

renewal.net Overview

Sport, Physical Activity and Renewal

Overview

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Summary

Increasing levels of participation in appropriate sport and physical activity can contribute to improved health, lower worklessness, less crime, increased skills, stronger community identity and community cohesion. New or refurbished sports facilities and open spaces can contribute to a better physical environment. However sports facilities and activities that meet local needs are not available in many deprived neighbourhoods and the majority of the population are not participating in sport and physical activity regularly enough to fully realise these benefits.

There are significant variations in levels of participation in sport and physical activity between different groups. Participation levels in disadvantaged areas and by certain sections of the community, including older people, people from black and ethnic minority groups and with disabilities, are lower than the national average.

A range of important barriers prevent people from being active. These include personal attitude, beliefs and knowledge about sport and physical activity; time availability; affordability, accessibility and environmental issues such as safety and the standard of the venue or facility.

Encouraging people to participate in sport and physical activity regularly and to lead more active lives takes time and resources. Local involvement in the development and implementation of facilities and programmes is critical. Sport and physical activity projects that seek to contribute to neighbourhood renewal need to be clear and selective about the outcomes they are seeking to achieve. Appropriate performance measures and systems need to be put in to place to enable the outcomes to be demonstrated.

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<p><i>People living in disadvantaged areas, and from certain community groups including older people, people from black and ethnic minorities and with disabilities, are not obtaining the full social, health and economic benefits from participation in sport and physical activity.</i></p> <p><i>Sport and physical activity can make a</i></p>	<h2>What's the Problem?</h2> <p>Participation in appropriate sport and physical activity provides social, health and economic benefits for individuals and communities. But research suggests that most people in the UK are not participating in sport regularly enough to obtain these benefits and that the lowest participation levels are found among people living in disadvantaged areas and from certain sections of the community, including older people, people from black and ethnic minorities and with disabilities.</p> <p>Encouraging people to participate in sport and physical activity regularly takes time and resources to address unmet needs, change attitudes amongst those who are sedentary, identify appropriate solutions and build sustainable local infrastructures. Sport and physical activity projects in neighbourhood renewal areas are not always clear about the outcomes that they are seeking to achieve at the outset. There is consequently a lack of systematic monitoring and evaluation of the presumed outcomes.</p> <h3>Definition of Sport</h3> <p>The Council of Europe defines sport as '<i>All forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and well-being, forming social relationships, or obtaining results in competition at all levels</i>'. This definition has been adopted by all of the sports councils in the UK and by most sports providers. Sport is defined broadly, embracing both formal and informal activities undertaken for leisure, health and social benefit including recreational activities such as walking and cycling.</p> <h3>The contribution of sport to neighbourhood renewal</h3> <p>Sport can contribute to neighbourhood renewal and make a real difference to health, crime, employment and education in deprived communities. There is a growing weight of evidence demonstrating the positive contribution of sport and physical activity to:</p> <ul style="list-style-type: none">• Physical and mental health – adults who are physically active have 20-30% reduced mortality risk compared to the inactive. Regular moderate physical activity can reduce the risk of coronary heart disease, obesity, diabetes, some cancers and osteoporosis. It can also have psychological benefits such as reducing anxiety and depression, improving an overall sense of well being, and improving individual self esteem and self confidence.• Community safety and cohesion – sport and physical activity can help prevent crime and improve relationships between people of different racial, cultural and religious communities. It can also
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<p><i>put in place to enable the outcomes to be demonstrated.</i></p> <p><i>Recommended levels of physical activity for adults is at least 30 minutes moderate intensity physical activity (similar to brisk walking) on five or more days per week and for young people at least one hour per day of moderate intensity activity.</i></p> <p><i>To realise the benefits of participation in sport a high standard of leadership is needed, and the approach and inter-personal skills of those managing the activities should result in a positive experience for all participants.</i></p> <p><i>Most adults and young people are not</i></p>	<p>projects are not clear about what they are trying to achieve, or try to claim outcomes that cannot be measured or satisfactorily understood.</p> <p>Recommended levels of participation in sport and physical activity</p> <p>If the potential benefits of sport and physical activity are to be realised people must participate ‘regularly’. There are national recommended participation levels covering the frequency, intensity and duration of participation in physical activity needed to achieve health benefits. The Department of Health recommendation for physical activity to achieve health benefits for adults is:</p> <ul style="list-style-type: none"> • at least 30 minutes of physical activity on five or more days of the week, and of at least moderate intensity (similar to brisk walking). Activity can be taken in bouts of 10 to 15 minutes, allowing for accumulation of activity throughout the day. <p>The expert recommendation for children and young people is that:</p> <ul style="list-style-type: none"> • all children and young people should participate in physical activity of at least moderate intensity for one hour a day. The hour can be made up from a variety of activities, including organised sport, play, walking or cycling to school, physical education or planned exercise. At least twice a week this should include activities to improve bone health (activities that produce high physical stresses on the bones), muscle strength and flexibility. <p>For most people, and particularly adults, achieving the recommended levels each day is likely to come from a combination of everyday activities, fitness activities, active recreation and sports. It is important to note that these recommendations are intended for the whole population. People with specific health needs should request advice from qualified health or fitness professionals.</p> <p>Little guidance is available on how to promote participation to achieve other benefits, related to educational attainment, community safety or employment for example. There is a presumed link between regular participation and these other outcomes, but it is the quality of interaction in the sporting setting that has the most significant impact.</p> <p>When planning and developing any new provision, great attention should be given to ensuring a high standard of leadership and instruction, and that the approach and inter-personal skills of those managing the activities result in a positive experience for all participants. A high quality experience once a week is likely to produce greater benefits in the longer term than a poor quality experience repeated several times a week over the same time period.</p> <p>Current participation levels in sport and physical activity</p> <p>Most adults and young people are not achieving the recommended levels of physical activity to obtain health benefits:</p>
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<p><i>people are not achieving recommended levels of activity to obtain health benefits, and participation is lower than the national average for many groups including older people, those on lower incomes, from black and ethnic minority groups and with a disability.</i></p>	<ul style="list-style-type: none"> • two in three men and three in four women are not achieving the recommended level of physical activity. • three in 10 boys and four in 10 girls aged 2-15 years are not achieving the recommended level of physical activity. <p>Various research studies have also identified differences in participation levels between different groups. Participation levels decline significantly with age and participation rates are lower among women and girls, ethnic minority groups, people with disabilities, and from lower socio-economic groups. People with low educational attainment are also less physically active.</p>
<p><i>Various barriers prevent people from participating in sport and physical activity in renewal areas, including lack of access to appropriate facilities, coaching and instruction, cost, time availability, community and personal attitudes and knowledge about sport and physical activity.</i></p>	<h3>What's the explanation?</h3> <p>Participation in sport and physical activity is influenced by a number of factors:</p> <ul style="list-style-type: none"> • access to appropriate facilities for physical activity and to appropriate activities, coaching or instruction, and affordability; • time availability; and • community and personal attitude, beliefs and knowledge about sport and physical activity. <p>Access to appropriate facilities for physical activity and to appropriate activities, coaching or instruction, and affordability</p> <p>Access to sports and leisure facilities, such as leisure centres, sports halls, playing pitches and more specialist facilities such as athletics tracks or sailing centres, is an important factor in enabling people to participate. In renewal areas appropriate facilities are often not available within a reasonable travel time and distance, or are not accessible by public transport. Often provision is run down, poorly maintained and generally not cared for. The location of facilities or activities may be threatening or unsafe, because they are in a high crime area or because access routes are poorly lit. For people with disabilities, there may be additional difficulties in accessing a sports facility or pitch, or in using equipment not suitably designed.</p> <p>Local leisure centres in particular can keep people out of sport if they do not recognise and respond to the needs of their local communities. Leisure centres and other sports facilities can:</p> <ul style="list-style-type: none"> • portray an image that is seen as being too formal, or too sporty; • be difficult to get around, or may not make it clear where or when activities are taking place; • provide a limited programme that only meets the needs of a

	<p>select audience;</p> <ul style="list-style-type: none">• have complex booking or payment procedures;• be too expensive;• adopt policies and working practices inappropriate for people from some cultures and religions e.g. clothing requirements. <p>Frequently renewal areas lack locally-based high standard coaching or instruction that meets the needs of different participants and makes the activity fun. Coaches and instructors brought in from outside the area may lack knowledge and understanding of the specific needs and cultures of local user groups, or may not include or make new participants welcome. They may not take action to address negative attitudes or discrimination when they occur.</p> <p>The cost of participation can also be a barrier. Activity or membership fees, and the method or frequency of payment accepted, may not reflect an individual's ability to pay. There are also additional costs, for example childcare, travel or equipment costs or the ongoing costs of coaching and support for individuals with talent who may want to progress in their sport.</p> <p>Time availability</p> <p>Lack of time continues to be given as a reason why people do not participate in sport and physical activity, or as frequently as they would like. The UK has some of the longest working hours in Europe and they are increasing. In renewal areas people involved in low paid employment often have more than one job. Many people have significant commitments to the family, whether as a partner, parent or carer. Sports provision therefore needs to be sufficiently flexible to allow people to work it into their busy lifestyles. Individuals must also see it as sufficiently important to make time for activity.</p> <p>Within renewal areas there are also many who are unemployed or do not work for health or other reasons. They may have available time, but other access barriers then influence their ability to participate.</p> <p>Community and personal attitudes, beliefs and knowledge about sport and physical activity</p> <p>Within families or communities, participation in sport and physical activity is often not part of the culture and everyday life. Community networks and groups, from toddler groups to faith groups, shape and frame how leisure time is spent and what is available. If sport and physical activity is an accepted part of community activities in a renewal area this will encourage participation, and vice versa. Developing regular participation often requires a significant change in attitude and a range of issues and barriers to be addressed, both by individuals and those responsible for providing community activities..</p> <p>Levels of knowledge and awareness about a range of factors</p>
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	<p>influence the extent to which people are willing and able to participate. This includes individuals:</p> <ul style="list-style-type: none"> • believing that their fitness levels are better than they actually are and not being aware of the recommended levels of physical activity required in a week to obtain health benefits; • holding preconceived ideas about who attends activities and uses facilities, often linked to a belief that they will not fit in or will not be made welcome. This could be based on their own or others' actual experience, where they have encountered negative attitudes, been made to feel unwelcome or have been excluded; • believing that they are not sufficiently 'sporty' or that the standard of other participants will be too high; • not having anyone to participate in activities or sport with; and • not being given accurate and timely information about the type of facilities or activities available, when they take place, costs of participation and how to become involved. <p>The images used to promote activities, and the diversity of the leaders and coaches involved, can also be an influencing factor. A lack of positive and diverse images and language in marketing material, and a workforce unrepresentative of the local community, may lead to a belief that the facility is only for a limited audience.</p> <p>Particular issues faced by groups under represented in sport</p> <p>In any community or group the factors influencing non participation or low levels of participation will be varied and dependant on local circumstances and experiences. Involving the target audience in the identification of such barriers and in ensuring they are permanently addressed is therefore essential.</p>
<p><i>The government's policy for sport is set out in the Game Plan report which has two main targets – a major increase in physical activity, and sustained success in international competition.</i></p>	<p>What's the policy context?</p> <p>The Activity Co-ordination Team (ACT) and 'Game Plan – the Government's strategy for sport and physical activity' 2002 (DCMS/DfES)</p> <p>The government's Activity Co-ordination Team (ACT) is a cross government forum, involving nine government departments and four national agencies - Sport England, the Health Development Agency, the New Opportunities Fund and the Local Government Association. The Department of Health (DH) and the Department for Culture, Media and Sport (DCMS) jointly lead it. ACT was formed to develop a national delivery plan for physical activity and sport in response to a recommendation contained in 'Game Plan: a strategy for delivering government's sport and physical activity objectives'.</p>

<p><i>A target has been set to increase the percentage of the population achieving the recommended level of physical activity from the current level of 30% to 70% by 2020. Interventions should focus on the sedentary and the most economically disadvantaged groups, and especially on young people, women and older people.</i></p>	<p>Game Plan identifies that sport and physical activity: <i>“...have a major part to play in promoting health, and as a part of a basket of measures can contribute to improved educational outcomes, reduced crime and greater social inclusion.”</i></p> <p>Game Plan sets out two overarching objectives with key targets:</p> <ul style="list-style-type: none"> • a major increase in participation in sport and physical activity; and • a sustainable improvement in success in international competition. <p>The key targets that have been set are:</p> <ul style="list-style-type: none"> • the percentage of the adult population achieving the recommended level of physical activity to increase from the current level of 30% to 70% by 2020. • For British and English teams and individuals to sustain rankings within the top five, particularly in more popular sports. <p>The strategy states:</p> <ul style="list-style-type: none"> • that to develop a sport and physical activity culture will require significant behavioural change over at least a 20-year period. • while participation levels need to be raised for the whole population, interventions should focus on the most economically disadvantaged groups, and within those especially on young people, women and older people. • the most sedentary groups will achieve the greatest health gain from a small rise in activity. <p>The Department for Culture, Media and Sport (DCMS)</p> <p>The DCMS is the government department with overall responsibility for sport. It has four strategic priorities for 2003-2006. These are:</p> <ul style="list-style-type: none"> • children and young people - enhancing access to culture and sport for children and young people and giving them the opportunity to develop their talents to the full; • community – opening up institutions to the wider community, in order to promote lifelong learning and social cohesion; • economy – maximising the contribution of the cultural sector to the economy; and • delivery – modernising delivery through the departments sponsored bodies (such as Sport England and UK Sport). <p>The department has four public sector agreement (PSA) targets for 2003-2006, with two of particular relevance to neighbourhood renewal:</p> <ul style="list-style-type: none"> • a joint target with the Department for Education and Skills (DfES)
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<p><i>A public health white paper, 'Choosing Health' is in preparation, which will consider the action needed to encourage people to lead healthier lives</i></p> <p><i>School sport is a high priority for the government. The PE, School Sport and Club Links (PESSCL) aims to ensure that all 5-16 year olds receive at least two hours of high quality PE and sport each week. Schools are also being encouraged to take on a much wider role in providing community sports opportunities.</i></p>	<p>to increase the percentage of 5-16 year olds spending at least two hours a week on high quality PE and sport to 75% by 2006.</p> <ul style="list-style-type: none"> • a target to increase significantly the take up of cultural and sporting opportunities by new users aged 20 and above from priority groups. <p>The department has joint strategies or initiatives with the Department for Education and Skills and the Department of Health (see below). The department funds UK Sport and Sport England as non departmental public bodies to assist in the achievement of its objectives and PSA targets.</p> <p>Department of Health (DH)</p> <p>The DH is responsible for physical activity within the context of preventative health and the National Health Service.</p> <p>The Chief Medical Officer's report <i>At least five a week</i> outlines the evidence on the impact of physical activity and its relationship to health. It shows that a mass shift in the current level of physical activity will be needed to improve health. This will require a culture change, changes in attitude and the creation of an environment that supports people to lead more active lifestyles. Areas for action are identified for government, public sector organisations, leisure and sports bodies, schools and colleges, employers and workplaces and parents and families. The government is also consulting in preparation for a public health white paper '<i>Choosing Health?</i>', which will consider the action that needs to be taken to encourage people to lead healthier lives, including becoming more active. A specific consultation document '<i>Choosing Activity?</i>' has also been produced and considers potential future action to increase activity levels, within the context and timeframe of the white paper consultation. The White Paper will be published summer 2004.</p> <p>Department for Education and Skills (DfES)</p> <p>The PE, School Sport and Club Links (PESSCL) strategy is a joint strategy for the DfES and the DCMS. It aims to ensure that every young person 5-16 years of age participates in at least two hours of high quality PE and school sport each week and involves eight programmes: Specialist Sports Colleges; School Sport Coordinators; Professional Development; Step Into Sport; School Club Links; Gifted and Talented; Swimming; and QCA PE and School Sport Investigation. To support the strategy the government has committed significant funding up to 2006.</p> <p>Of particular relevance to neighbourhood renewal is the contribution that sport in schools can make to raising educational attainment, as well as the expanding role that schools are being expected to play in opening up facilities and providing opportunities for young people and the wider community to participate in sport and physical activity within and outside of school hours. This includes encouraging more young</p>
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	<p>people and adults to become sport leaders and volunteers.</p> <p>Office of the Deputy Prime Minister (ODPM)</p> <p>There are no strategic policies or targets for the ODPM specific to sport and physical activity. However responsibilities of the ODPM include local authorities. The government has Local Public Service Agreement (LPSAs) with many local authorities. LPSAs are voluntary agreements negotiated between an individual local authority and the Government that aim to improve delivery of local services through a greater focus on outcomes. A number of local authorities have included PSA targets related to increasing physical activity, either among adults or young people. For example Wolverhampton Council has a target 'to increase participation by socially disadvantaged groups in physical and cultural activity'. Additional funding is made available to authorities to deliver the PSA targets. This means that some authorities may focus on increasing participation among disadvantaged groups or other target groups as set out in the PSA.</p> <p>Policy Action Team 10, Arts and Sports Report to the Social Exclusion Unit, 1999</p> <p>The PAT 10 report identified the contribution that sport can make to neighbourhood renewal, barriers to be overcome and established nine principles that will help to exploit the potential of sport in regenerating communities.</p> <p>The barriers to be overcome were identified as:</p> <ul style="list-style-type: none">• projects being tailored to programme/policy criteria rather than to community needs;• short term perspectives;• promoting arts/sports in communities being seen as peripheral, both to culture/leisure organisations and in regeneration programmes;• lack of hard information on the regeneration impact of arts/sports; and• poor links between arts/sports bodies and major players, including schools. <p>It highlights that social exclusion issues arise with various groups, but particularly ethnic minority groups and disabled people. It recommends special arrangements to ensure that they are involved in policy and programme development, that there is investment in people and capacity within such groups and to ensure that specific action plans to meet their needs are implemented and monitored.</p> <p>Sport England</p> <p>Sport England is the national lead agency for Sport in England, funded by the government, and is the distributor of the Sports Lottery</p>
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<p><i>Many local authorities have a cultural or sports strategy that sets out the authority's plan and priorities for the delivery of sporting opportunities in the area.</i></p>	<p>Fund. Its strategy and policies for sport through to 2020 are set out in “<i>The Framework for Sport in England</i>” along with an overall strategic vision of “Making England an active and successful sporting nation”. The three strands that Sport England are pursuing to deliver the vision are:</p> <ul style="list-style-type: none"> • Making England active – helping people to start and stay in sport, widening the participation base, developing a dynamic network of clubs, coaches and volunteers and creating a sustainable infrastructure to retain people in sport. • Making England successful – building on existing success and helping people with talent to excel at the highest level. • Backing the 2012 Olympic bid. <p>The Lottery Sports Fund has two funding streams for sport, Community investment and National investment, which aim to deliver the overall vision and objectives of making England active and successful. The Community Investment fund is distributed through nine regional sports boards in England. The National investment fund is distributed in conjunction with national partners including National Governing Bodies of Sport.</p> <p>UK Sport</p> <p>UK Sport is also funded by the government and is a Lottery distributor. It has responsibility for creating a strategy for developing high-performance sport in the UK and its stated purpose is “To lead the UK to sporting excellence by supporting winning athletes, world class events, and ethically fair and drug-free sport”. Its aim is that the UK will become one of the world's top five sporting nations by 2012, measured by performances at World Championships, Olympic and Paralympic Games.</p> <p>Regional Sports Boards</p> <p>England is divided into nine regions for sports administration purposes and each of the nine regions has a Regional Sports Board made up of representatives of the sports sector and other related organisations in the region. Each region has a regional plan for sport.</p> <p>Local Authorities</p> <p>The strategy and policy for sport at a local level is often set out in a Sport and Recreation, Leisure or Cultural Strategy prepared by the local authority. This will usually set out the authorities plan and priorities for the delivery of sporting opportunities, usually in partnership with others.</p>
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	<h3>Further Reading/Web Sites</h3> <ul style="list-style-type: none"> • Sport England web site: www.sportengland.org and the Value of Sport web site containing research evidence on sports contribution to health, community safety, educational attainment, regeneration, social inclusion etc. at . http://www.sportengland.org/vsm • Sport development website: www.sportdevelopment.org.uk • Department of Culture, Media and Sport web site www.culture.gov.uk • Department of Health web site www.dh.gov.uk • Department for Education and Skills web site www.dfes.gov.uk • Office of the Deputy Prime Minister www.odpm.gov.uk. Information on local public service agreements from: www.odpm.gov.uk/stellent/groups/odpm_control/documents/contentservertemplate/odpm_index.hcst?n=1969&l=2 • UK Sport: www.uk sport.gov.uk • Local authorities – web site addresses can be found at www.ukonline.gov.uk

renewal.net Case Study: South East England 

Sport4U

Case Study

Sport4U

Summary

- Sport4U aims to increase sporting opportunities for young people, introduce them to a healthy lifestyle and divert them away from crime;
- The project was developed by Hastings Borough Council's Sport Development Unit and is core funded by Sport England. It is targeted at families living in priority wards who do not normally engage in recreational activities;
- The project has attracted wide participation by making its programme accessible, providing free sports and leisure activities that are located within the target communities;
- It has also successfully linked into other partnerships and programmes to extend its area of activity.

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