

National Lottery Apportionment Shares – Consultation 2010

CCPR Response

CCPR is the representative body for some 316 national sporting and recreational organisations, including the national governing bodies of sport. CCPR exists to promote the role of sport and recreation in healthy and active lifestyles, to encourage a policy and regulatory environment in which sport from grassroots through to elite level can flourish, and to provide high quality services to help its members to continually improve and progress.

In the context of this consultation, CCPR is the representative body for the governing bodies of sport and recreation that are heavily funded by two main Lottery distributors: Sport England and UK Sport. CCPR in turn represents some 150,000 community sports clubs in the UK and their 13 million members and regular participants. CCPR also works closely with Sport England and UK Sport in a number of areas outside their direct distribution of Lottery funding to CCPR members.

CCPR strongly welcomes the opportunity to respond to this consultation, in principle welcomes the proposal to restore the Lottery to its original pillars; and applauds the Government's recognition of sport's positive contribution to communities and to society. However, as this response will outline, CCPR and its members intend to make the strongest possible case that any increase in Lottery funding for sport should not be used merely to offset cuts in Exchequer funding.

This response will examine the following:

1. Impact of Lottery funding on grassroots sport, and the benefit of the proposed increase
2. Impact of Lottery funding on elite sport, and the benefit of the proposed increase
3. Impact of BIG Lottery funding for sports projects, and the proposed effects
4. The Lottery's place in the wider funding landscape for sport and recreation

1. Grassroots

Lottery money has made an enormous difference to grassroots sport. A number of CCPR members receive almost all their funding from the Lottery, with others receiving Lottery money to supplement their commercial income. As a result of this funding, CCPR members have been able to increase the geographical spread, quality and amount of participation opportunities they can provide for people of all ages and abilities. This includes talent identification and the development of talent pathways. CCPR members have also been able to provide more support to community sports clubs, through the provision of equipment, coaching or even insurance.

In addition, direct Sport England grants have seen improvements made to more than 5000 local sports facilities in the last four years, providing communities with high quality spaces for sport. Funding for innovation in sport has also been made available, as well as resource targeted at engaging people in rural areas in sport and recreation.

As a direct result of Lottery funding for grassroots sport, the number of people exercising for more than 30 minutes three times a week has increased by more than 700,000 since 2005 alone. The residual benefit of this will be enormous, particularly as the figure continues to increase, as the value of grassroots sport is clear and now widely accepted in society and in Government. Indeed Caroline Spelman, now a Cabinet Minister, is on record as saying that “...*sport is central to the British way of life...the promotion of sport among young people is vital if the health of the nation is to be improved.*”

Leaving aside the intrinsic value of being physically active, the residual benefits of grassroots sport are enormous; it is estimated that the cost of physical inactivity to the nation is currently £8.3 billion.¹ Physical activity is both the best defence against that cost increasing and essential to reducing it.

Likewise, anti-social behaviour is estimated to cost billions of pounds a year in addition to blighting the lives of millions. Over £113million can be saved by keeping one in ten young offenders from repeat offending.² One way of achieving this is through sport and leisure activities, which in particular can help prevent young people between eight and 19 from succumbing to anti-social behaviour.³ Research from the Audit Commission and the Youth Justice Board clearly demonstrates that community sports projects are a key line of defence against petty criminality and tackling anti-social behaviour, providing not only an alternative focus for young people’s attention, but also a team activity which can build self esteem and develop skills.

In addition, climate change is an enormous challenge for the UK and the world, of which the cost to the Government is expected to reach many trillions of pounds. Personal car use generates 13% of CO2 emissions in the UK; therefore encouraging more active travel such as cycling and walking could reduce the UK’s total carbon emissions and help to contribute to meeting climate change targets. During 2008, monitoring of the National Cycle Network indicated a potential carbon saving of 493,000 tonnes –the equivalent of taking 218,000 cars off the road.⁴

Furthermore, physical activity has been shown to be beneficial for mental health, social skills and employment prospects, educational development and social inclusion.⁵

A major research report for CCPR, *Getting the Ball Rolling* published in 2008, found the following evidence of the benefits of grassroots sport:

- People involved in sport or physical activity are 20-30% less likely to die prematurely and up to 50% less likely to develop major chronic medical conditions.⁶
- Sport and physical activity are the best defence against the rising obesity crisis that sees 62% of adults and 30% of young people either overweight or obese, with a cost to the nation estimated at £7 billion⁷.
- Sport and physical activity have a significant and positive impact on mental health⁸
- Sport and physical activity schemes involving 20,000 13-17 year olds returned a 36% reduction in burglary and an 18% reduction in youth crime in high-risk areas. This is compared to a 6% and 8% reduction respectively in areas that were not covered by the schemes.⁹
- The same schemes led to a reduction in drug offences.

¹ Department of Health (2004) *At Least Five a Week: Evidence on the Impact of Physical Activity and its Relationship to Health*, A Report from the Chief Medical Officer, London, Department of Health. Accessed online at:

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4080994

² The Audit Commission (2009) *Tired of Hanging Around*, London, Audit Commission Publishing Team

³ *Ibid*

⁴ Sustrans (2009), *The National Cycle Network Route User Monitoring Report 2008*, Bristol, Sustrans

⁵ MacDougall (2007) *Towards a better future of youth sport*. Sportsthinktank.com.

⁶ Chief Medical Officer

⁷ Foresight (2007) *Tackling Obesities: Future Choices*, London, Government Office for Science. Accessed online at:

http://www.foresight.gov.uk/Obesity/obesity_final/17.pdf

⁸ Chief Medical Officer

⁹ Youth Justice Board

- Sport and physical activity have a positive impact on educational attainment. Also, where the academic curriculum has been replaced by PE, academic achievement does not decline and in some cases improves.
- The 2001 *Citizenship Survey* found that sport and exercise are the single greatest contributors to social participation.¹⁰
- The *Taking Part* survey (2006) found that people participating in sporting or cultural activities are 20% more likely to know 'many people' in their neighbourhood, and 60% more likely to believe that 'many of their neighbours can be trusted'.¹¹
- Sport and physical activity can make a significant contribution towards environmental sustainability. A quarter of all trips made in the UK are one mile or less – a generally walkable distance – and 42% are within two miles, which is less than the average length of a cycling trip.¹²

These benefits are positive and clear, and CCPR supports any proposal that will ensure that more funding is available to spread them further.

2. Elite Sport

At the elite end of sport, Lottery funding has had a clear, measurable impact. Beijing 2008 was Britain's most successful Olympic Games in 100 years, with 47 medals, 19 of which were gold. The Lottery funding made available to individual athletes through UK Sport's distribution to CCPR members was a catalyst in that success, allowing the professionalisation of elite athletes in the UK. That success continued into the World Athletics and Swimming Championships in 2009, and through to the recent European Athletics Championships in Barcelona. Medal success captures the national imagination and can inspire people to take up sport, but it also presents significant commercial opportunities for national governing bodies which previously relied almost exclusively on Lottery and Exchequer funding. This is a clear return on modest Lottery investment. Improving the amount of Lottery funding available will allow this success to develop further.

There are also sound economic reasons for making more Lottery funding available for elite sport. UK Sport's Major Events Strategy, up to 2012 and beyond, has a clear target of bringing 80 major international sporting events to the UK in the run-up to 2012, and sets further ambitious targets in the years following the London Olympic and Paralympic Games. By using just £16 million of Lottery money, the strategy will bring 17,000 world class athletes to the UK in the next two years, and events that will be watched by 500,000 spectators, and facilitated by 13,000 officials and volunteers. Hosting major international events is good for the local, regional and national economies, and every event that UK Sport supports financially yields a clear return on investment. For example, the return on every £1 of Lottery money invested in the Rowing World Championships in Eton in 2006 was £2.80, while the figure for the World Triathlon Cup in Salford in 2003 was £41.66.

At an elite level, the medal return stemming from modest investment now consistently beats expectations and the rest of the world holds up the UK as the leader in delivering elite sport. And through major events the UK obtains a clear economic benefit, generating a new catchment of volunteers to be retained, inspiring many of the 500,000 spectators to take up sport, and leaving a legacy of world class facilities and high quality infrastructure.

Success at an elite level can also be inspirational, providing role models to encourage more people into sport, and engendering a sense of national pride.

¹⁰ Home Office Research, Development and Statistics Directorate (2003) *2001 Home Office Citizenship Survey: People, Families and Communities*, London, Home Office. Accessed online at: <http://www.homeoffice.gov.uk/rds/pdfs2/hors270.pdf>

¹¹ Department for Culture, Media and Sport (2006) *Taking Part: The National Survey of Culture, Leisure and Sport, Annual Report 2005/2006*, London, DCMS. Accessed online at: http://www.culture.gov.uk/reference_library/publications/3682.aspx

¹² Department for Transport (2004) *Walking and Cycling: An Action Plan*, London, DfT. Accessed online at: <http://www.dft.gov.uk/pgr/sustainable/walking/actionplan/walkingandcyclingdocumentinp5802>

CCPR therefore supports the Government's proposal to return the National Lottery to its four original pillars, thereby making an additional £50 million available for sport. The proposals state that the additional money will be shared among the existing distributors in sport. CCPR welcomes this, and urges the Government to give Sport England and UK Sport as much flexibility as possible to decide how best to distribute the additional money for the benefit of sport as a whole. The distributors and the sports they fund – CCPR's members – are best placed to identify what the key priorities are for each sport and, given the clear social and economic return from Lottery investment under the current system, any ring-fencing of the additional funding could limit its impact.

3. BIG Lottery Fund

CCPR notes that the amount of Lottery funding to be made available to the BIG Lottery Fund will gradually decrease, but is encouraged that BIG will retain a sizeable Lottery budget to continue supporting community and voluntary projects.

As CCPR's response to the recent consultation on the future of the BIG Lottery Fund outlined, funding sporting projects should remain a key purpose of BIG. Sport is the largest single part of the voluntary sector, accounting for more than 20% of volunteers in the UK¹³ and that proportion should be reflected in the balance of projects funded by BIG.

CCPR supports the Government's commitment to ensuring that BIG no longer funds projects which are more appropriately funded by statutory agencies.

4. Wider Funding for Sport

While CCPR's response to the Government's proposals is broadly positive, it carries a weighty caveat. CCPR and its members are, of course, well aware that the recession and measures being taken to secure the economic recovery will severely constrain budgets in almost all sectors. National Governing Bodies are also realistic in recognising that, despite the clear return on public and Lottery investment that sport and physical activity generates, they are not immune from this.

However, CCPR urges the Government in the strongest possible terms not to use this increase in money available through the National Lottery as a reason to cut Exchequer funding. Although the Government will, of course, be looking to make savings wherever possible, its direct investment in sport is very modest compared to most other sectors and the return is clear. A reduction in the amount of Exchequer funding for sport would have a disproportionate impact as CCPR's members deliver so much for so little, and would be likely to lead to job losses, youth programmes being scrapped, to coaching structures being dismantled and a decline in medal success.

The future of sport in the UK is, in many ways, dependent on the years immediately ahead of us. The 2012 London Olympic and Paralympic Games are the single greatest opportunity to inspire a generation to take up sport, but it is crucial that the funding is in place to support the community structures that will be required to sustain a significant increase in participation. Proper funding is also crucial to ensure that the UK remains a world leader in the delivery of elite sport. CCPR therefore supports the Government's proposal to restore the original pillars of the National Lottery, which will bring more money into sport, but will remain vigilant in its determination to see to it that this welcome increase in Lottery funding will not be used as a justification for a reduction in Exchequer funding.

¹³ Office of the Third Sector (2007) *Helping Out: A National Survey of Volunteering and Charitable Giving*, London, Cabinet Office. Accessed online at: http://www.cabinetoffice.gov.uk/third_sector/Research_and_statistics/third_sector_research/~/_media/assets/www.cabinetoffice.gov.uk/third_sector/helping_out_national_survey_2007%20pdf.ashx

CCPR welcomes the opportunity to respond to this important consultation and looks forward to working closely with DCMS to shape the future of sport in the UK. CCPR would be happy to discuss this response in more detail at the appropriate time.

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