More Sport for All

Labour’s Consultation on Government backing for more sport and physical activity for all ages in all areas
Foreword by Rt Hon Harriet Harman QC MP, Shadow Secretary of State for Culture, Media and Sport

We live in a sports-mad country, with parents, children, and local communities all participating in sport and watching sports at events and on TV. People’s love for sport and enjoyment of it, makes it an important issue for public policy.

But sport also has many other important beneficial effects. It’s good for children, helping them develop their “physical literacy”, and build team skills and it helps young people feel positive about school. It helps make us healthy. Physical activity is key to dealing with the obesity crisis and helps in tackling illness from diabetes, heart disease and Alzheimer’s.

It brings communities together, creating and strengthening social networks, from cricket on the village green, bowls in the local park or the netball team in the local college. It brings our country together when we back our sportsmen and women - whether in the Olympics, the World Cup or at Wimbledon. It is important for our economy, from the jobs generated by the global recognition of our football teams, to jobs in sports clubs and leisure centres.

So our determination is that everyone, from children through to the elderly, should do more sport and physical activity. And that means girls as well as boys and in all parts of the country. Building universal participation will lay the basis for even greater sporting achievement at elite competition level. This is not going to happen by itself. It needs strong government leadership supporting innovation and initiative at local level. And it needs a long-term, sustainable commitment. That is what our consultation is designed to shape. I hope you will engage with this consultation and then work with us to make it a reality.

Harriet Harman

Foreword by Clive Efford MP, Shadow Minister for Sport

The long term plan for the 2012 Olympics was to change the culture of our country and stitch sport into people’s daily lives in ways that had never been achieved before.

It is a tragedy that children in our schools are spending less time on physical and sports activities than they were prior to 2010.

It is also a tragedy for those people who worked so hard in schools to deliver the incredible expansion of sports activities through the successful school sport partnership programme, to have that swept away with no consultation and nothing to replace it.

This is why I am determined to engage as many people as possible from every level of sport and physical activity across the country to draw up a plan for the development of sport that will stand the test of time. This will give people a clear sense of where sport is going and what it needs to achieve in the future.

Clive Efford
Summary

We are committed to improve participation in sport in every part of the country. We are seeking your views on a number of questions about how to achieve this. All of these questions need to be considered in the context that there won’t be extra funds available.

We are also mindful of striking the right balance between providing leadership and making a real difference to people’s sporting activity without creating extra bureaucracy, or too much prescription.

We have had discussions with stakeholders across the country and welcome submissions on the following issues:

More sport in schools

When Labour was in Government, we introduced two hours of sport and PE each week, and as a result of Labour investment, nine out of ten pupils were doing this. Since 2010, fewer children are participating in a minimum of two hours per week. A Labour government will ensure that all school children will get two hours minimum sport and PE. We will consider setting guidelines for the amount of sport children should be doing inside and outside of school which go beyond this minimum. We will improve teaching of sport in schools and offer children sports taster days, sport in after-school clubs.

1. Drawing on best practice, how do we ensure that children are encouraged to participate in sport and physical activity and instil ‘a sporting habit for life’?
2. Should national Government set guideline goals for children’s participation in sport inside and outside of school? Should all children receive a minimum two hours sport and PE?
3. How can we ensure that the benefits of School Sports Partnerships reach all children?
4. How might after-school clubs boost sporting activity?
5. How do we break down the barriers between sport in schools and sport in the community?
6. How do we help schools deliver specialist coaching of sports?
7. What should be done to ensure sport in our schools is fully inclusive?

A ten-year National Strategy for more Sport in the Community

We have heard from stakeholders of much best practice, often founded in Schools Sports Partnerships and Community networks. But stakeholders have told us that there is no clear vision for sport in the community. In Government, we will introduce a ten-year national strategy for sporting activity. We will look to local networks to develop local plans. We are investigating ways of bringing more resources into community sport, including turning up the heat on the TV rights levy, placing a new levy on all forms of sports gambling and using the money that lies in dormant betting accounts.
8. Do you agree that we should have a ten-year National Strategy for Sport?
9. Do you agree that local networks should develop plans from the local level up, with support from local authorities, County Sports Partnerships and Sport England?
10. How can activity be best coordinated and integrated locally to boost sports participation?
11. Should national Government set guideline goals for women and men’s participation in sport? Should there be targets to include more hard-to-reach groups in sport?
12. Should we bring in more resources by ensuring more transparency around the voluntary levy on TV rights revenues, placing a new levy on all forms of sports gambling and using money from dormant betting accounts? How might we do this?

**Making Facilities Work Harder**

We want to make it easier for people to participate in and organise sport. We want to make sure we know what facilities are available, and open more school facilities to the local community. We want to encourage new facilities which are fit for multisport use.

13. What should be done in our communities to ensure that sport is fully accessible?
14. How do we make better use of the resources we have in our communities to make it easier for people to participate in sport and physical recreational activities?
15. Should more school facilities be made available to local communities?
16. How might we best encourage more use of new and existing community facilities?

**Increasing women’s participation in sport**

Girls' physical activity drops off faster than boys' and 80 per cent of women are not doing enough exercise.

17. What should we do to get more women and girls to take part in sport?
18. Do you agree with national targets for women and girls taking part for those sports that receive public money?
19. Do you agree with tough targets for sports governing bodies to have women on their boards?
20. Should existing Government funding be used to incentivise commercial sponsorship of women's sport?

**Increasing sporting activity for all ages**

For many people, sport is an enjoyable and natural part of their week. But there are barriers to getting more children and adults active across the country. We will look at ways of breaking down points where people's sporting activity wanes and making more use of points
where they could be encouraged to take up sport once more. We would like to hear your views on the following:

21. How do we build sporting activity into advice and support at different life stages?
22. How can we engage those adults that do not participate in any sport or physical activity?
23. How do we involve volunteers to make the most of our strategy?

**Developing the Agenda**

Labour are keen to continue to talk with those working within sport about how to build a national sports strategy to truly capitalise on the potential of the Olympic sporting legacy. As part of this work, Clive Efford MP, Labour’s Shadow Sports Minister, has been holding discussions across the country to discuss the issues and challenges raised in this document.

Your response to this consultation will help shape Labour’s policies for sport and physical activity and particularly in making the most efficient use of resources. Whether you’re a Labour Party member or not, we want to hear your ideas on how the next Labour Government should tackle the challenges that face Britain today. To respond to this consultation, please email yourbritain@labour.org.uk by 30 September 2014. Your views will be fed into the Labour Party policy making process which will ultimately form Labour’s policy programme.

For information on the Labour Party please visit www.labour.org.uk

If you want to send us a letter, our postal address is:

Clive Efford MP, Shadow Minster for Sport
House of Commons
Sw1A 0AA

You can also call the Labour Party on 0845 092 2299
**Why Sport Matters**

Sport matters to individuals, communities, to our economy and to our Nation.

Sport is enjoyable. It enriches our lives, it helps us socialise and it makes us happy. People who engage in regular sport and physical activity are healthier. Research has shown that those who are regularly active have a lower risk of dementia, cardiovascular heart disease and diabetes.

Sport also matters to the community. The Tour de France came to Yorkshire for a reason. Manchester is world-famous for its football clubs and the 2002 Commonwealth Games. Sport can define local communities and give a sense of pride and place. Alongside the economic and health benefits evidence shows that sport can be used to tackle youth crime, reduce reoffending, increase educational attainment, improve social cohesion and reduce the number of those not in employment, education, and training.

**Sport North Tyneside**

In 2012, Sport North Tyneside in partnership with StreetGames reduced anti-social behaviour by 45 per cent in a local park on Friday nights. Around 60 young people had taken to hanging around at evening time, some as young as 11 years old, drinking alcohol. With the help of StreetGames young volunteers from the area, Sport North Tyneside approached the young people to participate in sport on Friday evenings, the worst day for delinquency in the park. By offering activities including tennis, rounders and street golf the number of young people hanging around the park dropped sharply. Sport North Tyneside won the in the Best Team Activity category at the 2012 Vinspired awards for work on the project.

Sport also matters to the economy. The operation of sports facilities and sports clubs alone are estimated to provide 300,000 jobs in the UK with the Health and Fitness sector providing another 50,000.¹ Jobs in the sector can be widely spread across the country, forming a major part of the tourism sector, particularly in rural areas. For example, Walking Tourism supports around 245,000 full-time equivalent jobs and is estimated to generate up to £2.76 billion for the English economy.²

The rising costs of obesity, diabetes and other Body Mass Index (BMI) related illnesses mean it is essential that we fulfil the ambitions of the sporting legacy. The estimated total cost of the Olympics was £9.3 billion. By 2050 the annual wider costs to the economy of elevated BMI is expected to reach £49.9 billion³. The projected health costs alone show that if we get the legacy right, the legacy of the Games will prove to be good value for money.

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¹ Oliver Wyman and BiSL, State of the UK Leisure Industry: A Driver for Growth, June 2012, pg. 12
² Sport and Recreation Alliance & Liverpool John Moores University Reconomics The Economic Impact of Outdoor Recreation
http://www.sportandrecreation.org.uk/sites/sportandrecreation.org.uk/files/web/Reconomics%20FINAL.pdf
So sport and physical activity provide huge benefits to the economy and personal wellbeing, it increases social cohesion and tackles youth crime.

We are a sports-mad country, with parents, children, local communities, all participating in sport and watching sport at events and on TV. We are proud of our achievements and heartbroken when we fail. Sport is key to our sense of Nationhood.

2012 showed us what sporting excellence can achieve for us all. Virtually all of our major sports achieved something memorable in 2012. Integral to the success of the Olympic and Paralympic Games, the Games Makers captured the mood of the nation, enthusiastically welcoming the world while at the same time showing enormous pride in our nation.

The symbolism of the Olympic flame being passed on to seven aspiring young athletes to light the Olympic cauldron highlighted what we seek to achieve through the legacy of the Games. Hosting the Games was about more than just a few weeks of incredible sport.

The economic benefits that are flowing from hosting the games in 2012 justify Labour’s bold decision to invest in bringing them to London, but to create the lasting sporting legacy there is still more to do.

However, this Government has not placed enough emphasis on sport.

**Labour’s record in Government**

Under the last Labour government every school in the country was part of a school sport partnership. This was a key platform on which we built greater participation in all forms of physical activity.

In 2002 it is estimated that just one in four school children were taking part in two hours PE and sport each week. Under School Sports Partnerships this situation had improved
dramatically; by 2010 over 90 per cent of school children were doing two hours or more of sport and 55 per cent of pupils were participating in three hours of PE and sport\textsuperscript{4}. This Government has scrapped the two hour target for sport in schools.

Within 10 years under Labour the vast majority of school age children were taking part in substantial amounts of high quality sport and PE. This did not happen by chance: School Sports Partnerships, developed by the Government and the Youth Sport Trust led to participation levels in sport increasing for girls and boys including competitive sport.

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\caption{Impact of School Sport Partnerships}
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The Tory-Lib Dem record

The Tory-LibDem Government has no strategy for sport. There have been initiatives and announcements but no joined-up thinking. The Tory-led Government has:

- Scrapped Labour’s target for school children to do at least two hours of PE and sport in school each week
- Undermined Labour’s successful School Sports Partnerships by removing the ring fence from £162 million funding. This resulted in the loss of sports activities in many schools and time spent by PE teachers outside the classroom organising sport. Partnerships continue to operate in some areas but in others there is now a lack of sports coordination.
- Watered down regulations on school playing fields
- Not carried out any audit of sports and recreation facilities available to local communities across the country
- Failed to capitalise on the spirit and enthusiasm of the volunteer games makers, undermining the Olympic Legacy.

Following pressure from Labour and those working in Sport, the Government performed a major U-turn in 2013 and announced £150m ring fenced funding for primary school sport. We welcome any investment in Sport, but it does not fix the irrevocable damage done to the

\textsuperscript{4} School Sport Survey 2009/10, Pg. 52
Olympic Legacy by removing all ring-fenced funding for school sport just two years before the 2012 Games and there is widespread concern about how this £150m is being spent.

The Government has scrapped the survey which could let us monitor the impact that they are having. However, through Freedom of Information responses received from around half of all local authorities, we found:

- There are 110 fewer School Sports Partnerships now than there were in 2010, a decline of 37 per cent
- 60 per cent of less time is being spent organising sport by PE teachers on release than was spent by School Sports Coordinators in 2009/10
- 28% of responding local authorities no longer have any School Sport Partnerships
- 48% of responding local authorities recorded a drop in the number of School Sports Partnerships in their area.

The Smith Institute conducted a survey of school sport staff and School Heads into the impact of the cuts to school sport. This research found:

- Over two thirds (68 per cent) of School Games Organisers and School Sport Partnership staff reported a decrease in sports participation since ring-fenced funding ended in 2011
- A third of primary and secondary school teachers (34 per cent and 35 per cent respectively) reported that there had been a decrease in participation

We need to encourage children to participate in sport and physical activity to help them develop 'a sporting habit for life'. To ensure effective delivery across the country we will need to consider what sort of structures should be in place in schools to co-ordinate sport. We cannot allow sports provision to be a postcode lottery.

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5 Comparing amount of time spent organising sport by teachers in2011/12 on release to amount of time spent by School Sport Coordinators in 2010
6 School sport participation and the Olympic Legacy, the Smith Institute, May 2013
More sport in schools

Every school child should have at least two hours of sport

Scrapping the two hours sport target for children within school hours has led to a decline in physical activity among children - one which will have a detrimental effect on those children in years to come.

A key part of our national ten-year strategy will be ensuring that, as a minimum, every primary child will receive two hours of physical education and sport a week, delivered through schools. We also want to increase sporting activity in secondary schools. This means that

- schools need to organise space, resources and qualified teaching staff to deliver on this promise
- children need encouragement and positive experiences in the early years to enthuse them about sports - and this will require addressing teacher training
- there may need to be special projects and other measures to encourage girls and to ensure access for those with disabilities
- because children benefit from experiencing a wide range of sport, community sporting associations, local sporting groups and leisure centres must get involved in broadening the range of sports and physical activities on offer, to help children find the sport that is right for them.
- we would want sport governing bodies to become active partners in supporting local community sports clubs to engage with school sports

The success of School Sport Partnerships was to increase participation in two hours PE and sport from a quarter of children in 2002 to 90 per cent in 2010. When we left Government, we were measuring three hours because it had become a realisable goal for children in school. Indeed Labour had set an ambitious target of ensuring that every young person aged 5-16 would have the opportunity to do five hours of high quality PE and sport each week, inside and outside of school, to be achieved as part of the legacy of the Olympic Games.

The coalition Government no longer collects data on school sports participation. One of our first steps will be to understand the national picture of children’s participation in sport as well as the latest health data so that we can consider whether we should set more stretching guidelines for children's sport participation within the curriculum and including activity outside school.

First steps in Early Years and Primary

Every child must have the opportunity to develop their strength and coordination. The development of physical literacy must continue through nursery foundation and key stages one and two. We must preserve the importance of PE and ensure that teachers are given the appropriate training to offer quality PE lessons.
Sue Campbell, Chair of the Youth Sport Trust and UK Sport- “With literacy you learn in stages – letters first, then words, then sentences. In PE it is the same. You learn to move, then to string the movements together, then to play mini games.”7

**Sport taster days**

Every child must experience the broadest possible range of sports and physical activities at primary school. In addition to standard school sports such as football, netball and gym, children could be offered tasters of a wide range of physical activity. This might include Asian or ballroom dancing, martial arts, tai-chi, yoga or Pilates and many others.

This will enable them to make informed choices when they reach secondary school and could increase the likelihood that they will stay involved in activities when they leave education or return to a sport they enjoyed later in life. As children approach Key Stage 2 they should be offered the widest possible experience of sports activities provided by specialist coaches trained to teach young school children.

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<td>Early sport experiences should be fun and focus on strength and coordination. As children get older, competition has to be at the heart of any sport and physical activity strategy. Those children that excel at sport must be given every opportunity to realise their full potential and that means we must provide opportunities for the best to compete against the best.</td>
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School Games competitions started under the last Labour Government and we welcome the progress that has been made under the leadership of the Youth Sport Trust. We would continue with this and seek to build on it as we increase participation in sport and physical activity in every school in the country so that all children with outstanding talent have the chance to reach the elite level of competition.

By expanding the range of sports we offer to school children, we increase the likelihood that they will find a sport in which they want to compete and increase the pool of talent from which our future elite athletes will be drawn.

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<td>We want to see primary schools work together in networks to share best practice and achieve effective delivery of sport and physical education. We cannot expect teachers to have expertise in the wide variety of sports that children need to experience to build a sporting habit for life. This is why we must consider how to get those with the applicable skills in a variety of sports into our schools.</td>
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Many teaching assistants have become qualified in sports coaching or have voluntarily taken on the job of developing sports in their schools. This shows what can be achieved and we

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need to ensure that we build on that best practice in those areas where sport is not as enthusiastically pursued.

We are looking at the best way of ensuring children get high quality sports provision, including from outside coaches and community provision. We are looking at the role of teacher training and how best to ensure primary school teachers and teaching assistants are fully equipped to give children great physical education.

A study by Ofsted found that in weaker PE lessons, “[Pupils] … were often prevented from exercising for extended periods because teachers interrupted their learning or took too long to introduce new tasks.” Ofsted also found that too much time was spent on the academic side of sport and not enough on the doing of sport.

Ofsted will continue to play an important role in ensuring schools are delivering a broad and balanced curriculum, including in relation to sport and physical activity. PE must not get bogged down in theory and there must be an emphasis on actual activity.

**Disability Sport - part of every plan**

Sport for people with disabilities should be part of every plan for sport. There are people who want to get involved in every type of sport who have a variety of disabilities.

Sport must be accessible and inclusive to all. There are around 11 million disabled people in Britain; it is paramount that we engage them in our sports strategy. Improving disabled access to sport should be a key part of the sporting legacy. That is right because all individuals should have access to the richness and enjoyment sport brings as well as to its health benefits. It is also right because the British public welcomed the Paralympic Games with the same enthusiasm they showed for the Olympics. The Paralympics were undoubtedly an incredible and inspiring experience that opened people’s eyes to the outstanding capabilities of some excellent athletes - and great role models - who are disabled.

In 2017 we will host the Paralympic Athletics World Championships, which will take place for the first time alongside the Athletics World Championship. This presents another opportunity to build on the 2012 legacy and inspire another generation of athletes.

We must find ways to make PE in schools fully inclusive and allow all children to participate together regardless of ability. To ensure that participation can continue into later life we will need to look at ways to make sport in our communities fully accessible. To achieve this we must think creatively about how we make PE inclusive. Facilities should be built with this in mind, to guarantee equality of access both for athletes and for audiences.

**Tackling the drop-off in sporting activity in Secondary Schools**

Secondary schools must build on the work that has begun in primary schools to nurture young people’s understanding of the value of physical activity.

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8 Ofsted, Beyond 2012 – Outstanding Physical Education for all, Feb. 2013, Pg. 17
The last School Sport Survey (2009/10) found that between Year 1 and Year 6, the proportion of children taking part in three hours PE and sport each week increased. But in Year 7 there is an 11 per cent drop in the number of children taking part in this amount of sport.⁹

Levels of participation in sport continue to decline through secondary school; by Years 12 and 13 only around 20 per cent were taking part in three hours sport and physical activity a week. Because the coalition Government no longer collects data, we cannot be sure what the current levels of sport participation are.

The problem of young people losing interest in physical recreational activity was first identified in 1960 in the Wolfenden Report. Successive Governments have attempted to tackle this issue for over 50 years.

It is easy to provide for those who are enthusiastic about sport, but we must all work harder to encourage those who are not. Our aim must be to encourage more and more young people to keep up the sporting habit and remain physically active throughout their adult lives.

To achieve this we must be prepared to offer a broad mix of choices that includes competition and non-competitive physical recreational activities. This choice will help children find a sport that they enjoy and wish to take forward into their adult life. In this way we can bridge the gap between children leaving school and sport in the community.

One way of enthusing secondary school children would be to get them to take part in taster sessions in local Leisure Centres or in local sports clubs. These would benefit the Leisure industry - as school children are the customers of the future - and sessions would initiate young people into the culture of leisure centres and remove the barriers that may prevent them from going to the gym when they are adults. This could also be an opportunity to open their eyes to the social side of physical activities – perhaps by organising youth clubs or other events aimed at school children within local Leisure Centres or sports clubs.

We will ensure that there are qualified PE teachers in all secondary schools. We will ensure that all teachers delivering PE are qualified teachers or working towards qualification, including in free schools.

This loss of interest in sport is particularly acute for young girls, whose participation drops off rapidly through secondary school. Whilst participation levels are lower for girls throughout primary school, the difference is between 3 and 5 percentage points. By Year 11 the percentage point difference between boys and girls has increased to 13.

A survey by the Women's Sport and Fitness Foundation found that 45 per cent of girls say ‘sport is too competitive’. Offering a range of different kinds of sport - including both competitive and non-competitive sport will help engage girls in sporting activity.

If we are to make sport and physical activity more attractive to young people and young women in particular we must also listen to what they have to say and ensure that we provide opportunities to participate in things that are inspiring and enjoyable as well as beneficial. Sports resources must be distributed fairly between boys and girls in schools.
Sport as part of Labour’s after-school care offer

With schools being given the freedom to extend hours and with our boost to after school care, there is more time for more opportunities to complement and enhance the curriculum with sporting activities. Labour has announced that we will:

• Introduce a ‘primary childcare guarantee’ giving all parents of primary school children the guarantee of childcare availability through their school from 8am-6pm.
• Expand free childcare for 3 and 4 year olds from 15 to 25 hours per week for working parents – an increase in childcare support worth over £1,500 per child.

Labour’s commitment to enhancing childcare is not just about extending the hours. We are also looking at how the quality of this childcare can be enhanced by offering extra-curricular clubs and classes. There is enormous potential for sport and physical activities as part of the extended school day. Where it is practical to do so we would encourage schools to cluster together and create wider opportunities for children to experience a broad range of sports. In this way we can utilise the best facilities available such as those provided in many secondary schools. Secondary school pupils may also benefit as this may create opportunities for them to become sports leaders or qualify as coaches.

We would like to learn from National Governing Bodies how we can help spread additional support across the country to encourage take-up in their field. This might include intensive support to children who have been identified as gifted and talented in sports as well as to children of all abilities.

We are considering how to encourage children from all backgrounds to take up non-compulsory opportunities.

• Professional parents are more than twice as likely to pay for music, drama or sports lessons
• Young people from lower socio-economic backgrounds are significantly less likely to participate in regular sport or take part in organised sport.

Breaking down the barriers between school and community sport

Breaking down the barriers between school and community sport is essential if we are to keep young people active after they leave school.

We want to work with sports National Governing Bodies to encourage them to provide teams of coaches to go into schools during the school day and to support after-school activity to help broaden the range of physical activity that children experience. We would also want the schools to use facilities in the community where this is possible.

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We want to explore ways that we can help sport develop the social aspects of being engaged in community activities whether it is through volunteering as a coach or coordinator or participating. In this way we can begin to help more people choose sport and stay with sport as a way of socialising, and change more people's attitudes towards sport.

A ten-year National Strategy for more Sport in the Community

People working at the grassroots have told us it would be helpful to have a long term strategy to provide consistency and certainty for those applying for funding. Too often hard working individuals and organisations find it difficult to navigate the funding they need from different Government departments.

This is why Labour is working to develop a ten-year national strategy for sport in the community. This strategy will not be prescriptive as it needs to work in all areas of the country and empower the people who plan and deliver sport in our communities. We want to work alongside them and enhance their experience and knowledge to get the best value from the resources we have available.

By building this strategy with those at the grassroots we can put in place a system that lasts beyond the term of a single Government. This would allow coaches, PE teachers, National Governing Bodies and local authorities to focus on getting people active.

We will work across Government departments to ensure support for our strategy. We are considering how we best coordinate DCMS, Health, Education and CLG to ensure we focus on meeting our ambitions for sport and physical activity.

Your response to this document will help us formulate our ideas for this strategy.

Setting participation goals

We also need to consider whether to set national guideline goals for adult participation in sport. This would not be a prescriptive number of hours for all adults, but might set out an aim for the percentage of adults participating in sport, men and women.

We want to engage National Governing Bodies to increase overall participation. We celebrate the considerable success we enjoy at the highest levels of sport. Success at the highest level is a key to inspiring young people to be involved in sport and physical activities. We will consult widely on the how we currently measure participation and how to offer incentives for NGBs to get involved in that process.

We believe that National Governing Bodies will welcome increasing overall interest and involvement in sport. This will not only be a considerable contribution to creating a more active and healthier generation but it will mean that National Governing Bodies will be selecting their future elite athletes from a much wider pool than ever before. Only through this form of expansion can we hope to address the imbalance that so many have referred to between the numbers that come from affluent backgrounds that compete at the elite end of our sports as compared to those that come from the state sector.
Setting inclusion goals

Some groups can face additional barriers to participation in sporting activity, for example, disabled people may find it harder to access sporting facilities, the elderly may feel sport is not for them.

Simple participation targets can mean that these groups are overlooked in favour of those who are easier to reach. We would welcome views on setting national inclusion targets, running alongside participation targets.

Flourishing local sport networks

Schools Sports Partnerships are still operating well across some parts of the country. In some areas, local sports networks have been set up involving people from the grassroots of sport, linking with School Sports Partnerships. But people from all parts of the sports community have made the point to us that sport could be better coordinated at local level.

We believe that local sports networks can empower people at the grassroots of sport in our communities and get them more involved in the planning and distribution of resources. We want to build on this best practice, recognising what works. We see this as an evolutionary, innovative, bottom-up change and do not wish to be prescriptive about how these local networks are supported and facilitated.

We want to help those communities that want to set up local networks and we want these networks to be open to grassroots providers and volunteers. But to ensure that they are forthcoming, we will encourage the County Sports Partnerships and local authorities to help to facilitate and support them. Sports England will also support local sports networks and local planning with advice on what already works in other places.

These networks should play a leading role drawing up a plan for participation and inclusion in sport and physical activity in their areas that takes account of local needs. They will be well placed to coordinate resources and monitor results.

Local sports networks should work closely with the community, local authority services, private providers, schools and childcare providers. We would expect Health and Wellbeing Boards and Clinical Commissioning Groups to want to be partners in these networks as they have a great deal to gain from this connection with key partners and this will enable the network to take account of prevailing health concerns. Together, they will take account of local facilities, demographic and social needs such as age profile and deprivation and help outside bodies reach out to our communities.

Quite often different Government departments fund schemes seeking different outcomes but at the community end of things they are delivered through the same small voluntary organisations. This can be a bureaucratic nightmare for organisations which have limited resources.

By coordinating government and local schemes, and incorporating private sector and sporting organisation schemes, local sports networks could create a one-stop shop for information...
about opportunities and funding and hope to reduce the burden of bureaucracy that is often placed on local organisations when reporting back to funding bodies.

To make sport and physical activity a part of the daily lives for many more people over the coming years will be a challenging task, and it will only be achieved if we involve those people who are already engaged in organising, planning and delivering sports activities in our communities.

**A levy on TV rights**

The spending settlements we will need to make following the general election will be the toughest faced by an incoming Labour Government for a generation. We need to think about imaginative ways of bringing more funding into sport.

Arising out of a recommendation of Labour’s 1999 Football Taskforce, the Premier League agreed a 5 per cent voluntary levy on TV revenues to develop grassroots football. Over the years, however, there has been a lack of clarity of what counts towards this levy and the Premier League has not kept to the 5 per cent. We will turn the spotlight on the amount that the Premier League receives in TV revenues and puts into grassroots sport, and work with fans, and local community groups to make it clear that 5 per cent is the acceptable sum.

**A levy on sports betting**

At present there is a levy on the gross profits made by gambling companies from horse racing. This money goes to support horse racing. The previous Labour government began to consult on how to introduce a levy on sport betting. We believe that it is right that businesses that make money from sport should contribute to sport.

We would like to consult on whether we should introduce a levy on betting, including online betting, to fund gambling awareness and support for problem gambling but also to improve community sports facilities and clubs. We will work with industry to determine how this levy might work.

We are also keen to hear views on a proposal for money from dormant betting accounts to be used improve community sports facilities and clubs. The Government has failed to act on the recommendations of the 2010 Foster report and we will work with the industry to establish what mechanism can achieve this as a priority.

**Making Facilities Work Harder**

We need to find ways to make it easier for people to participate in and organise sport. In difficult economic times we will need to achieve this by looking at ways we could make better use of the resources we already have in our communities.

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13 *The use of dormant betting accounts and unclaimed winnings*: A report by Don Foster MP, December 2010
We will carry out an audit of sports and recreation facilities by local authority area, bearing in mind that participation rates are lower in areas of disadvantage. This will make it possible to take a strategic look at these facilities, and help local sporting networks plan their use.

Between 1979 and 1997 it is estimated that 10,000 playing fields were sold. The last Labour Government introduced protections for playing fields; between 1998 and 2011 just 226 were lost, most of which were as a result of a school closing or were sold to fund the improvement of sporting facilities.

We should continue to provide the necessary protections for playing fields to ensure we do not return to the scenes of mass sell-offs that took place between 1979 and 1997. We will ensure that all schools, including academies and free schools have a suitable amount of outdoor space for sport.

Under Labour’s Buildings Schools for the Future programme, many children have benefitted from excellent new sporting facilities in their schools. Some schools already open these facilities to children from local primary schools and the wider sporting community. We need to encourage ways that these facilities can be open for longer and made available to more people. We will open up existing sports facility funding streams for use for converting existing school facilities to community use and encourage the same for university facilities.

Good facilities for single sports are not as useful to communities as facilities that enable people to play a range of different sport. Football may be the primary purpose behind a new facility, but we would encourage developments that enable other sports to be played as well – an all-weather lit football pitch with clean rooms for changing is great – but better is a pitch that allows football on Saturday mornings, netball and basketball after school hours and keep fit classes during the day. This will encourage a broader range of people to try out and play different sports.

We would want to sit down with sport governing bodies and Sport England to explore how we can expand the provision of quality multi-sports facilities in our communities that can host as broad a range of sport and physical activities as possible. We also want sport national governing bodies to collaborate with one another to provide coaches with qualifications in more than one sport.

We must make it easier for people to remain active throughout their lives. This means that we must consider how we design the public spaces around us. For those not involved in organised sport or members of gymnasiums our local parks and even pavements are essential. By being creative about the way we design the public realm we can create places which encourage people to get involved in physical activities or keep active.

This is also essential if we are to do all we can to make it affordable for people to be active and to avoid having to pay fees to get involved in physical activities.
Increasing women’s participation in sport

Sport is every bit as important for women as for men. 80 per cent of women are not doing enough exercise according to the Women’s Sport and Fitness Foundation (WSFF). 1.8 million fewer women than men play sport regularly. The gender gap is greatest in the teenage years, and women who are in disadvantaged groups participate less. Yet the majority of inactive women would like to participate and the majority of active women would like to participate in more sport14.

The WSFF have identified a number of barriers to increasing female participation including practical, personal, social and cultural issues. Sport England have found different attitudes to sport for women at different life stages and in different situations. There are particular barriers for young mums – 78 per cent of women aged 16-25 with children are inactive, despite 72 per cent of them wanting to participate more.

Back to Netball

Set up by England Netball in 2010 the ‘Back to Netball’ programme targets women over the age of 16. Sessions cover “basic skill development and court play” and the emphasis of the sessions is on “learning new skills and having fun...” When participants attend a ‘Back to Netball’ session they are registered with England Netball as a “Back to Netball Participant”, this allows England Netball to engage with them and get them further involved in the sport. 22,000 women have returned to the sport as a result of the programme.15

Building on successful programmes, we must find ways to tackle these issues and get more women and girls engaged with sport. Harriet Harman called for Parliament’s Culture, Media and Sport Select Committee to have an inquiry into women’s sport last year. As a result, they have been taking evidence and will report soon. We will consider their conclusions carefully.

An overall national target for women’s participation, alongside one for men, could be translated by Sport England into stretching, achievable targets relevant to the different sports and projects that they are funding.

The needs of women should be considered when it comes to funding facilities including, for example, their location and the amenities within facilities. Sports clubs and bodies should look to ensure that they are offering beginners’ classes as well as more advanced coaching, and coaches should be empathetic as well as qualified and experienced.

We should also be looking to increase the prominence of our female athletes in the media. Giving a higher profile to our female athletes is right in itself. It is also right because the British public have an appetite for women’s sport – as displayed at the Olympics and Paralympics. And our broadcasters could do more to highlight our female athletes because these are the healthy and successful role models we need to promote to get more women

14 Sport England Active People, 2014
15 http://www.englandnetball.co.uk/my-game/back-to-netball
and girls active. However, recently there has been more women’s sport on television, provided by existing and new sports channels.

In 2011 the value of new and renewed sponsorship deals in women’s sport represented just 1.5 per cent of the total value of such deals across sport. Better media coverage should, in time, encourage sponsorship: our women’s teams are succeeding, in some cases where our men’s teams are not; and women are extremely good ambassadors for their sport. We will look at whether existing Government funding might be used to incentivise commercial sponsorship of women’s sport.

Women are not represented in the numbers that they should be on governing bodies or in coaching. The overall percentage of women on the boards of National Governing Bodies is 27 per cent and on nearly half of the boards women make up less than a quarter of the membership. If young women are going to be inspired to get involved in sport then we also need to see them in places of influence within sport. This will also help ensure that the specific needs of women are considered at every level within sport which has not happened in the past.

We will:

1. Ensure that there are targets for participation among women and girls after consulting women involved in sport for those sports that receive public money
2. Toughen targets for sports governing bodies to have women on their boards - just one in five top positions on boards are taken by women
3. Include activity to increase participation among school-age girls

We would be interested in views on what our ten year strategy should be doing to inspire more women and girls to get involved in sport.

**Increasing sporting activity for all ages**

**Developing Physical and Sporting Literacy**

The development of physical activity in early years, and through primary schools, is crucial to the success of any sports strategy. The experiences gained through physical activity at these early years can make or break a lifetime sporting habit. This is the first area we need to consider when developing an effective sports strategy.

The development of core strength and coordination must be woven into the activities we offer to young children. This means we must ensure that there is greater awareness of the need to build physical literacy among parents, professionals who work with children in key services such as health, child minding and education.

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Children become alert to things they find challenging at very early ages and will develop tactics to avoid such situations which can develop into lifetime habits if we fail to build their confidence at the outset.

Sport and physical activity must then be a progression for children throughout the many years of their development and on into community sport as an adult. We should seek to make it as seamless as possible.

**Getting Adults Active**

Too many adults today are not participating in regular physical exercise. Our strategy will look to increase sporting activity throughout people’s lives. Just as we seek to make physical literacy as key a part of parenting as early reading, we need to think about other points in people’s lives where changes in circumstances can lead to less time to stay involved in physical activity, and also where the opportunity is there for people to be encouraged to take it up again.

For example the demands of a new baby can mean a loss of leisure time and sporting activity. However a new baby can also be an ideal opportunity to inform parents about how to encourage the physical literacy of their child. It means that families have chances to reassess their longer term health and it is an opportunity to encourage both family-friendly activity - where childcare is provided - and family activity where parents, children and grandparents and other carers can be encouraged to get active together.

Some sports have been very successful in achieving this such as 'Back to Netball' and we would like to see other national governing bodies working to address the same issue.

There are also many examples of sport being recommended by doctors as part of treatment for patients or at well women and well man check-ups at milestone birthdays. In some areas, GPs are advising exercise regimes for people to go and use outdoor gyms in their local parks; we should support and encourage innovation of this kind. Of course, many workplaces offer deals with local gyms, to keep their workforce, and sometimes their families, fit.

We need to think about how to build appropriate sporting and physical opportunity into our plans for older adults. Physical activity classes aimed at those on the point of retirement are a good way to reengage older adults and in some areas, local gyms have offers for the newly retired. In government, Labour promoted free swimming for the over 60s. Classes for the elderly are a great way of keeping fit, enriching the day and encouraging social networks within communities.

This is one of the most challenging areas of increasing participation. We would like to hear more about best practice and how it can be spread to make the most of opportunities for all ages within the community. What more can be done to get people active and keep them involved?
Encouraging volunteering

Very few of our elite athletes would be where they are today if it was not for a volunteer coach that gave them the opportunity to get involved in sport when they were young. Without volunteers, sport in this country would not succeed.

Volunteering is a key component of sport in the community. By encouraging local sports networks in every area we can make it easier for people to organise activities in their areas and benefit from the sharing of ideas and efficient use of resources to target identified needs in each community.

The 2012 Olympic and Paralympic Games saw huge numbers of people inspired to volunteer. The delay in contacting the Games Makers after the 2012 Games meant that a number of them could no longer be reached as some 17,000 e-mail addresses were no longer active. We believe that the Games Makers from the Olympics were not given the recognition they deserved and should have been offered the opportunity to become ambassadors for sport back in their own communities through schools or local sports clubs. There were 70,000 Games Makers and a small percentage of them remaining active in this way could have made a huge difference to participation. We must capture this enthusiasm and encourage people to get involved with their local sports clubs. We would still want to encourage volunteering in this way.

We would want to make this a part of any future major sports tournaments that we host in the future.

By empowering local people to shape what is happening in their areas through local sports networks we hope to encourage more people to get involved and to feel that they can organise for themselves the types of activities that are needed and more suited to their communities.

If we are to promote participation in and volunteering for sport, it has to be made easier and more accessible within our communities for people to get involved and organise activities. Our parks and open spaces have the potential to accommodate facilities that could encourage more people to use them without threatening their character.

Even better, by encouraging local residents and groups to get involved in designing and organising recreational activities in their communities, through local sporting networks, we could achieve greater community involvement and a sense of ownership.

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17 Response to Parliamentary Question by Clive Efford: HC Deb, 2 September 2013, c104w
Conclusion

Doing nothing is not an option. The UK population is the most overweight in Europe. We are in danger of a serious obesity crisis which harms people’s health and which will cost our nation billions. But we have the potential to save billions if we address this in time.

We know that telling people what to do is not the answer. But we have to change attitudes and the way we think about sport and physical activity. This will be a long term plan for which all of us, at every level, from grass roots, local services providers, sports governing bodies, funding bodies through to central government, must accept responsibility for taking forward, and we need to start now.