



POLICY REVIEW:

DCMS – A New Strategy for Sport Consultation Paper: Evidence from the University of Edinburgh, Academy of Sport-

BRIEFING PAPER (1) SEPTEMBER 2015

SUMMARY

- The University of Edinburgh welcomes requests to advise all political parties on sports policy and related areas.
- This briefing paper [1] September 2015 is led by the University of Edinburgh, Academy of Sport, the UK'S only dedicated think tank on sport.
- The Academy of Sport, led by Professor Grant Jarvie welcomes an open dialogue with policy communities and extends an invitation to both individuals and groups. The Academy of Sport will work closely with the Scottish and UK funded Centre for Cultural Relations and Edinburgh's Global Academies.
- *Any enquiries should be addressed to: Professor Grant Jarvie.*
- This consultation response welcomes the joined up approach presented in the New Strategy for Sport – Consultation paper
- The UK has had a phenomenal period of success, investment and increased influence with periodic feel-good factors from the Olympic and Para-Olympic Games, Commonwealth Games and the Ryder Cup not being insignificant.
- This briefing paper strongly supports one all-inclusive definition of sport that is inclusive of physical activity. Internationally, sport (defined as including physical activity/education) is increasingly viewed as being part of a peace building process with an evidence base contributing to reconstruction, reconciliation and resolution.
- Sport is not the only solution but it provides considerable resources of hope as well as enhancing human, if not economic capabilities.
- The UK could do much more to win friends for the UK through a further sustained programme of international development work through sport. That built upon the legacy of the inspirational programmes
- There is a need to advance a research and knowledge base through dedicated funding for this activity. Other countries have dedicated research council funding streams for sport.

INTRODUCTION

1. The **University of Edinburgh** welcomes requests to advise all political parties on sports policy and related areas.
2. This consultation response focuses upon the questions set out in DCMS: A New Strategy for Sport Consultation Paper (*Sporting Futures).
3. Future advice papers and policy reviews in this area will focus on particular themes. These will draw upon the expertise of the Global Academies at Edinburgh in Sport, Health, Social Justice, the Environment and Development.
4. The advent of the Academy of Sport, at Edinburgh, as a dedicated think tank and public resource for sport will enhance both policy capacity and international reach in sport and related areas. It will be the first of its kind in the UK.
5. The Academy will have a dedicated commitment to both excellence and widening access from some of the most challenged areas of multiple deprivation.
6. On the basis of upholding integrity and independence above politics the Academy of Sport will work in the service of the respective policy communities.

BACKGROUND

7. It is acknowledged that the recent past has been a remarkable period for UK sport. The challenge for all of us is to learn from what has been achieved and to recognise the potential of sport. In particular sport as not just in and of an end to itself but more broadly as being a resource at home and influence abroad.

8. The areas covered in this response reflect the themes of the consultation paper. We do not attempt to cover every theme in the same amount of depth. The themes raised in this report include those listed below and we start by reflecting upon the themes and questions asked:

- **Participation**

The

Reports from United States, Australia and the United Kingdom suggest that sports participation can be associated with reduced rates of delinquency.

Hartman and Depro's 2006 study of the impact of midnight basketball leagues in 30 US inner cities, concluded that we should not be so quick to dismiss community-level effects of sports-based crime prevention programmes such as midnight basketball that might appear, on the face of it, to be rather limited in scope and design.

The Laureus Report (2010) "Teenage Kicks" highlights the value of sport in tackling youth crime and is one of the few reports to demonstrate that sport is a successful mechanism and a cost effective way to tackle the problem of youth crime and gang violence.

There is a body of UK research supporting the role of sport and education in the social inclusion of asylum seekers and refugees. Physical and mental health benefits are cited but also that sport can

The development of community sports hubs in local communities needs to be strongly supported.

- **Physical Activity**
- **Children and Young People**
- **Financial Sustainability**

- **Coaching, workforce and Good Governance**
- **Elite and Professional Sport**
- **Infrastructure**
- **Fairness and Equality**
- **Safety and Well-being**
- **International Influence and Major Sporting Events**

The Norway Cup has taken place every year since 1972 and is one of the world's largest football tournaments for children, aged 12-19. There are around 30,000 participants, 52 nations and 1200 volunteers regularly involved. The aim of the tournament is to create bonds between children and nations – and win friends for Norway through sport.

The Norwegian Minister of International Development talks of the role that such projects play in developing internationalism and co-operation between Norway and other countries.

Denmark has openly stated that one of its strategic sports goals is to have more Danes elected to position of influence within international boards and federations. The USA and Great Britain currently have the most influence and it would be interesting to know whether Scotland's current representation is what you might expect for a country of about 5 million plus people. Norway, Denmark and Sweden all fair well in terms of influence.

Sport and physical activity has gained recognition as simple, low cost and effective means of achieving development goals. UN agencies, international sports federations, international and national non-governmental organizations and national governments have been using sport as a tool for development and peace.

The 6th of April is established as the official International Day of Sport for Development and Peace. When The United Nations General

Assembly made the announcement in August 2013. It encouraged Member States to recognize the role of sport in peace building and conflict resolution.

This is the latest in a long line of events to acknowledge the way in which States, NGOs and others have tried to harness the power of sport to intervene in areas made vulnerable by conflict, poverty and inequality.

We know from Kidd's research that there are at least 166 organizations listed on the 'International Platform on Sport for Development' maintained by the Swiss Academy for Development.

Using sport to 'build a better world' now has unprecedented social, political and cultural, momentum.

Programmes like Fight for Peace use boxing and martial arts combined with education to try to tackle a broad range of issues in some of the toughest inner-city areas such as Rio de Janeiro in Brazil and Newham in London.

A significant body of international research suggests that sport-based programmes focused on children and youth in areas of conflict offer a means of resolution as well as reconciliation. The Peace and Sport initiative sponsored by the Prince Albert Foundation is one of the more successful and sustained interventions in this field.

Many countries have set targets for the % of GDP they are prepared to spend on overseas development assistance. Some have set this at 0.7% and are suggesting that 1% of this money should be allocated to international development work through sport because it works.

Celtic Football Club has a long-standing 0.7% rule where a percentage of turnover each year is put aside to help those in need.

Norway funds sport and development scholarships for international students to attend Norwegian universities where they can learn about sports policy, management and international development, - such as the popular masters programme at Edinburgh.

The Homeless World Cup and this should continue to be supported.

Governments can certainly make countries more attractive to others through policies, diplomacy, deployment of resources, including development assistance for sport but so too can a host of non-state institutions and agencies working below the level of government, civil society if you like- sports institutions, universities and many more.

There is a considerable amount of rigorous evidence supporting the role that sport has to play in the world to-day in terms of soft power, hard power, public diplomacy and cultural relations.

This tends to support two broad propositions that sport has an effective part to play in broader international cultural relations and that sport has its own internal specialist cultural relations. But we need to know more about both and how they are practiced in the world to-day.

EVIDENCE BASE

9. The evidence base to support policy formulation in sport is more robust. The recommendations within this consultation draw upon data either produced in our own reports or data that is publicly available. Significant pieces of work we would commend are:

- The recent report by the Youth Sport Trust On the Class of 2035 Promoting a Brighter and More Active Future for the Youth of Tomorrow
[http://www.youthsporttrust.org/media/24072132/the_class_of_2035_report.pdf]
- Making the Case for Physical Activity remains sound [<http://www.bhfactive.org.uk/resources-and-publications-item/40/419/index.html%20>]
- The House of Lords Select Committee Report on Persuasion and Power in the Modern World [<http://www.publications.parliament.uk/pa/ld201314/ldselect/ldsoftpower/150/150.pdf>]
- The Commonwealth Secretariat Report on Strengthening Sport for Development and Peace [<https://books.thecommonwealth.org/strengthening-sport-development-and-peace-paperback>]

DEFINITION

10. The definition of sport usually includes a broad and inclusive spectrum of activities suitable to people of all ages and abilities, with an emphasis on the positive values of sport. In 2003, the [UN Inter-Agency Task Force on Sport for Development and Peace](#) defined sport, for the purposes of development, as "**all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games.**" This would be inclusive of walking and outdoor adventure sport and all forms of physical culture.
11. This definition has since been accepted by many proponents of sport, not just the United Nations but also nations like Canada, Norway or Holland all of which

recognize the significant role that sport has to play and is playing in broader cultural relations.

12. The UK would benefit from simply adopting and operating **one** all-inclusive definition of sport.

FRAMEWORK

13. Sport is widely acknowledged, evidenced and accepted as making a powerful contribution to the economy, society, culture and international relations. It assists with health and well-being, education, social cohesion and the development of human and economic capabilities.

14. An ambitious administration that truly values the power of sport as a resource that can make a difference to people, places and communities, would look from 2016 to:

- Enhance participation

A challenge for many European countries but participation levels and in particular the variation between the least and most deprived groups in society which is for adults a difference of around 16% and for children 19%, should be enhanced.

- Enhance excellence

Record levels of medal success have been achieved at a cost system, perhaps for the first time. The goal of athletes and teams sustaining enhanced levels of excellence by achieving defined results at the highest level of international competition, through fair and ethical means, should be sustained and resourced. Private funding sources need to be a bigger part of the mix.

- Enhance capacity

The goals of enhanced excellence and enhanced participation requires an enhancing of the capacity of individuals, communities and institutions.

UK Sport and its partners have a growing track record of helping to attract events. This can, at times, be too reactive and market driven. UK sports system still needs an enhanced capacity.

- Enhance relations and interaction

Committed collaboration and communication helps both at home and abroad.

Sport can win friends for the UK. The 2014 House of Lords report on persuasion and power in the modern world, acknowledges the role that sport has to play in helping countries and communities talk to each other. It can contribute to foreign policy and diplomacy in a soft power way.

UK could strengthen its international strategies to promote MUTUALITY and values through international sports programmes, to keep ahead of leading – edge developments abroad and maximize the benefits of sport to win friends, influence and stronger cultural relations.

15. A number of themes should be briefly mentioned.

COMMUNITY AND SOCIAL COHESION

16. Reports from United States, Australia and the United Kingdom suggest that sports participation can be associated with reduced rates of delinquency.

17. Hartman and Depro's 2006 study of the impact of midnight basketball leagues in 30 US inner cities, concluded that we should not be so quick to dismiss community-level effects of sports-based crime prevention programmes such as midnight basketball

that might appear, on the face of it, to be rather limited in scope and design.

18. The Laureus Report (2010) "Teenage Kicks" highlights the value of sport in tackling youth crime and is one of the few reports to demonstrate that sport is a successful mechanism and a cost effective way to tackle the problem of youth crime and gang violence.
19. There is a body of UK research supporting the role of sport and education in the social inclusion of asylum seekers and refugees. Physical and mental health benefits are cited but also that sport can help to provide a degree of 'normality'.
20. The development of community sports hubs in local communities needs to be strongly supported.
21. The extent to which leisure trusts operate evenly across Scotland is an issue. Whether they animate or activate or provide access to those who may need a more active lifestyle is also open to question. While accepting the budget constraints that both local authorities and leisure trusts operate within, in terms of enhancing sports participation they do not reach those most in need. The two issues here are uneven operation and reach.
22. The Active School Sport Co-ordinators programme is to be strongly supported because it helps with a real or perceived gap that may exist between school and community.
23. Local sports clubs provide communities with a sense of place. If for example shinty collapsed in the shinty communities it is a fair to assume that they would lose an important aspect of their community. The building of new sports facilities across Scotland contributes to the physical infrastructure of communities.

EDUCATION

24. Schools, Colleges and Universities are embedded in communities across Scotland and should provide additional co-ordinated regional access to facilities coupled with attractive programmes based upon need. Such programmes need well-trained leaders.
25. Scotland could be world leaders in harnessing the power of education through sport. In October 2014 Edinburgh University launched the world's first MOOC on Football: More than a Game. Providing education free at the point of delivery through sport- in this case football.
26. The scientific evidence that supports the fact that playing sport improves academic ability in the classroom is compelling. The 2014 study carried out by the universities of Strathclyde and Dundee found links between exercise and exam success.

ECONOMY

27. Again the body of evidence indicating the significant contribution that sport makes to the Scottish economy is growing.
28. 'Psychic income' takes many forms. It includes a sense of community and common purpose but also sporting success. Economists have provided evidence that people can gain happiness from attending cultural and sporting events.
29. There is a sense of satisfaction that comes from being a volunteer or from just national and patriotic pride. It is a challenge to sustain and has peaks but Scotland has shown that it has an expertise and knowledge to attract major sporting events that enable both economic and human capabilities.

30. Sport and physical activity have a part to play in helping to ameliorate some of the potential scarring effects of unemployment, particularly amongst younger age cohorts such as the 16-24 year old age group. Sport is not a solution on its own. Bursaries and scholarships that help to combine sport and education are a sound investment- they work.

DEVELOPMENT, SOFT POWER AND CULTURAL RELATIONS.

31. Sport and physical activity has gained recognition as simple, low cost and effective means of achieving development goals. UN agencies, international sports federations, international and national non-governmental organizations and national governments have been using sport as a tool for development and peace.

32. This tends to support two broad propositions that sport has an effective part to play in broader international cultural relations and that sport has its own internal specialist cultural relations. But we need to know more about both and how they are practiced in the world to-day.

33. The knowledge that Scotland has gained from running a low-cost, successful, legacy planned Commonwealth Games can be made available to other countries. If cost is a prohibitive factor for some parts of the world then maybe shared models of staging events should be looked at more. It is astonishing that Africa has never held a Commonwealth Games.

34. So it is **not just** about achieving world class sporting success as measured in medals; nor is just about showing what a country or city is willing to invest in sport and why; nor is it just about playing a leading role in shaping decisions taken by international sporting institutions; nor is it just about hosting major sporting events or influencing sports participation – a great deal of cultural relations in practice happens around major sporting events.

35. This is about all of these but also helping countries and cities talk to one another. In a world that is constantly changing and at times tense, countries and cities increasingly have to have effective cultural relations. We need to know what works, where and when and under what circumstances and what part sport plays.

PREVENTITVE HEALTH

36. A vast amount of policy informed work on the role of sport (including exercise and physical activity) in health has been produced. The former Chief- medical officer Harry Burns regularly informed the Scottish policy community of the need to approach sport and health from a broad integrated perspective involving planning, housing, exercise prescription and much more.

37. The relationship between health, sport and physical activity has been evidence based internationally. For example exercise is effective in the management of diabetes (Warburton, 2006). A Canadian review of the use of sport and physical activity to achieve health objectives noted that 40% of all cancers might be prevented by a healthy diet, physical activity and not using tobacco.

38. The Scottish Sport Relief Home and Away Programme was an excellent example of

Scotland putting in place the building blocks for an invaluable 2014 games legacy that included health and social measures.

40. The UK and consequently Scotland has no dedicated research council funding streams for sport.

RESEARCH AND EVIDENCE CAPACITY

39. Many countries now have dedicated research funds for sport. The Canadian Social Science research councils are an example of how this should be developed.

We hope the different political arties note that the University of Edinburgh is progressing, enabling, advocating, exploring and attempting to harness the power of sport in order to make a difference today and tomorrow.

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