

FINANCE COMMITTEE

DRAFT BUDGET 2014-15

SUBMISSION FROM SCOTTISH SPORTS ASSOCIATION

1. The Scottish Sports Association (SSA) thanks the Finance Committee for the opportunity to contribute to this call for written evidence.

2. The SSA is the independent and unified voice for Sports Governing Bodies in Scotland. We represent their interests and currently have 52 full members and 21 associate members. The governing bodies of sport are responsible for the governance, development and delivery of their individual sports and provide a formal structure for over 13,000 sports clubs in Scotland. Many of these organisations are run on a not-for-profit basis and are managed by volunteers. They provide coaching, competition and participation development opportunities to their local communities and most of the 195,000 people who volunteer in sport do so within the club structure. Currently one-fifth of our population participate in sport as a member of one of Scotland's 13,000 sports clubs.

Scottish Government's Overarching Purpose

3. While the ambition of a more successful country with opportunities for all of Scotland to flourish is welcomed, there is an argument to say that there are other means to achieve this, other than simply through increasing sustainable economic growth. Aspects of health, inequality and lifestyle choices are also fundamental to this aspiration, as proposed below.

"To focus government and public services on creating a healthier, more successful country with opportunities and life choices for all of Scotland to flourish, through increasing sustainable economic growth and reducing inequalities."

4. The SSA would support SCVO's statement that "A National Performance Framework (NPF) should only exist if it actually impacts on policy. As the point of any NPF would be to improve the lives of people living in Scotland, it is essential that performance in an NPF actually alters spending decisions and strategies."

Strategic Objectives - Healthier

5. The aim of the 'Healthier' strategic objective is "to help people lead longer, healthier lives." From discussion with Scotland's Chief Medical Officer, Sir Harry Burns, and it is believed that this is a direct quote: the key indicator of life expectancy in Scotland is how physically active a person is – above any other indicator. It is also widely recognised that sport and physical recreation help people to lead healthier lives.

6. As such, it is proposed that the ambition of the 'Healthier' strategic objective be amended to reflect the contribution of sport and physical activity to this vital objective, and to provide a real and much needed focus on prevention, as proposed below.

“Help people to sustain and improve their health and levels of activity, especially in disadvantaged communities, to embed a prevention approach to healthcare and ensuring better, local and faster access to health care.”

7. The contribution of ‘A Healthier Scotland’ to the overall Purpose is: *“by not only raising healthy life expectancy, but also by increasing the productivity of Scotland's workforce, reducing absenteeism, improving public sector efficiency and increasing participation in the labour market by reducing the number of people on incapacity benefit.”*

8. The value as to the contribution of sport is further emphasised by the following:

- the US Surgeon General reported that physical activity ‘reduces the risk of premature mortality in general’¹
- work performance can increase by up to 5% when employees are physically active
- 27% fewer sick days are recorded by physically active employees
- staff turnover can be reduced by up to 15% due to on-site fitness programmes.²

9. While these figures are compelling on their own as to the economic benefits of our nation being more active, the most compelling argument is a very human one, with prevention at its heart:

- It is estimated that increasing physical activity levels by 1% each year for five years would save 157 lives per year, with a positive economic impact of £85million³; while reports specify that the cost of physical inactivity to the NHS in Scotland was £94.1 million in 2010-11⁴.

10. Despite these compelling figures, particularly in relation to the lives that can be saved and in the opportunities for our nation to live longer, healthier and indeed happier lives, the importance of people being active is not currently reflected in those National Outcomes which are identified as having a “focus” within the Healthier Outcomes. The National Indicator for physical activity should be reflected as an identified “focus” target within the ‘Healthier Outcomes’.

11. In addition to the contribution of sport to the ‘Healthier’ and ‘Wealthier and Fairer’ Strategic Objectives, as detailed above, research supports the impact that participation in sport has on all five of the Strategic Objectives.

¹ Surgeon General (1996). *Physical and Health: A Report of the Surgeon General*, US Department of Health and Human Services.

² **sportscotland** Strategy Consultation (2010). *Shaping our plans for the future*.

³ Scottish Executive (2003). *Let's Make Scotland More Active*, Edinburgh: Crown.

⁴ Dr Charlie Foster & Dr Steven Allender, (2012) Costing the burden of ill health related to physical inactivity for Scotland. BHF Health Promotion Research Group: Department of Public Health, University of Oxford

National Outcome – We live longer, healthier lives

12. It is reassuring to note that the National Indicator for increasing physical activity is identified as related to this outcome. However, the benefits of people participating in sport and physical activity are not recognised as factors in delivering this Outcome, nor is the inactivity of the nation recognised as a main challenge to this.

13. The recognition that achievement of this Outcome requires “work across all areas of Government” is welcomed. However, the importance and influence of this Outcome lacks any real commitment to, or focus on, prevention.

National Indicators

14. The recent addition of the new National Indicator to increase physical activity is greatly welcomed.

15. It is also important to recognise the contribution that success in this area can directly have on the following indicators, as research indicates:

- Reduce traffic congestion through increased approaches to and opportunities for active travel
- Improve Scotland's reputation through Scotland's successes in elite/performance sport, through the hosting of the Commonwealth Games, Ryder Cup and a host of other international sporting events and through the significant contribution of sport to Scotland's tourism economy
- Improve the skill profile of the population through individuals attaining and developing new skills through participating and/or volunteering in sport and sports clubs
- Improve people's perceptions of the quality of public services through people having inclusive, affordable and sustainable access to a diverse range of sporting opportunities and sports clubs
- Improve levels of educational attainment through more young people being active within and beyond the school curriculum
- Increase the proportion of young people in learning, training or work through more young people being active and enhancing their life chances
- Increase the proportion of graduates in positive destinations through more graduates participating in sport and enhancing their life chances⁵
- Increase the proportion of healthy weight children through more young people reaping the benefits of being active in the early years as well as increased activity within and beyond the school curriculum
- Increase people's use of Scotland's outdoors through more people being active outdoors and through increased participation in outdoor/adventure sports
- Improve self-assessed general health through the enhanced health and feel-good factor benefits of more people being more active
- Improve mental wellbeing through sport being recognised as a natural remedy to both prevent and enhance mental health and wellbeing⁶

⁵ <http://www.bucs.org.uk/page.asp?section=16992§ionTitle=Graduate+Employability+Research>

- Reduce premature mortality by increasing activity levels and getting the least active people to be active through specifically targeted and resourced programmes
- Reduce Scotland's carbon footprint through increased approaches to and opportunities for active travel
- Increase the proportion of journeys to work made by public or active transport through increased approaches to and opportunities for active travel.

16. The performance of the majority of these Indicators reflects that of the physical activity indicator, ie no change. This creates an argument for increased and targeted investment in sport to increase performance against the physical activity target, as well as further research and targeting as to the impact potential that sport has to contribute to these other identified Indicators.

National Indicator – Increase physical activity

17. The introduction of this new Indicator is greatly welcomed by our members. In order to achieve the target associated with this Indicator (*“50% of adults, and 80% of children aged 16 and under, should be meeting the current recommended levels of physical activity by the year 2022”*), our members would raise the following points:

- Current monitoring arrangements for levels of physical activity are not regarded as sufficient and should be reviewed to provide more robust and detailed information to appropriately monitor trends to inform decision making at all levels
- Recognising that activity levels remain static, there must be renewed focus on all partners working together to get those individuals who are currently inactive into activity. This focus must be supported by new investment in recognition that specific, targeted programmes have proven of greatest success in this regard and, subsequently, that these require new and specific investment
- The recognition of the preventative properties for positive physical and mental health outcomes within this Indicator are welcomed, but these need to be cross referenced into the Health National Outcome and to the related National Indicators. This will help to raise awareness as to the importance and contribution of sport and physical activity and will promote increased cross-departmental working and, vitally, budgeting at both local and national government levels
- It is important to note that the reasons highlighted as to why this National Indicator is important are all health related outcomes – a further strong

^{6 6} Whitelaw S., Swift J., Goodwin A., and Clarke D. (2008) Physical Activity and Mental Health: the role of physical activity in promoting mental wellbeing and preventing mental health problems. An evidence briefing. NHS Scotland, Edinburgh.

⁶ Chief Medical Officers of United Kingdom home countries (2011), *Start Active, Stay Active: A report on physical activity for health*. Available at: http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_128210.pdf

⁶ Biddle S. & Mutrie N. (2001) *Psychology of Physical Activity: Determinants, well-being and interventions*. Routledge. London.

⁶ 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.

- argument that if health is to be the principal recipient of the benefits of increasing physical activity, that health budgets should also be the principal investor to the achievement of these outcomes
- It is disappointing to note that participation levels remain static, despite this being “a key legacy aspiration for the Commonwealth Games”
 - o Of note is the legacy success reported by Scottish Golf in relation to the legacy from the Ryder Cup, whereby £0.5 million has been invested in this ClubGolf legacy per year for the past 10 years. ClubGolf figures for 2012 show:
 - 40,234 Primary 5 children received ClubGolf coaching in school
 - 11,600 individuals made the transition from school to club golf
 - Over 1,500 volunteers support the programme
 - Over 50% of Scottish Golf’s new Junior Membership for 2012 has derived from the ClubGolf programme
 - o It is recommended that the mechanisms to specifically support this Indicator within the Scottish Government’s ‘On Your Marks – a Games Legacy for Scotland’ are revised to reflect some of the current successes being delivered (eg towards the commitment to 2 hours/2 periods of PE per week for every child) while also reflecting greater aspirations, eg an entitlement for every person to be physically literate and physically active (including for people with a disability)
 - Given that approximately 90% of investment in sport in Scotland is through local authorities, it would add priority to the delivery of this Indicator if a further specified role of the Government within this was liaison with local government to ensure that the breadth of sport’s contribution to Scotland is reflected within local government budgets and plans across all local government departments.

National Indicator – Increase people's use of Scotland's outdoors

18. As detailed above, the National Indicator for increasing physical activity is entirely complementary to the National Indicator for increasing people’s use of Scotland’s outdoors. Within this it is important to reiterate Scotland’s internationally-recognised landscape in providing a superb venue for a range of outdoor activities, with consequent benefits for individuals in terms of health, fitness and well-being, and broader benefits for the economy, especially so in rural and remote areas. Strongly linked to this is our also internationally-recognised access legislation which significantly encourages and enables increased outdoor activity.

19. In order to increase people’s use of Scotland’s outdoors, our outdoor landscape must be considered as an asset. Any plans/developments which could have a negative impact on this asset and the potential opportunities and/or likelihood of people taking part in outdoor/adventure sporting activities must be carefully assessed and their potential impact researched.

Sport and the Current Budget

20. The level of investment in sport via the Scottish Budget for 2013-14 is detailed within two lines, as copied below:

Sport – Real Terms	2013-14 Budget (£m)	2014-15 Plans (£m)
Sport	35.4	36.5
Glasgow 2014: delivery of the Commonwealth Games	94.9	161.2
Total	130.3	197.7

Societal Challenges: The Financial Burden

21. Many of society's fundamental health challenges are well versed, although their scale and financial burden, along with the significant contribution that sport makes to these, are perhaps less well highlighted.

Health Issue	Scale	Financial Burden
Obesity	27% of our population are obese (2.7% of which morbidly obese); 63% overweight or obese ⁷ 22% of 6 year olds are overweight or obese, with 9% being considered obese ⁸	£175million per year in Scotland ⁹
(Hip) Fractures	One in two women and one in five men will suffer a fracture after the age of 50 ¹⁰	£1.7billion per year across the UK ¹¹
Diabetes	210,000 affected in Scotland ¹²	£9billion per year across the UK ¹³
Premature Mortality	2,447 people die each year in Scotland due to physical inactivity	2,447 unnecessary deaths per year in Scotland
Mental Health	One in four people will experience a mental health problem at some point in their lives ¹⁴ ; 30% of GP consultations are associated with mental health problems	£8.6billion per year in Scotland ¹⁵ ; 10% of the adult population are on prescribed anti-depressants ¹⁶

⁷ Scottish Government (2010). *Scottish Health Survey 2010 Volume 1: Main Report*. Available at: <http://scotland.gov.uk/Publications/2011/09/27084018/0>

⁸ Scottish Government (2012), *Growing Up in Scotland: Overweight, obesity and activity*

⁹ Scottish Government (2010). *Preventing Overweight and Obesity in Scotland: A Route Map Towards Healthy Weight*.

¹⁰ National Osteoporosis Society (2009). *Osteoporosis facts and figures v1.1*. Available at: <http://www.nos.org.uk/NetCommunity/Page.aspx?pid=328&srcid=312>

¹¹ National Osteoporosis Society (2009). *Osteoporosis facts and figures v1.1*. Available at: <http://www.nos.org.uk/NetCommunity/Page.aspx?pid=328&srcid=312>

¹² Diabetes UK (2010). *Diabetes in the UK 2010: Key statistics on diabetes*. Available at: http://www.diabetes.org.uk/Documents/Reports/Diabetes_in_the_UK_2010.pdf

¹³ Diabetes UK (2010). *Diabetes in the UK 2010: Key statistics on diabetes*. Available at: http://www.diabetes.org.uk/Documents/Reports/Diabetes_in_the_UK_2010.pdf

¹⁴ Chapter 2, Scottish Executive (2003) *Health in Scotland: Report of the Chief Medical Officer*.

¹⁵ Well? What Do You Think? (2002) *A National Scottish Survey of Public Attitudes to Mental Health, Well Being and Mental Health Problems*.

¹⁶ Prescribing of anti-depressant drugs in Scotland between 1999/00 and 2008/09, Information Services Division Scotland.

22. The specific impact and burden of physical inactivity in the UK, and the significant associated benefits of being physically active, are also poorly recognised:

Health Issue	Scale of Physical Inactivity Impact ¹⁷	Financial Burden (UK/year) ¹⁸	Correlation between regular physical activity and reduced risk incidence ¹⁹
Coronary Heart Disease	10.5% of cases in the UK	£117million	20-35%
Colon Cancer	18.7% of cases in the UK	£65million	30%
Breast Cancer	17.9% of cases in the UK	£54million	20%
Diabetes	13% of type 2 cases in the UK	£158 million (type 2)	30-40%
All Cause Premature Mortality	16.9% across the UK		30%

23. 2,447 people still die prematurely each year in Scotland due to physical inactivity. Research shows that regular physical activity can reduce all-cause mortality by 30%.

24. To reiterate this aforementioned Scottish estimate; increasing physical activity levels by 1% each year for five years would save 157 lives per year, with a positive economic impact of £85million.

Bridging the Gap; Changing the Culture

25. In order to achieve our shared vision of a healthier Scotland, where people live longer, healthier lives, a change in culture is fundamentally what is required. There are three principal target groupings with three respective targeted approaches:

1. Proactive, supported intervention programmes need to be targeted to those individuals who are currently not active. Such programmes are supported intervention programmes enabling and encouraging sustainable participation in sport and require to be specifically resourced through new investment

¹⁷ Scarborough P, Bhatnagar P, Wickramasinghe KK, Allender S, Foster C, Rayner M. The economic burden of ill health due to diet, physical inactivity, smoking, alcohol and obesity in the UK: An update to 2006-2007 NHS costs. *Journal of Public Health*. 2011;33(4):527-535.

¹⁸ Scarborough P, Bhatnagar P, Wickramasinghe KK, Allender S, Foster C, Rayner M. The economic burden of ill health due to diet, physical inactivity, smoking, alcohol and obesity in the UK: An update to 2006-2007 NHS costs. *Journal of Public Health*. 2011;33(4):527-535.

¹⁹ Chief Medical Officers of United Kingdom home countries (2011), *Start Active, Stay Active: A report on physical activity for health*. Available at: http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_128210.pdf

2. Early intervention is key to providing all of Scotland's young people with the skills and confidence to engage on a pathway of lifelong participation in sport; if every young person is taught the fundamentals of physical literacy (ie if every child can run, jump, throw, catch and swim) then they have the tools to self-direct their own activity in sport throughout their lives
3. Everyone (including those detailed above and those that are already active) need accessible, affordable and diverse opportunities to participate in sport. In order to maximise the sustainability of this (in addition to the further health, social, skill-development and intergenerational benefits), voluntary sports clubs need to be supported as a key exit route to the targeted programmes and initiatives identified above. As such, voluntary sports clubs need to be celebrated as a key asset to communities and their contribution to our nation needs to be recognised as part of Community Planning; currently the contribution of these clubs is not always recognised by local authorities as a contributor to these National Indicators at a local level.

26. As detailed above, the principal benefits of an increase in physical activity/participation in sport will be towards improvements in health, as well as:

- education (through increased attendance and educational attainment)
- the economy (due to the aforementioned increased productivity in the workforce)
- justice (through increased uptake in sport contributing to diversionary choices for young people).

27. Given that these policy areas will likely benefit most from increases in physical activity/participation in sport, should these departments and budgets not also be the key paymasters to achieving these outcomes?

Further Investment

28. The Scottish Governing Bodies of sport, through the SSA in partnership with the Scottish Sports Alliance, have outlined where further investment in, and prioritisation of, sport could lead to the change in culture required to deliver the outcomes desired within the National Performance Framework and deliver a lasting sporting legacy for Scotland from the Commonwealth Games. Fundamentally these priorities fall into four key headings:

PE and School Sport: moving beyond a minimum of 2 hours/periods of quality PE for all pupils (including those with a disability) towards a commitment to every young person having an entitlement to physical activity and physical literacy; this provides the practical foundation for all our young people to build towards getting fit, having fun and staying active for life.

People: more support for coaches and volunteers including the promotion of employer supported volunteering; new ways are required to enable people to have the time and capacity to engage with and volunteer within their communities – these are the people who enable our nation to participate in

community sports clubs which are the vital link to a pathway to lifelong participation in sport.

Places: better use of existing facilities (including the natural environment), enhanced management of/access to the school estate – including the involvement of **sportscotland** at the initial consideration phase for all new school builds to ensure that the design and development phase of these planning applications maximises the opportunities for engagement with community sport; the school fields, pools, halls and gyms are Scotland’s great untapped sports resource – if we can increase access to, and affordability of, existing and new schools every community can be active.

Performance: continued support for, and investment in, Scotland’s successful performance system; building on our successes in Delhi (2010 Commonwealth Games), Isle of Man (2011 Youth Commonwealth Games) and London (2012 Olympics and Paralympics) towards: Glasgow 2014 (Commonwealth Games), Sochi 2014 (Winter Olympic and Paralympic Games), Samoa 2015 (Youth Commonwealth Games) and Rio 2016 (Olympic and Paralympic Games).

29. Our members are clear that the delivery of the above principles would underpin a change in the culture of sport and physical activity in Scotland which would revolutionise both sport and health in Scotland. These priorities will improve access to, and participation in, sport which can play a significant role in the achievement of many of the overall National Performance Framework targets.

30. To achieve this, we must have the courage to divert investment from other areas of spend in order to achieve greater benefits in the longer term.

Case Study Evidence

31. These case studies demonstrate the benefits of investment of monies from health and justice into specifically identified sports programmes.

jogscotland

Annual NHS Health Scotland investment into Scottish Athletics since 2009:

- £130,000 was invested in 2012
 - o 5,687 new **jogscotland** members
- more than 18,000 programme members since inception in 2009
- over 3,500 Jog Leaders have been trained and receive ongoing support.

Just Add Water

£50,000 of investment from NHS Health Scotland per year to Scottish Swimming

2012-13:

- specific focus on engaging adults aged 45+ in swimming for health, fitness and fun
- engaged 7,500 adults
- focus of sustainable investment on delivery of training to local authority/leisure trust staff in aqua zumba to swimfit.

CashBack for Football Facilities

£400,000 of CashBack money (re-investment of the Proceeds of Crime Act 2002 monies) was invested into a community football club:

- investment was used to install a new FIFA 2 Star and IRB Regulation 22-compliant, multi-use 3G pitch to replace a natural grass pitch
- average weekly head count increased from 30 (old pitch) to 1,066 (new pitch)
- annual head count increased from 1,560 (old pitch) to 55,440 (new pitch)
- provided a true home for the club and for other sports clubs.

CashBack in Scottish Rugby

£200,000 of CashBack money was invested to support CashBack Schools of Rugby in 2012-13 in 26 secondary schools across Scotland through partnerships with local authorities:

- 1,000 S1 and S2 pupils were involved in the programme
- A further 1,600 pupils participated in broader rugby programmes across the 26 schools
- 13% increase in registered players
- 44% increase in rugby teams
- 19% improvement in core rugby skills for S1 pupils
- 18% improvement in core rugby skills for S2 pupils
- 10% improvement in physical competence for S1 pupils
- 15% improvement in physical competence for S2 pupils.

The CashBack School of Rugby at Glenwood High School, Fife reported:

- 66% improvement in attitude
- 46% improvement in behaviour
- 61% improvement in homework.

The CashBack School of Rugby at Carrick Academy, South Ayrshire reported:

- 51% decrease in the number of referrals to Guidance/Senior Management
- 94% of pupils have dramatically increased the amount of merits they were awarded.

Through CashBack for Communities supported work in Aberdeen, Grampian Police has confirmed that they have seen a positive impact on the number of police calls during the delivery of rugby sessions, indicating that sessions are in the right place engaging with the right young people:

“I have noticed a reduction in reported offences on the nights it has run and this has undoubtedly not only enhanced the lives of those that live in the area, but also the lives of the young people taking part in a sport they may not previously have considered.”

Policing Inspector, Grampian Police

Active Schools

*The success of Active Schools has resulted in this former health money being added to **sportscotland**'s mainstream grant to continue to support Active Schools. £11,925,900 was invested through **sportscotland** in 2012/13:*

- 5.1 million Participant Sessions (pupil visits) from 2011/12	13%	increase
- 270,000 Activity Sessions from 2011/12	15%	increase
- 19,000 Distinct Deliverers from 2011/12	22%	increase
- 16,000 Voluntary Deliverers (85% of deliverers) increase from 2011/12	24%	
- 18,000 School/Club Links from 2011/12.	26%	increase

Conclusion

32. The contribution of sport to Scotland's Strategic Objectives and National Indicators, along with the benefit to our nation, is both significant and compelling. This contribution could be better reflected through higher prioritisation and focus throughout the National Performance Framework's supporting documentation.

33. The importance of getting more people more active is evident and will result from a recognition of, and support for, focussed additional investment in sport. In order to make the difference, the following is required:

- A greater approach to cross-departmental working and budgeting to reflect investment today and savings in the future
- Adoption of the Christie Commission's "radical shift towards preventative public spending", particularly in relation to the contribution a proportion of the health budget into sport could make to health budget savings in the future
 - o A version of the 'change funds' specifically targeted at such specific interventions could provide an initial mechanism for this to progress
- Given that 90% of investment in sport is via local authorities, it is vital that they remain key partners in delivering sport and are recognised as such. The contribution of sport to our nation also needs to remain foremost in the minds of our local authority partners in relation to their planning and budgetary decisions.

34. The Scottish Sports Association strongly urges the Committee to consider the evidence presented here in its deliberations. We would welcome the opportunity to discuss this further with the Committee as it considers this call for evidence.