



# THE UNIVERSITY *of* EDINBURGH

## Academy of Sport

University of Edinburgh  
Influencing the world since 1583

Academy of Sport  
Building upon a heritage of influence through sport since 1591

*Sport has the power to change the world... and create hope where once there was only despair.*

*Nelson Mandela*

**"Edinburgh University's Academy of Sport is taking up Mandela's challenge"**  
The Scotsman 15 November 2015

Sanctuary walk for refugees <http://www.ed.ac.uk/chaplaincy/sanctuary-walk-for-refugees>

June 2017

**"one of the most authoritative voices on sport and its wider role in international development and community cohesion." –**

Baroness Tessa Jowell, Secretary of State for Culture, Media and Sport, 2001-2007, Minister for the London Olympics and Paralympics, 2009-2010, UK

June 2017

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**2016-2017 was another remarkable year for the Academy of Sport, whose members continue to make meaningful research contributions, open up opportunities for education and advance critical dialogue. The following report provides a brief insight into the focus, breadth, depth, excellence and opportunity involved in our activity and partnerships.**

Since its foundation more than 400 years ago, the University of Edinburgh has been global in outlook and destined to play an important role in shaping the world in which we live. Through centuries and generations, our core activities of research and teaching have truly made their mark on society - regionally, nationally and internationally - helping to change lives for the better. With our innovation and influence transcending national boundaries, we can genuinely say that we are proud of our past, invigorated by the present and tremendously excited by the future.

The Academy of Sport benefits from being embedded within the University of Edinburgh and Moray House School of Education. From its base in the City it sees sport as a way to reach out to communities, build excellence and be a resource of hope and influence. It is *a gathering place for the worlds of sport to meet in order to make a difference today*. An engine of enlightenment through sport where students, staff, local and global

communities, ordinary people, today's youth and tomorrow's leaders can come together. It is an environment where the boundaries of human knowledge and understanding about sport can be extended and where we strive to *demonstrate an unwavering determination to address the challenges that face humanity.*

## UNIVERSITY OF EDINBURGH

- 100 per cent of our departments conduct world-leading research
- Our community includes two-thirds of the world's nationalities from 157 nations speaking more than 70 languages
- Global gateway offices in 4 locations Beijing, Mumbai, New York, and Santiago
- Over two million students globally study MOOC's with our University
- Currently ranked as one of the world's top 20 universities – QS(19<sup>th</sup>)- THE (24<sup>th</sup>)
- Widest breadth of foreign languages anywhere in the United Kingdom
- Located within a world heritage city

## ACADEMY OF SPORT

- 1 of 7 Cross- University Academies
- 60 members from across the University and a world-wide network
- Sport Matters: monthly evidence based research briefings
- Ranked top in Scotland for sports research (Ref 2014) and 13<sup>th</sup> in the world for studying sport (QS 2016 and 2017 World Subject Rankings)
- Flagship MSC programmes and innovative study courses providing access
- Supported by Global Professional Fellows from the world of sport
- Sports Doc: a new cross university PhD Sports Seminar Series
- 26 new refereed journal articles between Sept 2016 and May 2017
- Weekly media and television commentary on sport
- Innovative MOOC provision reaching more than 40,000 learners
- Sports writer in residence in collaboration with National Library of Scotland

## ACADEMY OF SPORT | IMPACT, STUDY AND DIALOGUE

**OUR MISSION:** Two premises guide the work of the Academy:

- That sport has a part to play in addressing the challenges that face humanity in the 21st century and to serve as an independent think tank that addresses such challenges.
- That sport is recognized for excellence in research, education and advocacy that delivers impact for society.

**OUR HERITAGE** We build upon a remarkable heritage of involvement with sport at Edinburgh dating back to at least 1591 when the City Council granted the University its first playing fields. Olympic endeavor and excellence sustained from Eric Liddell (1924) to Katherine Grainger and Chris Hoy (2012) and Eilidh Doyle (2016), to name but a few. Our work with the Global Health Academy (2016) sustains a contemporary commitment to advancing sport for health and stays true to the spirit of the Edinburgh law student John Hope who organized the world's first football club (1824) with the aim of improving health in one part of the City. Whether it be celebrating "the hygienists" and our origins

as one of the first places in the world to provide specialist education for women in physical activity and education(1905) or researching the contributions made by Scottish women for the Biographical Dictionary of Scottish Women (2017) or Global Fellows *working in European refugee camps supporting football for girls and women* (Monika Stabb, Goethe Institute and Academy of Sport 2017) or *supporting the University to become Scotland's first Sanctuary University* we continue to champion educational opportunity and social justice in and through sport.

Through study, dialogue and or impact we strive to add value to a remarkable sporting heritage at the University of Edinburgh.

**SPORTING WORLDS:** The international mandate for sport has been strengthened as a result of the United Nations 2030 Sustainable Development Goals which by definition includes “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”. Since 1978 UNESCO has viewed sport as a fundamental right for all, while National Human Rights Institutions have looked to incorporate sport in the statutory advice that they provide to governments. Through our research and invitations to contribute to multi-lateral government roundtable discussions the Academy of Sport has, in this past year, continued to contribute to a global dialogue on sport for sustainable development. The relationship between Sport and Human Rights will contribute to a programme of work next year as we continue evidencing and advocating the capability of sport to deliver non-sporting goals. The 2030 mandate facilitates an opportunity to build pathways in and through sport and to deliver non-sporting outcomes that transcend normal government planning cycles.

**EDINBURGH GLOBAL ACADEMIES:** like the Academy of Sport recognize that today's problems are increasingly complex and require collaborative solutions. We add value to this cross-university effort and continue to support the Global Academies – Health, Justice, Environment and Society and Development to equip future leaders with the skills and knowledge required for the challenges ahead.

This year we partnered with the Global Health Academy and the Sports Memories Foundation to run a symposium on Sport, Mental Health and Dementia; launched Sports DOC – a cross university forum bringing together doctoral students from different parts of the university who are researching sports issues and problems; and published a range of articles, reports and briefing papers on Sport and the Environment, Sport for Development; Sport and Health and Sport and Social Inequality.



#### **RESEARCH IN FOCUS 1: Localizing global sport for development**

How do the local dimensions of Sport for Development in Zambia correspond to established aspects of the global sports for development movement?

Partly, supported by the British Council the research conducted over several years examined the implications of public policies and national development plans on the emergence of sport for development in Zambia. Part funded by the British Council the research team consisted of Dr Banda (Edinburgh) and researchers from Loughborough,

Monash, Brunel and Durham. The research links sport for development to mainstream international development goals.

Source: <http://www.manchesteruniversitypress.co.uk/9781784994068/>



## **RESEARCH IN FOCUS 2: Race running and disability sport**

Race-Running is an emerging disability sport in which athletes use a 3 wheeled running bike for stability. The sport is increasingly popular amongst young people with cerebral palsy and related conditions. The running bike allows most people with cerebral palsy who use a walking frame or wheelchair to experience running, be physically active and compete in sport. The collaborative project is supported by the Cerebral Palsy International Sport and Recreation Association (CPISRA), Queen Margaret University's Centre for Health Activity and Rehabilitation Research and the University of Edinburgh's Human Performance Science Research Group. The latter led by Dr Turner with the project being led by Dr Verheul are involved in generating an evidence base to enable Race-Running to be included as a para-athletics event at the Paralympic Games. The research team draws upon staff expertise in motor control, sports psychology and sports physiology, and is supported by undergraduate and PhD students. The work involves engaging with local and international athletes to demonstrate that Race Running is both a safe sport and effective exercise mode.

Source: <http://cpisra/research-2/>

**EDINBURGH GLOBAL AMBASSADORS:** Universities are a crucial part of a nation's 'soft power' and international influence. Our research has evidenced how Universities and Sport can both be autonomous avenues of soft power, cultural connectivity and resources of hope. Our Global Fellows help us connect with much more than just the professional world of sport and introduce us to people and organizations that share our vision. We aim to help train a new generation of sports business leaders, physical educators, health professionals, educators, sports advocates, influencers and diplomats, ambassadors for Scotland and other countries who understand the power of sport and what it can and cannot do. We aim to contribute to a global community of practice that uses sport as an effective social tool that can open up doors and opportunities. Research has shown a clear correlation between increased levels of trust in a country and an increase in a person's inclination to do business with, study in or visit that country.

We are proud of the contribution made by our Global Fellows who in 2016-17 were: recognized by Universitas 21 for their contribution to excellence in higher education for their work in sport for development (Cora Burnett); appointed as Chair of the National Sports Council - SportScotland (Mel Young); and congratulated by the Australian Foreign Ministry for their unique contribution to forging Australia's Sports Diplomacy Strategy (Stuart Murray).

Our capacity to participate in and work with international agendas has been strengthened by two new ambassadors joining the team: Oliver Dudfield Head of the Commonwealth Secretariat - Sport for Development and Peace Programme and the Rt Hon. Baroness Tessa Jowell, Secretary of State for Culture, Media and Sport, 2001-2007, Minister for the London Olympics and Paralympics, 2009-2010, UK.

**ENABLING DIALOGUE:** The Academy of Sport is keen to encourage a dialogue on how sport can contribute to the urgent questions of our time. It seeks to act as a hub for the exchange of ideas, critical reflection and sporting enlightenment. Our researchers make their research findings publicly available with some 26 published peer reviewed journal articles made available between September 2016 and May 2017.



### **RESEARCH IN FOCUS 3: Social media, the body and physical education**

Dr MacIsaac's research investigates the complex ways in which social media is used by young people to negotiate relationships and interact with one another and considers the resulting impact upon perceptions of the body and practice. An ethnographic school based study confirmed how online environments were important influencers of identity construction. Media portrayals of health and the body were shown to have implications for young people's involvement and practice in sport, physical activity and physical education. The study recognised both negative and positive experiences of physical education in relation to body perception and identities.

Source: <http://www.blogs.hss.ed.ac.uk/peresearch/social-media-the-body-and-physical-education/>

28 podcasts have been made publicly available through the Universities of *Edinburgh and Toronto joint public symposia* platform. This year new research enabled dialogue around a number of issues including: the benefits of exercise after cancer diagnosis; the role of sport for peace interventions in the Middle East; translating active living into policy and practice; the use of sports technology in high performance sport; sport, sex and identity; and the application of perceptual motor learning strategies in training for excellence.

New Sport in Society interviews provide an account of Australia's use of sports diplomacy.

In November 2016 the Academy of Sport in partnership with the Global Health Academy and the Scottish Football Museum hosted a symposium on Sport, Mental Health and Dementia. The lectures, supported by the Minister for Sport and Public Health are available at [The Academy of Sport](#)

Visiting Research Professors have included Professor Lucia Trimburi (New York) who delivered an open lecture on the Political Protests of Athletes in Trump America.

**SPORT MATTERS:** is an important part of the Academy of Sport activities as it seeks to investigate the contribution that sport makes to development, health, social justice, environment, politics, local and global communities and more.

We use the dedicated evidence driven blog space to share thoughts, evidence, ideas, and recommendations on key sporting issues and problems.

The following subjects were covered in the past year: Sport, racism and anti-racism; Alternative spaces for education through sport; Football's role in supporting peace in the Middle East; China's use of sports diplomacy; The impact of austerity upon local sports budgets; Sport, dementia and alzheimer's; The sports agents network; Who is the 2-hour marathon for, and Social class and inequality in golf.



#### **RESEARCH IN FOCUS 4: Hillsborough - Football, Justice and Community**

On the 26 April 2016, after a 27 year struggle for truth by the families of the 96 victims who died at Hillsborough Stadium on the 15th of April 1989 heard the inquest into the Hillsborough stadium disaster conclude that the 96 fans had been unlawfully killed.

**Source:** <http://www.blogs.hss.ed.ac.uk/sport-matters/2016/04/>



#### **RESEARCH IN FOCUS 5: 48 years to the day & anti-racism vigilance still needed in and through sport**

##### **October 18 1968**

In the course of 48 hours, Tommie Smith and John Carlos went from being celebrated to hated by many Americans. Two days after winning gold and bronze in the 200-meter sprint at the 1968 Mexico City Summer Olympic Games, both were suspended by the United States Olympic Committee for protesting against the racism experienced by black Americans and others.

As the national anthem played the pair bowed their heads and raised black gloved fists to bring attention to the injustices of black Americans. The athletes were stripped of their credentials and forced to leave the Olympic Village. At home they would receive death threats and finding employment became harder.

##### **October 18 2016**

48 years on and the anti-racism actions of Smith and Carlos continue to be echoed by Colin Kaepernick and other athletes who have begun kneeling and or refusing to stand during the national anthem in protest against the brutality and killings experienced today in the US by so many black Americans.

Players from several NBA teams have locked arms in a sign of unity before recent exhibition games. The Celtics, Knicks, Rockets, Lakers and Kings have all locked arms during the playing of the national anthem. The gesture comes at a time when athletes in



many sports at many levels are protesting racial inequalities and instances of police brutality.

Source: <http://www.blogs.hss.ed.ac.uk/sport-matters/2016/10/>

#### **SPORTS DOC: SUPPORTING STUDENTS AND ENABLING CRITICAL DIALOGUE:**

The University of Edinburgh supports a vibrant international body of doctoral research into sport that is located in different parts of the University. The Academy of Sport Doctoral Seminar Programme enables students to meet each other, exchange ideas and foster critical dialogue around sports research. This year Sports Doc supported seminars from African Studies; Social and Political Science; Moray House School of Education; Medicine and Literatures, Languages and Cultures. It was attended by students from 10 different schools. Sports Doc supports full-time and part-time doctoral students at different stages of their career.

**EDINBURGH LOCAL AND INTERNATIONAL ACCESS TO STUDY:** We offer opportunities to access study at one of the world's leading universities. From non-credited online courses to open studies for adult learners with credit, to supporting courses in the community to flagship MSc and PhD programmes. We support international and local widening access and the opportunity to build excellence through a passion for and critical understanding of sport.

- Sport, Society and International Development was awarded an average grade of 4.8 out of 5 by MSC students where 5 is high and 1 is low.
- Undergraduate exchange opportunities with the University of Toronto advanced for 2018.

**SUPPORTING REFUGEES:** From evidenced briefing papers to lectures to supporting wider university interventions, throughout the year, we supported a focus on the contribution which sport makes to the lives of refugee communities.

Refugees in Scotland are in need of assistance in higher education. The University of Edinburgh Chaplaincy organised a Sanctuary Walk for Refugee's on the 3rd and 4th of June 2017 to raise initial funds to offer educational opportunities. The Chaplaincy invited staff, students and the larger Edinburgh community to participate.

One of the premises that guides the work of [The Academy of Sport](#), is that sport is seen to be playing its part in addressing the challenges that face humanity in the 21st century and with this in mind it was great to be able to support the sanctuary walk for refugees in order to help refugees access higher education at Edinburgh.

Three areas specific to sport identified by those on the walk were the need for: access to affordable sports spaces; sports equipment and opportunities to play sport with other refugee communities in Scotland.

**INNOVATIVE GLOBAL ONLINE LEARNING:** Edinburgh has pioneered developments in online learning. More than two million learners across the world have accessed learning via the University's Massive Open Online Courses. The Academy of Sport is supporting and contributing to developments such as *Football More than a Game*, *Get Fit-Get Active* and *Mental Health MOOC'S* which have all run this year.

A learner from the UK:

I would like to thank Football More Than a Game team for all of your wonderful contributions on this course. I must say I have thoroughly enjoyed my 6 weeks on this course. Also, I would like to thank to all my fellow students on here for sharing our ideas, discussions and points of views. It was a great privilege to meet you all. I am so sad it has finished but I hope there will be another football course in the future. Once again, thank you ever so much.

A learner from Brazil:

Many thanks to the team for your constant assistance and support. It was an honour for being part of the course and I appreciated it a lot. I want to thanks all my colleagues (participants) in the house for the terrific days we spent together on this course, sharing ideas and being supportive to one another. It was indeed, one of the greatest courses I have come across and I have enjoyed it.

A learner from India:

Thank you Edinburgh team for delivering this course. It has been really interesting. I enjoyed the interactive video parts of course.

Blended learning versions of the *Football More than a Game* MOOC has been used by local community organisations to support adult and community learning.

International post-graduate students have found out about the University of Edinburgh having taken one of our MOOC's and subsequently applied and gained entry to the university.

**INTERNATIONAL SUMMER SCHOOL- THE GLOBAL IMPACT OF SPORT:** This year we launched a new international summer school. The 4 week course, with university credit, was organised around two themes: Sport, Heritage and Culture and The Global Impact of Sport.

- <http://www.summerschool.ed.ac.uk/course/globalsport>

**UNDERSTANDING, HERITAGE DIASPORA MIGRATION AND INTERNATIONAL CULTURAL RELATIONS THROUGH SCOTTISH SPORT:** Scottish sporting heritage, the place of sport in the life of the Émigré Scot and sports labour migration patterns all contribute to a better understanding of heritage, diaspora and migration through Scottish sport. Since 2006 the University of Edinburgh has influenced public understanding, policy and practice in relation to the Scottish Diaspora. Specifically, it contributed to the transformation of public understanding of the emigration history of the Scots (a central part of the history of the nation) as global in territorial spread rather than simply confined to the settlement colonies and the USA.

Our research continues to contribute to a better understanding of Sport, Scotland and the Scots, what Scotland has given to the sporting world; what sports were carried by the émigré as part of the cultural baggage of emigration and how sport continues to help countries and cities foster influence and connectivity.



From a range of public talks (in both English and Gaelic) examining the history of Scottish sport, to more contemporary evidenced based interventions on sport's international and national role in development and foreign policy, to supporting fund-raising for refugees we strive to move beyond critical thinking and the gathering of evidence to deliver impact for society.



#### **RESEARCH IN FOCUS 6: Sports diplomacy and influence**

Sport is being used by a number of countries to raise profile, and create influence. Sports diplomacy has an increasing presence in terms of theory, practice and evidence within international relations. Sports diplomacy may occur both within sport and through sport. The channels through which this is facilitated are complex. Scotland has much to learn from places such as Australia that have put in place a dedicated four-year sports diplomacy strategy. The study set out to answer three questions and doing so suggests that Scottish sport is capable of making the art of the possible, possible, but that Scotland has yet to grasp the opportunities provided by sports global currency. The study concluded by making six recommendations to the Scottish Government.

**Source: Scottish Affairs (2017) Volume One**

[http://www.research.ed.ac.uk/portal/en/publications/promoting-scotland-diplomacy-and-influence-through-sport\(794252b4-faf0-4cee-8c43-9b60df1a12be\).html](http://www.research.ed.ac.uk/portal/en/publications/promoting-scotland-diplomacy-and-influence-through-sport(794252b4-faf0-4cee-8c43-9b60df1a12be).html)

In this past year externally funded fellowships have supported workshops in Ethiopia supporting the capacity of athletes to protect themselves and become more aware of the practices of sports agents as well as knowledge exchange about massage and physiotherapy – so crucial to being able to sustain a running income for some athletes and communities.

**SPORTS WRITER IN RESIDENCE:** The capacity to develop this agenda has been advanced further through the creation of an externally funded sports writer in residence arising out of a partnership agreement with the National Library of Scotland and the Scottish Sports Heritage Network - <http://sportsheritagescotland.co.uk>. The activities undertaken are developing new audiences and bilingual online content. The new research built around Scotland's sports heritage collections has galvanized local and global support, access and recognition for work with care homes, the elderly, and the health services. Sport as culture creates impact and dialogue in society and enables both access to some fragile communities and a more holistic, less elitist understanding of culture in Scotland and beyond.

**GAELIC SPORTS VOICES AND DIALOGUE:** A new Gaelic Sports Voices and Dialogue section has been created as a result of external funding. The activity on this site is unique and the only one in Scottish terms to deal with sporting matters in another language, contributing to the ongoing development of the Gaelic language through new vocabulary, language use and media activity. The Dialogue section makes use of Gaelic blogs, sporting profiles, cultural aspects of sport reflecting the diversity of the nation and provides reading material in an area where young people have not been well catered for. A key aim of this activity is to support the development of Gaelic and bilingual education

through the High School and into the tertiary sector. This work has already led to Academy of Sport peer reviewed journal publications in Gaelic.

#### **SUPPORTING THE DEVELOPMENT OF INTERNATIONAL SPORTING WORLDS:**

Sport matters to different parts of the world in different ways. We are at the heart of an international sporting landscape helping to solve problems and resolve issues. New knowledge of how sport delivers non-sporting goals in different international cultural contexts is essential if robust policies, practices and strategies are to be identified.



#### **RESEARCH IN FOCUS 7: Youth, hope and running for development in Ethiopia**

Michael Crawley's work focuses on long-distance running as a way of 'living towards the future' in a context of widespread youth unemployment in Addis Ababa, Ethiopia. Based on fifteen months of ethnographic fieldwork, it explores the nexus between bodies, commercial interests and global flows, and examines the complex links between long-distance running and 'development.' Recognising that of the thousands of young people who invest years in trying to 'change their lives' through running only a fraction will be successful, and supported by the Handa Foundation, Michael also runs a project to retrain athletes in related fields such as massage therapy, allowing them to continue to work in the sport they love. He has written extensively about Ethiopian running for the Guardian newspaper (<https://www.theguardian.com/profile/michael-crawley>) amongst other publications.

**THANKYOU:** We are grateful for the support that we have received from both inside and outside of the University of Edinburgh - including Moray House School of Education, Edinburgh Global, The National Library of Scotland, The Centre for Sport and Exercise, The Global Health Academy, SportScotland, The Scottish Football Museum, The Handa Foundation, The Institute of Sport, Physical Education and Health Science, The British Council, Bòrd na Gàidhlig, the Scottish Government, Hibernian Football Club and the Commonwealth Secretariat.



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