its clubs run, it is worth highlighting two that have that specific impact.

The **Premier League Schools Tournament** has been running for five years. The tournament sees over 1,000 schools and 8,000 children compete each season in a preliminary phase, split into Under 11 boys and Under 13 girls, organised at each Premier League club. This determines which school teams will go forward to represent that Premier League club in a regional tournament, and then – if successful – in a grand final, held at a Premier League ground. The opportunity to run out and play on the pitches that these young people watch their heroes play is a major draw of the tournament, and has contributed to its huge success so far. The final match day experience is heightened by the fact that teams use the first team dressing rooms, have their matches officiated by Premier League referees and are filmed for a special feature within a programme broadcast around the world.

The focus of Premier League clubs' work is not just about getting people to play more football. Another national project, **Premier League 4 Sport**, is the Premier League's contribution to the legacy of the London 2012 Olympics. The programme looks to address the specific issue of a drop-off in secondary school pupils playing sport. Premier League 4 Sport aims to use the power and brand of football to address this drop-off and encourage secondary school pupils to take up four particularly under-represented sports — judo, badminton, table tennis and volleyball.

The project works with Sport England and the Youth Sport Trust, as well as the four national governing bodies for each sport. The initiative has already formed 72 new sports hubs and 236 new satellite clubs across the country, each linked to their local Premier League club. With each Premier League club employing a specific coordinator the programme has embedded itself very quickly and external evaluation shows that over 6,600 young people have been engaged in the first six months of the project with 62 per cent of participants being retained for at least ten hours of delivery.

Benefits to particular groups

Given the geographical position of almost every Premier League club, with the majority positioned within major urban areas, it is often the case that deprivation and poverty rates are amongst the highest in those places where clubs focus their community activity. And with many of these areas inhabited by people from a Black or Minority Ethnic (BME) background, it is unsurprising that club work also has an enormous impact upon them. In fact, of the 2.15 million impacted by Premier League community activity last season, 36 per cent were from a BME background (and, as an interesting aside, 33% were female).

One of the Premier League's most successful projects is **Kickz**, the flagship social inclusion programme which sees clubs work alongside local police forces to target some of the most challenging and disadvantaged communities which suffer from higher rates of crime and anti-social behaviour. It uses the power of football to engage young people aged 12–18 in a range of positive activities – not just football, but other sports, music, dance and arts.

The Premier League provides the funding, management support and club delivery operations for this groundbreaking, award-winning scheme that has now engaged over 40,000 young people since its inception four years ago. The target beneficiary groups for Kickz are often high risk so the club coaches are required to be highly trained and skilled in dealing with any potential incidents. The quality of the coaches is imperative in breaking down any barriers with the youngsters, building their confidence, encouraging volunteering within projects and steering them into employment, training or further education.

Kickz takes place in the areas of the country where positive activity is needed most: 75 per cent of participants live in the top 30 per cent most deprived areas, and importantly the sessions are run when problems are at their worst, with 91 per cent of Kickz provision taking place on a Friday or Saturday night. And the results bear testimony to the project's success; in areas where Kickz is delivered there have been reductions of up to 60 per cent in anti-social behaviour; 28 per cent in criminal damage and 19 per cent in violence against other persons

There are now 112 Kickz projects, delivered by 42 clubs in partnership with 19 different police forces. Some 2,300 volunteers have been engaged filling over 19,000 volunteering opportunities; 1,500 qualifications have been achieved and 170 young people have progressed to a job through Kickz.

Feedback from partners on Kickz underlines what an important role it plays in meeting their objectives. Inspector Danielle Corfield, Sector Inspector for West Midlands Police, said:

“Kickz offers a real opportunity for police staff to find another medium to engage with our local young people. Community engagement is key to the future success of our local communities and on behalf of West Midlands Police addressing issues of trust and confidence are at the centre of all we do.”

Kickz is playing a major role in community cohesion, bringing together diverse ethnic groups, often in areas where gangs are a genuine problem. And as the above testimony reveals, the project is helping break down significant barriers for the police too.

Another field in which the Premier League is playing an increasing role is health. And it is in this area that clubs' work is not restricted to young people. **Premier League Health** is focused on clubs promoting and tackling men's health issues among their supporters and communities. Clubs are working with local health agencies like Primary Care Trusts in an attempt to target more than 4,000 men aged 18-65 in the course of the next two years.

Premier League Health is a flexible scheme that has allowed clubs to tackle the issues that are particularly prevalent to the specific area in which they exist. Some clubs have placed NHS Health Trainers within the stadiums to talk directly to fans on matchdays, others are working with specific charities that focus on a particular issue like mental health, and others take referrals from local GPs who feel a person might stand more of a chance of becoming more healthy within the inspiring surrounds of a Premier League stadium. Premier League Health is tackling some major issues like depression linked to unemployment, obesity and general poor physical health, as well as alcohol and drug addiction.

Obstacles to participation and effectiveness

The success of the aforementioned projects is based on using the power of football as the vehicle to engage, motivate and inspire participants.

However there are many barriers to participation that have to be encountered, particularly amongst ethnic minority groups. These obstacles include personal, practical, attitudinal and cultural barriers.

Specific plans have been implemented to encourage participation amongst underrepresented groups and communities. Measures include engaging with key national and local partners, investing into community facilities, ensuring sporting activity is inclusive and affordable, and consulting with participants to shape the activity to meet local need. Premier League 4 Sport is an example of how these measures can be implemented to address the issue of a drop off rate in participation amongst secondary school pupils.

Premier League clubs are also able to use professional players as role models to promote a positive impact on individuals.

The key issue though always returns to the quality and relevance of the sporting experience and this is where the investment into people by the Premier League, be they coaches, volunteers or mentors has been critical. A quality community sporting activity can overcome emotional, religious and personal barriers, providing a safe and enjoyable environment for all people regardless of gender, culture, ethnicity or age.

One major obstacle to the effectiveness of Premier League Creating Chances being able to address social issues is the reluctance of respective spheres, particularly education and health, to accept that football and sport can have a positive impact.

By engaging so many participants in sport, the Premier League is already helping people to become physically active. This relatively new concept of health promotion through sport has a preventative message that carries long term financial savings to the health authorities. Additional financial investment into health promotion through sport activities could have a real long term beneficial impact on the health of the nation.

The role of EU policy: A strong IPR framework to enable success at both commercial and grassroots levels

The Premier League's success is the product of a virtuous circle, whereby high professional playing standards generate high levels of supporter interest, which in turn drive commercial revenues which are then re-invested in football's fundamentals – players, youth development, coaching, stadium facilities, training ground improvements and grassroots/community activities. This high level of re-investment improves playing standards still further, raises the quality of provision for fans and thus generates further supporter interest and commercial revenues.

Investment in sport at every level – from the grassroots to elite competition – is dependent on securing the proper returns due to the creators of sporting content. Not only is this important to the sports themselves, but also to the wider economy. The European Commission indicated in its 2007 White Paper⁵, that —a growing part of the economic value of sports is linked to intellectual property rights (IPR). These rights relate to copyright,

⁵ COM(2007) 391 final, 11 July 2007, page 11

commercial communications, trademarks, and image and media rights. In an increasingly globalised and dynamic sector, the effective enforcement of intellectual property rights around the world is becoming an essential part of the health of the sport economy.^{ll}

The Premier League fully agrees with the European Commission on this point, and considers that sports would struggle without direct investment in grassroots competitions from commercially successful rights owners. The Premier League is especially worried about three current trends at EU level, the constantly increasing level of digital piracy of sports content, the EC's push for compulsory pan-European licensing of audiovisual content, the increased threats posed by sports betting:

Major sports events are very attractive, and in great demand, making them particularly vulnerable to attack from pirates. The Premier League has seen an increase in the number of websites and services making content available illegally and the number of viewers illegally watching and sharing content. Many of the websites illegally hosting pirated coverage of Premier League events are funded by advertisement and/or are even operating as subscription channels, with the pirates being directly remunerated, eliminating any pretence of an —open access philosophy. Commercial undertakings look to exploit Premier League content to create profit, without contributing to the development and advancement of grassroots sports or to jobs or to tax revenues. The ever growing phenomena of internet streaming of live sporting events and peer-to-peer file sharing are very real examples of the need for a strong response to new trends in digital piracy which threaten to undermine the value of media rights and consequently investment in sport at every level. The Premier League urges the House of Lords to ask the European Commission to use the new competence to work on initiatives to protect the content industry in general, otherwise redistribution mechanisms will dry up and Europe will lose its leading position in the market for the creation of audiovisual content (including the sport sector).

Sport is territorial by nature. National matches and competitions are watched more fervently by those from hosting or participating countries. It is obvious, for example, that a game between two teams in the Premier League will generate far more interest in England than in other EU Member States (MS). It is therefore the natural operation of the market which means that the value of audiovisual media rights to that match will be far greater in England than in other EU Member States. Sport content in general and football competitions in particular have a very different value depending on the territory in which they are being watched. There is no demand from broadcasters and content providers for the delivery of our content on a pan-European basis⁶. Broadcasting services have developed naturally in order to target national markets and satisfy the desire of consumers for localised content. Artificially attempting to stimulate a market for pan-European audiovisual services would mean that only the largest media organisations in Europe would have the operational scale and financial means to win media rights contracts. This would not only inhibit new market entrants, but would endanger the survival of local broadcasters in many territories as customers would be driven to the dominant pan-European players. The result would not only be less choice for consumers but also a loss of the cultural diversity provided by local broadcasters.

⁶ In its recent rights sales process in mainland Europe, the Premier League offered its live audiovisual rights both on an individual territory basis and in country groups, including a "pan-European" territory containing all countries in mainland Europe. That "pan-European" territory did not attract a single bid.

The Premier League is worried about increasing threats of **match-fixing and corruption linked to sports betting** which could undermine fans' confidence and trust in its competition and thus breach the virtuous circle mentioned above. These could damage the reputation of our competitions. We are strongly committed to protecting the integrity of our competition in the same way that we are seeking to eliminate the risk of doping. Risk-control, monitoring, education and deterrence are key, and we believe that a number of important steps are being taken to address the challenge. The main hindrances to this effort, especially for smaller sports, are the lack of a proper basis for dealing with gambling companies and the costs involved. It is for this reason that The Premier League endorses the —Sports Competition Organiser's Rightll contained in the recent French national legislation on the online sports betting market. This will require sports betting operators to engage in contractual relationships with sports events organisers before offering any bets on their competitions. Such contractual relationships are the best way to ensure the protection of the integrity of sport since they will allow for the strict definition of each party's responsibilities in terms of prevention, monitoring and reaction to the risks of fraud, corruption and match fixing. They will also ensure a fair financial return from the betting operators to the sport organisations for the use of their data. Part of these revenues would be invested in education for athletes and officials, and monitoring and enforcement activities and also in investment in grassroots sport. At the same time, the sports themselves will be able to authorize the type of bets taken, in order to reduce the threat of bets on inconsequential events and 'lay bets', or bets to lose.

Digital piracy, copyright reform and deregulation of gambling markets are areas where we feel that current EU policy initiatives fail to take into account the importance of protecting the live nature of sports broadcasting and the territorial models on which sports competitions and audiences are founded. We therefore hope that the new EU competence will be used by the European Commission to better involve and protect sport in the current discussions on copyright and content distribution in the EU.

EU funding

Some of our clubs have developed educational projects in cooperation with organisations from other Member States. For instance, the innovative education and football programme —Arsenal Double Club Languagesll that provides pupils with a 'double' experience - engaging football related resources in the classroom followed by coaching in the target language. This successful programme won CILT's European award for Languages 2008. The resources have been developed in collaboration with Institut Français, Goethe Institut, UK-German Connection and the Spanish Consejería de Educación. So far, over 3000 pupils have completed the programme at KS3. The secondary resources are suitable for Years 7-9 and aim to raise the profile of languages in schools, motivate pupils and encourage uptake at GCSE. Following their success, Primary language modules have been developed to enthuse younger learners at KS2. The colourful workbooks include fun games and quizzes and are linked to interactive whiteboard activities. A key element of each module is a DVD featuring an Arsenal player speaking in the target language. Within the workbooks are listening exercises based around these interviews. The modules cover a range of topics including; personal details, countries, numbers, colours, daily routine, food, likes and dislikes, directions and body parts. Links have been established with European Football clubs and in 2008/09,

Memorandum by Premier League (GSEU 17)

thanks to funding from our partners, Double Club pupils visited RSC Anderlecht in Brussels and Hertha BSC in Berlin as part of a Languages/Football exchange. Future trips are planned to clubs in Germany, France and Spain.

Arsenal Double Club Languages is good practise example of what can be done in terms of cooperation between organisations from different Member States and EU funding support. The Premier League considers that using sport as a tool for education and social integration should be a priority both in terms of policy and of co-financing for the implementation of the new Competence under the Lisbon Treaty.

17 November 2010

Memorandum by the Royal National Institute of Blind People (RNIB) (GSEU 13)

I. About us

As the largest organisation of blind and partially sighted people in the UK, RNIB is pleased to have the opportunity to respond to this consultation.

We are a membership organisation with over 10,000 members who are blind, partially sighted or the friends and family of people with sight loss. 80 per cent of our Trustees and Assembly Members are blind or partially sighted. We encourage members to be involved in our work and regularly consult with them on government policy and their ideas for change.

As a campaigning organisation of blind and partially sighted people, we fight for the rights of people with sight loss of all ages in each of the UK's countries. We work to:

- improve access to treatment for sight threatening conditions and raise awareness of eye health
- improve provision within health and social care services
- increase the amount and range of accessible information
- promote equal access to learning throughout the lifecourse
- tackle discrimination in employment and get more blind and partially sighted people into work
- ensure a secure income for blind and partially sighted people unable to work or who have retired.

We also provide expert knowledge to business and the public sector through consultancy on improving the accessibility of the built environment, technology, products and services.

2. Particular questions to which we invite you to respond are as follows: *The benefits of participation*

1. Why is participation in grassroots sport important? What benefits does it bring?

1.1 For blind and partially sighted people the benefits are much the same as for the sighted population especially around confidence building, social inclusion and improving fitness levels. However there are tangible benefits around improving balance, mobility and coordination for those with a visual impairment

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?

2.1 See above

Obstacles to participation and effectiveness

1. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?

RNIB is currently working to ensure that blind and partially sighted people can access all elements of London 2012 Olympic and Paralympic Games. Participation is encouraged through schools, colleges, specialist educational sites and through mainstream clubs and groups and local authority projects and activities. Barriers include issues around access to information for blind and partially sighted people, lack of knowledge and training amongst sports leaders, coaches, lack of suitable venues and specialist equipment. Often children who have sight loss are in mainstream schools and do not receive the specific support relating to the sight loss to enable them to participate, which provides additional barriers.

2. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

For blind and partially sighted people, inclusion in mainstream sporting activities is quite restricted due to lack of knowledge in including them in team games, lack of specialist equipment or often just poorly trained staff or teachers. Most blind or partially sighted people are now in mainstream education but there are low numbers and they are spread across the counties making inclusion difficult in specialist sports such as blind cricket, football or goalball. There are also difficulties with transport for blind and partially sighted people many rely on public transport to attend sports opportunities in the community. There are few PE specialists in schools or the community who can promote opportunities at grassroots level in these sports. Public sporting facilities such as gyms and leisure centres should have accessible equipment and facilities to make sure blind and partially sighted people can use them. The framework of School sport Co-ordinators or County Sports Partnership often do not have the specialist knowledge of how to support blind and partially sighted children and young children in mainstream sports and physical activity participation. Also often the statements of special education need (SSEN) only extend to in-school curricular activity and do not address when activities are delivered as an out of school participation opportunity.

The role of EU policy

1. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

1.1 A policy to ensure more PE in schools would be helpful with funding provided for sports specialists in disability sport and training available to help integrate and include disabled people in mainstream sporting opportunities in the community. With greater emphasis on community cohesion and the voluntary sector grants should be available for school/community/voluntary projects and skills training Funding for specialist sporting facilities would be helpful for blind and partially sighted people who need indoor purpose built arenas rather than shared multi use premises.

1.2 Policies that address access to information will be particularly helpful for blind and partially sighted people to ensure that they are made aware of opportunities available in sporting activities, access to coaching and leadership courses and employment in sport

2. Is sport considered sufficiently across all relevant EU policy areas?

2.1 Sport has a huge role to play in building communities integrating disabled people into communities and improving health as well as offering employment opportunities and as such should have a more prominent role within other EU policy areas especially around transport and access policies.

EU funding

1. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?

2. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?

The new structure should ensure that its priorities are around school sports funding to ensure that there are many more opportunities for grassroots participation that in turn will lead to more competitive opportunities within the community and promote good health, leadership and social inclusion for disabled people. Priority should be given to training grants, leadership programmes and voluntary programmes.

16 November 2010

Memorandum by the Rugby League European Federation (GSEU 26)

The benefits of participation

1. Why is participation in grassroots sport important? What benefits does it bring?
 - a. Health benefits – fitness
 - b. Social benefits – meeting people – meeting people from different backgrounds
 - c. Personal development – skill – fitness – character – leadership
 - d. Community Development – local, regional and national communities
2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?
 - a. Inclusion and integration
 - b. Confidence Building
 - c. Local community development
 - d. Language and social interaction

Obstacles to participation and effectiveness

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?
 - a. Encouraged with open access – welcoming clubs – special programmes – creation of new modified forms of the game (Wheelchair Rugby League)
 - b. Barriers include –unfamiliarity with the sport
4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?
 - a. The main barrier is the cost of a basic programme leaves no room for additional programmes
 - b. Quite often the balance is wrong in that there is funding available for minority programmes but little available to support core activity
 - c. Bureaucracy puts grass-roots clubs off from applying leaving the way clear for better organized, professional applications which do not necessarily deliver the real outcomes

The role of EU policy

5. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?
 - a. Support programmes aimed at developing sporting groups who want to help themselves – Coaching Education – Volunteer Training – Match Officials Training – pan-european qualifications
 - b. Encourage exchanges between nations for skill acquisition – social interaction – community cohesion and straight forward encouragement to participate. There is a lot to be said for assisting clubs to take part in overseas exchanges which in turn encourage sustainability – The annual France trip keeps players involved!

- c. Create policy and support to break through the bureaucracy – EU knows how to do this – grass-roots sport does not – adopt a pro-active position with regard to sport
6. Is sport considered sufficiently across all relevant EU policy areas?
 - a. In our opinion this has been a challenge we would wish the EU Sports Unit success in changing this

EU funding

7. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?
 - a. The RLEF represents the members in the other nations
 - b. The RFL is the largest body and represents the game in the UK although Wales and Scotland do have devolved NGB status
 - c. France Rugby League are supportive but less able to help
 - d. The RLEF Strategy is to encourage cross-border support and mutual assistance
 - e. We have very little evidence of EU funding support for activity within Rugby League
 - f. We have plenty of evidence of applications or failed applications because its regarded as “virtually impossible”
8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?
 - a. Sports Unit to be a central resource for sport – breaking through the bureaucracy – encouraging and supporting applications – providing pan-european advice – encouraging exchanges and dialogue between sports in and outside of membership – working with those sports who want to work with them and not worrying about the larger sports where the EU is regarded with suspicion
 - b. Sports Programme to target
 - i. Programmes aimed at providing sustainable skills
 - ii. Programmes aimed at promoting exchanges and understanding
 - iii. Programmes to assist pan-european groups to undertake their duties
 - iv. Programmes aimed at providing multi-sport access to skills provision and training e.g. EU Sports Psychology Programme open to all sports, EU Sports Medicine Programme
 - c. Priorities
 - i. Participation – assist bodies who want to make Europe a healthier and more inclusive continent using sport as the vehicle
 - ii. Generate a philosophy in the EU Sports Unit of helping grass-roots sport to get through the maze
 - iii. Pan – European Sports Qualifications for sports that want them and are not able to provide them
 - iv. Promote intra - EU travel for sporting purposes with attendant benefits of language, social interaction etc – the travel is

Memorandum by the Rugby League European Federation (GSEU 26)

enough the other stuff will all arrive as a by-product (this should also include members to non EU countries and non EU countries to Europe)

19 November 2010

Memorandum by sporta (social enterprises within culture & leisure) (GSEU 8)

sporta's evidence to this inquiry reflects our members' deep involvement in grassroots sports for which we provide a first point of entry.

There is a range of research which indicates that regular participation in exercise and sport has benefits for individual well-being and a range of public services including public health, community cohesion and economic growth. sporta members are building a continuing programme for demonstrating and evaluating these benefits and, to illustrate this, I am attaching a recent annual report from Oldham and a study which has been done for North Lanarkshire.

sporta's contribution to the Committee's Inquiry into grassroots sports reflects the views of our member trusts and mutual organisations which operate sport, leisure and cultural facilities and programmes in communities across England, Scotland and Wales. The members' services are open to all local people and work with many local partners, including schools, local sports clubs, social services, NHS and employers on a wide range of activities.

We welcome the Committee's special focus on grassroots sport and the issues of participation. Many of our centres run or host sports activities from football to tennis and squash, swimming and martial arts. Especially when considering issues of participation though, we urge the Committee and the European Council and Commission to take a wide view to be taken in shaping EU sports policy.

The daily experience of our members is that engagement with sport often begins with a general involvement in the activities available in our centres, and it then progresses to several levels of participation, either directly or via partnerships with other community sports clubs. Through our local facilities and community outreach programmes people of all ages, backgrounds and abilities can try out a range of sports at their own pace and depth of involvement. They can do this in association with simply keeping fit and alongside involvement in cultural and other leisure activities. Our centres also provide a basis for special requirements of groups with particular needs, such as are based on religious or ethnic traditions, yet all within the membership of a single community resource.

These characteristics of community sport and cultural trusts are therefore directly relevant to several of the issue which the Committee is considering, notably:

- securing the benefits of participation
- encouraging participation by minority and under-represented groups
- overcoming obstacles to fulfilling potential in social, health and educational spheres

We therefore believe that sporta community trusts plays a vital role in supporting the objectives of EU sports policy and should be taken fully into account as this policy is shaped. It may be that the sporta network in UK can provide a good model in Europe, and we would welcome exchange of experience with other member states.

More information about sporta members can be found on our website –ww.sporta.org – and by viewing the websites of individual members. We would be happy to provide the Committee with any further evidence and information as they would like.

Memorandum by sporta (social enterprises within culture & leisure) (GSEU 8)

sporta, founded in the mid 1990s, has a membership of over 100 leisure trusts and social enterprises, most of them charitable, ranging from small trusts running single leisure centres to larger organisations managing more than 65 sites. Sporta members are independent of local authorities and the private sector. They play an important role in the regeneration and building of sustainable communities at a local level, reinvesting their surpluses for the benefit of their communities. Together the members have a combined turnover in excess of £750 million, have more than 175 million customers visiting their facilities each year and employ the equivalent of 21,400 employees. Collectively, they operate more than 910 individual sites. Find out more at www.sporta.org

16 November 2010

Memorandum by sports coach UK (GSEU 24)

sports coach UK are the central agency for coaching, established by the sports councils in 1983. We support our partners to recruit, develop and retain the coaches they need to achieve their sports participation and performance goals. In England we support 46 governing bodies of sport and 49 County Sports Partnerships. In Scotland, Northern Ireland and Wales we work with the three Home Country Sports Councils.

Our aim is to maximise UK investment in coaching by providing a central source of coaching expertise, implementing cross-sport coaching initiatives, sharing good practice between sports and growing individual sports contribution to a cohesive UK coaching system.

sports coach UK recognises governing bodies of sport as central agencies in the development and delivery of systems that support coaches and their participants, and as such we recognise the importance of CCPR's response to this consultation, who have commented based on their governing body membership, their clubs, coaches and participants. With this in mind, we fully support CCPR's feedback and only wish to add comment specific to coaches and coaching.

I The benefits of participation

CCPR have provided a broad response on the benefits to society of participation in sport, all of which we are in agreement with. The only addition we wish to comment upon is the potential role of coaching in grassroots participation.

There is a very strong case for increasing and sustaining grassroots participation through coaching

There is an excellent match between what individuals want from participating in sport and what good coaches provide. Without reference to coaching, participants have suggested they want sporting environments that emphasise fun, enjoyment, a potential to develop and socialise. They want environments where they feel secure, confident, motivated and are effective. They want their individual needs to be reflected in the structure of the sporting activity, in the environment or setting, yet to feel part of a group or community.

Good, athlete centred coaching would establish sporting environments that ticked all these boxes. They provide the encouragement and engagement; they are locally based community role models. They are able to tailor sporting environments to meet the needs of particular groups: the young/old; men/women/mixed; individual cultural/ethnic groups etc. (Indeed, it is difficult to see which other human agency complements the participants' requirements quite so comfortably.) The question is not whether coaching can help, but rather what kind of coaching is needed, and how is this coaching supported.

There is specific evidence to suggest that participants who have received coaching have longer participation duration and lower attrition rates than participants who have not received coaching.

Though many participants currently receive coaching there is evidence that it is being under-utilised as means of addressing participation issues

Despite the central position of coaches as the deliverers of sport there are questions about whether it is being appropriately utilised. Perhaps only a quarter of children and less than one in ten adults use coaching regularly as part of their participation in sport. There is evidence that adults have tried to access coaching but have been unable to find any availability.

If the coverage and, it must be said, the quality of coaching were improved there is strong evidence to suggest that it could be used to target particular participant groups, delivering appropriate sporting opportunities, increasing commitment to participation and to bring new people into sport.

The emphasis should be placed on high quality coaches

Good coaching focuses on participant need both in terms of setting up the initial sporting environment and then guiding participant development. Good coaches are trained to understand the needs of particular participant groups - what is fun in a sporting context, what is appropriate skill development, what kind of session emphasises fitness, relaxation and enjoyment. To do this they must be the right kind of people with the right kind of education, training and experience.

sports coach UK and the UK Coaching Framework

sports coach UK, through its commitment to the UK Coaching Framework, have recognised the need to differentiate the support needed to differing participant groups, and have started working with partners to recognise the uniqueness and importance of specific coaches. Of particular relevance to this consultation is the role and skills of coaches of children and coaches that introduce adults to sport. This segmented approach seeks to address the differing motivations and needs of broad segments of participant groups – an approach much needed in light of the information provided above.

2 Obstacles to participation and effectiveness

Bad Coaching

It is important to recognise that bad coaching is likely to be as detrimental, as good coaching is conducive, to increasing and sustaining participation. Research literature provides many examples of bad coaching practice, and bad coaches. Therefore, on the back of supportive policy, regulation and funding, it is essential to build recruitment, development and deployment systems around coaches and participants to ensure that the obvious benefits of coaching are assured and that any negatives are minimised.

The Current Position

The UK Coaching System is currently moving towards being able to effectively supply coaches with education, training, and experiences that would adequately equip them to provide high quality coaching to specific participant populations, however, it has to be recognised that this is *work in progress* and there is significant work to be done across the Home Countries, sports, local networks, participant populations and coaching environments.

Life-long Participation

The ambition of social policy, regardless of the desired outcomes, should be for people to participate in sport and/or physical activity throughout life. Evidence highlights that a factor in this is that individuals require the competence and confidence to participate by, broadly, the age of 11. Research suggests that after this key marker children have decided whether they are *sporty* or not and then take one of two participation pathways: exclusion or inclusion. After this point, interventions to motivate the self-declared *non-sporty* are remedial in nature, raising the question of where resources are best targeted to address participation. Policy and funding should reflect an appropriate balance between short and long term participation outcomes and target age brackets appropriately. In addition, more targeted development of coaches, teachers and leaders with the specific skills to support this age bracket should be sought through appropriate policy and funding.

Example of sports coach UK's work to address barriers

sports coach UK have led some significant work in this area over the last few years to address the issue highlighted above. Specifically, we have produced generic resources and training that support coaches of children. We continue to work with our partners to help them recognise this pivotal group and reflect that in the sport-specific education and systems that they are responsible for. In addition we have also produced a three year Coaching Children Action Plan, with the help of industry partners and expertise.

The role of EU policy

We would hope that any European Policy for grassroots sport would help:

- 1 Drive up grass-roots participation using coaching as a key tool.
- 2 Accelerate developments in creating education, training and experiences that provide coaches with the knowledge and skills to cater adequately for targeted participant groups.
- 3 Look across all policy areas to ensure the needs of both employers and coaches, paid and volunteer, are fairly reflected.

We also strongly support the CCPR's proposal that the European Commission instigates a Sports Impact Assessment on all new policies to ensure sport is considered.

19 November 2010

Memorandum by Supporters Direct (GSEU 33)

About Us

- Supporters Direct was formed in 2000 following a recommendation from the UK Government's Football Taskforce of 1997. We began working with English football supporters, but thanks to funding from the Scottish Government soon began to work with Scottish football supporters from 2002 onwards.
- Since 2009, we have worked with Rugby League supporters thanks to support from the RFL and the Co-operative Group.
- We also work on an unfunded basis with supporters of Ice Hockey and Rugby Union in England, and with football supporters in Wales and Northern Ireland.
- We are registered as not-for-profit co-operative society in the UK, with offices in London and Glasgow. We are owned by our member supporters trusts who elect our board of Directors.
- Our mission is to promote 'sustainable spectator sports clubs based on supporter involvement and community ownership'. We do this through working with groups of supporters of clubs through forming mutual bodies which come to own equity in the sports club and secure representation with the governance of the club as a result.
- Our work was cited positively as having an important contribution to sport in the Independent European Sports Review in 2007 and the Commission's White Paper on Sport, and we are in active dialogue with the Commission and the parliament as they explore the policy options flowing from the new powers in the TFEU.

Grassroots Sport

- A key term being employed in this review is grassroots sport. This seems to be a term of art, often used as a opposite to high-end, high-turnover and high-profile that end, we can identify what definitively is and is not grassroots sport, but where the line between these is drawn is unclear.
- Linguistically, it is often used to mean a sport which takes place away from the TV cameras and away from the interest of the wider media, sponsors and wider public. In spectator team sports like football and rugby league, this can often mean teams made of professionals playing for smaller teams, and so grassroots is often used as a catch all for lower league as much as 'amateur' or 'participative'.
- For the purposes of this submission, we use it to mean sport undertaken by people with little or no prospect of financial reward over and above salaries which are not outlandish by average standards.

The TFEU and Sports Competence

- Supporters Direct strongly welcomes the EU Competence in the field of sport. We believe that increasingly, the tension between sport's social and sporting functions and its economic existence created questions of law and policy which were being dealt with on an ad-hoc basis by bodies of law which were not designed for examining them with a

full appreciation of the cultural, social and sporting contexts. The new competence is a welcome step in the direction of treating sport with the specificity it needs and deserves.

The specific questions of the Committee

1) The Benefits of Participation

- There have been numerous studies showing the impact of active participation in sport as a player on mental and physical health; our work is focussed on the importance of participation in governance of sport.
- We stress this against a backdrop of increasing concern at the declining participation in formal democratic politics. We follow de Tocqueville, noting that democratic habits are more usefully instilled in situations closer to life, which flow from one's self-identified interests.
- We believe that a major component of the active citizenship agenda should be encouraging participation not just in public bodies but 'normalising' participation by opening up governance in institutions which have traction in people's lives. Much of the agenda has been about making people get involved in things they don't currently think are important; another tack is to let them be involved in things they do think matter but are currently excluded from.
- Being involved in the governance of your sports team, an long-standing institution through which you take part of your identity, would, we believe, help normalise the notion that citizens can and should be involved in matters of mutual concern and that there is a public or civic sphere which is as strong as they are able to make it through collective commitment and determination. We believe that sentiment is ultimately the bedrock of the democratic system we cherish and defend and sport has a major and mostly unrealised role in this.
- We also believe that in a great many sports clubs, existing somewhere between public institution and private business, their public character has been neglected in favour of their private legal status, and as such, accountability for decisions has defaulted to shareholders, who are a much smaller pool and in any case, overwhelmingly the Directors of the club.
- This has made the majority of owners and administrators of sports clubs in practice unaccountable for their actions to the wider community, and crucially, makes the wider supporter base who will be affected by the quality of management at the club unable to bring their voice to bear, except through crude demonstration, or through withdrawing their custom, which strikes at the heart of the supporter-club relationship.
- Alan Greenspan noted that it was a flaw in his theory to rely on the notion that shareholder self-interest will ensure companies will be prudentially and efficiently managed. That flaw has been evident to sports fans for many years. It is similarly flawed to hope that the market mechanism, of creative destruction flowing from poor product supply and customer flight, will be an effective means to ensure effective sporting outcomes in a sector of activity which is defined by the atypical consumer relationship of its fans.

4) Obstacles to fulfilling potential in social, health and educational spheres

- We recently commissioned research into the 'Social and Community Value of Football Clubs' to assess the wider impact clubs made on their communities, and whether the nature of governance arrangements had any impact on this.
- The key findings of the research were that clubs' stances are often contradictory; they undertake excellent work with socially excluded communities, but their own ticket prices contribute to that exclusion by making it unaffordable for the local community to attend.
- Clubs' community programmes are vulnerable to the wider climate in which the club operates. The community programme is a vulnerable cost centre in a time of recessions as for all its rhetorical importance to the club, it does not have the ring-fenced budgets or executive buy-in to underscore that it is felt to be central to the clubs' identity and mission.
- Given the precarious finances of many clubs, these concerns are applicable to a great many clubs; research has shown that there have been nearly 66 instances of insolvency in the top four football leagues in the last 18 years, over two-thirds of the total number. Leeds United AFC, for example, had an award-winning community outreach programme which was shut-down immediately by the club's administrators when it entered insolvency in 2003 following relegation from the Premier League.
- The nature of ownership at many clubs militates against the approach requires to build successful partnerships with other agencies to help contribute to tackling social problems at clubs. Community ownership, by contrast, tends to view such partnership as strategically important, and experience suggests that community owned clubs have found it easier to develop a strong shared vision with those agencies and build trust.

5) Public Policy interventions

Social Value

- Our researchers made a series of recommendations, but a key one in the light of this investigation is that sport has continually asserted that it requires specificity under EU law on the grounds that it is demonstrably different from the normal economic businesses they wish to be taken as separate from. However, the increased revenues from broadcasters and sponsors clearly engages them in levels of economic activity that make that assertion more difficult to justify than when it was first promulgated in the 1970s in EU law and back in the 1920s in English legal precedent.
- To aid policymakers, sport has also asserted that it also provides community benefit beyond the narrow band of participants who a cursory examination would see as the beneficiaries of a sport's activities. The combination of these two has provided the bedrock of much of the case of sport to the Commission, the Court of Justice and to national and local governments within member states.
- For example, many sports clubs will apply to their local authorities for planning permission for new facilities which cause some degree of controversy, perhaps through an associated enabling development, or through visual impact etc, and in mitigation, the club will make it clear that the objections, however valid, must be overridden to secure a greater good, which is the importance to the town of a club in rude health and enjoying on-field success. There is increasingly focus on the community impact of the club and the outreach work it is undertaking, but even though a great many of these developments will be approved, there is little in the way of ensuring that wider public benefit is maintained and that the club is required to demonstrate and prove that it does make a demonstrable impact.

- The same call is made by sports bodies on a national level, and indeed, arguably underpins the CASC status introduced some years ago, and is made regularly on a European level; a glance at interventions in the SportsForum organised by the commission demonstrates this amply.
- We do not suggest for a moment that these claims are without foundation. We simply suggest that if these benefits are real and being achieved, then they must be more than anecdotal and that public bodies should insist clubs take steps to calculate and measure their social and community impact, and where they seek to undertake developments on the basis that this value will be increased, that public bodies take steps to ensure that this is indeed the case over the medium and longer-term.
- The same approach should be applied wherever sports seeks to win exemptions or other benefits on the grounds of providing wider public benefit; provision of this benefit should be conditional on monitoring and evaluation that the sport or club or governing body, is increasing the benefit to the public.
- Our researchers developed a cost-effective and simple social accounting bundle to enable clubs to undertake this work with minimal bureaucratic input to be able to tell their story better. Public bodies can assist uptake - and thus improvement - but expecting clubs to be able to demonstrate the substance behind their assertions.

Club Status

- We mentioned CASC status above. We know that there have been issues from some clubs regarding the take-up and operation of the current scheme. We would suggest another area of exploration is the whole issue of grassroots clubs who cannot qualify for the CASC programme because of the exclusion of 'elite sport' as a charitable object.
- At certain levels of football, particularly those around Step 5 and below, it is more often the first team operation that is the poorer cousin of the wider community club rather than the other way around. The work of the Sandhurst Town Boys and Girls Football Club - staffed solely by volunteers - gives you a sense of the work they do to get people (and there's even a vets team!) playing: they now provide football coaching for over 650 players from 4 years-old, all the way to Under 18s.
- For them and for a lot of other clubs, it's the relationship between a senior football side in the Combined Counties League that makes the other work make sense. This isn't a local junior side the children turn out for, but instead the junior division of a club that plays Saturday football, whose results you might see in the paper. That's really important to getting people interested. The senior team are the apex of a local footballing pyramid which sustains a thriving participation culture.
- They get donations, they do fantastic work in the community and get lots of people playing as well as watching and no-one makes a penny out of them. The problem is that the law currently prevents any sports club that is deemed to select 'elite' players from being a charity. Paying people to manage the team and paying some of the players stops you being considered amateur too.
- The desire to have a foot in senior football has a major cost. They cannot benefit from the rate relief, or get gift aid on the donations and fundraising they constantly need to keep their heads above water.

- We should let's pass over the fact that a great many fans might wonder the last time their club had someone who could be classed as elite; the key issue is that despite the work they do, despite the absence of much in the way of trading or commercial activity - certainly that to support a competitive first team further up the pyramid - the club is still treated in exactly the same manner as their cousins up the road, at Reading FC.
- Instead of piecemeal reliefs here and there, a broad exemption for sports clubs, provided they were registered with their governing body and the local authority, were incorporated as non-dividend distributing clubs with community-ownership and undertook to report on their community impact on a regular basis.
- There are already European legal forms for companies and co-operatives. The EU could provide for a sports club-company, which is a legal form permissible in every member state, whose statutes reflect the values of good governance and stakeholder integration. They would also incorporate community orientated objectives to ensure wider objectives are pursued. Such a body would be a useful identifier for specific status of national or pan-EU benefits (especially in respect of taxation) but would be conditional on the annual satisfaction of continued fidelity to the founding objectives of the institution.

Sports' legal position

- There is a tension in the legal position of sport across members states; some recognise sports governing bodies and make them quasi-statutory bodies through arms agencies (eg Spain's Higher Sports Council).
- The UK has not real definition in law of sport governing bodies, clubs, participants etc. The voluntaristic associative basis of sports - one of its key strengths - is increasingly a weakness in the increasingly commercially-supported environment. Increasingly, sports clubs, participants and others are subject to challenge - or more often the threat of challenge - using bodies of law developed for entirely different purposes (eg, banned athletes suing for restraint of trade).
- Sports Governing Bodies have a variety of relationship with the state. Some receive Treasury funding or lottery funding, some receive little support from the taxpayer or lottery player. As far as we are aware, there is no legal definition of a National Governing Body of a sport, nor of a sport club. Some clubs are companies limited by shares, some by guarantee. Some are mutuals, whilst a large number are unincorporated (with all the attendant risks).
- The UK Parliament and Government has no means of identifying who or what sport is, and crafting legislation suited for it, and it alone. As a result, UK sport law is a misnomer; it is simply the application of general law to sports institutions.
- Sport would be unlikely to ask for such a legal corpus of law to govern their operation. In our experience, understanding the role of the state and its potential benefit to sport is not as fully appreciated as it might be, and the default position for most in sport - as in many walks of life - is to equate parliamentary or government interests as a threat to be avoided. As you will have heard from other witnesses, many in sport have good reason to take that view.
- We have charity law to recognise that regardless of specific corporate form, we demand certain things of charities in order to be allowed to continue to use the brand of a charity and the legal status and privileges it confers.

- We have company law to ensure that those entities which are entitled to benefit from limited liability status, legal personality for their corporation and full force of law in defence of corporate property rights conform to standard expected at any given time by the Parliament of the day.
- In these cases, we recognise that there is a subset of activity which whilst it might share much in common with other subsets, is sufficiently different to need specific legal frameworks to both enable it to flourish to the ensure the public wider interest is maintained.
- Sports' exclusion from that list is understood when one considers it as simply one of many voluntary pursuits people might engage in. It becomes less so when considered as a multi-billion pound sector of economic activity and employment, which has a huge cultural role in the life of the country and an emotional engagement with millions on an individual level, and helps them form their related identities as citizens of the UK, of its constituent nations, their region and their locality, and every two years in the Ryder Cup, as citizens of the EU.

7) What experiences have you had of working with organisations in other member states?

- Through our work funded via UEFA, we have worked closely with (and in many cases created) similar organisations in Germany, France, Italy, Netherlands, Belgium, Sweden, Denmark, Greece, Ireland, Portugal and Spain. In all but one case, the major issue is that such civil-society groups are volunteer-run and funded; they struggle to work on a national basis let alone work transnationally.
- There is a long-established set of programmes to develop cultural exchange, and we believe there are sound reasons why these should be available to groups working in sport for purposes of supporter dialogue.
- For over 30 years, there has been a focus on the potential harm arising from groups of sports fans from different countries come into contact. We work on the other side of that spectrum, where we see common ideals, values and aspirations. We think that fostering exchange and dialogue amongst fans rewards those groups exhibiting the behaviours we would all wish to see more of. Furthermore, because such groups would feature be the cultural leaders of a much larger set of supporters, we believe it would be an excellent way to promote the positive face of supporter engagement.

22 December 2010

Memorandum by Andy Webb (GSEU 3)

Benefits of participation

1. Why is participation in grassroots sport important? What benefits does it bring?

Grassroots sport provides the important link between physical education in schools and the performance pathway to elite sport. Grassroots sport is the broad base of the pyramid that at its peak is professional sport, in this broad definition I include Olympic and Paralympic sports.

Grassroots sport equips participants with the skills and knowledge to both compete, and to progress to an individual achievement of excellence. In some cases excellence may be winning an Olympic medal, or securing a lucrative contract in professional sport. In other instances, individual excellence may be the highest level of performance that the individual is able to attain. In both cases the individual gains a sense of achievement, fulfilment and self satisfaction. In turn this can raise self esteem and confidence.

Grassroots sport also provides a social setting within which participants have the opportunity to mix with a wide variety of people from a range of backgrounds. Participants are bound by the rules of the activity in which they take part and the organisation to which they belong which instils a sense of discipline and engenders a sense of belonging.

Participation in grassroots sport can enrich an individual's quality of life, provide a sense of purpose, and a great deal of enjoyment. Many non sporting skills developed in grassroots sport are transferable to other aspects of life and should be valued.

More broadly grassroots sport can play a crucial role in many wider agendas, making a contribution to health and wellbeing, crime reduction and social inclusion.

In terms of health and wellbeing, participation in physical activity can contribute to reducing the likelihood of physical and mental ill health, help tackle obesity and support healthy growth in young people. It can contribute to older people being more independent, and can reduce healthcare costs and workplace absence.

In terms of crime reduction, grassroots sport can provide diversionary activities that can in turn reduce anti-social behaviour. Grassroots sport tends to have a local focus and can provide a sense of community and belonging.

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people or women)?

Grassroots sport tends to have greater involvement with young people than the other groups in the example above. Through physical education young people become physically literate, having the basic abilities to enable them to participate

in sport. The process also exposes young people to the range of sporting opportunities available to them. Many grassroots sport organisations have junior sections that welcome young people and encourage them to participate, and to achieve an individual level of excellence. Grassroots sports organisations play a part in keeping young participants healthy, safe and enabling them to develop both personally and socially.

Sport can be a means for engaging hard to reach groups and grassroots sport is a key element of social networks, in which it can play a part in breaking down barriers. Over the years grassroots sport has tended to operate in isolation from other partners, but is increasingly being promoted as having a key role in the inclusion agenda.

Obstacles to participation and effectiveness

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority or under-represented groups?

Barriers to participation are well rehearsed and include practical barriers such as the cost, lack of time, lack of transport, availability of opportunity, and competing priorities and interests. There may be individual barriers such as a lack of self confidence and a negative body image, and there may be social and cultural barriers.

All of the under represented groups in grassroots sport are likely to experience these barriers to some degree or another.

Government and public bodies have a role to play in equipping grassroots sport organisations with the tools to both recognise and be able to address the barriers to participation.

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

From my experience there is a perception that pervades grassroots sport that the wider social agenda is somewhat remote. Whilst this continues, the commissioning bodies in the social, health and educational spheres are unlikely to consider grassroots sport to be a partner that is capable of delivering elements of their agendas.

Beyond this perceptual barrier there is the issue in grassroots sport in Great Britain that in general administration and delivery is all undertaken on a voluntary basis. Volunteers in grassroots sport in Great Britain are critical both to its development and its longevity, but believe that increasing levels of bureaucracy impinge on their activities.

Furthermore grassroots sport tends to operate on a 'shoe-string' and this hand to mouth existence may preclude grassroots sports organisations from being able to engage in the delivery of wider social objectives.

The role of EU policy

5. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

EU policy should be developed to remove barriers to participation and to emphasise the positive benefits that can accrue from participation. These may be individual benefits, institutional benefits or wider social benefits. Models of best practice should be communicated widely throughout the EU as exemplars for other organisations to follow.

As far as the contribution of grassroots sport to wider social policy is concerned then messages need to be developed, in partnership with grassroots sport that can then be communicated to a wide range of bodies in social, health and educational spheres. These messages need to emphasise the contribution that grassroots sport can make and the opportunities that exist for collaborative activities.

6. Is sport considered sufficiently across all relevant EU policy areas?

In my opinion sport remains peripheral in the majority of EU policy areas? Sport makes strong claims for contributing to wider social objectives but in these other policy areas sport does not appear to be recognised for the contribution that it makes.

EU funding

7. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part funded by the EU?

Professionally, I have been involved in an annual sports exchange between Dudley MBC and Bremer SportJugend for over twenty years.

This has involved grassroots sports clubs and organisations from Dudley and Bremen and over the years has highlighted the differences between the situation in Great Britain and Germany.

Grassroots sport in Great Britain tends to focus on single sports with little thought given to the benefits that can accrue from multi-sports organisations. The opposite is true in Germany with multi-sports organisations tending to be the model adopted. In my opinion this makes the German system far more sustainable and creates organisations that are recognised as being able to contribute to wider social objectives.

Structurally, grassroots sport in Great Britain is improving the means by which participants progress from school to sports club and through to the pathway to excellence. In Germany it appears that the link between educational establishment and club is far clearer, benefiting from the manner in which the academic curriculum is focused in the early part of the school day and clubs provide afternoon and evening activities that complement this. Given this situation in Germany the viability of grassroots sports clubs is enhanced. The employment of a professional coaching workforce is key to delivery in Germany and coaching as a profession is more embedded than in Great Britain.

None of the participants from Dudley has received any funding from the EU. It may be that Bremer SportJugend has secured EU funding through the Bremen state government for the involvement of their representatives but I am unable to confirm this.

8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the short (until 2013) and longer term (until 2020)? Does the Preparatory sports programme provide a good model from which to work?

The Preparatory sports programme focus on three strands - promoting volunteering in sport, promoting social inclusion in and through sport, and fighting against doping in sport provides a model upon which to base future priorities. Clearly the first two strands have a direct impact on grassroots sport and should be seen by this sector as providing a platform from which their involvement in the wider social agenda can develop. The third strand should be something that everyone involved in sport works collaboratively to eradicate.

In the longer term the strands of the Preparatory sports programme could be sub-divided and a number of sub-priorities identified. However the outcomes from the programme should all combine to deliver against the objectives of the three primary strands.

10 November 2010

Memorandum by the Women's Sport and Fitness Foundation (WSFF) (GSEU 15)

WSFF is delighted to respond to this consultation on grassroots sport. As a charity, our vision is to create a nation of active women and we are desperately needed. Only 13% of women play sport regularly and girls leave school only half as likely as boys to reach recommended activity levels. But the opportunity is real as 78% of women want to be more active.

1. Why is participation in grassroots sport important? What benefits does it bring?

Participation in grassroots sport provides benefits across many policy areas. The health benefits are well established: the Chief Medical Officer, CMO, in England has said the physical contributes to wellbeing and is essential for good health. People who are physical active reduce their risk of developing major chronic diseases – such as coronary heart disease, stroke and type 2 diabetes – by up to 50%, and the risk of premature death by about 20-30%.⁷ Women are not as active as men and are therefore more likely to miss out on these health benefits.

Participation in sport also benefits the economy and saves on health care costs. The CMO has estimated that physical inactivity costs England £8.2 billion per year.⁸ Sport England recently conducted research which suggested that taking part in sport at least once a week has the same impact on individual wellbeing as an increase in annual household income of £11,000. Further, compared with a person who does not play sport, a person who plays football at the age of 30-49 years old is expected to experience health outcomes worth about £27,600 over the remainder of their lifetime, comprising about £4,200 in avoided health care costs and £23,400 in improved quality of life. It has been estimated that if Sport England achieve their aspiration of one million more people across the country doing 3x30mins of moderate intensity sport a week, this will save the tax payer £22.5bn in health and associated costs.⁹

2. What benefits can participation bring to particular groups (e.g. young people, migrants, disabled people, or women)?

In the UK today, less than one in five women does enough physical activity to benefit their health.¹⁰ Young women are of particular concern: currently girls leave school only half as likely to do the recommended amount of activity as boys.¹¹ There is a significant gender gap in sport participation: 21% of men regularly take part compared to 13% of women.¹² These statistics reveal a crisis in women's and girls' physical activity levels.

⁷ CMO *At least five a week* 2004

⁸ CMO *At least five a week* 2004

⁹ CASE *The culture and sport evidence programme* 2010

¹⁰ Sport England *Active People Survey 3* 2008-09 (APS3)

¹¹ Information Centre *Health Survey for England* 2008

¹² APS3

Sport and activity provides particular health benefits to women in addition to those outlined above. Physical activity is recommended by NICE during pregnancy, for example.¹³ Research in the USA has shown that babies whose mothers take part in aerobic fitness have significantly lower heart rates. Researchers believe that 'womb workouts' have health benefits that continue into adulthood, lowering the risk of heart disease stroke, diabetes and hypertension decades later.¹⁴ Other research suggests that pregnant women who exercise are less likely to have high birth weight babies, which is associated with an increased risk of obesity in later life.¹⁵ Further, one in ten women suffers from postnatal depression¹⁶, and women are 50% more like to suffer from 'significant mental health problems'.¹⁷ The benefits of physical activity on mental health include reduced anxiety, decreased depression, enhanced mood, improved cognitive function and self-worth.¹⁸ Finally, breast cancer is the most common cancer. It is also one of the cancers that physical activity is most efficacious at preventing. Women who are more active have a 30% lower risk of breast cancer than the least active.¹⁹

As well as the health benefits to individual women, we are beginning to understand the fundamental role mothers play in setting activity levels for their children by acting as role models and activity facilitators. We believe that this link offers policy makers a huge opportunity to make a big difference to the health of communities, as schemes to get women active will have the additional benefit of increasing the exercise levels of their whole families.

For teenage girls in particular – the group of women where the inequality gap in participation is starkest compared to male peer groups – physical activity and sport can be used as a tool to deal body confidence and wider self-esteem pressures that many young people face. There is also evidence from America that suggests active teenage girls perform better at school.²⁰

3. How is participation of these groups encouraged? What obstacles or barriers have you encountered to encouraging participation more broadly and specifically of minority and under-represented groups?

All too often sport and physical activity is delivered in a 'one-size-fits-all' model. At times the sector has been slow to recognise that different audiences have different preferences and motivations. Meanwhile, equality policies have encouraged the sector to think of women as an 'under-represented group' or even 'hard to reach', which has at times led well intentioned deliverers to target women with small-scale, time-limited and discrete initiatives.

Women are 51% of the population, not a 'hard to reach' group. Delivering for women and girls should be core business for any deliverer, with an in-depth understanding of this market embedded in every stage of operations from product design to marketing and delivery.

¹³ NICE Dietary interventions and physical activity interventions for weight management before, during and after pregnancy 2010

¹⁴ May L. et al (2008) Exercise in Pregnancy Leads to a Healthier Heart in Moms- and Babies-to-be. American Physiological Society, April 2008

¹⁵ Hopkins, S. A. et al (2010) Exercise Training in Pregnancy

¹⁶ NHS website, 2010

¹⁷ Office for National Statistics, General Register Office for Scotland, Northern Ireland Statistics and Research Agency (2010) Alcohol Deaths

¹⁸ Mental Health Foundation 2005 Up and running?

¹⁹ CMO *At least five a week* 2004

²⁰ Troutman, K.P., & Dufur, M.J. (2007). From high school jocks to college grads: Assessing the long-term effects of high school sport participation on females' educational attainment. *Youth and Society*, 38(4), 443-462.

Similarly policy-makers need to understand that policy interventions will not work for women unless their interests are taken into account at every stage of the decision-making process.

The single biggest reason women cite for not being more active is a lack of time – in today's society where most women work as well as provide the majority of informal care, women themselves say they feel more time-squeezed than men. Other barriers like cost, choice of activity and the quality of facilities also all play their part.

Alongside these practical concerns, there are some deeper social and cultural norms that are affecting women's confidence and motivation to be active. Still today, children grow up thinking that some activities are only for boys and others for girls. Although there is some evidence that this is beginning to change, sport is still very 'gendered'. This is not helped by sports press coverage that still devotes between just 2-5% of its coverage to women's sport.²¹ As they get older, girls learn that our culture puts a higher premium on their appearance than their health leading many young women to develop critically low levels of body confidence.

Nine out of ten women think there is too much pressure on girls to be thin and 40% of 11 to 14 year olds say "I don't like members of the opposite sex seeing me exercise or taking part in sport".²² By the time they leave secondary school, girls' participation rates have fallen well behind that of boys'. Having not developed the skills at school, and with an eye on a culture that puts a huge emphasis on the body beautiful, many adult women simply lack the confidence to get involved. However, the vast majority of women want to do more – 78% of women say they would like to be more active,²³ showing there is a huge latent demand among the women's market – making it, in our view, the biggest space for sport to grow.

4. What obstacles or barriers (e.g. financial or regulatory) have you encountered which prevent grassroots sports from fulfilling its potential in the social, health and educational spheres?

The supply of sporting opportunities is not currently meeting the demand from women, so selling the existing product harder won't work. Policy-makers and activity providers must invest in understanding the needs of women - 51% of the population – and develop new products and experiences that compete successfully with how they currently choose to spend their time.

For many women, physical activity is not about winning. Their motivations and expectations are often different from men's. It's about health and social motivations – fun, family, flexibility – and about fitting sport and fitness into busy lives. Women want the sort of high quality experience and customer service they enjoy in other environments. For sport and fitness that means clean swimming pools, showers that work, even hair straighteners in school changing rooms. It also means better signposting and support so that whether someone is new to a sport, or trying to move up to the next level, they can find what they are looking for, and enjoy a warm welcome when they get there. For school age girls – a key target group – a wider range of activities should be available in all schools – like dance and yoga – and girls should be able to wear what they feel comfortable in rather than a prescribed 'PE kit'.

²¹ WSFF *Women in Sport Audit: Backing a winner: unlocking the potential in women's sport* 2007/08

²² WSFF *Social Attitudes Omnibus Survey* 2010, unpublished

²³ WSFF/MVA *Omnibus Survey*, 2010 unpublished

We must also increase the demand amongst women and girls to be active. Girls grow up with a different set of expectations from boys: society teaches them that it's attractive to be decorative and passive rather than physically active. A new ideal of female beauty is needed; one that celebrates fit and healthy women, holding them up as role models to give the rest the confidence and expectation to be active. Women's sports and sportswomen need to be better promoted – and not just on the back pages. From the glossy magazines to newspapers, sportswomen should be celebrated across the media.

5. How do you think public policy can help improve participation in, and the wider contribution of, grassroots sport? In particular, how might EU policy help?

The size of the crisis, along with the magnitude of the potential reward, calls for over-arching political leadership. There needs to be action, not from one Government department or agency, but from many, with responsibility for creating a nation of active women shared across policy areas.

It is WSFF's vision for activity to be an integral part of all women's and girl's lives. We believe there are three key policy areas where action should be taken to encourage participation: health, education and sport.

I) Health. WSFF believes that it is crucially important for all public health strategies to include a strong physical activity element. We would also like government to recognise the role that women, and in particular mothers, play in their families' health. Our research shows women, and mothers in particular, are more aware of public health guidelines than men. A third of women, compared to just over a fifth of men are aware of the Government's physical activity recommendations. Women are also more aware of recommendations on fruit and vegetable intake.²⁴ Arguably, women are families' gatekeepers to good health, and we would like this role to be better recognised by the health sector.

II) Education. As stated earlier, at 15, girls are half as likely to reach the recommended levels of activity as boys. Getting more girls active requires every school to offer a varied school sport curriculum with a choice of activity to suit all students. Traditional team-based sport works for some, but for many others – and particularly girls – activities like dance, trampolining or skateboarding are more appealing.

It is also important to recognise that many girls have a great appetite for competition. New research from WSFF shows that 40% of girls say winning is important to them when they are taking part.²⁵ Interestingly, this is only 8% less than boys, showing that both boys and girls will enjoy the renewed emphasis on competitive sport in schools, provided the range of competitions remains broad. Also key for girls are ancillary considerations such as privacy, the quality of changing facilities and the design of PE kit. Our research found that 91% of 10-15 year-olds would like to get changed in private and 43% say hairstyling facilities would encourage them to take part in sport.²⁶

III) Sport. Women's participation rates in sport in England are falling²⁷ despite considerable public investment into the national governing bodies (NGBs) who deliver sport.

²⁴ WSFF Social Attitudes Omnibus Survey 2010, unpublished

²⁵ WSFF Social Attitudes Omnibus Survey 2010, unpublished

²⁶ WSFF / BMRB Omnibus Survey 2008

²⁷ APS3

We know what it takes for sports bodies to raise participation rates. WSFF offers consultancy support to Sport England funded national governing bodies (NGBs) to help them better understand women's needs and motivations and adapt their offer accordingly. Those NGBs which tailor their initiatives correctly will see considerable success: Back to Netball,²⁸ Run England²⁹ and cricket's Chance to Shine,³⁰ and have all resulted in a growth in participation among women and girls.

But for the grassroots of British sport to be fully inclusive, it is essential that the upper echelons are similarly gender-balanced. Currently only one in five members of boards of NGBs are women and one quarter of sports have no women in board positions at all;³¹ women's sport receives just 2-5% of total sports press coverage³², and it receives hundreds of times less commercial investment.³³ All of which add up to a sport sector which is ill-equipped to understand, motivate and engage with 51% of the population. Through our Government backed Commission on the Future of Women's Sport, chaired by Baroness Grey-Thompson DBE, we are seeking to progress all these challenges and help unlock the true potential of women's sport.

6. Is sport considered sufficiently across all relevant EU policy areas?

WSFF is not able to answer this question.

7. What, if any, experiences have you had of working with organisations in other Member States? Has any such cooperation been part-funded by the EU?

WSFF has not embarked on work of this kind.

8. How do you consider the new EU Sports Programme should be structured and what should its priorities be, both in the sport (until 2013) and the longer term (until 2020)? Does the Preparatory sports programme provide a good model form which to work?

WSFF believes the priority should be to grow participation in sport in disproportionately inactive groups. In particular, WSFF see women as the biggest space for sport to grow.

17 November 2010

²⁸ <http://www.englandnetball.co.uk/Back-to-Netball/>

²⁹ <http://www.runinengland.co.uk/>

³⁰ <http://www.chancetoshine.org/>

³¹ WSFF Trophy Women 2009

³² WSFF Women in sport audit 2007/2008

³³ WSFF Prime Time. The case for commercial investment in women's sport 2010

Memorandum by the Youth Sport Trust (GSEU 31)

These comments represent the view of the Youth Sport Trust (YST) in response to the House of Lords EU Sub-Committee on Social Policies and Consumer Protection Inquiry into the EU and grassroots sports.

1.0 Introduction

- 1.1 Since its creation in 1994 the Youth Sport Trust has worked extensively to promote the importance of Physical Education (PE) and school sport and to strive to make this a central part of the education of a young person's life. Sport and PE are crucial parts of a well-rounded education provision, having the power to improve young people's lives, wherever they live in the world.
- 1.2 YST conceptualised the idea of School Sport Partnerships (SSPs), groups of schools working together to develop PE and sport opportunities for all young people. A typical partnership consists of a partnership development manager (PDM), up to eight school sport co-coordinators (SSCOs), and 45 primary and special school link teachers (PLTs). There are 450 SSPs in England, covering every school in England. The SSP network, by its collective nature, encourages economies of scale for PE and sport provision in schools, as well as providing easy focal points for National Governing Bodies of Sport to run programmes in schools.
- 1.3 School sport partnerships are based around a hub school, usually a sports college or academy. The Youth Sport Trust works with these specialist sports colleges, supporting them to use High Quality Physical Education and sport to drive whole school standards, and to become Research and Development centres for PE and sport.
- 1.4 This response will address the questions raised in the Committee's Call for Evidence.

2.0 The benefits of participation in grassroots sport

- 2.1 The Youth Sport Trust believes that high quality PE and school sport should be central to school life. It has the power to improve young people's physical, intellectual, social and emotional development, helping develop important life skills useful in employment after their education, be that within sport or in the wider job market.
- 2.2 Research shows that Physical Education can have a positive impact on a number of other areas of education.

2.2.1 Academic achievement

By inspiring learning through the power of sport, achievement can be raised in core subjects like English and Maths. In England, Sports Colleges position PE and sport at the centre of the curriculum, using it as a vehicle to develop and improve learning opportunities for pupils across the whole school. Sports Colleges have achieved annual increases in the percentage of pupils getting 5+ A* - C including English and Maths in each of the last four years.³⁴

³⁴ From national data supplied by Department for Children, Schools and Families

2.22 Attendance and behaviour improvement

PE and sport play a role in re-engaging pupils with education and developing better attitudes towards learning. Findings from research evaluating School Sport Partnerships and the national survey of Sports Colleges provide a range of evidence. Attendance can also be improved at schools through sports-based initiatives. Qualitative case studies have demonstrated that Head Teachers use sport to enhance motivation, particularly in targeted groups and that PE was an effective vehicle for impacting on attendance, particularly where it was part of a wider package aimed at whole school change.

2.23 Health awareness and illness prevention

Ensuring young people's first experience of sport is positive helps to create a lifelong involvement within sport. Therefore, schools are in the front line in creating a nation of active and healthy people. PE has a major role to play in enabling young people to achieve the recommended levels of physical activity, but also instils at an early age the importance of leading a healthy lifestyle after school. Enhancing public health through physical activity is a lifelong process but emphasis must be in place to ensure that sport and physical activity become a way of life at an early age.

2.24 Social development

Sport does not just contribute to the physical and academic development of a young person, but also their social development. Evidence shows that sport has a role to play in the development of young people from an early age in a wide variety of ways, instilling in them the values of fairness, team work, communication skills and problem solving skills.

2.25 Regular physical activity also provides wider benefit to communities and economies through:

- Increased productivity in the workplace,
- Lower worker absenteeism and turnover,
- Better performing schools,
- A general sense of 'well being'.

3.0 How participation, particularly by minority and under-represented groups can be encouraged

3.1 PE and school sport can be adapted to include those young people for whom traditional sports do not cater or who find themselves excluded for reasons of gender or ability.

3.2 Last year, 5.6m young people were participating in at least 2 hours of PE and sport in schools, an increase of 1.5m since 2006.³⁵ In order to achieve and sustain this figure the Trust has to develop a range of programmes aimed to increase access to PE and sport for those who may find themselves, willingly or not, disengaged from traditional PE processes.

3.3 All Youth Sport Trust programmes are inclusive, although a number have been specifically developed as tools to support the work of schools to increase girls'

³⁵ 2009/2010 School Sport Survey

participation, involvement and enjoyment of physical activity and sport in and beyond school. Girls In Sport, established in 1999, aimed to increase girls' involvement in sport by equipping secondary school teachers and senior management teams with the appropriate skills and ideas to provide forms of PE and sport opportunities that would foster long term change in girls' sport involvement. GirlsActive, launched in 2006, is an initiative designed to empower teenage girls to enjoy more sporting activity on their own terms. Over 20,000 girls have been reached since September 2008.

3.4 Each special school in England is part of a SSP to provide opportunities for young people with Special Educational Needs to fully participate in sport. Each has a link teacher who is the main conduit with that Partnership, and whose role it is to specifically improve PE and sport in their school. TOP Sportsability, one of the Youth Sport Trust TOP Programmes, was introduced in 1998 to widen access to PE, school sport and community sport for young disabled people through high quality training for staff. It has since been developed to include out-of-hours learning and community settings. Research conducted by the University of Loughborough demonstrated that 45% of schools indicated that TOP Sportsability has contributed to the progress of disabled pupils in terms of sport skills. This year, the Youth Sport Trust has established 170 multi-sport disability clubs, taking the total number to 370, extending the reach to over 10,000 young people.

3.5 It is the Trust's belief that successful interventions that contribute to changes in the way PE and sport is delivered in schools, or to opportunities in sport for people who may otherwise find themselves excluded, have the potential to impact on the careers of many thousands of teachers and coaches, and the experiences of many millions of students and other people participating in sport.

4.0 Obstacles and barriers which prevent grassroots sport from fulfilling its potential in the social, health and educational spheres

4.1 There are a number of core factors that YST believes affect take up of sport: affordability, accessibility, attractiveness and awareness.

Affordability – opportunities need to be available at the right price to people of all ages. It has already been noted that a shift to less expensive physical exercise options has come during the recession, making this issue even more acute.

Accessibility – both in terms of location and timings, in order to cater for both those without means of extended travel and those with limited free time. Travel is clearly a more acute problem in more rural areas and is not easy to address. Ensuring timings are available at appropriate points for a community is an issue more easily addressed, as long as the school is willing to allow access. For example, ensuring timetables allow for access to facilities at the same time each week is helpful.

Attractiveness – A need to ensure that sport not just presented in traditional format but in new formats adapted to recognise the alternatives on offer now. There is also a need to present in a more appealing way. First experience should be a good experience, and this is helped by better facilities. There is reasonably strong private sector competition and unless the school or council is willing to invest in providing private sector quality, school centres will always be viewed as second best.

Awareness – a need to ensure people are aware of what is on offer and where, as sport is not currently good at marketing itself to non participants. This works from both sides. Many schools do not appreciate what is happening in their own local community and community organisations do not readily think of schools as resources.

- 4.2 The Youth Sport Trust recognises that schools often provide the highest quality and most easily available sport facilities for local communities. There is a tension between the use of the facility for sport (e.g. Sports Colleges aiming to become regional centres of excellence) and more financially lucrative leisure provision, and it can be difficult to strike this balance. Where there is a flourishing partnership between schools and their local council sports facilities are made available on a wider basis. A successful example, Queen Elizabeth Sports College, in Dorset, recognises investment made by the local council and as a result restructures timetables, whilst maintaining full curriculum offer, to accommodate as much community use as possible. The facility is available to the community every evening, on weekends and during the school holidays and is well used, although the recession and strong competition from the private sector providers have both taken their toll. Other schools, especially in the primary sector, also make heavy use of the centre, often funded by their Sports College Funding.
- 4.3 The New Opportunities for PE and Sport (NOPES) distributes money from the BIG Lottery Fund. Since 2002, it has invested £751 million in PE and Sport across the UK, investing in 2,980 facilities across the UK. A NOPES evaluation in 2007³⁶ found improved collaboration, co-operation and partnership between schools and their communities. There was a strong, mutually supportive link between work undertaken to improve links with other schools and community organisations and the development of usage of NOPES facilities. At schools to benefit from NOPES projects, the average number of other primary schools using the facilities more than doubled from 4.4 pre-opening to 9.0 post-opening. Usage by other secondary schools also increased over the same period from an average of 1.6 to 2.8 (both results $p < 0.05$). Developing these links and usage of NOPES facilities by other schools was typically the role of staff involved in programmes such as school sport partnerships in England and dragon sport in Wales. Similarly, improving links with community organisations underpinned the development of community usage for the majority of larger, school-based NOPES projects. Survey data showed that the average number of sports clubs to use school sport facilities doubled from an average of 5.5 prior to building of NOPES facilities to 11.2 after opening. Over the same period, the average number of community associations and voluntary groups to use school sport facilities also rose from 0.2 to 1.7 (both results $p < 0.05$). However, where NOPES projects were located in urban areas with few sports clubs or at schools with few existing links to clubs, generating usage of the facility by such organisations was more challenging.
- 4.4 Findings from a further, six-year evaluation into the impact of NOPES funding, published in 2009, show a sharp rise in the community usage of BIG-backed sports facilities in an average week. The number of people using them as part of community groups and sports clubs has almost trebled during the period. **41 per cent of pupils**

³⁶ http://www2.biglotteryfund.org.uk/er_eval_nopes_yr4_rep.pdf

say their family uses the same school facilities they do to take part in physical activity.³⁷

5.0 How public policy, and particularly EU policy, can help improve participation and the wider contribution of grassroots sport

- 5.1 Policy at local, regional, national and international level all play parts in encouraging participation within grassroots sport.
- 5.2 From a schools perspective there are a number of ways in which governance at each level can help to improve the take up of sport. For example, administrative burdens are often listed as the biggest barrier in ensuring there are enough coaches and volunteers to support the demand for school sport. Many facilities have insufficient ability to separate public and school pupils, especially in changing areas. This can only be managed with investment of staff time and energy, but there are still conflicts.
- 5.3 The Youth Sport Trust feels that government investment has seen a significant increase in the take up of sport in schools in England. PE and Sport has been high on the national agenda thanks to a combination of increased funding, particularly since 2003, and a shift to preventative spending in the NHS. The high profile of the 2012 Olympic and Paralympic Games has seen a further 'turbo-charging' of the sector because of a legacy promise to use the Games to inspire more young people to take part in PE.
- 5.4 The Youth Sport Trust is concerned over recent government announcements that suggest School Sport Partnerships will no longer be funded by central government, with £162m of dedicated school sport funding removed,³⁸ although it the announcement on 1 December that this decision will be reviewed.³⁹ The Youth Sport Trust believes a core infrastructure of support for school sport is crucial in maintaining and enhancing competitive sporting links between schools.
- 5.5 With sport recently adopted as a competency of the EU there is potential for sport to have a higher profile across European-wide health and education programmes, not just in extra resource, but in disseminating good practice across member countries.

6 December 2010

³⁷ http://www2.biglotteryfund.org.uk/pr_210909_eng_nopes_lottery_funding_opens_top-notch_sports_facilities_?fromsearch=-uk

³⁸ <http://www.education.gov.uk/inthenews/inthenews/a0065473/refocusing-sport-in-schools-to-build-a-lasting-legacy-of-the-2012-games>

³⁹ <http://www.bbc.co.uk/news/uk-politics-11889289>