Scotland’s Sporting Chance

A Manifesto for sport in Scotland

A submission to the political parties of Scotland on the future of Scottish sport
This manifesto was written in partnership with

![Scottish Sports Association](image1)

**Scottish Sports Association**

![Scottish Association of Local Sports Councils](image2)

**Scottish Association of Local Sports Councils**

![Scottish Universities Sport](image3)

**Scottish Universities Sport**

These organisations represent a combined sporting constituency of:

- 55 Governing Bodies of Sport
- 17 Associate Sporting Organisations
- 55 Local Sports Councils
- 16 Scottish Universities
- 150,000 volunteers in sport
- 12,000 clubs

In other words, the 900,000 sportsmen and women, young and old, recreational to elite who regularly participate in sport, and those who support them through volunteering their time and effort. The sporting community and all communities across Scotland deserve 'A Sporting Chance'.

**Signed by:**

Brian McKelvie, Chair of Scottish Sports Association

Jim Conn, Chair Scottish Association of Local Sports Councils

Filippo Antoniazzi, Chair Scottish Universities Sport
Scotland’s Sporting Chance

In the development of this manifesto for sport we have been acutely aware of the need to be realistic in our goals due to the current economic circumstances. However, the awarding of the Commonwealth Games to Glasgow has pushed sport to the political fore in Scotland and we urge the future Government to seize this once in a lifetime opportunity and provide Scotland with *A Sporting Chance*.

Sport in Scotland has a golden opportunity to leave a lasting legacy from Glasgow 2014, especially given the unique opportunities presented following the 2012 London Olympics. This manifesto proposes improved statutory protection to ensure Scotland can support and continue to develop its people and places to deliver increased participation and improved performance.

Sport must not be ignored. It’s place in Scottish culture and it’s potential for improved Scottish health is too important.

This manifesto encourages all political parties and the future Scottish Government to give Scotland a Sporting Chance.

It is for these reasons that we have identified the **2011 Scottish Parliamentary Election** as pivotal to sport in Scotland. The party that is delivered to power in 2011 will be the Government that takes the country up to and beyond Glasgow 2014.

As a result, the coming years will present the Government with many opportunities:

- **to improve** the health of the nation through sport;
- **to create** pathways into sport for those currently excluded by ensuring access to fully inclusive programmes and facilities;
- **to provide** coaches and volunteers with the support they deserve and need to continue their excellent work; and,
- **to unite** communities through sport.

Sport in Scotland is not only about the elite stars – it’s about everyone.

Scotland’s Sporting Chance: *A manifesto for sport in Scotland* has evolved out of a recognition by Scottish sport of the key issues that affect all sports in Scotland. Namely:

- **we must** give our children sufficient high quality Physical Education (PE) so they can run, jump, throw, catch and swim;
- **we must** ensure that there are sufficient numbers of qualified supported coaches and teachers;
- **we must** recognise and support the thousands of volunteers who help run our sports; and
- **we must** provide access to quality and affordable facilities for all.

The Government is vital to the success of addressing these issues and plays a key role in keeping them on the political agenda throughout the nation.

Inequality of opportunity still exists within sport and positive action is required to address this issue. Every Scot deserves the opportunity to take part in sport if they so choose. A targeted approach to equality must be a priority to address the under-representation across gender, disability, ethnicity, age and social background.

Sport generates important values such as team spirit, solidarity, tolerance and fair play, contributing to personal development and fulfilment. It promotes the active contribution of citizens to society and thereby helps foster active citizenship.

Government must play a crucial role by supporting sport and using it as a tool to address these wider issues that face the country at large.

Together let’s give Scotland *A Sporting Chance*.

“Sport is part of every man and women’s heritage and it’s absence cannot be compensated for”

Pierre de Coubertin (Founder of the Modern Olympic Games)
Sport more than pays its way

Sport more than pays its own way. In addition to physical and mental health benefits, social inclusion and active citizenship, sport can make a contribution to Scotland’s economy through employment, events, tourism and lead to a reduction in NHS budgets through improved health in the longer term.

- Spending on sport in Scotland contributes approximately 2.7% of the total consumer expenditure in Scotland.
- Sports related employment in Scotland is estimated to be in the region of 45,000 jobs.
- In May 2009, Murrayfield hosted the Heineken Cup Final, the Emirates Edinburgh 7s and the Engage Super League Magic Weekend generating £36 million for the Scottish economy.
- The 2005 and 2007 British Golf Open, held at St. Andrews and Carnoustie respectively, generated almost £100 million for the Scottish economy. In 2010 The Open returns to St. Andrews and in 2014 the Ryder Cup is being held at Gleneagles, which will provide further economic benefits.
- The economic value of sports volunteers is estimated to be worth £247 million annually.
- In 2007, the impact of hosting the Sudirman Cup in Glasgow generated £3.5 million for the local economy.
- Over the course of 2007-08, EventScotland supported countless sporting events that attracted more than 250,000 spectators and were broadcast across the globe, increasing exposure for Scottish sport to a world-wide audience.
- In 2002, the Mountain Bike World Cup was held in Fort William attracting 8,000 visitors generating £600,000 for the local economy. The event has been held there 3 times since and is estimated to be worth £1 million to the Lochaber Enterprise Area.

Leaving a Legacy

As Scotland looks to Glasgow 2014 and the XXth Commonwealth Games Scottish sport recognises the unique opportunity we have to leave a lasting impression that will benefit generations to come.

On your Marks...Get set...Go: A Games Legacy for Scotland sets out the Government’s intentions to ensure we do not miss this chance and the Scottish Sporting Community fully supports these Legacy Plans.

- The Legacy aims to inspire the people of Scotland to be more active and encourages people from all walks of life to participate in physical activity and sport.
- At its creation, the legacy had wide cross-party support and even wider support in the sport and physical activity community. It is the intention of the Scottish Sports Alliance to continue this support and make sure that not only is the legacy a success but the core principles of increasing participation and improving the health of our nation are a resounding success.
- We are by no means complacent of the challenge that faces sport and physical activity in Scotland today, and understand fully the timescales and numbers involved. However starting today we, you, and everyone can help to achieve our sporting goals and reach our potential as a sporting nation.
- As a nation we are proud of our athletes, we are proud of our communities, lets help future athletes today by equipping our children with the basic skills to participate; lets help build stronger communities across Scotland where people of all ages and backgrounds participate in sport and most of all let us build a stronger Scotland.
Global Brand

Scotland is world renowned as a sporting nation, it’s athletes, venues and fans all instantly recognisable in every corner of the globe. As a nation we pride ourselves on our ability to produce world class competitors and our passion for sport continues to attract the greatest of sporting events to our shores.

This selection of international stars and the diversity of their sports is impressive for a population of just over 5 million but is by no means exhaustive.

- **Jim Anderson OBE**, 6 times Paralympic Gold medallist swimmer
- **Nicole Arthur**, 2 times water-ski World Champion
- **Gillian Cooke**, World Champion bobsleigh
- **David Florence**, canoeing Olympic Silver medallist 2008 and World Cup Champion 2009
- **Dario Franchitti**, 2 times Indycar Series Champion
- **Katherine Grainger MBE**, Britain’s most successful female rower with 3 Olympic Silver medals and 4 World Championships
- **John Higgins MBE**, 2009 snooker World Champion
- **Sir Chris Hoy**, triple Gold medal cyclist Beijing Olympics and 2009 World Championships
- **Daniel Keatings**, Britain’s first ever All-round gymnastics medallist 2009
- **Sir Ian McGeechan**, 4 times British and Irish Lions head coach
- **Aileen McGlynn OBE**, 3 times Paralympic Gold medallist cyclist
- **Colin Montgomerie OBE**, 8 times European Order of Merit winning golfer, 2010 Ryder Cup captain
- **David Murdoch**, 2 times curling World Champion
- **Andy Murray**, Top 5 World tennis ranking
- **Shirley Robertson OBE**, 2 times sailing Olympic Gold medallist
- **Ronald Ross**, 1000 goals in senior shinty competition

We can boast state of the art facilities and an outstanding natural environment that is the envy of all.

From Hampden Park to Curl Aberdeen, Gleneagles to Fort William, Scotland has become recognised as the **perfect setting** to host some of the world’s most prestigious events, including:

- Champions League Final.
- European Curling Championships.
- Ryder Cup.
- World Mountain Biking Championships.

Alongside the major international events Scotland is a regular feature on many sporting calendars from badminton to rugby and surfing to sailing. The world recognises Scotland as a country in which to enjoy and participate in sport.

Scotland has increasingly become recognised as an **outdoor sports haven**, with access to some of the finest lochs, rivers, mountains and beaches. Scotland benefits from hosting events such as the O’Neill Cold Water Classic and many other outdoor sports.

This recognition has led to an impressive calendar of sporting events from **2010 and beyond**:

- 2010 Open Championship, **St. Andrew’s**
- 2011 International Children’s Games, **Lanarkshire**
- 2014 Commonwealth Games, **Glasgow**
- 2014 Ryder Cup, **Gleneagles**
3 Reasons to give Scotland a *Sporting Chance*

### 1 Participation Improves Public Health
- 2,447 people in Scotland die prematurely every year due to physical inactivity.
- The risk of colon cancer is 3 times as likely for people who undertake no physical activity.
- Australia estimate that for every 1% of the population that becomes active, 122 deaths from heart disease, non-insulin dependent diabetes and colon cancer could be eradicated.
- The CMO for Scotland, Dr. Harry Burns, stated that "improving [the population] physical activity by even a small proportion will reduce the levels of heart attack and stroke." [CMO Annual Report 2007].
- Sport can help Scotland improve its image as the 'sick man of Europe'.

**Sport can improve the health of our nation**

### 2 Sport Contributes to our Economy
- Sport related expenditure by Scottish consumers in 2004 was **£1.3 billion**.
- Edinburgh hosted 3000 participants from 18 countries for the 17th Air New Zealand Golden Oldies World Rugby Festival in 2008, **contributing £6 million to Scotland’s economy**.
- In 2007, St. Andrew’s hosted the Women’s British Open, broadcast across **26 countries and generating £7.5 million for Scotland’s economy**.
- The 2008 World Cross Country Championships in Edinburgh generated **over £3 million for the local economy**.
- The economic value of sports volunteers is estimated to be **£247 million annually**.

**Money invested in sport is reinvested into our economy**

### 3 Sport Builds strong Communities
- **150,000 adults** volunteer in sport on a regular basis across the country and **30% of the population volunteer** at some point in the year.
- As a diversionary activity, sport is successful in attracting young people away from crime and anti-social behaviour, with some programmes recording a **37% drop in crime**.
- More than **one million people**, 20% of adults in Scotland, are members of at least one of Scotland’s 12,000 sport clubs.
- Sport **breaks down barriers** not only by **bringing communities together**, but through Scottish performances on the world stage generating national pride.

**Sport can promote social cohesion and unite communities**
1 Physical Education & Physical Activity

• Achieve the commitment to deliver a minimum of 2 hours of quality Physical Education per week in all Schools by 2014.
• A commitment to deliver full-time primary school Physical Education specialists and additional physical activity co-ordinators in all pre-school education.
• A commitment to support the Active Schools network especially in secondary schools and to extend to include Active Students and a commitment to its coordination by sportscotland.
• Active promotion of extra curricular school sport/physical activity across Scotland.
• A commitment to look into the feasibility of introducing structured physical activity reports for all primary 7 pupils.

Physical literacy is as relevant as our A,B,C’s and 1,2,3’s

2 People

• Support our 90,000 Coaches and 150,000 Volunteers by giving them free and expedited disclosure checks.
• Recognise the work our Volunteers do across Scotland and promote national recognition standards for volunteers in sport.
• Help more people gain qualifications in sport such as officiating and coaching through the development of an Independent Sports Learning Account.
• Remove barriers to coaching and volunteering by developing a flexible working initiative for those who coach or volunteer on a regular basis.
• Develop a tax credit initiative for those who regularly give up their time to volunteer in various capacities in community clubs.

Break the barriers to volunteering in Scotland

3 Places

• We have the potential to be recognised as a nation with state-of-the art facilities in every community, lets fulfil that potential and open up the school estate to our community clubs.
• The coming years will see demand for newer facilities, lets reduce cost at the outset and promote a multi-sport model.
• We have a vast natural resource to utilise for sport. Let us promote and use our natural environment in a sustainable fashion.
• Let us explore new ways for facility development and transfer of assets. Let’s increase the co-operation between Local Authorities and clubs, some of whom have the capacity to manage their own facilities.

Open our gates to affordable facilities throughout Scotland
Physical Education & Activity

It is widely recognised that today’s children deserve the basics in English and maths, yet despite our children’s entitlement to a physical education, many children across Scotland do not receive sufficient physical education. The opportunity of the next government is unquestionably the greatest Scotland has had to address the injustice our children face in their right to gain the basic literacy skills in physical activity: to run, jump, throw, catch and swim.

In 2007, the majority of parties committed to delivering a minimum of 2 hours quality PE per week delivered by specialist PE teachers. However, in spite of this commitment, there are still schools across the country who are not reaching this target. At a time when 27% of boys and 40% of girls are not active enough to meet health guidelines, it is imperative that this promise is matched with action. We implore the parties to reaffirm their commitment to this target. In addition, we want the future Government to accelerate its delivery by achieving this by 2014.

To enable the children of Scotland to receive their quality PE, we would also stress the importance of having physical education specialists to deliver PE in primary schools. We ask that the parties commit to continued training for PE specialists and ensure that all children of primary school age receive quality instruction at this critical stage of their cognitive development.

We fully support the Active Schools network and are advocates of the positive role it can play for sport. We also believe that the network should be extended to include an Active Students network across HE and FE. With 605,000 young people in tertiary education, getting and keeping these people active is crucial. We ask that the parties renew the commitment they made in 2007 to support Active Schools and extend this to include Active Students in tertiary education.

Throughout school, our children are educated and tested on their maths abilities, educated and tested on their English abilities and educated and tested on their science abilities. We believe that this should be extended to Physical Activity. We recommend that the Government introduce a Structured Physical Education Report for all primary 7 pupils in Scotland.

It is not only our children that we need to educate on the benefits sport can provide to health. In Scotland, 22% of men and 24% of women are clinically obese with 2,447 premature deaths being attributed to physical inactivity. Now is the time for the Government to take immediate action and reverse the trend of inactivity and ill health and rid ourselves of the tag of the ‘sick man’ of Europe.

2 Hours Quality PE Per Week Delivered by Specialist PE Teachers

This is an achievable goal. A 2007 promise that has not been fully delivered. Our children deserve better and it is imperative that they are taught by specialists from the earliest age. The achievement of this policy can be the beginnings of a legacy which delivers good health and well-being for Scotland.

Active Schools and Active Students

Active Schools is making a positive difference to the number of children being active. This network should be strengthened in Secondary Schools and extended to the tertiary education sector. These are the key stages in a young person’s life and regular participation in sport during this time can become habit forming.

Structured Physical Education Report

We are not advocating stringent PE testing, we simply believe that PE should be treated on a level playing field with other school subjects. This report in Primary 7 informs teachers, pupils and parents of the physical literacy of our children.
People

There are some 90,000 coaches and 150,000 volunteers in Scotland who despite their best efforts, still find barriers to their participation in sport. Without these dedicated coaches and volunteers many sports clubs up and down the country would cease to exist. In the 2007 manifestos, coaches and volunteers were largely ignored by the parties. We want to see a firm commitment from all parties to support them in 2011. The work that coaches and volunteers undertake must be supported.

One facet of coaching and volunteering that continually presents a barrier to participation is disclosure checks. Costs of such disclosures must remain free to voluntary organisations and the processing time kept to a minimum. Moreover, if a coach or volunteer wishes to take up an additional role they are often required to repeat the process. This is an example of unnecessary bureaucracy and a significant barrier to participation. The proposed PVG system addresses some of these concerns. We encourage parties to commit to providing coaches and volunteers with free and expedited disclosure checks. Ensure that any new operating system recognises the need to make it simple and effective for the volunteer.

Our clubs and sportsmen and women deserve to have the best opportunities to progress in their field. To ensure that this is achieved we want all parties to commit to the development of an Independent Sports Learning Account. This would help coaches and volunteers meet the cost of training courses which would provide sport in Scotland with better equipped, fully qualified people. This commitment would also demonstrate to coaches and volunteers how valued their efforts are in Scotland.

Coaches and volunteers form the backbone of our community clubs and as such everything in the Governments power should be done to encourage increased participation. To achieve this we want the parties to commit to the pursuit of 2 schemes. Firstly, we believe that we can increase volunteering by introducing a Flexible Working Initiative for those regularly coaching and volunteering with our sports clubs. Secondly, we want the parties to commit to a Tax Credit Initiate providing indirect financial benefits for the efforts of our coaches and volunteers.

With the Commonwealth Games on the horizon we have to provide real support to those who provide dedicated commitment to our sport.

Free and Expedited Disclosure Checks

In an age when data is available at the touch of a button, why are our coaches and volunteers being subjected to outdated processes. It is in the Government’s power to eradicate this bureaucracy and safely introduce a whole new generation of coaches and volunteers to our sports clubs.

Independent Sports Learning Accounts

In almost every other sector of employment, professional advancement is encouraged and subsidised. This is a tool for advancement that should be extended to all aspects of employment and an ISLA would meet this demand.

Tax Credit Initiatives/Flexible Working

The provision of these schemes will encourage current and potential coaches and volunteers to donate their time to supporting those who wish to participate in sport. We want to be making coaching and volunteering as simple and mutually beneficial for all.
Places

As Scotland becomes more active the demand for fully accessible facilities will naturally increase, and as Local Authorities continue to struggle in the current economic climate, the need to cut costs will inevitably make sports facilities an easy target. However, a demand for more facilities does not mean an increased capital spend but a new way of thinking, an opportunity to take a fresh look and community approach to facilities across Scotland.

Everyone in Scottish sports - from the elite performer to the social participant - deserve to practice their sport in the best possible facilities. These must be fully accessible to all sections of the community. Scotland has the potential to deliver these facilities to our sportsmen and women. Up and down the country, thousands of schools lie closed and unused out with school hours. These schools provide ready made facilities for sport. Schools are at the heart of our communities and should be operated for maximum community benefit. We want every party to commit to opening the school estate at affordable prices and provide the gateway to a healthier more active nation.

In order to secure a sporting legacy from the high profile events we must match interest and increase in demand with an increase in the capacity of sports facilities. Costs can be minimised from the outset by promoting a multi-sport model whereby numerous sports are housed in one facility. This can promote a more cohesive way of working across the private, public and voluntary sectors to ensure that the new facilities we develop are fit for purpose, accessible to all and deliver what Scottish sport needs.

In Scotland we are blessed with an abundance of natural resources that can facilitate sporting events. It is important that the associated infrastructure is provided to allow the population to maximise use of the outdoors. This might be something as simple as car parks, toilet facilities or even access paths. Our sports pitches also require investment to make sure they remain fit for purpose, and protected from sale. We want the Government to commit to the protection and promotion of our natural sporting facilities and the associated infrastructure.

We are well aware that these are trying economic times in Scotland. This is an opportunity for the Government to explore new ways of developing and using our existing facilities. This should be an opportunity for increased co-operation between the Government, Local Authorities and our sports clubs. Empower our clubs with community ownership and support them through the development of community specific facilities.

Open the School Estate

The School Estate is Scotland’s sleeping giant. Every school has a gym hall, and playing fields; a potentially rich resource of fully accessible facilities for clubs. Let’s open the gates to affordable facilities at the heart of every community.

Multi-sport Facilities

New facilities often require capital expenditure. However during the current economic climate the next government has the opportunity to promote collaborative working across all sectors to deliver fit for purpose facilities for sport in Scotland. Use of natural environment should be further developed.

Community Engagement

Tough economic circumstances will put pressure on sports facilities across the country. Let’s promote community collaborative management and ownership of facilities across the country. Closure of any sports facility as we prepare for the 2014 Commonwealth Games, and try to improve health, is not an option.
The nation takes pride in the performances of its sportsmen and sportswomen. Scotland has always punched above its weight and recent successes across a wide range of sports justify the investment in the performance network. Over the coming years it is even more important that investment in elite sport continues.

When Chris Hoy won his three gold medals in Beijing the nation rejoiced. When Scotland beat France at Hampden there was a feeling of euphoria across the country. The 29 medal haul from the Melbourne Commonwealth Games gave the nation a sense of pride which was felt by all and touched the whole nation.

Success at this level comes with a price. It is a price worth paying. Not just because it provides the individual athlete with a medal, but the sport, the home town and the nation can all take pride and be inspired. More importantly is the investment in excellence, the wide range of people behind the success and the establishment of a pathway that can support future success. The model in British Cycling is clear for all to see and is now envied across the world by many sports.

At the heart of any performance programme is a coach. Scotland must invest in its best coaches to ensure they have the time and resource to commit to ensure they stay in Scotland and to mentor the next group of coaches.

The demands of elite sport are intense and the athletes require support services of the highest quality. The sportscotland institute of sport network has been at the forefront of developing such services in Scotland. This support must continue and further develop its reach to support elite athletes across the wide range of sports at which Scotland is so successful.

The performance pathway can be a long one. At all stages access to appropriate competition is essential and this becomes even more critical as the athletes and teams make transition to the world stage. Evidence suggests that the first exposure to world class competition is not always successful. It takes time to adjust and improve. These opportunities must be included as the athletes develop.

Continue investment in the sportscotland institute of sport network

The specialist services provided by this network give Scottish athletes that cutting edge that is vital to succeed on the world stage.

Invest in performance coaches

Coaches are key. It is coaches that are the architects of success. Governing bodies of sport need performance managers and national coaches to continue to drive up the standard of coaching and performance.

Competition opportunities

To be the best you have to compete against the best — regularly. Far too often the first taste of world class competition our athletes face is at the major events. Funding and support to access a progressive competition programme is essential.
Manifesto Checklist

This document seeks commitment from the political parties to endorse and invest in sport. During the life of the next Parliament the opportunity to improve the health and wellbeing of the nation has never been greater.

Sport has a pivotal role to play and needs your support. Have you included the following in your manifesto?

☐ A commitment to deliver a minimum of 2 hours quality PE per week for all children in Scotland by the 2014 Commonwealth Games to be delivered by PE specialists in both Primary and Pre-School education.

☐ A commitment to strengthen the Active Schools network in all Secondary Schools and introduce Active Students in the tertiary education sector.

☐ A commitment to look into the feasibility of introducing structured Physical Activity Reports for all primary 7 pupils in Scotland.

☐ The development of an Independent Sports Learning Account to assist coaches and volunteers to gain sports qualifications.

☐ The development of a flexible working initiative for those who regularly coach and volunteer in sport.

☐ Ensure schools are open for community use outside the school hours in the evenings, at weekends and during school holidays.

☐ A Commitment to affordable prices and accessible facilities that rewards the contribution that sport clubs add to the local community.

☐ A commitment to support Local Authorities in producing and implementing a sport strategy that recognises the value of sport to local communities.

☐ Demonstrate commitment to all of the above by considering bringing forward appropriate legislation that safeguards the provision of opportunities for sport and physical activity in Scotland.

The Scottish Sports Alliance is the collective voice of the Scottish Sports Association, Scottish Universities Sport and Scottish Association of Local Sports Councils. For the purpose of this document the primary contact for the Scottish Sports Alliance is:

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