

Sport for Change Research

**For: The Robertson Trust, Scottish Government,
sportscotland and Sport for Change Network**

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CONTENTS

Key Findings i

1. Introduction..... 1

2. What is ‘sport for change’? 5

3. The potential impact of ‘sport for change’ 12

4. Sport for change in Scotland 26

5. Delivering sport for change in Scotland 37

6. Contribution to policy objectives 61

7. Strengthening the approach 69

8. Testing our ideas 77

9. Key themes and recommendations 82

Appendix One: Online survey

KEY FINDINGS AND RECOMMENDATIONS

About the research

The research explored how the 'sport for change' approach could be developed and supported within Scotland. It was commissioned by The Robertson Trust, Scottish Government, **sportscotland** and the Sport for Change Network Scotland. The research was undertaken by Research Scotland.

What is sport for change?

Sport for change is a term which is used in different ways to describe different things. Throughout the course of the research, we explored what sport for change meant to people in Scotland. We jointly developed a definition of sport for change as:

Sport for change: By which we mean using physical activity and sport intentionally to bring about positive benefits for individuals and communities, to address specific needs.

The key considerations in developing this definition were that:

- sport for change is activity which **intentionally** aims to bring about change;
- sport or physical activity is the **tool**, hook or method to bring about change;
- the term 'sport' in this instance is intended to cover both **sport and physical activity** – to ensure it is an inclusive concept; and
- most research participants **liked the term** 'sport for change' and did not agree on an alternative term that better described the approach.

Evidence is that sport and physical activity can bring about change

A review of literature and research around sport and physical activity highlights that they can bring about positive changes in terms of:

- **Preventing** death and diseases;
- **Reducing** health harming behaviours, anxiety, social isolation, depression, suicide, dementia and Alzheimers;
- **Improving** brain health, behaviour at school and engagement in school learning;
- **Developing** team work, social and communication skills;
- **Building** social capital, connectedness and sense of belonging; and
- **Making savings** for the NHS.

Sport for change can contribute to national and local policy priorities. It can help to support wellbeing and resilience in communities, which is an important aim within the Active Scotland Outcomes Framework. And it can contribute to policy priorities around physical and mental health; education and progression; tackling crime and antisocial behaviour; community cohesion; and economic development.

The sport for change approach in Scotland

Our survey of organisations delivering sport and physical activity in Scotland found that:

- **25%** used sport or physical activity to bring about benefits for individuals and communities
- **6%** only wanted to increase participation and performance in sport
- **69%** used sport or physical activity both to bring about benefits and to increase participation and performance.

Most activity focused on work with young people. Organisations were using sport and physical activity to:

- get people active and healthier;
- increase confidence and self-esteem;
- develop skills for life, learning or work;
- tackle isolation;
- reduce crime and antisocial behaviour; and
- engage hard to reach groups.

What works

The key success factors in effectively using a sport for change approach were:

- a team of committed, passionate and inspirational staff (and volunteers);
- understanding community and individual needs;
- taking an inclusive approach;
- adopting a youth work or community development approach;
- working jointly with others;
- consistency and sustainability of approach; and
- a clear intention to bring about change through sport and physical activity.

Support needs

The key challenges and barriers were:

- funding and resources in a competitive environment;
- evaluation and demonstrating outcomes;
- fragility of staff and volunteer teams;
- the perceived low priority of sport for change work; and
- challenges around joint working.

The three most commonly highlighted support needs related to funding, building capacity and sustainability, and evaluation. Many said that they found it challenging to measure the impact they were having. Organisations experienced particular challenges around having the capacity to take time to reflect and the skills to undertake evaluation.

Recommendations for action

Talking about 'sport for change'

The words we use to describe how to use sport and physical activity for positive outcomes are tricky. While sport for change was seen as a pragmatic and broadly acceptable phrase, there was recognition that it was not ideal – due to perceptions of 'sport' and the fact it doesn't immediately make clear that physical activity is included.

There is a need to:

- agree a common language and intended outcomes – this would consolidate the outcomes framework developed with research participants (which is included at section 8 of this report);
- raise awareness of these intended outcomes; and
- support the gathering of evidence against these outcomes and collate evidence at Scottish level to demonstrate impact of the approach.

Leadership

Leadership was identified as a clear priority for action, to drive forward the sport for change approach in Scotland. Most importantly, leadership is required to raise awareness of the current and potential contribution of sport and physical activity to change; encourage and support organisations to use a sport for change approach; and link sport for change with national and local priorities, frameworks and systems.

There is a need for the Scottish Government, **sportscotland** and others to:

- provide clear support for sport and physical activity as tools of change;
- integrate the new sport for change outcomes framework within the Active Scotland Outcomes Framework;
- provide clarity more broadly on how sports participation can contribute to the Active Scotland Outcomes Framework;
- raise awareness of the sport for change approach and the role it can play in achieving outcomes, across local and national organisations; and
- take action to firmly place change within the sporting sector and system for sport.

Networking

This research found a high level of interest in networking opportunities which brought together delivery organisations aiming to bring about change through sport and physical activity – including very small grassroots organisations. The purpose of these networking opportunities would be to enable organisations to share practice, receive training and support collectively and to promote joint working.

Importantly, the networking opportunities should link with existing related networks of sport, physical activity and outcomes focused organisations, to ensure that they complement – and don't duplicate – other activity. We suggest a review of the form and function of the existing Sport for Change Network in Scotland. The creation of additional sustainable and effective networking and support opportunities would

need to be accompanied with some resources and would need to be co-ordinated by an individual or organisation, to ensure clear responsibility.

Supporting effective delivery

The main areas of support required were around:

- Funding – accessing funding, describing the sport for change approach, linking with key priority areas such as obesity and attainment.
- Sustainable organisations – building capacity, working with staff and volunteers, finances, organisational structure – to ensure that quality of delivery is high and aligned to the desired outcomes.
- Using a sport for change approach – understanding what works, how to achieve change, clarity of purpose around connections to the outcomes they are best placed to achieve, learning from others.
- Evidence – how to align with outcomes and report against these effectively, providing guidance and tools for different settings.

Support resources should be offered, linked to the outcomes framework, to enable organisations across the spectrum to engage and achieve as much change as possible.

Connecting funding opportunities

Finally, the research highlighted the need for a clearer funding environment. There is a need for:

- more information about the funding available to support using sport and physical activity to bring about change;
- better connections and signposting between funding streams;
- promotion of the sport for change approach to ensure funders understand its potential benefits (and how it is different from traditional sports activity);
- support for organisations to complete funding applications; and
- greater consistency in the evidence collated by funders around achievement of outcomes – potentially aligned to the new outcomes framework.

1. INTRODUCTION

About this report

- 1.1 This report sets out initial findings from our research exploring 'sport for change' in Scotland. The research was commissioned by The Robertson Trust, Scottish Government, **sportscotland** and the Sport for Change Network Scotland. The research was undertaken by Research Scotland.

Research aims

- 1.2 The research aimed to explore how 'sport for change' as an approach to deliver social impact for individuals and communities can be developed and supported within Scotland.
- 1.3 The research explored three main themes:

The existing evidence base for the impact of sport for change as an approach

- What evidence currently exists around the impact of sport for change? Are there gaps and how can we fill them?
- How can sport for change practitioners be better supported to deliver impact and to evidence the difference their work is making?
- Is there a broad set of outcomes that can be adopted for use by sport for change initiatives?

The current sport for change landscape in Scotland

- What is the current scope and nature of work being delivered in Scotland under the banner of sport for change?
- Can we identify and highlight common elements of good practice within sport for change delivery?
- What are the key elements of a sport for change approach that make it different from other approaches delivering sports?
- What barriers do practitioners face in trying to deliver sport for change initiatives?
- What support is currently available to organisations hoping to develop a sport for change approach?
- How does sport for change align with both the Scottish Government Active Scotland framework and Scotland's world class system for sport?

The future sport for change landscape in Scotland

- What needs to be done to raise awareness and understanding of sport for change as an approach with both sporting and non-sporting partners?
- What support needs to be provided?
- How might sport for change best support delivery of Scottish Government policy and priorities, including health, justice and education?
- What would a robust, well networked sport for change sector look like and what support is required to help this develop?

- Where might leadership and advocacy roles sit within a strengthened sector?

Method

1.4 This research involved six main stages.

An online survey

- 1.5 We issued a survey to organisations delivering sport and physical activity in Scotland. This included sports clubs and organisations, Scottish Governing Bodies for Sport, Community Sports Hubs, Active Schools co-ordinators, local authorities, NHS Boards, colleges and universities, environmental and outdoor organisations, equalities organisations, voluntary organisations, housing associations, charities, community organisations and social enterprises. We received lots of support in distributing this survey, for example through **sportscotland**, Scottish Government, The Robertson Trust and Sport for Change Network members.
- 1.6 The survey explored the reasons for delivering sport and physical activity, the intended outcomes, target groups and support requirements. A total of 660 responses were received. A copy of the survey is included as Appendix One. A note outlining the profile of survey respondents is included as Appendix Two.
- 1.7 It is important to note that the survey was not distributed to teachers. The Research Advisory Group discussed involving teachers in this research but decided not to due to the size of the sector and the permissions required to contact staff within schools – which would have impacted on the research timescales. However strategic education organisations were involved in the research.

Telephone interviews

- 1.8 We held a series of telephone interviews with:
- 19 organisations funding and supporting sport for change activity in Scotland (with one of these providing a written response instead of a telephone interview);
 - 7 members of the Sport for Change Network, who are delivering and supporting sport for change activity in Scotland;
 - 28 organisations delivering sport and physical activity in Scotland – either using a sport for change approach or not (with one providing a written response instead of a telephone interview); and
 - 9 people who were facilitating joint working around sport for change in Scotland through their community planning partnership (with three of these providing a written response instead of a telephone interview).
- 1.9 We held a total of 63 interviews or discussions. A note of the profile of organisations involved in the interviews is included as Appendix Three.

Focus groups and information sessions

1.10 During the course of the research, it became clear that many groups and networks wished to participate. We therefore held focus group sessions at which we presented some themes emerging from our very early findings, and encouraged discussion and debate on these. These sessions involved:

- **sportscotland staff** – Approximately 50 individuals involved in activity including club and community sport, Community Sport Hubs, Active Schools, Scottish Governing Bodies, local authority partnership managers, coaching, volunteering development and physical education.
- **Active Scotland officials** – We met with six individuals from the Active Scotland team within the Scottish Government.
- **Scottish Government policy officials** – We met with eight individuals from different policy areas within the Scottish Government, to reflect on sport for change.
- **COSLA Sport, Art and Culture Committee** – Approximately 20 elected members and MSPs from across Scotland attended this committee, including the Cabinet Secretary for Culture, Tourism and External Affairs and the Minister for Public Health and Sport.
- **National Strategic Group for Sport and Physical Activity, Planning Group** – We met with seven individuals from this group, involving representatives from strategic national organisations with an interest in sport and physical activity.
- **Funders** – We met with ten individuals from organisations funding sport for change activity across Scotland (and the UK).
- **Sport for Change Network** – We met with ten members of the Sport for Change Network, to discuss initial findings from the survey and telephone interviews, and gather views and reflections from the group. We also met with the Sport for Change Network again to discuss the draft report.

A literature review

1.11 We reviewed literature relating to sport for change, with a specific focus on evidence from, or appropriate to, the Scottish context. Recognising the significant amount of international research into sport for change and sport for development, we focused our literature review on exploring what sport for change means in Scotland; what evidence there is about impact of sport for change in Scotland; and evidence about successful approaches, barriers and challenges when using sport for change within Scotland. This involved a review of relevant published information, and we also gathered information from research participants, including evaluations and case study evidence. The evidence from the literature review is woven into each chapter of this report, as relevant.

Regional and online workshops

1.12 We held three regional workshops, open to everyone who had participated in the initial stages of the research. The workshops were held in Glasgow, Edinburgh and Perth, and involved a total of 72 participants. The workshops

allowed time for reflection on initial findings, and detailed discussion of key issues around sport for change outcomes and support requirements.

- 1.13 After the workshops, we produced a note of the discussions and circulated it to all those who attended or who indicated that they wanted to hear more about these discussions. We asked people for feedback on the revised language, outcomes framework and support options discussed at the workshops. This feedback was incorporated into this report.

Reporting

- 1.14 A draft report was produced and considered by both the Research Advisory Group and the full Sport for Change Network. This final report takes account of the feedback received.

2. WHAT IS 'SPORT FOR CHANGE'?

Introduction

- 2.1 This chapter explores what the term 'sport for change' means in the Scottish context. It draws on our review of literature, and our telephone discussions and focus group discussions with people delivering, funding and supporting sport and physical activity across Scotland.

The literature on sport for change as an approach

- 2.2 There is very little literature explicitly exploring the concept of 'sport for change' specifically, either in Scotland or further afield. Reviews so far have suggested that there is a lack of awareness in Scotland about what 'sport for change' is, and the positive impact it can have for individuals and communities¹.
- 2.3 Key organisations using the term 'sport for change' in the UK include The Robertson Trust, Sported, Comic Relief and the Scottish Government (through the CashBack for Communities programme which has a specific 'sport for change' funding strand).

"Sport for Change refers to sports based activities which are intentionally used to deliver a broad range of social impacts for individuals and communities and to address inequalities."

The Robertson Trust, Sport for Change Briefing, 2015

- 2.4 Across the UK, Comic Relief uses the term 'sport for change' to refer to sport as a tool for social change – to help people reach their goals and fulfil their potential, as well as deliver long-term benefits to the wider community. It emphasises the ability of sport to bring out the best in people and change lives. It does not explicitly define sport for change, but talks about the power of sport and the changes it can bring about.
- 2.5 Other organisations use the term 'sport for change' to describe some aspects of their work. For example, the Dame Kelly Holmes Trust uses 'sport for change' as the title for one of its projects, which pairs athlete mentors with young homeless people, developing vital life skills.
- 2.6 A wide range of other terms are used across the UK to describe how sport can be deliberately used to bring about change. These include 'sport for development', 'sport for social development', 'sport for good', 'sport for social good' and 'sport for communities'.

¹ [The Robertson Trust, Sport for Change Briefing, 2015](#)

2.7 The term 'sport for development' is used by many in England. For example, the Sport for Development Coalition is a loose coalition of around 60 organisations, largely operating in England but including some with a UK wide focus. The Coalition has taken a collective decision to use 'sport for development' as the term to describe their work collectively. However, each member of the Coalition still uses different terminology to describe what they do. For example, Comic Relief continues to use the term sport for change in its own work.

2.8 Interestingly, while the Sport England strategy for 2016 to 2021 places a clear focus on using the power of sport to tackle inactivity and achieve wider benefits, it does not use a specific term to describe this. Instead it describes the work in a range of ways including focusing on "the benefits that sport can bring to people and society". It uses words to describe the outcomes and changes it wants to bring about, without describing this way of working as a specific approach.

"Our focus in the future will be on the benefits that sport can bring to people and to society, built around a simple set of outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development."

Foreword from Tracy Crouch, MP, Sport England: Towards an Active Nation

2.9 'Sport for development' or 'sport for social development' are terms which are also commonly used to describe the use of sport to drive social change, community development and to foster peace and understanding. Definitions, for example that used by the United Nations, emphasise the importance of *intentional* use of sport to achieve *specific* aims.

"Sport for Development and Peace refers to the intentional use of sport, physical activity and play to attain specific development and peace objectives, including, most notably, the Millennium Development Goals (MDGs)."

Introduction to Sport for Development and Peace, [United Nations](#)

2.10 Some terms are used to describe particular types of change or outcome. For example much work involves young people, and the terms 'sport based youth development' and 'youth development through sport' are often used to describe this type of work.

2.11 A range of terms are also used to talk more broadly about the power that sport has to bring about change (whether it is intentionally being used for social change or not). Some talk about the 'power of sport' to bring about change, often drawing on the words of Nelson Mandela.

"Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand."

Nelson Mandela, 25 May 2000

“Sport has an incredible power to create social change...harnessing the power of sport and physical activity to bring about positive changes in society.”

Power of Sport, Sports Marketing Network

- 2.12 Other similar terms include talking about the ‘social value of sport’ or the ‘social benefits of sport’. These terms are often used to describe the changes that sport can bring about naturally or intrinsically, as part of participation in sport.
- 2.13 Some have suggested different terms to enable us to separate the nature of change brought about through sport. For example, Coulter² described the different ways organisations use sport to bring about change as:
- **Sport plus organisations** – Their core activity is sport, which is used and adapted in various ways to achieve broader social issues – such as empowerment, equality, fitness and health and life skills.
 - **Plus sport organisations** – Social development organisations which place much more emphasis on sport as a means to an end, using sport’s ability to bring together large numbers of young people to achieve non-sporting outcomes.
- 2.14 Coulter is very clear that it is difficult to keep a strict division between plus sport and sport plus organisations, because in reality there is a continuum of programmes and a range of activities, and differences are not so clear cut.
- 2.15 Generally, the terms used focus very closely on ‘sport’. The term ‘sport’ is often not defined within these phrases. In Scotland, **sportscotland** adopts the Council of Europe definition of sport, which is broad and inclusive and values sport at all levels.

“Sport means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competitions at all levels.”

Council of Europe, 2001

“Physical activity is a general term used to describe any movement of the body that uses energy. This deliberately broad definition means that virtually all types of activity can be beneficial including: exercise, sport, play, dance and ‘active living’ such as walking, cycling for transport, housework, gardening and work.”

[NHS Health Scotland](#)

- 2.16 While sport is widely recognised to have positive benefits, as discussed above, it is important to note that there is some research which shows

² Discussed in both Coulter and Taylor, Sport for Development Impact Study, 2010 (University of Stirling) and Coulter, Sport-In-Development: A Monitoring and Evaluation Manual, undated

negative views towards sport. For example, research commissioned by **sportscotland** showed some negative attitudes towards sport among young minority ethnic people³ and young women⁴. Research has also found both positive⁵ and negative⁶ attitudes towards physical activity among some young people.

Views from key stakeholders

- 2.17 This research involved exploration of what the term ‘sport for change’ meant to people delivering, planning and funding sport and physical activity. Views were gathered through 63 telephone interviews and seven discussion groups.

Awareness and use of the term ‘sport for change’

- 2.18 Most of the research participants indicated that they liked the term ‘sport for change’. However, many had not heard of or used the term before participation in this research (including those who were clearly intentionally using sport or physical activity to bring about positive impacts). Some organisations used their own terms to describe their work which aimed to bring about social benefits, such as “football for life”.
- 2.19 A number of participants indicated that ‘sport for change’ was often used to cover a wide range of different ideas and concepts, resulting in some feeling that it was often misused. For example, some felt that it was used as a catch all term to describe sport activity, rather than specifically to describe sport and physical activity as tools for change.

“It is a paradigm at the moment. There is not a consensus yet.”

Telephone interview with community organisation

- 2.20 Some compared the term ‘sport for change’ with other terms used to describe similar ideas. Many felt that ‘sport for change’ was more useful than the term ‘sport for development’ which some felt could be confused with ‘sports development’. This was a particularly important issue for those working most closely within the sporting network in Scotland.
- 2.21 In focus group discussions, we used some of the terminology developed by Coulter around sport plus and plus sport organisations. Many participants valued the concept of a continuum moving from a sport focused organisation, through to those incorporating wider outcomes in their work (sport plus) through to those focusing on social outcomes and using sport as a tool (plus sport). Some felt that this offered reassurance that sport was legitimate in its own right. Others were concerned that the opposite of ‘sport plus’ could be ‘sport negative’, feeling that the terminology could have negative connotations

³ **sportscotland** (2001) [Sport and Minority Ethnic Communities: Aiming at Social Inclusion](#)

⁴ **sportscotland** (2003) Increasing Demand for Sport and Physical Activity for Adolescent Girls in Scotland

⁵ Glasgow Centre for Population Health (2011) Public Attitudes to Physical Activity in Glasgow

⁶ Nelson, Benson and Jensen (2010) [Negative Attitudes Towards Physical Activity](#), Jan/Feb 35:1

for those focusing largely on sport and physical activity rather than wider outcomes.

- 2.22 Finally, some research participants felt that there was a need to be cautious about the terms we use. Some felt that using terms that were very closely defined may encourage silos of work, and that a specific definition of 'sport for change' could exclude people who are delivering important benefits but don't necessarily identify with the approach.

Inclusion of physical activity

- 2.23 Many expressed concern about using the word 'sport' without explicitly including 'physical activity'. Even though **sportscotland's** definition of sport includes all physical activity, many research participants felt that there was a clear distinction between sport and physical activity, and that individuals had very different perceptions of these terms. Some were concerned that the word 'sport' could disengage some, particularly the most inactive, older people or those with previous poor experiences of sport. Some felt that it had connotations of competition, elite performance and exclusivity. Some suggested that terms such as 'sport and physical activity for change', 'activity for change' or 'active lives for change' may have more positive connotations.
- 2.24 However, some felt that it might be appropriate to focus more on 'sport' than 'physical activity' and were comfortable with the definition. Some, often those delivering sport for change activity and identifying with the approach, suggested that there may be something unique about sport that can bring about benefits which cannot be brought about through physical activity.
- 2.25 Others expressed concern about the inclusion of physical activity as they felt that the term would then be very broad, covering a wide range of activity and organisations.

Intentionality

- 2.26 There were also varying views on the extent to which the activity had to be explicitly and intentionally 'for' change, or whether it could be a positive by-product of sporting activity which was focused more on participation.

"It's the change that we're really interested in, and sport is the vehicle for that change."

Telephone interview, national agency

"By participating in sport we're going to change the culture."

Telephone interview with Active Schools lead

- 2.27 Most research participants felt that 'sport for change' was intentional activity designed to effect change, and at least involved some recognition of working to wider outcomes.

“From the outset of the project you have a purpose to the sport that isn’t about developing sports skills. It’s using sport as a focus but with a bigger goal – and you have to have that bigger goal.”

Telephone interview with youth organisation

- 2.28 A number of research participants discussed the benefits which can come about for individuals through sport, which may not be intentional. Most who discussed this felt that ‘sport for change’ was not about the fact that people can develop in some way through sport, but instead was about addressing a particular gap, need or issue. Some were very clear that ‘sport for change’ is not a by-product of sport and physical activity.

“Sport for change is utilising sport as a vehicle for personal development, community or economic development. It is about the wider outcomes, not the taking part or progressing in sport... The key elements are to focus on wider outcomes rather than sports development outcomes.”

Telephone interview with Leisure Trust

- 2.29 However, some research participants highlighted that it is currently unclear what outcomes are being achieved through participation. Some felt that if explored, some participation activity could fall into the concept of ‘sport for change’.

Sport as a tool

- 2.30 Many research participants highlighted that a core component of ‘sport for change’ is that sport is the tool, hook or method. These participants felt that it is the change that is important, and the activity that supports or brings about the change is irrelevant as long as it works. Many indicated that sport was “secondary”, the tool to address an outcome.

“Sport for change isn’t about developing athletes, it’s about developing individuals and communities.”

Telephone interview with voluntary organisation

“It’s not about being the best at sport, it’s about being the best you can be.”

Telephone interview with voluntary organisation

- 2.31 However, some indicated that wider change could be something which is instinctively done as part of community sports provision, and not always articulated. Many also indicated that there was a strong link between their participation activity and their wider activity. Many working with grassroots and community organisations felt that volunteer led and very small organisations were not always aware of the benefits they were achieving, but could be delivering outcomes that could be associated with sport for change.

“The sport and change are not separate items on a checklist – it is done for all the benefits. It’s a rounded package.”

Telephone interview with Leisure Trust

2.32 Finally, a small number of people indicated that they felt 'sport for change' was mainly about focusing on equality and removing barriers to participation.

Summary

2.33 Most of the research participants indicated that they liked the term 'sport for change'. However, many had not heard of or used the term before participation in this research. Some indicated that the term 'sport of change' was often used to cover a wide range of different ideas and concepts.

2.34 Most research participants felt that 'sport for change' was intentional activity designed to effect change, and at least involved some recognition of working to wider outcomes.

2.35 There were some key questions about:

- whether the term should explicitly refer to physical activity; and
- how to ensure that small, grassroots and volunteer led organisations are not disengaged from the 'sport for change' concept because of a need to talk about intentionality and impact.

3. THE POTENTIAL IMPACT OF 'SPORT FOR CHANGE'

Introduction

- 3.1 This chapter explores the existing evidence about the potential impact of 'sport for change' – the difference that it can make. It reviews the available literature as well as exploring existing (largely qualitative) evidence available from those using a 'sport for change' approach in Scotland.

The available evidence

- 3.2 There is a wealth of literature around sport and physical activity. The evidence about the impact of sport and physical activity can be organised around five main themes:
- physical health;
 - mental health;
 - education, learning and employability;
 - reducing crime and antisocial behaviour; and
 - economy.
- 3.3 There is more evidence about some areas than others. And in some instances (particularly in the fields beyond health) there is a gap in evidence about the changes that can be brought about through sport and physical activity.
- 3.4 While there is some good qualitative evidence about the impact that some approaches used in Scotland can have on positive outcomes, this link is not always proven through robust, quantitative research demonstrating clear change over time.
- 3.5 As part of this research, we gathered evaluations, reports, case studies and other evidence from sport and physical activity organisations to demonstrate outcomes and impact. Organisations were very helpful in providing us with information. However, most of the information provided focused on:
- enjoyment of the activity;
 - delivery of the activities – what was done, when and how; and
 - outputs of the activities – number of participants, volunteers etc.
- 3.6 Some evidence of outcomes was provided through case studies. However, these had not been collated or reviewed to draw out key themes. Overall, very little evaluation was outcomes focused. Where information was outcomes focused, it generally sat across different themes – in term of health, personal, community and social benefits.
- 3.7 Building an evidence base about outcomes is challenging, and the types of change taking place are complex in terms of measuring change, attributing

change and exploring sustained change over time. While there is clear evidence that sport and physical activity can bring about many positive outcomes, more work is required to build the evidence base about the impact that sport and physical activity can have.

Physical and mental health

Research linking sport and physical activity to physical health

- 3.8 Physical health is one of the most developed areas of research in relation to the impact of sport and physical activity. There is a range of research which highlights the positive relationships between physical activity and various aspects of health.⁷
- 3.9 Warburton, Nicol and Bredin⁸ explored the evidence on the health benefits of physical activity. They found that existing research showed evidence that regular physical activity is effective in the prevention of premature death and the prevention of chronic diseases including cardiovascular disease, diabetes, cancer, hypertension, obesity, depression and osteoporosis.
- 3.10 There is also research that suggests that those participating in sport or physical activity are more likely to display positive health behaviours. For example, research carried out by the University of Strathclyde⁹ found that there was evidence to suggest young people engaging in high levels of sport or physical activity were less likely to use drugs, and that male and female students reporting participation in sports teams were less likely to smoke or use illegal drugs.
- 3.11 Research has also shown that physical activity (particularly walking) can reduce the risk of hip fracture¹⁰. There is also evidence that falls can be reduced among older people involved in physical activity¹¹.
- 3.12 Coalter (2005)¹² points out that sport and physical activity are not the only answers to widespread health issues, and that diet, lifestyle, and poverty also have a part to play. However, he also states that “there are clear health gains to be obtained by a general increase in regular physical activity, especially among the least active”.

⁷ Warburton DER, Nicol CW and Bredin SSD (2006b), ‘Prescribing Exercise as Preventive Therapy’, Canadian Medical Association Journal, vol. 174, issue 7, pp.961-974; Game of Life, How Sport and Recreation can help make us healthier, happier and richer, Sport + Recreation Alliance.

⁸ Warburton DER, Nicol CW and Bredin SSD (2006b), ‘Prescribing Exercise as Preventive Therapy’, Canadian Medical Association Journal, vol. 174, issue 7, pp.961-974

⁹ A review of the literature on sport and physical activity in relation to drug misuse prevention and adolescents, Forrest, Joan and Connelly, Graham (2003)

¹⁰ Feskanich, Flint and Willett, Physical Activity and Inactivity and Risk of Hip Fractures in Men, April 2014

¹¹ Rose, The Role of Physical Activity in the Prevention of Falls for Older Age, WHO International Paper

¹² The Social Benefits of Sport, Professor Fred Coalter, sportscotland, 2005

Evidenced outcomes:
Prevention of premature death
Prevention and treatment of chronic diseases (diabetes, coronary heart disease, stroke, cancer)
Reduction in health harming behaviours (drugs, smoking)
Reduction in hip fracture and falls

Research linking sport and physical activity to mental health

- 3.13 There is less research into the impact of sport and physical activity on mental health than physical health. However research suggests that sport and exercise can have a positive preventative and therapeutic benefit for mental health and wellbeing. This can help reduce the risk of developing mental ill-health and be beneficial in treating mental illness.
- 3.14 For example, participation in one-off sessions of physical activity can result in a reduction in anxiety levels and feelings of increased wellbeing.¹³ Sport and exercise in an organised context can also provide a social element which can help tackle feelings of isolation, often associated with poor mental health.¹⁴
- 3.15 Studies have also shown that sport and exercise can reduce the risk of depression and suicide. Participation at a moderate intensity can reduce the risk of developing dementia by 30%, and may have even more of an effect in relation to Alzheimer's.¹⁵
- 3.16 For young people too, research has found that children and young people taking part in sport, have fewer mental health, emotional, behavioural and peer-relationship problems and demonstrate more positive social behaviours.¹⁶

Evidenced outcomes:
Reduction in anxiety and improved feelings of wellbeing
Reduced social isolation
Reduced depression and suicide
Reduced risk of dementia and Alzheimer's

Evidence from practice in Scotland around physical and mental health

- 3.17 As part of this research, lots of projects provided evidence of levels of participation in physical activity. Some projects also reported wider improvements in physical activity levels as a result of initial intervention. However, few reported on outcomes in terms of physical or mental health. Most were not yet set up in a way which focused on evidencing the outcomes that they brought about. However, evidence from some organisations which were focused on intentionally bringing about change through sport and physical activity highlighted some positive outcomes:

¹³ Exercise and mental health, Beneficial and detrimental effects, JS Raglin, 1990

¹⁴ The Social Impacts of Engagement with Culture and Sport, Peter Taylor, Larissa Davies, Peter Wells, Jan Gilbertson and William Tayleur, March 2015

¹⁵ Social Return on Investment in Sport: A participation wide model for England, Summary Report, April 2016.

¹⁶ Taylor *et al* (2015). A Review of the Social Impacts of Culture and Sport. DCMS.

- Street Fit reported evidence that participants were cutting down on harmful behaviours such as drug and alcohol use, due to an increased sense of self-worth, formation of supportive networks and general increase in health consciousness. Attending Street Fit was felt to improve mental health through increased self-confidence and increased social interaction and reduced social isolation.
- Street Soccer found that 96% of participants reported improvements in their fitness. 42% said that attendance at weekly drop in sessions was their only access to sport and physical activity. 46% had reduced their substance misuse or intake. 82% of Street Soccer attendees had improved their confidence and self esteem and 56% simply said the activity made them feel good.
- The Active Families Programme in North Lanarkshire increased children's activity levels and engaged parents in their child's physical activity. There was evidence of positive impacts on learning, skills and interest in physical activity. Many parents stated that their child's physical activity had increased.

Education, learning and employability

Research linking sport and physical activity to education, learning and employability

- 3.18 There is some evidence to suggest that involvement in physical activity can lead to improvements in academic attainment. However, the question remains among researchers as to whether participation in sport leads to academic success, or whether academic intelligence leads to success in sport, or if in fact, it is a third factor, in relation to personality traits.¹⁷
- 3.19 Coalter, in his 2005 paper *The Social Benefit of Sport* concluded that although there was evidence for a positive, contributory relationship between participation in sport and improved academic performance, it was inconclusive. However, there were indications that there was no negative effect and that sport does bring about wider physical and emotional benefits.
- 3.20 More recently, a research paper for **sportscotland** in 2013¹⁸ concluded that while the positive association between physical activity or sport participation and academic attainment in schools is commonly claimed, there was little evidence to support this.
- 3.21 There is research which suggests that increasing physical activity and fitness may improve academic performance¹⁹. In particular, research has shown that time in the school day dedicated to physical activity may facilitate academic

¹⁷ Shephard RJ, 'Habitual Physical Activity and Academic Performance', Nutrition Reviews, vol.54, issue 4, pp.32-36

¹⁸ Mansfield, Kay and Meads (2013) Evidence Review: Understanding the value of sport and physical activity in tertiary education

¹⁹ Hillman CH, Erickson KI, Kramer AF. Be smart, exercise your heart: Exercise effects on brain and cognition. Nature Reviews Neuroscience. 2008;9(1):58–65.

performance. A recent systematic review of literature²⁰ explored the effects of school based physical activity interventions on academic achievement and cognitive outcomes. A large majority of the studies reviewed showed positive results in terms of academic achievement and cognitive skills.

- 3.22 Available evidence suggests that maths and reading are most influenced by physical activity, which depend on basic cognitive functions related to attention, memory and brain health. For example, Strong et al²¹ found that improved cognitive and brain health were associated with physical activity.

Example:

A 12-week study with 243 schoolchildren aged nine, and ten found that daily 10 minute physical activity breaks significantly increased their classroom behaviour by 8% on average (or 20% higher for the least 'on-task') and those who took a break without being active demonstrated a 3% reduction in on-task behaviour.²²

- 3.23 More widely research suggests that involvement in sport and physical activity can lead to developing personal skills such as self-esteem, confidence, discipline, resilience, and time-management. Evidence about these outcomes is often demonstrated in programme evaluations, rather than through academic research studies.

Example:

The UK-based 'Sky Sports Living for Sport' project is based on the premise that any and all forms of "structured exercise" can be used to help students develop discipline, confidence, self-esteem and self-awareness.

Independent research by Chrysalis Research (2014)^{23 24} found that young participants had self-reported changes in themselves since participating in the Living for Sport programme. They included

- 91% of participants improved in self-confidence and self-esteem.
- 88% of participants engaged more in school life.
- 84% of participants engaged more in learning.
- 81% of participants behaviour in school improved.
- 92% of teachers felt Sky Sports Living for Sport had a strong impact on the development of team work skills.
- 90% of teachers felt Sky Sports Living for Sport had a strong impact on the

²⁰ Mura G et al, Effects of School-Based Physical Activity Interventions on Cognition and Academic Achievement: A Systematic Review, *CNS Neurol Disord Drug Targets*. 2015;14(9):1194-208.

²¹ Strong WB, Malina RM, Blimkie CJ, Daniels SR, Dishman RK, Gutin B, Hergenroeder AC, Must A, Nixon PA, Pivarnik JM, Rowland T, Trost S, Trudeau F. Evidence based physical activity for school-age youth. *Journal of Pediatrics*. 2005;146(6):732–737.

²² Mahar MT, Murphy SK, Rowe DA et al. (2006), 'Effects of a Classroom-based Program on Physical Activity and on-task Behaviour', *Medicine and Science in Sports and Exercise*, vol.38, pp.2086-2094

²³ Commonwealth Advisory Board on Sport (CABOS). *CABOS Report*. 2006, found in Literature Reviews on Sport for Development and Peace, Commissioned by Sport for Development and Peace International Working Group, Secretariat, Toronto, Canada, 2007

²⁴ <https://livingforsport.skysports.com/what-we-do/proven-results>

development of social skills.

- 89% of teachers felt Sky Sports Living for Sport had a strong impact on the development of communication skills.

3.24 Employability refers to achievements, skills and potential to obtain a job. A review of the value of sport and physical activity in further and higher education found that employability is not a concept which is often used in academic circles and that the evidence about the relationship between sport, physical activity and employability is extremely limited²⁵. The review found just two studies, which were classed as low quality for the purposes of evidencing employability outcomes. However, it is often talked about in Scotland in terms of people's progression. Research undertaken by BUCS in 2013²⁶ found that engaging in sport had an impact on the salary and skills of graduates. It found that the average salary of graduates who engaged with sport at university was almost £6,000 higher (18%) than those who did not, and that more than half of graduates said sporting involvement helped them to develop team work and leadership qualities in the workplace. These skills were also recognised by employers, with 94% identifying a clear link between university sport participation and valuable skills and strengths in potential employees.

Evidenced outcomes:
Improved brain health
Better behaviour in school
More engagement in school life and learning
Team work, social and communication skills

Evidence from practice in Scotland around education, learning and employability

3.25 As part of this research, projects using sport and physical activity intentionally to bring about change in the field of education, learning and personal skills development provided some evidence of success:

- An evaluation of the Champions in Schools programme run by Winning Scotland found that there were improvements in goal setting abilities and perseverance.
- Kingdom Off Road Motorcycle Club evaluated its summer programme. It found that participants began behaving and performing better at school due to the strong incentive of attending the sessions. A small number also increased their school attendance.
- An evaluation of SSF Shell Twilight Basketball found that 88% had learned new things, 62% had increased confidence and 61% had more confidence to work with others. The SSF Active East programme got young people into accredited training and development opportunities,

²⁵ Mansfield, Kay and Meads (2013) Evidence Review: Understanding the value of sport and physical activity in tertiary education

²⁶The Impact of Engagement in Sport on Graduate Employability, BUCS, 2013

which had positive impacts on personal development, and also strengthened social networks.

Example: Scottish Football Association School of Football

The School of Football approach was designed to develop social and academic skills of secondary pupils (mainly S1 and S2). Information from two Schools of Football in 2014/15 shows that it had a positive impact on:

- Ability to work with others
- Problem solving and decision making
- Planning and preparation
- Communication
- Confidence
- Behaviour and attitude.

Data showed that there was better school attendance among School of Football participants compared to their overall year group.

Example: Ocean Youth Trust

Ocean Youth Trust supports young people who are disadvantaged or disengaged on sailing outings to build skills and inspire positive change. It found that:

- 94% of participants improved their confidence – with other positive changes in how people felt about meeting new people and problem solving;
- 100% of participants gained accreditation – in listening, speaking and working with others, as well as a sailing specific qualification; and
- 81% of participants felt more positive about themselves.

3.26 There was also some evidence around progression to employment. For example, the Active East evaluation highlighted that participants moved into employment, apprenticeships and volunteering as a result of the programme.

3.27 Street League has a wealth of research about the impact it has around employability. It is a UK wide sport for employment charity, supporting 16 to 24 year olds to move into employment using the power of sport. In summary in 2015/16 it:

- supported 1,281 people into jobs, training and employment;
- 55% of those going into employment sustained their employment for at least 6 months; and
- 81% of participants were from the 40% most deprived areas.

Example: Scottish Rugby Union

Scottish Rugby Union has a ladder of progress which it supports people through from youth coaching (which is CashBack funded) through to modern apprenticeships (not CashBack funded) and potential employment. A number of young people have moved through this progression pathway.

Example: Employability – Celtic FC Foundation

Of the 40 participants who started a Gateway to Employment programme with Celtic FC Foundation, 30, (75%) moved into a positive destination. Of these, 15 moved into employment, four into higher education, eight into paid training and three into volunteering. The partnership with SCVO and Celtic Football Club has meant that the project has been able to identify real employment opportunities.

Reducing crime and antisocial behaviour

Research linking sport and physical activity to reducing crime and antisocial behaviour

- 3.28 In his 2005 research²⁷, Coulter described the use of sport to address issues of antisocial behaviour and crime as “the oldest rationale for public investment in sport” based on the idea that sport can either divert young people from crime or rehabilitate those who have offended.
- 3.29 Much of the literature on the links between increased sport and physical activity and reduced crime, delinquency and vandalism focus on young people. Any interventions are designed to prevent them entering the criminal justice system at a young age, which is associated with an increase in future offending²⁸.
- 3.30 Research indicates that activity can lead to increased self-esteem, developing relationships and social skills and foster discipline and teach commitment - values that could lead to modified behaviour among those who have previously committed crimes²⁹. However, Coalter noted that despite this assumption that an increased sense of self-esteem and self-respect through participation in sport will contribute to a reduced likelihood to participate in criminal activities, there has not been any research to demonstrate a connection between the two.³⁰
- 3.31 Coalter (2005)³¹ outlines ways in which this can happen. For example:
- young people at risk are removed from their environment to mix with positive role models;
 - sport provides an alternative to educational underachievement and low self-esteem;
 - sport encourages the development of self-discipline;
 - sport provides an antidote to boredom and promotes a positive use of leisure time; and

²⁷ The Social Benefits of Sport, Professor Fred Coalter, sportscotland, 2005

²⁸ Burton, J.M. and Marshall, L.A., (2005). Protective Factors for Youth Considered at Risk of Criminal Behaviour: Does Participation in Extracurricular Activities Help? *Criminal Behaviour and Mental Health*, Volume 15, Issue 1, Pages 46-64.

²⁹ The Social Benefits of Sport, Professor Fred Coalter, sportscotland, 2005

³⁰ The Social Benefits of Sport, Professor Fred Coalter, sportscotland, 2005

³¹ The Social Benefits of Sport, Professor Fred Coalter, sportscotland, 2005

- sport addresses the need for adventure, excitement and autonomy, which might otherwise be expressed via antisocial behaviour.

3.32 While there may be a connection between sport for change and a reducing crime rate, the exact relationship between the two is not clear. There is little longitudinal evidence to show the real impact of sport on offending or reoffending.

Example:

The Youth Justice Board (2001) monitored over 100 summer 'splash' schemes that provided sports activities for 20,000 13-17 year olds in 2000. The research reported a 36% drop in domestic burglary and 10% reduction in 'youth crime'. While the authors acknowledged that the data does not prove Splash had successfully reduced crime in these areas, it does at least show crime fell significantly in areas where there were interventions.³²

Evidenced outcomes:

Personal and social development skills which may impact on offending behaviour

Evidence from practice in Scotland around reducing crime and antisocial behaviour

3.33 As part of this research, just one organisation provided clear evidence that it was intentionally using sport and physical activity to bring about positive change. Evidence from Scottish Sport Futures (SSF) showed that most young people (77%) would have been participating in less healthy activities such as playing computer games, doing nothing or watching TV if not taking part in Shell Twilight Basketball through SSF. Over half (52%) said their involvement had resulted in them being in less trouble with the police, and 75% said it had helped them and others stay out of trouble.

3.34 An evaluation of the SSF Active East programme reported that projects had brought people together, addressed issues of territorialism and reduced instances of antisocial behaviour.

Example: Scottish Sports Futures

Evidence from Police Scotland in Lochgelly (Fife) shows a 25% decrease in calls relating to antisocial behaviour following the launch of Twilight basketball in 2014. Comments from stakeholders reinforce this. Police Scotland saw a clear reduction on the night the activity takes place, as well as an overall reduction of antisocial behaviour calls.

³² A literature review of the evidence base for culture, the arts and sport policy, Janet Ruiz Social Research, Research and Economic Unit, Scottish Executive Education Department

Community development

Research linking sport and physical activity to community development

3.35 Research commissioned by Sported³³ over three years, measured the impact of sports intervention on communities. The research noted the role for sport and physical activity in:

- providing a safe and neutral space to meet and interact especially for young people for whom territoriality can be an issue;
- building a sense of belonging through neighbourhood participation;
- helping people from different backgrounds get to know each other and dispel 'myths'; and
- building social capital through involvement in volunteering and leadership roles.

3.36 Volunteering can play an important role in creating new networks and relationships, bringing together people from diverse backgrounds who might not otherwise have met. The vast majority of sports clubs in Scotland are voluntary organisations, and the majority of coaches – particularly those involved in grassroots participation and developmental levels, work in a voluntary capacity (Vaga Associates, 2006)³⁴.

Example:

A nine-month study of young people's (aged 16-19) sports projects in the Millennium Volunteers programme (Eley and Kirk, 2002)³⁵ found increases in measures of community-orientation, leadership skills and feeling better about themselves.

3.37 There is also some evidence showing that sport can help build up social capital, acting as a 'social glue' by increasing social connectedness and a sense of belonging. Positive outcomes include reduced social and ethnic tensions, and more collective action and community involvement through sport".³⁶

Evidenced outcomes:

Building social capital, connectedness and sense of belonging

Encouraging volunteering

³³ Sported (Substance), Sportworks, 2012

³⁴ Vaga Associates (2006) "Coaching Scotland: Research report No.103" Edinburgh: sportscotland

³⁵ Eley, D and Kirk, D (2002) 'Developing Citizenship through Sport: The Impact of a Sport-Based Volunteer Programme on Young Sport Leaders', *Sport, Education and Society*, 7 (2), pp151-166.

³⁶ A Review of the Social Impacts of Culture and Sport, Department for Culture, Media and Sport, 2015)

Evidence from practice in Scotland around community development

- 3.38 As part of this research, some organisations provided evidence of making a difference around community development as a result of their sport and physical activity work. An evaluation of the Community Sport Hub programme found that the Hubs had provided opportunities for local people to take up volunteering roles, and they were positive about the skills, knowledge and qualifications they developed.
- 3.39 An evaluation of the Champions in Schools programme found that participants improved their team working skills. The evaluation reported that these skills would impact participation in sport, school and the wider community.
- 3.40 An evaluation of the SFF Active East programme suggested that funded projects were successful in bringing communities closer together. The programme also connected different youth and sport groups together, through volunteering and networking activities.

Economic development

Research linking sport and physical activity and economic development

- 3.41 There are two key points in relation to sport and its impact on the economy. The first relates to saving money, with those participating in sport likely to be in better physical health and less likely to need medical intervention. The second point relates to income generation, where sport related spending contributes to the economy through sporting events and merchandise.
- 3.42 Research conducted by the Scottish Parliament Information Centre (SPICe)³⁷ reported that there are cost savings to the NHS from health improvement by people who are more active. They noted the following statement from the Scottish Government (2011).

“Increases in sport and physical activity can... have significant public health benefits, delivering savings to the NHS - a 1 [%] increase in sport and physical activity would yield a £3.5m saving each year from coronary heart disease, stroke and colon cancer alone. It will also lead to improvements in people’s wellbeing.”

- 3.43 In 2005, Coalter stated that the estimated cost to the NHS in Scotland of treating illnesses attributed to obesity is approximately £170m per year and that sport was therefore a good health and economic investment.
- 3.44 Direct sports-related consumer spending contributes over £1.8 billion a year to the Scottish economy and accounts for over 51,000 jobs. Similarly, sports related tourism, particularly around golf, generates money for the Scottish economy. For example, in 2002, around 300,000 UK visitors took holidays in Scotland, specifically for golf, generating around £105m.³⁸

³⁷ Scottish Government (2011c) “Renewing Scotland: The Government’s Programme for Scotland 2011 – 2012” Edinburgh: Scottish Government, referenced in SPICe Briefing, Community Sport , 2012

³⁸ SPICe Briefing, Community Sport , Suzi McPherson, August 2012

- 3.45 In 2012, Sported commissioned research to attempt to assess the impact and value of the sport for development sector as a whole in the UK, across a range of policy measures. This research drew on the sector's shared measurement system developed by Sported. It involved projection and forecasting of impact, and monitoring of ongoing performance. This tool showed that sport for development was projected to reduce the risk of participants experiencing a range of social problems by between 4.5% and 19.2%. The research then attributed a value to these outcomes, in terms of financial savings to society.
- 3.46 The initial phase of the research involved exploring the outcomes that sport delivers best. Then nearly 4,000 projects were reviewed over a six month period, to identify the risk of participants facing negative outcomes, and the risk reduction which could be attributed to sport. This showed:
- Reduced substance misuse – risk reduction of 19%
 - Reduced crime and antisocial behaviour – risk reduction of 16%
 - Increased wellbeing – risk reduction of 14%
 - Improved educational attainment – risk reduction of 13%
 - Improved fitness – risk reduction of 7%
 - Reduced levels of young people who are NEET (not in employment, education or training – or in need of more chances and choices) – risk reduction of 7%
 - Improved educational attendance – risk reduction of 5%.
- 3.47 The research suggested that there was an average saving of £4,174 per participant, per annum. The biggest savings were projected in relation to reduction of substance misuse, crime and antisocial behaviour. It is important to note that this was a pilot assessment, and a first attempt to assess the impact and value of the sector as a whole.

Evidenced outcomes:
NHS savings
Supporting jobs in Scotland

Summary of evidenced outcomes

3.48 The main outcomes of sport and physical activity highlighted in the literature are outlined below. It is important to note the varying levels of research undertaken within these outcome areas, with the strongest research around the link between sport and physical activity and physical health.

Evidenced outcomes:	
Prevention of premature death	Physical health
Prevention and treatment of chronic diseases (diabetes, coronary heart disease, stroke, cancer)	
Reduction in health harming behaviours (drugs, smoking)	
Reduction in hip fracture and falls	
Reduction in anxiety and improved feelings of wellbeing	Mental health
Reduced social isolation	
Reduced depression and suicide	
Reduced risk of dementia and Alzheimer's	
Improved brain health	Education, learning and employability
Better behaviour in school	
More engagement in school life and learning	
Team work, social and communication skills	
Personal and social development skills which may impact on preventing offending behaviour	Tackling antisocial behaviour
Building social capital, connectedness and sense of belonging	Community development
Encouraging volunteering	
NHS savings	Economy
Supporting jobs in Scotland	

Summary

- 3.49 There is lots of literature around the role, value and impact of sport and physical activity. Academic research is well developed around impact on physical health, with a range of research highlighting the positive relationship between physical activity and health. This includes preventing premature death and diseases, preventing falls and hip fractures, supporting recovery and encouraging positive health behaviours – such as reduced substance misuse. While most evidence from Scottish projects focuses on activity and enjoyment, there is some good evidence about reductions in substance misuse as a result of sport and physical activity.
- 3.50 There is slightly less research around impact on mental health, but there is some evidence that sport and physical activity can reduce anxiety, increase feelings of wellbeing, tackle social isolation, reduce depression and reduce the risk of dementia and Alzheimers.
- 3.51 The evidence around the link with education, learning and employability is questionable, and there is little evidence to support a positive relationship. However, there is some evidence that sport and physical activity can develop confidence, self-esteem, social skills and discipline, and wider evidence that physical activity (particularly during the school day) improves brain health, memory and attention. There is very limited evidence around employability. However, there is some evidence from the sector around the development of skills and better attendance and behaviour at school.
- 3.52 While there is evidence that sport and physical activity can develop personal and social skills that may lead to modified behaviour, the exact relationship with reductions in antisocial behaviour and offending is not clear. There is some evidence from organisations working in Scotland of reductions in antisocial behaviour following participation.
- 3.53 There is some evidence that sport can build social capital and encourage volunteering. And there is clear evidence that sport and physical activity can deliver savings to the NHS and support jobs in Scotland.

4. SPORT FOR CHANGE IN SCOTLAND

Introduction

- 4.1 This chapter sets out our findings around the use of the 'sport for change' approach in Scotland. This is based on our survey of organisations delivering sport and physical activity in Scotland, and follow up telephone discussions.
- 4.2 It is important to note that this research does not aim to provide a comprehensive map of all 'sport for change' activity in Scotland. It aims to provide a flavour of the range of activity taking place.

Using the sport for change approach

- 4.3 We explored sport for change activity primarily through a survey of organisations delivering sport and physical activity in Scotland. This survey was distributed through a wide range of networks (see Chapter One for details). A total of 660 survey responses were received.

Category	Number	%
Voluntary, charitable, community or social enterprise organisation	244	37%
Sports club	107	16%
Local authority	102	15%
Leisure Trust	56	8%
Scottish Governing Body for Sport	43	7%
Community Sports Hub	25	4%
National public sector organisation or agency	17	3%
NHS Board	15	2%
Private sector organisation	10	2%
Representative or membership body	10	2%
College or university	9	1%
Other	22	3%
Total	660	

- 4.4 The responses provide a flavour of views across different sectors and fields. The survey was deliberately short, simple and anonymous to encourage the maximum number of responses. However, it is important to note that the responses provide a partial picture. While the response from Scottish Governing Bodies for Sport appears positive, a relatively small number of sports clubs responded, given that there are potentially 13,000 sports clubs operating in Scotland³⁹. A number of responses from sports clubs indicated that organisations were strongly reliant on volunteers, and had limited time to participate in research, which may have impacted on the response level from this group.

³⁹ Sportscotland, [Sports Clubs in Scotland](#), 2001

Reasons for delivering sport and physical activity

- 4.5 The survey explored why respondents were delivering sport and physical activity. Given the range of interpretations of the term ‘sport for change’ we wanted to explore how people would express their reasons for delivering sport and physical activity, without having to align specifically with a ‘sport for change’ approach.
- 4.6 We asked two related questions. First, we asked respondents to select all the reasons that they delivered sport and physical activity. Then, we asked them to select the main reasons. The table below sets out the reasons that respondents gave for delivering sport and physical activity.

Reason	One of the reasons	Our main reason
Increasing participation	91%	41%
Developing sporting skills or performance	71%	9%
<i>Sports participation or performance</i>		50%
Getting people active	95%	15%
Making people healthier	93%	9%
<i>Activity and health</i>		26%
Increasing confidence and self esteem	92%	8%
Developing skills for life	79%	5%
Tackling isolation and building community cohesion	56%	3%
Reducing crime or antisocial behaviour	50%	2%
Developing skills for learning	63%	1%
Engaging hard to reach groups	60%	1%
Developing skills for work	52%	>1%
Supporting victims of crime, abuse or trauma	15%	>1%
Helping people to access services	37%	>1%
<i>Wider social outcomes</i>		20%

Profile of respondents

- 4.7 There were differences in how different types of respondent answered this question. We looked in detail at the proportion of organisations citing their main reason as a reason beyond participation and performance – to get people active, healthy or achieve wider social outcomes. The proportion varied significantly depending on the type of organisational.
- **11%** of sports clubs
 - **40%** of Leisure Trusts, local authorities and Community Sports Hubs
 - **70%** of voluntary organisations
 - **100%** of NHS respondents (although this was a small number).

Increasing participation

4.8 The largest proportion of respondents (41%) stated that their main reason for delivering sport or physical activity was to increase participation. The reasons for focusing on participation included:

- it being a clear, measurable objective;
- it being a funding criteria or factor they were monitored against;
- the requirement to increase participation to ensure club sustainability;
- the need to maintain player numbers to sustain a team; and
- the desire to address inequalities in participation for certain people, including young women, people with additional support needs, or lesbian, gay, transgender and bisexual people.

4.9 At least half of the respondents who said that increasing participation was their main reason for delivering sport or physical activity said that through increasing participation they hoped to bring about wider benefits. These wider benefits, largely around getting people active and bringing positive physical and mental health outcomes, were often described as ‘by-products’, ‘spin offs’, ‘secondary benefits’, ‘supplementary benefits’ and things that happened ‘by default’ or ‘incidentally’.

“As a Sports Governing Body this is what our funding is there to support. A by product of what we do however is improving health, getting people active, developing sporting skills and increasing sports performance, developing skills for life, increasing people’s confidence and self esteem, building community cohesion and engaging where we can with hard to reach groups.”

Survey response, Scottish Governing Body for Sport

“It’s about increasing participation, physical activity and wellbeing.”

Telephone interview, sports club

4.10 A minority of those who chose increasing participation as their main reason stated that some of their activity was intentionally about wider social outcomes, but they had chosen increasing participation as it was an aim which fell across all of their activity and was more generic.

Example: Huntly Sports Club

Under the umbrella of the Huntly Development Trust there are activities that are focused on change and benefits for people. For example, the Trust runs cycling and walking programmes which are not competitive and are focused more on wider community benefits.

Health and activity

4.11 A quarter of respondents said that their main reason for delivering sport and physical activity related to getting people more active and healthier. Here, many people talked of the importance of physical activity and the role it plays in helping inactive people to become active. Many saw physical activity as more accessible than sport. A small number were concerned that the focus of

some funding and support organisations on 'sport' meant that it was difficult to access support to run physical activity including dance.

"Physical activity in any format is good for health. We need to completely remove the sport focus and talk about activity. Sport appeals to only a few and is often based on competition rather than collective action and wellbeing. Sport is often about being good at something or better than others, whereas walking, gardening play and generally enjoying being active is open to all."

Survey response, community organisation

- 4.12 Many respondents talked about the evidence base around the role sport and physical activity can play in bringing about positive health outcomes. In some cases, activity had been directly established in relation to particular issues – for example to address requests from a local GP for more activities in the community; to support people with chronic conditions to manage their health; or to support children to maintain a healthy weight.

Example: Angling Development Board of Scotland

The Angling Development Board of Scotland aims to get more people into angling, and to get more people outdoors. As part of this, the organisation works with young people, disabled people, soldiers and women who have had a mastectomy to bring about a range of positive benefits such as reduced stress, improved mental health, integration into society or education and improved physical health.

Wider social outcomes

- 4.13 A fifth of respondents said that their main reason for delivering sport and physical activity related to a wider change. Most of these focused on developing confidence, self-esteem and life skills. Very few respondents selected options related to tackling wider issues in society. For example, just 3% of all respondents focused on tackling isolation and community cohesion; 2% on reducing crime and antisocial behaviour; and less than 1% on supporting victims of crime, abuse or trauma.
- 4.14 Many respondents talked about the benefits of sport in bringing people together, particularly for people who may experience isolation such as older men, people with mental health issues or disabled people. Respondents also highlighted the role of sport in developing skills for life, including concentration, following instruction, communicating and forming relationships.
- 4.15 Respondents who used sport to tackle crime and antisocial behaviour highlighted that sport could help reduce divisions between gangs, reduce crime rates, reduce temptation to participate in risky behaviour and introduce strong role models.

Example: StreetGames

StreetGames aims to get more young people from areas of deprivation and young people facing disadvantage into sport. It works with young people aged 12 to 25. It aims to change young people's lives through sport and volunteering, addressing

disadvantage, crime, mental health, confidence and employment.

“Sport is used as a tool to drive non-sport outcomes.”

Example: Personal Development - Youthworx

The Youthworx project in South Lanarkshire aims to improve the confidence, attainment levels and aspirations of young people. It engages a mix of young people. Some are at school and some are disengaged from the school environment. Young people take part in training and then lead dance and football activities in local primary schools.

Summarising how you use sport and physical activity

4.16 To follow up this question, we then asked survey respondents to summarise how they used sport and physical activity, giving three options:

We want only to increase participation and performance in sport	We use sport or physical activity to bring about benefits for individuals and communities	We use sport or physical activity both to bring about benefits and to increase participation and performance
6%	25%	69%

4.17 Most said that they used sport and physical activity both to bring about benefits for individuals and communities, and to increase participation and performance. Again, there were variations between different types of organisations:

- The proportion of respondents only wanting to increase participation and performance was highest for Scottish Governing Bodies for Sport (21%), sports clubs (16%) and Community Sports Hubs (12%).
- The proportion of respondents only using sport to bring about benefits for individuals and communities was highest for NHS respondents (73%), voluntary organisations (43%) and community organisations (33%).

4.18 Interestingly, while 25% of respondents from local authorities indicated that they used sport only to bring about benefits for individuals and communities, this reduced to 5% for respondents from Leisure Trusts.

Commentary from interviews

4.19 Telephone and focus group discussions explored these issues in more detail. An important issue which arose related to the fragility of many grassroots sporting organisations. Many felt that often sports clubs operate using volunteers, who haven't always been supported to articulate their intended outcomes. Some cautioned that while activity may not initially appear to fit within the 'sport for change' approach, it was important to find out more about the outcomes and changes delivered within those initially indicating that they mainly focus on sports participation. Grassroots organisations may need

support to understand what change they want to make, or are already making, in their communities.

How sport and physical activity is targeted

- 4.20 We wanted to find out more about those who said that they were using sport or physical activity to bring about benefits for individuals and communities (whether this was their only aim, or part of their work). We asked more detailed questions of the 94% of survey respondents who said that they were using sport or physical activity in this way. The remaining 6% who only used sport and physical activity for participation or performance were asked a smaller number of different questions, which are explored later.
- 4.21 We asked respondents if they were using sport or physical activity to address specific needs among the communities or individuals they worked with. This was to help us to understand how much work was targeted at addressing a particular issue from the outset.
- **66%** said their work addressed specific needs
 - **34%** said their work did not address specific needs.
- 4.22 Voluntary organisations, Leisure Trusts, local authorities, Community Sports Hubs, Scottish Governing Bodies and NHS respondents were most likely to say that they were addressing a particular need (from 76% to 60% respectively). However, when we analysed how respondents described the needs they were addressing:
- voluntary and community organisations were most likely to talk about particular social issues that their work intended to address; and
 - local authorities, Leisure Trusts, Community Sports Hubs and Scottish Governing Bodies often talked about the need being a barrier to accessing leisure facilities, rather than a wider social issue.
- 4.23 Respondents explained that their knowledge of these needs came from:
- **Statistical data** – For example from the Scottish Index of Multiple Deprivation and other government reports.
 - **Their own research or evaluation** – A smaller number of organisations had done their own research, for example local surveys.
 - **Community engagement** – Many mentioned speaking with people in their communities, to help them to understand local needs. In some cases this involved planned engagement sessions, and in others organisations mentioned the anecdotal evidence gained from everyday interactions with participants and community members.
 - **Partnership** – Several organisations stated that they exchanged knowledge through partnerships and networks, which helped raise awareness of needs and issues.

- 4.24 We also asked respondents whether they had specific target groups they wanted to bring about change for.
- 66% said yes
 - 34% said no.
- 4.25 Local authorities, Leisure Trusts, voluntary organisations, community organisations and Scottish Governing Bodies were most likely to have specific target groups. Community Sports Hubs, NHS respondents and sports clubs were less likely to.
- 4.26 Detailed analysis of the target groups that respondents focused on demonstrated a very strong focus on young people. Of those who had a target group:
- 61% focused on young people
 - 23% focused on women or girls
 - 20% focused on people with additional support needs
 - 13% focused on older people
 - 13% focused on people with health issues
 - 9% focused on people living in disadvantaged areas
 - 6% focused on inactive people.
- 4.27 There is some cross-over between these groups, with some respondents focusing on people falling into more than one of these groups, and others having more than one target group.
- 4.28 Within the 61% focusing on young people, the strongest focus was on 12 to 18 year olds (37%). Only a very small number of organisations focused specifically on 0 to 5 year olds (3% of those focusing on young people).
- 4.29 Here, a number of respondents indicated that there was a significant gap in participation between the most and least affluent young people, and emphasised that it was important to make sure everyone was able to access the benefits of sport and physical activity.

Example: Ellon Resource Centre

Ellon Resource Centre in Aberdeenshire is a day care centre for adults with learning disabilities. It has developed a physical activity initiative called Moveability. This encourages people of all ages and abilities to get involved in some sort of physical activity, when it suits them. This aims to bring about health benefits, social interaction, improvements in life span and improvements in confidence and self-esteem.

Exploring intended outcomes

4.30 The survey showed that many were using sport and physical activity to:

- get people active and healthier;
- increase confidence and self-esteem;
- develop skills for life, learning or work;
- tackle isolation;
- reduce crime and antisocial behaviour; and
- engage hard to reach groups.

4.31 Through telephone interviews we explored the outcomes that those delivering sport and physical activity were aiming to bring about. Interviewees were largely very positive about the power of sport to bring about benefits – in relation to health, community, individual and economic development. Many felt that the role of sport in bringing about positive outcomes was being increasingly recognised, as more people see the evidence about how sport can change people's lives.

4.32 The main intended outcomes emerging were:

- **Access to sport and physical activity** – This was raised by many as an outcome, particularly by those focused on increasing access for disadvantaged or disengaged groups, and promoting positive use of leisure time. Some highlighted the “reach” that sport had in engaging people who wouldn't engage in other types of activity.
- **Improved health and wellbeing** – Including improved physical health; improved mental health; improved general wellbeing; tackling obesity; tackling lung conditions; disease prevention; risk reduction; rehabilitation and recovery; smoking cessation; tackling substance misuse; promoting healthy eating; and falls prevention.

Example: Health Outcomes - Step It Up Highland

Step It Up Highland is a walking project run by Partnerships for Wellbeing, in Inverness. It has 32 active groups in the Highlands. Around 500 people take part each week and a lot of the walkers have long term health conditions. Two groups focus on walking for people with mental health issues.

- **Personal development** – Including confidence and self-esteem (most commonly), positive behaviour change/ instilling positive values and lifestyle choices; building positive relationships; and social and personal skills including aspiration, ambition, discipline, routine, resilience, empathy, team work, interaction, and creativity. A small number also highlighted the role of sport in physical development and expression.

Example: Personal Development - Just Play

The Just Play project supports parents to interact with their children and share experiences. The project uses simple physical activity and sports like swimming to engage families in playing together. It aims to introduce play and activities to families with offending behaviour, and through this to increase parent's confidence and knowledge.

- **Progression** – Including developing skills for work and learning; achieving qualifications; gaining practical skills; and moving into positive destinations including education, training, volunteering and employment.

Example: Links with learning and skills development – Spartans

Spartans Community Football Academy aims to encourage young people to be the best that they can be. As part of its work, it runs an 'alternative school' for young people at risk of leaving school. This school uses sport as the subject matter, and supports young people to achieve national qualifications. It also runs an afterschool club where young people are rewarded with football games if they come in and do their homework first.

- **Tackling community and social issues** – Including tackling poverty (usually described as a result of personal and community development); reducing antisocial behaviour; reducing re-offending; increasing community cohesion; building family relationships and parenting skills; reducing isolation; and tackling environmental issues.

Example: Reducing re-offending - Venture Trust

Venture Trust provides young people and adults with residential outdoor activity personal development journeys. It works with around 1,000 people a year, across 32 local authority areas. Residentials last between 5 and 10 days and take place in the wilderness, with one to one support afterwards. It originally involved programmes to prevent young offenders from re-offending, and works on supporting intense, deep changes in personal development with young offenders, adults in the criminal justice system and very disengaged young people in need of more choices and chances.

- 4.33 Many indicated that sport and physical activity was often aiming towards multiple outcomes and benefits, rather than targeting one single outcome. However, some had a very clear intended outcome in mind.

"We see great opportunity from physical activity in contributing to the recovery from addictions agenda through bolstering wellbeing and resilience."

Telephone interview, NHS

Example: A multi outcomes focus - Active Communities

Active Communities is an independent charity based in Renfrewshire. It provides physical activities for all ages and abilities. Initially the programmes focused on physical activity. However, the organisation began to realise that the physical

activity programmes it runs are “so much more than that” and tackle personal issues such as domestic violence and self-esteem. Subsequent programmes were designed to achieve wider positive impacts through sport and physical activities.

“We realised that physical activity was a tool. It was a turning point.”

- 4.34 While emphasising that sport has a deep reach into communities, some cautioned that it is important to remember that it is not a “silver bullet” and is not for everyone. The approach often requires an initial interest in sport to hook people in. Some highlighted the need to make sure that everyone has the opportunity to be involved, so that some people don’t miss out on the chance to see these benefits.
- 4.35 Linked to this, a number felt that sport on its own could not bring about these outcomes, but it needed to be a mix of sport and a youth work or community development approach. It was felt that these approaches meant that a more strategic approach was taken, beyond enjoyment and entertainment. Some suggested that it may be more appropriate to see the role of sport as a “supporting partner”, rather than a sector which leads the sport for change agenda.
- 4.36 Some research participants stressed that the outcomes from sport and physical activity can come about through participation, and also through volunteering and leadership activity – which is not always planned or evaluated. Participants felt that this activity had a clear impact which shouldn’t be overlooked, in relation to health, wellbeing, behavioural change and community cohesion.

Example: Partnership working - The Craggs

The Craggs delivers a range of sport for change initiatives. It partners with Street Sport Scotland and Street Fit to deliver some activities. It runs a youth volunteer programme (with 24 young people) offering education and volunteering opportunities. It runs diversionary activities and outreach work with schools. It also uses its facilities to address homelessness, among other social issues.

- 4.37 In telephone discussions, many research participants also highlighted the outcomes that they believed happened naturally as part of their sport and physical activity, rather than being things they intended to change from the outset. The main themes were around:
- health and activity;
 - confidence and self-esteem;
 - aspiration – to volunteer, look for employment, to learn try new sports, try progression pathways;
 - communication; and
 - family networks.

- 4.38 Often research participants highlighted that they assume these benefits are there, and that the social benefits of sport and physical activity are integral to their work. Many indicated that these were implicit, implied and not separate to their sport and physical activity work, but were also not captured or set against targets. Some highlighted that the particular skills development opportunities were intrinsic to their sport (for example learning how to read maps or environmental awareness in orienteering) and were not separate outcomes.

“Having the right people in the right place can affect all sorts of changes in all sorts of ways... The possibilities are endless.”

Telephone interview, support organisation

Summary

- 4.39 Our survey of those delivering sport and physical activity in Scotland received 660 responses from voluntary and community organisations, sport clubs, local authorities, Leisure Trusts, Scottish Governing Bodies, Community Sport Hubs, NHS staff and others.
- 4.40 Half of all respondents said that their main reason for delivering sport and physical activity was participation or performance. A quarter said it was to make people healthier and more active, and a fifth said it was to achieve wider individual and community outcomes. However, many were delivering sport and physical activity for multiple reasons. Almost all wanted their activity to help people get more active, healthier, more confident and to develop their skills for life.
- 4.41 While 11% of sports clubs used sport and physical activity for a purpose beyond participation and performance, this increased to 40% for Leisure Trusts, local authorities and Community Sports Hubs, and 70% for voluntary organisations. However, many of those who focused on participation said that they also hoped to bring about wider benefits around health and activity, which were often described as ‘supplementary’ or ‘secondary’ outcomes.
- 4.42 Of those who delivered activity for a reason beyond participation and performance, two thirds said their work addressed specific needs, and the same proportion said that they had specific target groups. Most of those who focused on a specific target group worked with young people.
- 4.43 The main themes for intended outcomes from sport and physical activity were:
- getting people active and healthier;
 - personal development – skills for life, learning and work;
 - community and social issues – such as tackling isolation and antisocial behaviour; and
 - access and equality – engaging and involving disengaged groups.

5. DELIVERING SPORT FOR CHANGE IN SCOTLAND

Introduction

- 5.1 This chapter explores the success factors, barriers and support needs experienced when delivering sport for change in Scotland. It draws on the survey, telephone interviews and focus groups with those delivering and supporting sport for change in Scotland.

Success factors

- 5.2 We spoke with those delivering and supporting sport and physical activity about the key success factors in having a positive impact on individuals and communities. The main success factors were:
- **Staff** – Many highlighted that having extremely committed, inspirational and passionate staff was key to their approach. Interviewees highlighted that staff needed to enjoy working with people, and not be focused on high performance sport. A number mentioned that it was important to have staff who have experienced the same issues as participants, people who are known and respected in the community, and staff who participants can relate to. While some highlighted the positive way that professional athletes could be used to inspire people as role models, others felt that this could present a barrier if their life is so different to participants that they can't relate to them. A small number also mentioned the important role played by volunteers and peers.

Example: Dedicated and inspirational volunteers

Alcohol and Drugs Action introduced a sport and activity programme as a result of an idea from a volunteer. The volunteer offered to take service users to the gym and provide advice on healthier eating. Participants enjoy the company and feel less isolated, healthier and more confident. Now, three volunteers lead a Recovery Walking Group and Alcohol and Drugs Action is considering other options to encourage service users to take up exercise and lead a healthier lifestyle.

- **Understanding community needs** – Many mentioned the importance of community involvement and local ownership of activities. A number mentioned that the community location of organisations was important, meaning that they should understand the needs and issues of local people. Some felt that moving into the sport for change field was a “natural progression” for local clubs and organisations who have these relationships. Many indicated that it was important that local people and group members set priorities, based on their needs. A number highlighted that this required flexibility in approach, and time to build relationships, trust and confidence.

“We don't go in with a pre-fixed agenda.”

Telephone interview, youth organisation

- **Environment and approach** – Many interviewees mentioned that the environment was very important, in terms of creating a welcoming, inclusive and safe space. A number felt that the organisational ethos was very important in creating an open and non-judgemental place where people can belong. Some mentioned the importance of a youth work or community development approach.

“What we offer is a non-judgemental environment... especially for people who have been turned away from other services.”

Telephone interview, voluntary organisation

- **Joint working** – Many felt that working in partnership was critical to their success. Some emphasised that they had very good links and relationships, enabling connections with local events, organisations in different sectors and pilots and projects at local and national level.

“...we’re pretty good at not being too precious, so we’re a good partner to work with because it tends not to be about us, its all about the young people.”

Telephone interview, youth and sport organisation

“You can’t do it unless you’ve got that partnership established... it couldn’t be done otherwise.”

Telephone interview, NHS

Example: Partnership Working in Aberdeen

Aberdeen Community Safety Partnership works with local sport for change organisations to tackle problems with crime and antisocial behaviour. Through joint working with the police, university and local authority, they identify hotspots of crime and antisocial behaviour and use sport to tailor an intervention.

- **Sustainability** – Some interviewees felt that it was important to have consistency and regularity in approach, enabling relationships to be established, activity to be sustained and success to be replicated. Some mentioned that routine, in terms of holding activities at the same time each week with the same staff, was important as some participants respond very well to structure and continuity.
- **Intentionality** – A small number of interviewees highlighted that a clear focus on needs and issues, and a clear understanding of the target group, were critical to success.
- **Clarity of concept** – A minority of interviewees felt that aligning with a concept like ‘sport for change’ allowed organisations to clarify their purpose, and gave direction to their decision making. Others mentioned that being able to put the approach in context, for example linking with national priorities or the [Sustainable Development Goals](#) which specifically mention sport, was important.

“It defines what you are about.”

Telephone interview, voluntary organisation

5.3 Some issues were raised as success factors by a very small number of interviewees:

- **evaluation** – recognising if intended outcomes are being achieved, and helping to understand wider unintended outcomes;
- **support** – including guidance and expertise from **sportscotland**;
- **different sports** – using sports that are appropriate to the audience, for example using sport which does not have particular allegiances or associations; and
- **social acceptability** – one interviewee felt that sport for change was more attractive to certain groups as sport and activity was more socially acceptable than other activities, such as learning, arts or music.

5.4 Finally, some interviewees stressed that it was important to recognise that small scale community projects could be just as impressive as those run by national organisations. And some highlighted that it was important to remember that not all sport for change activity would create a positive outcome, despite this being the intention. A small number highlighted examples of where sport and physical activity could bring about negative outcomes, and stressed that thinking carefully about the approach used was critical to achieving positive outcomes.

Example: Street Fit Scotland

Street Fit Scotland was set up in 2015 to use fitness and exercise as a tool to engage people to reduce isolation and to support their mental health, as well as addressing long term physical health needs. The Street Fit programme delivers fitness classes involving Boxercise and circuit training. It brings about positive change in relation to confidence, mental health, physical health, behaviour, engagement with staff and communities, and employability skills. An external evaluation has been undertaken to show the impact of the programme.

Example: Sport as a hook

Robert Gordon University offers young people who are interested in traditional sports a ‘go-pro’ camera on a helmet for mountain biking, which they use and then go into the university to learn how to edit it.

Challenges and barriers

5.5 We also explored the challenges and barriers around using sport and physical activity to bring about benefits for individuals and communities.

- **Funding** – A wide range of issues were raised around funding. These included:

- Some nervousness from funders about funding sport for change activity, including a lack of understanding about sport for change.
 - Organisations being sent “from pillar to post” because funders don’t really see sport for change as being in their area of work.
 - Demonstrating to funders that the work is a necessity (not a luxury) and will have real impact and preventative power.
 - Organisations feeling that they are “chased into a corner” to achieve funding, shifting their planned activities to where the money is coming from.
 - A focus from some funders on cost per head rather than outcomes and social return, particularly challenging for those seeking to do in-depth work.
 - Gaps in skills around applying for funding.
 - Particular challenges around Leisure Trusts, which have seen significant reductions in funding from local authorities which impact on delivery, and are having to prioritise income generation and sustainability.
- **Resources** – Many indicated that there were pressures on their time and money which made it hard to take time to think about priorities and how to bring about change. This was a particular issue for those directly delivering activity, who often found it difficult to find time to plan and evaluate activity. One described the situation as operating in “comfortable chaos”. A number mentioned that they were under pressure to invest in maintaining facilities, and others highlighted that the cost of hiring facilities was increasing which was impacting on their ability to deliver.

“We have a facility to maintain, and as it ages the costs rise.”

Telephone interview, sports organisation

- **Environment** - A number indicated that many smaller organisations were hit badly by the financial crisis, and are very stretched in terms of resources. Many felt that they were fighting for survival, while operating in a “clustered landscape”. This meant that it could be hard to take risks and try new approaches, like sport for change. And it could be hard to work in partnership, with some organisations seen as a threat.
- **Demonstrating impact** – Many talked about the challenges around demonstrating outcomes. The main concerns included how to:
 - fund evaluation work – with some feeling that a budget should be built in when funding is provided;
 - demonstrate that they are impacting on their target audience – rather than providing a universal service;
 - develop the skills for evaluation – which are very different to skills required for delivery;

- demonstrate outcomes over a short funding period, when outcomes around behaviour change need a few years to see the changes;
- follow up on longer term outcomes once project delivery ceases (and staff leave);
- demonstrate the scale of outcomes – for example increased confidence for some young people could be much more difficult and more life changing than for others;
- separate real, intentional change from the smaller changes that happen a little naturally through sport;
- gather the information needed to measure issues around equality and deprivation; and
- take time away from immersion in delivery to planning and reflecting.

“There is a demand for short term outcomes, which isn’t useful for us because we’re dealing with long term historical issues in the community.”

Telephone interviews, sports organisation

“Sport development is much easier to measure.”

Telephone interview, voluntary organisation

“We have just enough time to deliver, so we only follow up when we can.”

Telephone interview, voluntary organisation

Example: Aberdeenshire Drug and Alcohol Partnership

The Aberdeenshire Drug and Alcohol Partnership invested £40,000 a year in the Aberdeenshire Active Hub programme. This was designed to offer fun physical activities to young people at risk of substance use, on Friday evenings. The programme attracted a large number of young people, discretely included alcohol and drug messages and offered empathy and emotional support without being too overt. However, it was difficult to demonstrate that the programme was attracting the intended target audience rather than providing a universal service. The Drug and Alcohol Partnership plans to revisit this working jointly with community safety colleagues, in the near future.

- **Volunteers and staff** – Organisations recognised that many volunteers and staff worked far beyond the call of duty. However, there was concern that staff were often not in sustainable positions, and good staff often moved on to other things. It was hard for some to get good training and development for their staff. There was a concern that many were parents, who volunteered during the time their child was active in the club or group, but then moved on. There was also a big concern that many clubs are volunteer led, and volunteers have full time jobs as well. Some gave examples of volunteers using annual leave from their work to deliver sessions.

- **Priority of sport for change** – Some interviewees were concerned that sport for change wasn't a priority for organisations like education authorities and national organisations. There was a feeling that sport for change work was often led by community and local organisations, and a lack of leadership from some national organisations, such as Governing Bodies and national agencies. In addition, some highlighted that it could be difficult to get sports clubs to understand how to move from sport to incorporate aspects of sport for change, which could be a leap. One interviewee suggested that some clubs could feel defensive about using sport for change, as if that means admitting that sport has a problem – for example football being connected to social issues. However, many felt that sport for change could be promoted as being very positive, and part of the solution both to wider social issues and some of the issues that sport is immersed and intertwined with. Some felt that if more people clearly labelled their work as sport for change it could help with raising this awareness and leveraging more funding.

"It is like a by product, but it shouldn't be."

Telephone interview, Scottish Governing Body

"There are a lot of good people doing good things but don't realise it."

Telephone interview, equality organisation

- **Partnerships** – Partnership was a key success factor, but also a key challenge. Smaller organisations often felt isolated, and found it hard to connect with and understand large organisations like local authorities. Some indicated that partners could be unaware of the sport for change agenda. And some felt that some organisations worked under a different ethos, often more top down compared to grassroots approaches.

"There are so many competing agendas and not enough of a partnership approach."

Telephone interview, youth organisation

- **Practical barriers** – Interviewees raised some practical barriers to using sport for change, including travel, cost and accessibility. These were particular issues in rural areas. However, more generally some felt that the drive towards professionalism of sport and clubs becoming more business like could drive up participation costs and create barriers to access.
- **Attitudes** – A small number noted that individual attitudes could present barriers to participation. Some people may not value their health or understand the importance of activity. And others may be concerned about the attitudes of others, for example some indicated that people with physical and learning difficulties often experienced negative views from others.

"Sport is not a silver bullet. It is only as successful as the programme of activity behind it."

Telephone interview, funder

Relationships between partners

5.6 The survey explored whether those delivering sport and physical activity were working jointly with others. Overall, 89% said that they were. This included all Leisure Trusts and Scottish Governing Bodies for Sport who participated in the survey, as well as almost all Community Sports Hubs, local authorities and national public sector organisations. Most (85%) sports clubs and voluntary organisations also worked in partnership.

5.7 Those who did work jointly worked with:

Survey respondent grouping	Joint working profile
Leisure Trusts, local authorities and Community Sports Hubs	High levels of working with third sector organisations, local authorities and schools. Some working with NHS organisations (mostly for local authorities) and Scottish Governing Bodies.
Scottish Governing Bodies	High levels of working with third sector organisations, other Scottish Governing Bodies and schools.
Voluntary, charitable, community or social enterprise organisations	High levels of working with other third sector organisations, schools and health organisations. Lower levels of joint working with local authorities and Scottish Governing Bodies.
NHS and national public sector agencies	High levels of working with third sector organisations. Some joint working with schools and lower joint working with Scottish Governing Bodies.
Sports clubs	Highest levels of joint working with Scottish Governing Bodies and local authorities. Lower joint working with third sector organisations, schools and health organisations.

5.8 Those who did not work jointly said that:

- they were self-sufficient;
- they didn't have the time or capacity to work in partnership – through being volunteer led or through struggling to keep their organisation sustainable;
- their organisation was small and independent;
- their members preferred a small club atmosphere;
- their activities required specialised equipment and staff;
- joint working was not necessary to deliver their activities; or
- joint working would complicate things.

5.9 A small number said that they planned to work with others in the future, or had tried to work jointly but this hadn't been successful.

Example: Partnership Working - Kilwinning Community Sports Hub

Kilwinning Community Sports Hubs runs programmes to address social issues. It works with Street Soccer Scotland to support people using drugs and alcohol through their recovery, through football opportunities. It also runs a youth employment programme, offering training, experience and qualifications in grounds maintenance. This involves working in partnership with local employers. The Hub also runs a breakfast club and afterschool clubs for school age children, providing both food and physical activity.

Measuring change

How organisations measure change

5.10 We asked survey respondents and telephone interviewees how they measured the difference they were making, through sport and physical activity. Respondents highlighted a range of different methods:

- **Participation figures** - Many considered that a retention or increase of people engaging with sport or physical activity was a mark of success. Some, including Community Sports Hubs, indicated that they used participant figures to compare with targets and to identify gaps in participation. Some, including community organisations, supplemented their participation figures with research to explore the reasons behind these. For example one undertook research and found that their organisation had a “welcoming spirit” which encouraged repeat participation and also helped combat isolation.
- **Surveys** – Many respondents measured change through using surveys of participants, allowing people to comment on the difference the programme was making. Some of the commentary in these surveys related to enjoyment of the activity itself, rather than the difference it made. However many were able to demonstrate through surveys that their participants had progressed into positive destinations, developed their confidence, reported a lift in mood or felt less lonely, improved ability to complete daily tasks such as climbing stairs or developed a love for being active. Some used pre- and post-programme surveys in order to measure the physical and psychological progress of individuals against a baseline. For example:
 - One Leisure Trust recorded a reduction in stress and anxiety in group members.
 - One voluntary organisation recorded improvements in weight management, blood pressure, reduced GP visits and increases in fruit and vegetable consumption.
 - Another voluntary organisation used health and wellbeing scales to measure alcohol and drug use, and had noted improvement in relation to mental health and quality of life.

Example: Tracking progress

At Youthworx, each participant has an Individual Learning Account which tracks their journey in terms of attendance, attainment, qualifications and progression. They also gather information on improvements in confidence.

- **Focus groups and case studies** – Many used these methods in combination with others, such as participation numbers or surveys. For example:
 - One Scottish Governing Body for Sport learned from case studies that their sport and physical activities had been successful in engaging and empowering minority groups.
 - A community organisation held discussion sessions with participants in a women’s cycling group, and found that cyclists felt much more confident and sociable.
- **Accreditation** – A small number of respondents highlighted that they used certification or accreditation to record progress and impact among participants. Some focused on sporting achievement here, but others focused on wider skills development.
- **Informal sessions and anecdotal information** – Several indicated that they used everyday interaction to observe and discuss outcomes, most commonly around confidence and self-esteem, communication skills and positivity about the future.
- **Published statistics** – A small number of organisations said that they used published statistics and online databases as tools to understand how their programmes are affecting communities. This included:
 - Using crime figures from Police Scotland as evidence of the positive influence their activities have had locally on crime and antisocial behaviour.
 - Using the Active Schools online monitoring system to assess quantitative data on Active Schools supported activities.

5.11 However, several organisations said that they found it challenging to measure the difference that their activities made – particularly the medium to long term impacts. Some said they did not have any measurement in place at all. Some focused initially on participation rates, but hoped to develop this to identify measures that could show the benefits of activities.

“Improvement is not a linear process.”

Survey response, community organisation

“It is almost impossible to measure the benefits.”

Survey response, local authority

Example: Outcomes focused measurement

Partnerships for Wellbeing carries out a range of outcomes focused evaluation on a regular basis. In addition to reviewing the profile of participants (gender, age group and postcode – for the Scottish Index of Multiple Deprivation), it uses the Paths for All walker questionnaire every six months to gather information on people’s health and levels of activity. It also prepares short case studies on individual walkers, walk leaders or groups; uses film to capture stories; and issues post cards to collect thoughts and comments from participants.

Example: Outcomes focused monitoring

Venture Trust has a monitoring framework with 19 indicators. These are monitored before each residential trip, immediately after, then at 3, 6, 9 and 12 months post residential. The indicators focus on 5 key areas – self confidence, employability skills, risk of re-offending/ change in lifestyle and behaviour, relationships and take up of other wider services. They also monitor hard outcomes, including how many people went on to education, employment, training and volunteering.

Views on quality of evidence

- 5.12 The telephone interviews and group discussions also explored how to measure the change brought about through sport and physical activity. Views were mixed depending on the field organisations operated within and the outcomes they were intending to bring about.
- 5.13 Generally, there was a view that the evidence about the impact of physical activity on health was growing and strengthening. Some felt that essentially the evidence was focused on proving that physical activity was “as good as a drug”, and had a clear impact on health. One participant felt that the quality of evidence around health was “in a different league”, due to the range of trials and research which had been undertaken demonstrating the impact of physical activity. However, a small number commented that the evidence about impact on physical health was stronger than for mental health.
- 5.14 More broadly, there was a feeling that evidence about the impact of sport and physical activity was mixed – but gradually becoming more robust. A number of interviewees indicated that there was often a strong assumption within the sport sector that sport was a good thing. This meant that some felt that evidence was based on the assumption that sport was good, and sometimes focused on wanting to prove success rather than being reflective and progressive in practice.

“We don’t, as a sport, value or recognise the social impacts... It is hard to isolate the impact of sport on health. There are too many conflicting opinions.”

Telephone interview, Scottish Governing Body for Sport

- 5.15 However, there were indications that this was gradually changing. A number of interviewees highlighted the shift **sportscotland** had been making toward more impact focused reporting. Some mentioned the new ‘impacts and interventions’ reporting that Active Schools and Community Sports Hubs will use, to capture more qualitative information on the impact and learning from the process. However, a number indicated that the evidence here was not always consistent or easy to collate.
- 5.16 Many highlighted that often measurement, particularly in sport, focused on numbers participating. Many indicated that they felt organisations were often too number oriented, and so busy collecting numbers that they don’t capture the actual change that is taking place. A number felt that there was a need to focus more on the soft and complex outcomes which can be difficult to prove.

- 5.17 Some, for example Leisure Trusts, felt that they were already on this journey. There were examples of Leisure Trusts carrying out social return on investment analysis, case studies, internal and external research and working with universities and colleges.

“I think we are 50% of the way there.”

Telephone interview, support and representative organisation

- 5.18 Telephone interviewees also highlighted key challenges in gathering an effective evidence base, including:

- **Capacity** – While some larger (often UK wide) organisations had research teams which were dedicated to evaluating impact, others indicated that they struggled to get capacity to undertake evaluation. Even those who were doing a lot around evaluation felt there were still gaps, due to lack of time and resources to further develop and explore issues.
- **Skills** – Several mentioned that there was a need to build staff skills to measure progress against outcomes.
- **Attribution** – Some mentioned that it was hard to isolate their contribution, from other factors. Some highlighted that their organisation could be a partner in the creation of social change, but not always the main driver. Some also highlighted that while sport could make a contribution to change, it was often complemented by other activity.

“It is hard to isolate the impact of sport... We are only measuring outputs, not outcomes, but we are trying to address this.”

Telephone interview, voluntary organisation

- 5.19 A minority indicated that the quality of evidence was good and that there was a need to stop excessive evaluation and focus on what we know works. A small number were happy with the quality of evidence, and felt that there were no gaps. And others felt that there was lots of evidence out there, but “it is not always well packaged or clear”.
- 5.20 Some deliverers, particularly smaller organisations, said that they mainly recorded change through observation (which was not always documented). A minority said that they thought that people coming back to their group was a measurement of success – as people “vote with their feet”.
- 5.21 Many also highlighted the challenges around capacity of community groups which are volunteer led to measure impact. However, some smaller organisations within the field of equality sport mentioned the positive role of their governing body in supporting evaluation.

Improving the evidence base

5.22 The telephone discussions and focus groups highlighted a range of ways in which the evidence base could be strengthened. Interviewees felt that organisations could:

- build in evaluation little and often;
- use more creative approaches;
- access existing evidence to support their evaluation.
- work locally with others to share information;
- recognise there is no magic solution;
- recruit board members with research experience;
- build in time for reflection and learning from evaluation;
- commit to learning from what didn't work as well as the good news;
- design interventions and activities based on lessons learned; and
- provide more information about what is genuinely replicable, and what just works in that particular area.

"We need different approaches to measurement."

Telephone interview, support organisation

5.23 A number of interviewees highlighted that those receiving funding from organisations focused on an outcomes approach would often have a stronger bank of evidence than others. Interviewees felt that funders had an important role and could:

- commit to funding and supporting the production of evidence – through providing money and skills development opportunities;
- genuinely move away from asking funded projects to measure outputs (which can take a lot of time to measure) and move towards a focus on outcomes;
- provide a template setting out what evidence and information is useful; and
- work together to provide consistency and more joined up thinking about what evidence is wanted and why.

"Consistency of evidence is the main challenge. Those who need the evidence, what do they actually need?"

Telephone interview, support and representative organisation

Support provision

5.24 We asked survey respondents whether they had received any support in developing their approach to using sport and physical activity to bring about benefits for communities. Most (69%) said that they had. Community Sport Hubs, Leisure Trusts and Scottish Governing Bodies were most likely to have received support. Voluntary organisations and sports clubs were less likely to have received support.

5.25 Support was provided by:

Support provided by	Mentioned by
Funding providers – including sportscotland , The Robertson Trust, the Big Lottery and Cashback for Communities, Comic Relief and the Scottish Funding Council	Respondents across all categories
Third sector organisations – including MacMillan, Paths for All, LGBT Youth Scotland, LEAP Sports and Inspiring Scotland	Voluntary and community organisations, Leisure Trusts and Scottish Governing Bodies
Local authorities	NHS and other local authorities
Scottish Governing Bodies for Sport – including Basketball Scotland, the Scottish Football Association and Sports Disability Scotland	Sport clubs
NHS	Voluntary and community organisations, Leisure Trusts and local authorities

5.26 Telephone interviewees representing funding, support and delivery organisations, talked about the support available to help organisations using or wishing to use a sport for change approach. Interviewees generally felt that this support varies regionally across Scotland. Certain types of support were outlined by telephone interviewees, including:

- funding and funding advice;
- mentoring and guidance around sport for change delivery;
- advice on sport for change policy, finance and planning;
- support with good governance and capacity building;
- free or discounted access to leisure facilities and equipment;
- landowners providing access for outdoor activities;
- community engagement around the sport for change agenda;
- staff and volunteer training about sport for change;
- monitoring and evaluation of sport for change activities; and
- equality policy support in the area of sport for change.

Example: Equality in Sport – LEAP Sports Scotland

LEAP Sports Scotland provides a range of support services for sport for change organisations. It reviews organisational equality policies to ensure they are legally compliant. It also delivers equality workshops and training for sports organisations, including governing bodies of sport. LEAP Sports Scotland runs large scale public campaigns to promote messages about equality in sport.

5.27 Telephone interviewees talked about organisations currently providing support for using a sport for change approach. These included:

- national bodies such as the Scottish Government, NHS, **sportscotland**, Transport Scotland, Skills Development Scotland, Governing Bodies of Sport and Scottish Disability Sport;
- local authorities and Leisure Trusts;

- funding bodies including the Scottish Government, Investment Scotland, Legacy 2014, Event Scotland, the National Lottery, Children in Need, Youth Scotland, The Robertson Trust, the Esme Fairbairn Foundation and other charitable trusts;
- youth work organisations using sport including Young Scot, the Winning Scotland Foundation, Youth Scotland, Project Scotland, Ocean Youth Trust, Youth Sport Trust and Scottish Sports Futures;
- sports clubs and community groups using sport;
- health-related organisations including the Scottish Mental Health Association (SAMH) and Scotland Breast Cancer Now;
- equality organisations such as LEAP Sports Scotland;
- third sector organisations including Senscot, Sported, Volunteer Scotland, Evaluation Support Scotland and Sports Leader UK; and
- corporate sponsors such as Sky, Sainsbury's, Shell and BUPA.

Example: Winning Scotland Foundation

Winning Scotland Foundation supports sport for change. For example, it worked with nursery schools in socially deprived areas across North Lanarkshire and schools in Edinburgh to support making physical activity part of everyday nursery and school life. It also supports sports clubs faced with business challenges through its Work Out for Sport programme.

Example: Supporters Direct

Supporters Direct provides support to sports clubs that want to become community-owned in terms of capacity to deliver, volunteer base, and having the right people involved.

Support needs

- 5.28 We asked survey respondents who were using sport and physical activity to deliver outcomes beyond participation and performance about the kind of support they would like in the future. The three most commonly highlighted support needs related to funding; building capacity and sustainability; and evaluation.

Support need	ALL	Leisure Trust	Local authority	Hub	Voluntary org	Sports club
Funding	59%	30%	44%	48%	51%	44%
Building capacity and sustainability	47%	34%	23%	24%	47%	36%
Evaluation	36%	39%	24%	28%	36%	14%
How sport and physical activity can bring benefits	29%	29%	24%	36%	19%	20%
Designing and delivering activity which brings benefits	29%	21%	24%	8%	26%	20%
Marketing and promotion	29%	21%	21%	16%	24%	20%
Exploring community needs	21%	27%	25%	20%	14%	8%
Working with volunteers	19%	18%	22%	8%	12%	12%
Articulating intended aims	11%	13%	8%	4%	11%	7%
Governance	6%	4%	1%	4%	5%	7%

5.29 The support requirements varied between respondent categories. The top support requirements were:

- Leisure Trusts – building capacity and sustainability, and evaluation;
- local authorities – funding and exploring community needs;
- Community Sport Hubs – funding and understanding how sport and physical activity can bring about benefits; and
- for both voluntary organisations and sports clubs – funding and building capacity and sustainability.

5.30 We asked survey respondents whether they knew where to go for this kind of support. Overall, 60% said that they did. Local authorities, Community Sports Hubs, sports clubs and Leisure Trusts were most likely to know where to go for support. Voluntary and community organisations, Scottish Governing Bodies for Sport and NHS representatives were least likely to know where to go.

5.31 **Sports clubs** largely said that they would go to Scottish Governing Bodies for Sport, local authorities, Leisure Trusts, Active Schools, funders and support organisations such as Senscot and Sported.

5.32 **Local authorities** largely said that they would go to other departments within their local authority for support, for example around youth work, communities, funding or marketing. Other sources of support included **sportscotland**, funders (most commonly organisations like the Big Lottery, Heritage Lottery, Carnegie Trust and Cashback for Communities fund), Scottish Governing Bodies for Sport, Third Sector Interfaces, community organisations and development organisations like SCDC (Scottish Community Development

Centre), Evaluation Support Scotland, NHS, Skills Development Scotland and Youth Link Scotland.

- 5.33 **Community Sport Hubs** largely said that they would go to **sportscotland** (most commonly), Senscot, Development Trusts Association Scotland and The Robertson Trust.
- 5.34 **Leisure Trusts** largely said that they would go to a wide range of different organisations for support including their usual funders, Third Sector Interfaces, SPORTA, CIMSPA, Chambers of Commerce, local authorities, Scottish Governing Bodies for Sport, NHS leads, Evaluation Support Scotland and external consultants.
- 5.35 **Scottish Governing Bodies for Sport** were less likely to know where to go. Those who did said that they would go to **sportscotland** (most commonly) or Education Scotland, business gateways, Senscot, Skills Development Scotland, SALSC (Scottish Association of Local Sports Councils), other Scottish Governing Bodies for Sport and external consultants.
- 5.36 **Voluntary organisations** were also less likely to know where to go. Those who did said they would use a wide range of sources including funders (The Robertson Trust and Big Lottery), national organisations like Education Scotland, Third Sector Interfaces, NHS, SPORTA, local authorities, Leisure Trusts Scottish Governing Bodies for Sport, Firstport, Senscot, Sported, Youth Link, Youth Scotland, Social Investment Scotland, Community Sport Hubs and social enterprise networks.
- 5.37 While a relatively low number of organisations identified governance as a key area for support, discussion with organisations funding sport for change activity suggested that governance was high on the list of priorities for support for many of the organisations that they worked with.
- 5.38 We also asked those not already doing any work around sport for change what kind of support they would need to achieve this (if interested). The main support needs were:
- information about how sport and physical activity can bring benefits for individuals and communities;
 - support with evaluation; and
 - support with delivering activity to bring about benefits.
- 5.39 Less than half (42%) said they would know where to go for this kind of support. Most would ask **sportscotland**, and others would approach local authorities, Leisure Trusts, Third Sector Interfaces, sports clubs, Scottish Governing Bodies for Sport or Education Scotland.
- 5.40 In follow up telephone discussions, the main priorities identified for future support were:

- effective networking – to share good practice and better link support and delivery organisations;
- support with aligning local and national priorities – for example around closing the attainment gap or physical education outcomes;
- training and development around sport for change;
- measuring the impact of sport for change activities;
- working with disabled people;
- working in early years, to develop awareness of health and physical activity for babies and young children;
- developing a volunteer strategy – including building a strong committee; and
- learning lessons from other sectors which have gone through change to encompass social development – for example housing associations taking on a wider role remit.

“A network or forum as a platform to share ideas would be useful. This would help sharpen the focus on sport for change.”

Telephone interview, delivery organisation

Example: Go4Gold, Perth and Kinross

The Go4Gold Care Home Olympics in Perth and Kinross was funded by the council. The overall aim was to benefit the physical and mental wellbeing of care home residents, and improve their quality of life. Feedback from older people indicated that they benefitted from the increased social interaction and physical activity. Some reported improvements in confidence, and staff observed high levels of enthusiasm and motivation.

5.41 Interviewees also identified a range of needs around funding:

- additional funding to more effectively contribute to the sport for change agenda;
- capital investment, e.g. to buy a vehicle for travelling to competitions; and
- support with identifying appropriate funding sources and completing funding applications.

“We need to know who to approach for funding, how to approach them, and how to find out what we are eligible to apply for.”

Telephone interview, delivery organisation

“There are too many funders, a new way of thinking about funding is required.”

Telephone interview, support organisation

Strengths and gaps in support

5.42 We asked telephone interviewees for their views on the support available to enable a sport for change approach. Interviewees talked about a range of

different issues, including leadership, practical support and advice, and funding. Some telephone interviewees were happy with the level of support they received, but others reported gaps and issues.

Example: Sported Fit for Impact programme

Sported is running a Fit for Impact programme, working with sport for change organisations across Scotland over a two year period. The first year focuses on raising awareness of impact practice and embedding this in organisations, while the second year will include an introduction to impact measurement and relevant tools to strengthen their monitoring capabilities. Sported has also introduced a Capacity Model which identifies the key elements a community club or groups needs in place to ensure sustainability.

Example: StreetGames

StreetGames supports a network of community based organisations across a range of sectors which provide development opportunities for young people in disadvantaged communities using sport, physical activity and volunteering opportunities. It has worked with over 140 organisations over the past three years, and provides training; support with sustainability; gathers research and good practice; and hosts network meetings and events.

Accessing support

- 5.43 A few interviewees said that if organisations were signposted effectively, and were proactive in seeking out support, then it was available. However, a significant number of telephone interviewees said that there could be confusion around what support was available.

“There is a lack of clarity around where to go and who offers what.”

Telephone interview, support organisation

“Support is piecemeal, it is not coordinated.”

Telephone interview, charitable organisation

- 5.44 Some interviewees felt that there was a lack of general support available for delivery organisations. Some delivery organisations said that they received no support at all. None were happy with this situation.

“The project sources its own funding and developed its own approach through trial and error. It was using this approach before sport for change as a term was developed.”

Telephone interview, delivery organisation

- 5.45 Sometimes this meant there was a shortage of resources available, such as facilities, equipment and volunteers, to drive forward a sport for change approach. They felt that if more resources were available to support organisations, sport and physical activity could better contribute to a preventative approach to improving the health and wellbeing of individuals

and communities. One interviewee said that this would save the NHS money in the longer term.

- 5.46 A few telephone interviewees said that there was too much emphasis on providing support for sports in Scotland, rather than providing support for physical activities.

National leadership and support

- 5.47 Many talked about the need for the Scottish Government, NHS and **sportscotland** to become more involved in sport for change as an approach. A few felt that support around using sport for change had improved more recently, saying that Scottish Government and NHS were beginning to provide more leadership. Some mentioned other national organisations including **sportscotland**, SGBs and Scottish Disability Sport as providing good support. Other health related national organisations including SAMH were mentioned as having supported local sport for change programmes.

“Government seems to have the message. It is moving in the right direction.”
Telephone interview, support and representative organisation

“There is growing support from the NHS as it realises how sport and those who support it can be the ‘foot soldiers’ for prevention work.”
Telephone interview, support and representative organisation

- 5.48 A few interviewees talked about Scottish Governing Bodies for Sport. One highlighted the issue of the concentration of governing bodies in Scotland’s central belt. This was felt to be detrimental to sport and physical activity initiatives, and athletes, based in Highland and other rural areas. Additionally, some interviewees felt that not all staff within governing bodies believed that sport for change was a priority outcome within sport.

Local support

- 5.49 Some telephone interviewees representing local sports clubs and community organisations said that they had received strong support from their local authorities and Leisure Trusts, in using a sport for change approach. A few reported that their local authority provided free access to facilities and in one instance office space. Others benefitted from good local authority contacts and networks. However, it was recognised that this might not be the case Scotland-wide.

“I definitely think that there is plenty of support out there. We’re lucky that our local authority has been supportive. This probably isn’t the case for everyone.”

Telephone interview, community sports club

“Organisations have always been supported, just not through the sporting world. They have been supported by community learning and development.”

Telephone interview, funding and support organisation

- 5.50 A few interviewees felt that they had received good support from their local health boards, which had begun to recognise the role of long term physical activity in preventative health, and keeping people independent for longer. A few Health and Social Care Partnerships and other health related organisations were highlighted as having supported local sports and physical activity initiatives.
- 5.51 However, issues around lack of local level support were highlighted by some delivery organisations. For example, some mentioned that they had to pay full rates to use local community venues and leisure facilities. They felt that more support, such as free or discounted venue hire, sports coach fees, and travel expenses, should be available.

“More local support would be useful. More input from Community Sport Hubs would be welcomed. A local sport network would be beneficial.”

Telephone interview, charity / community organisation

“Support has been limited from the local authority. They don’t really have sport high on the agenda, especially in the education department.”

Telephone interview, Active Schools Network

- 5.52 A few delivery organisations talked about the lack of support available for grassroots clubs providing sports and physical activities. One sports club representative said that while they receive support through the local Leisure Trust, SGBs tended to focus their support and funding on professional level activities.

Example: Scottish Football Association (SFA)

The SFA provides support, guidance and advice to clubs across Scotland. Recently it has been awarded a Big Lottery grant to support local football clubs to become more involved in delivering wider community activities. The Growing Community Assets funding of just under £200,000 is intended to benefit community clubs across Scotland. It should enable clubs to become more sustainable through broadening community activities and developing better community relationships.

Funding

- 5.53 Some sports delivery organisations talked about the support they received from funders. Funding was secured from a range of sources. While lack of funding was highlighted as an ongoing issue by many interviewees, organisations widely acknowledged that without it they would not be able to deliver their services.

“We’re funded by the Scottish Government and would not be able to do what we do, without that support. It is critical for us.”

Telephone interview, charity organisation

“I couldn’t be happier. I’m amazed at the support we’ve received.”

Telephone interview, community organisation

- 5.54 However, many raised concerns about the difficulty attracting funding and the challenging environment in which they were operating.

Summary

- 5.55 The key success factors in effectively using a sport for change approach were:

- committed, inspirational and passionate staff (and volunteers);
- understanding needs;
- an inclusive approach;
- a youth work or community development approach;
- joint working;
- consistency and sustainability; and
- intentionality and clarity of concept.

- 5.56 The key challenges and barriers were:

- funding and resources;
- a competitive environment;
- evaluation and demonstrating outcomes;
- fragility of staff and volunteer teams;
- low priority of sport for change;
- challenges around joint working;
- practical barriers around travel, costs and access; and
- attitudes of participants.

- 5.57 Organisations were largely measuring change through participant numbers, as well as surveys, focus groups, case studies, recording accreditation and through using published statistics. However many said they found this challenging. Some did not have any measurement in place at all.

- 5.58 There was a view that evidence around the impact of sport for change was strengthening, particularly in terms of impact on health. Some were concerned that activity was based on an assumption, rather than clear evidence, that sport was a good thing, and that evidence was largely focused on participant numbers. There were challenges in measuring impact in terms of capacity, skills and identifying the contribution of sport and physical activity.

- 5.59 Most (69%) had received support in using sport and physical activity to bring about change – with support from funding providers, local authorities, Scottish Governing Bodies of Sport, NHS and third sector organisations.

- 5.60 The three most commonly highlighted support needs related to funding, building capacity and sustainability, and evaluation. Most (60%) knew where to go for support. However some felt that there could be confusion accessing support, with it being hard to find the support you required – particularly in relation to bringing about positive benefits for individuals and communities.

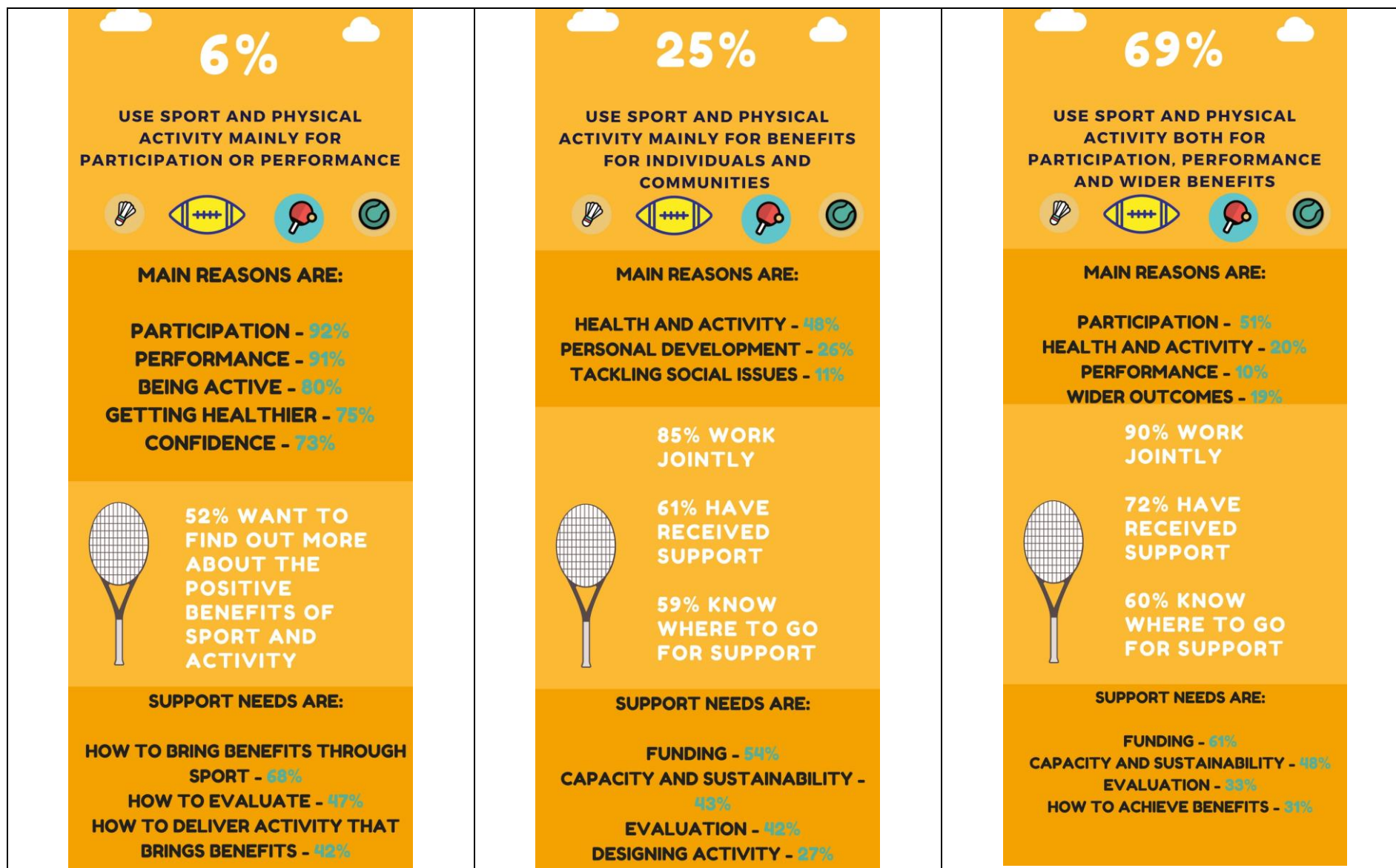
- 5.61 Some highlighted gaps in national leadership to support sport for change – from the Scottish Government, **sport**scotland and the NHS – but there were indications that this was improving.

Initial high level summary of sport for change work in Scotland – based on very broad categorisations

Sport	More than sport	Using sport as a tool to achieve change
SGBs largely about participation and sporting skills, clubs strong on skills and participation	Hubs, local authorities, Leisure Trusts mixed reasons around health, activity, participation and wider outcomes	Voluntary and community organisations and NHS Boards aiming for health, activity and wider social impacts
More likely than others to say they only want to increase participation and performance	Leisure Trusts often feel addressing specific need	The main aim is the social impact, not the sports participation – lots about benefits for individuals and communities
Less focus on needs they address and the groups they want to bring about change for	Sometimes focus is on access to facilities, reducing barriers to access like cost	Often addressing a specific need, a wider social impact
SGBs working jointly, clubs less likely to be	High levels of joint working	Slightly less likely to work jointly than some others
Where not already using sport for positive impact, less interest than others in knowing more	Where not already using sport for positive impact, high level of interest in knowing more	When not already using sport for positive impact, middling level of interest in knowing more
SGBs least sure of where to go for support on this	Hubs most likely to have received support on this	Slightly less likely than sports organisations to have received support on this

This diagram applies the thinking of Coulter⁴⁰ around organisations using sport, sport plus and plus sport approaches. We use 'sport' to describe the organisations which are focusing largely on sport participation and sporting skills. We use 'more than sport' to describe the organisations who focus on providing sport and physical activity opportunities, which may also address wider outcomes around getting people active, healthy or wider social outcomes. And we use 'using sport as a tool to achieve change' to describe organisations whose main focus is on achieving a particular social outcome, and sport or physical activity is used as a way of achieving this.

⁴⁰ Discussed in both Coulter and Taylor, Sport for Development Impact Study, 2010 (University of Stirling) and Coulter, Sport-In-Development: A Monitoring and Evaluation Manual, undated



6. CONTRIBUTION TO POLICY OBJECTIVES

Introduction

- 6.1 This chapter explores the contribution that sport for change can make to national policy objectives. It explores the Scottish Government's objectives, **sportscotland's** priorities and the potential links with the sport for change approach. This chapter also reviews existing outcomes frameworks around sport for change.

Overarching Scottish Government priorities

- 6.2 The Scottish Government sets out its overarching priorities in two ways. Firstly, its National Performance Framework sets out the government's purpose, strategic objectives and national outcomes.
- 6.3 The government's purpose is to create a more successful country, increasing economic growth through both increasing competitiveness and tackling inequality. It's five strategic objectives are for Scotland to be:
- **wealthier and fairer** – with more opportunities to work, and people sharing fairly in the wealth of the country;
 - **smarter** – with increased skills levels, better educated people and confident, successful, effective and responsible young people;
 - **healthier** – helping people to sustain and improve their health;
 - **safer and stronger** – building strong and resilient communities free from crime, disorder and danger; and
 - **greener** – improving the environment and enabling the transition to a low carbon economy.
- 6.4 Underneath the strategic objectives sit 16 national outcomes (each with a set of indicators). The national outcomes relate to the strategic objectives.
- 6.5 Secondly, the Scottish Government's Programme for Government sets out the priorities and activities which will be the focus each year. The top priority for the 2016/17 Programme for Government is to raise standards in schools and close the attainment gap. Key priorities include:
- making a world class education system with equal opportunities for all;
 - growing a productive, sustainable economy with more jobs and fair work;
 - transforming public services – with a focus on healthier and safer communities; and
 - putting people in charge.

Physical activity and sport priorities

- 6.6 Underneath the national priorities and outcomes sit a wide range of policies and strategies, developed by the Scottish Government, its agencies and partners.
- 6.7 There is a national indicator specifically relating to increasing physical activity. This indicator was introduced to reflect the importance of physical activity. The proportion of adults meeting the physical activity recommendations has remained broadly static between 2008 and 2015, at between 62% and 64%.
- 6.8 The Active Scotland Outcomes Framework describes Scotland's ambitions for sport and physical activity. It describes the key outcomes desired for sport and physical activity in Scotland over the next ten years. The framework was developed with partners through the National Strategic Group for Sport and Physical Activity, which is chaired by the Cabinet Secretary for Health and Sport and the Minister for Public Health and Sport.

Vision: A More Active Scotland

Physical activity is about getting people moving. Daily walking, playing in a park, going to a gym, training with a team or aspiring to win a gold medal - it really doesn't matter how people get active, it just matters that we do.

Being physically active contributes to our personal, community and national wellbeing.

Our vision is of a Scotland where more people are more active, more often.

National Outcomes

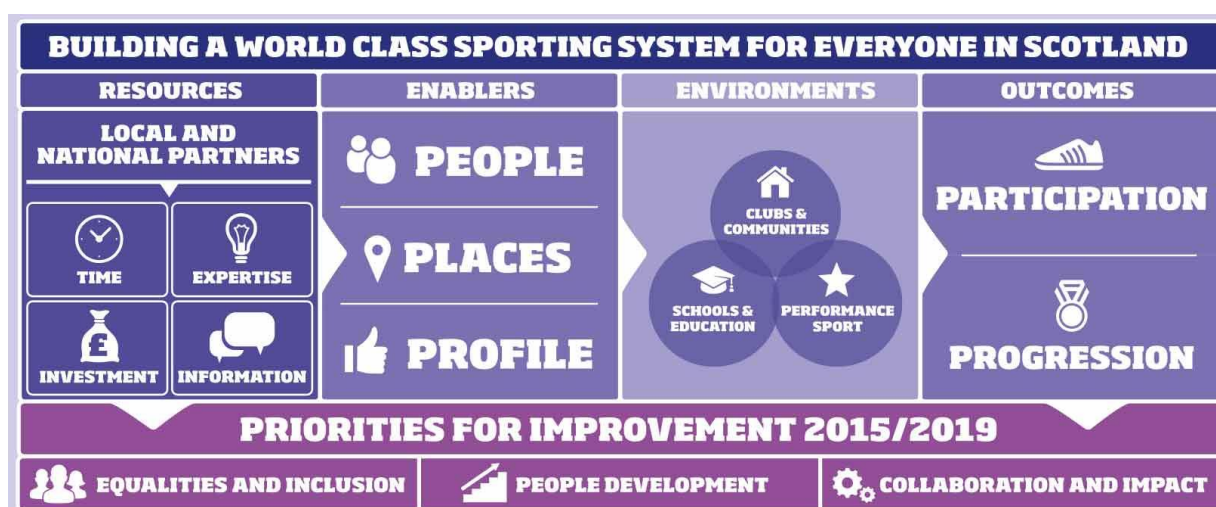
Business	Employment	Research and Innovation	Young People	Early Years	Healthier	Inequalities Tackled	Life Chances
Safe from Crime	Sustainable Places	Resilient Communities	Environment Valued	National Identity	Impact on Environment	Older People Supported	Public Services

Active Scotland Outcomes

We encourage and enable the inactive to be more active	We encourage and enable the active to stay active throughout life	We develop physical confidence and competence from the earliest age
We improve our active infrastructure – people and places	We support wellbeing and resilience in communities through physical activity and sport	We improve opportunities to participate, progress and achieve in sport

Equality: Our commitment to equality underpins everything we do

- 6.9 The Active Scotland Outcomes Framework deliberately aligns sport and physical activity more closely together, aiming to strengthen the links between the two. The vision is that more people are active, more often.
- 6.10 Based on the outcomes that sport for change projects in Scotland are aiming to achieve, there are three outcomes which are particularly relevant to the sport for change agenda:
- **We encourage and enable the inactive to be more active** – This outcome focuses on reducing inactivity in Scotland, and is measured through tracking the percentage of inactive adults and children, and levels of recreational walking.
 - **We encourage and enable the active to stay active throughout life** – This outcome focuses on sustaining physical activity habits throughout life, and is measured through tracking the frequency of active participation in adults, active recreation in older people and attendance at leisure facilities.
 - **We support wellbeing and resilience in communities through physical activity and sport** – This outcome focuses on developing communities through sport and physical activity, harnessing the power of sport and physical activity. There is an explicit reference within this outcome to sport for change. The outcome is currently measured through tracking views on safety of the neighbourhood for walking and play, and levels of active volunteering. Work is ongoing to better understand the evidence base for this outcome, and how effective indicators can be developed.
- 6.11 **sportscotland** is the national agency for sport. Its corporate plan sets out a vision of a Scotland where sport is a way of life, is at the heart of Scottish society and has a positive impact on people and communities. It highlights the core components of building a world class sporting system in Scotland, within clubs and communities, schools and education and within performance sport.



- 6.12 The corporate plan makes clear that the focus of **sportscotland** is on the development of sport, but emphasises that **sportscotland** is clear it works alongside those who have a greater focus on other types of physical activity.
- 6.13 The corporate plan identifies and recognises that sport for change activity takes place, and positions this within the clubs and communities strand of its work. It describes this as sport for development activity, reaching people and engaging them in activities that support them to achieve outcomes beyond sport such as to reduce crime, improve health and promote employability.
- 6.14 While **sportscotland**'s corporate plan sets out outcomes to 2019, no specific outcomes around sport for change are identified. However, it is clear that a partnership approach is a key element of reaching and engaging people in activities that support them to achieve outcomes beyond sport.
- 6.15 The corporate plan also has a strong focus on equality and inclusion, ensuring sport is accessible. Equalities and inclusion are identified as one of three key priority areas for 2015 to 2019.

Policy priorities for sport for change outcome areas

- 6.16 A key characteristic of sport for change is that sport and physical activity are tools through which wider outcomes are achieved. These can be very wide ranging. Here we briefly explore key policies, strategies and priorities in relation to the key outcome themes identified through this research as having a close link with sport for change.

Physical and mental health

- 6.17 The national outcomes this theme links most closely with are:
- we live longer, healthier lives; and
 - our people are able to maintain independence as they get older and are able to access appropriate support when they need it.
- 6.18 NHS Health Scotland is the Scottish Government's health agency. It's strategy – A Fairer, Healthier Scotland – sets out its mission of reducing health inequalities and improving health.
- 6.19 The Scottish Government's mental health strategy sets out the Scottish Government's plans to improve mental health and treat mental illness. It includes a commitment to review personal, social and clinical outcomes, using the recovery model.

Education, learning and progression

- 6.20 The national outcomes this theme links most closely with are:
- our young people are successful learners, confident individuals, effective contributors and responsible citizens" and
 - we have tackled the significant inequalities in Scottish society"

- 6.21 A key focus of this work is the Scottish Attainment Challenge, which is underpinned by the National Improvement Framework, Curriculum for Excellence and Getting it Right for Every Child.

Tackling crime and antisocial behaviour

- 6.22 The national outcome this theme links most closely with is “we live our lives safe from crime, disorder and danger”. Policy priorities are set out in the [Building Safer Communities](#) programme, which has two key aims of reducing victims of crime and reducing unintentional injury.

Community cohesion

- 6.23 The national outcome this theme links most closely with is “we have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.”
- 6.24 A key focus of this work is the work around the Community Empowerment (Scotland) Act, which aims to support communities to do things for themselves. Part of the Act introduces a right for community bodies to make requests to all local authorities, Scottish Ministers and a wide-ranging list of public bodies for any land or buildings they could make better use of. Communities can request to own the land or building, lease it, or have other rights over it as they wish.

Economic development

- 6.25 The national outcomes this theme links most closely with are:
- We live in a Scotland that is the most attractive place for doing business in Europe; and
 - We realise our full economic potential with more and better employment opportunities for our people.
- 6.26 The key policy priorities are set out in Scotland's Economic Strategy.

Existing sport for change outcomes frameworks

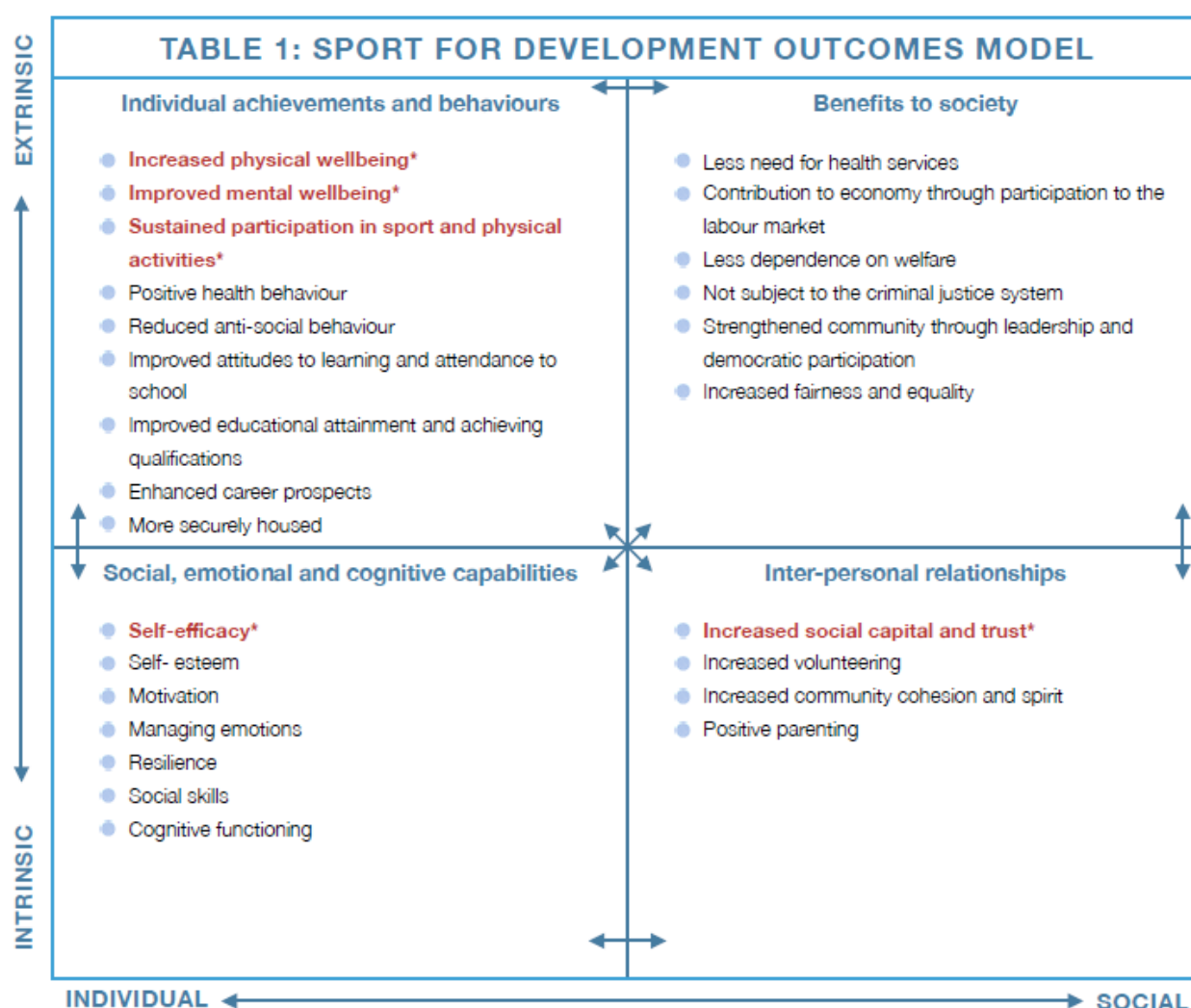
- 6.27 When considering the development of outcomes for sport for change in Scotland, it is important to review existing outcomes frameworks.

Learning from England

- 6.28 In England, partners in the sport for change/ sport for development field have been through a similar process of agreeing outcomes.
- 6.29 Sporting Future (A New Strategy for an Active Nation) outlines the UK government's measurement framework for the contribution of sport and physical activity to national priorities. There are outcomes around:
- Physical wellbeing (activity)
 - Mental wellbeing (subjective wellbeing)
 - Individual development (self-efficacy)

- Social and community development (social trust)
- Economic development (value of sport to UK economy).

- 6.30 Each outcome is measured through just one or two indicators at national level. Below this, there are a series of outputs which are accompanied by Key Performance Indicators.
- 6.31 The Sport for Development Coalition has developed a more detailed outcomes framework, linking to the outcomes within Sporting Future. The framework identifies intrinsic outcomes (which occur naturally through sport) and extrinsic outcomes (which need to be intentionally built in). It also identifies outcomes for individuals, and outcomes for society.



*High-level outcomes identified in UK Government (2015) Sporting Future: A new strategy for an active nation

- 6.32 Individually, different members of the Sport for Development Coalition still use their own terminology and approaches – but link with the wider model. For example, Comic Relief focuses its sport for change funding on its four main outcome areas as an organisation – including using sport as a tool to increase community cohesion, to address issues affecting women and girls and to

deliver health messaging. It also focuses on areas where its analysis suggests that sport for change can make a real difference, including:

- young people and conflict, violence and gangs;
- education and employability skills for young people who are not in employment, education or training;
- reducing stigma and discrimination, changing attitudes and promoting equality;
- isolated older people and those living with dementia; and
- increasing opportunities for disabled people.

International approaches

6.33 Internationally, the **Sustainable Development Goals** set out the role sport can play. Those most relevant to the Scottish context include:

- promoting health, wellbeing and nutrition;
- inclusive and equitable education and learning;
- achieving equality and reducing inequality;
- building inclusive, safe settlements;
- economic development, employment and tackling poverty; and
- combating climate change.

Existing outcomes frameworks in Scotland

6.34 The **Sport for Change Network** in Scotland sets out potential outcomes around:

- Improved health and wellbeing
 - Reduced misuse of drugs and alcohol
 - Improved psychological health and emotional wellbeing
 - Improved physical wellbeing and increased take up of exercise among target groups
- Stronger communities
 - Improving community cohesion by tackling tensions both within and across communities
 - Creating positive role models
 - Increasing community capacity
 - Reducing the fear and perception of crime
 - Reducing antisocial behaviour, youth offending and re-offending rates
 - Increased number of community owned and run assets and organisations
- Education, training and employment opportunities for individuals
 - Increasing the number of young people staying in education or training
 - Improved attendance and behaviour of young people within education
 - Improved educational attainment
 - Improving life skills and opportunities through volunteering, training and employment

- Equalities
 - Reducing barriers to regular participation for marginalised and disadvantaged groups
 - Increasing regular participation amongst women

Summary

- 6.35 The Active Scotland Outcomes Framework describes Scotland's ambitions for sport and physical activity. The Framework deliberately aligns sport and physical activity more closely together, aiming to strengthen the links between the two. **sportscotland's** corporate plan sets out the components of developing a world class sporting system. Sport for change activity is recognised, and positioned within the clubs and communities strand of its work.
- 6.36 Sport for change activity can also contribute to areas far beyond sport and physical activity, including national priorities around physical and mental health; education, learning and progression; tackling crime and antisocial behaviour; community cohesion and economic development.
- 6.37 There are already some existing outcome frameworks setting out the outcomes that sport for change activity can bring about. It is important to learn from and develop these, while also developing an approach which is appropriate to the Scottish context.

7. STRENGTHENING THE APPROACH

Introduction

- 7.1 This chapter explores views on how the sport for change approach could be developed and strengthened. It draws mainly on the telephone interviews and focus group discussions held with those delivering and supporting sport and physical activity.
- 7.2 It is worth noting when reading this chapter that the brief for this work asked for reflections on the existence, strengths and weaknesses of a sport for change 'sector'. As our work developed, and during the course of these discussions, it became clear that people largely viewed sport for change as an approach, rather than a sector.

The existence of a sport for change 'sector'

- 7.3 We asked research participants if they felt that there was a sport for change 'sector' in Scotland, and many felt that there was. However, many felt that it needed to be more holistic and better joined up, and that it was not widely recognised or understood.

"I think it's in its infancy...but there will be an industry or sector that develops."
Telephone interview, delivery organisation

"It could be seen as segmented and uncoordinated."
Telephone interview, support organisation

- 7.4 Some were unsure. There was recognition that a collective of organisations working towards sport for change outcomes existed, and that there was a sport for change movement. However, some felt that it was a new term for something that had been happening for a long time, particularly in youth work.

"Whatever it is, it has largely been off the radar and unrecognised. Strong evaluation work will help raise awareness."
Telephone interview, support and representative organisation

"I think we have the jigsaw pieces but nobody is holding up the box with the picture on it."
Telephone interview, Delivery organisation

- 7.5 Some didn't believe that a sport for change sector currently existed in Scotland. Some of these felt that there was a role for a sport for change sector, while others did not.

"Not really at the moment. I don't think that clubs can see it. It has taken me 23 years to see it. It's the world through a different lens."
Telephone interview, support and representative organisation

"Individual organisations are doing it [sport for change], but there are not enough organisations in Scotland doing it for there to be a sector."

Telephone interview, support and representative organisation

- 7.6 Some felt concern about defining sport for change as "a designated, formal sector", preferring to think about it as an approach. A few interviewees felt that to develop a sport for change sector would create a bigger divide between it and more traditional sport, which could have negative consequences - "by separating things out, we will minimise our impact."

"There is a need to define the role and purpose of a network, and to have some sort of national reach and influence."

Telephone interview, support and representative organisation

"By creating a new sector it highlights difference. Wrapping outcomes into existing sectors seems more logical."

Telephone interview, support and representative organisation

Strengths and weaknesses

- 7.7 We asked for views on the strengths and weaknesses of the sport for change sector. Some felt unable to answer this question. Those who did respond focused mainly on weaknesses.

- 7.8 The main strength identified was the growth in the number of community sports clubs and organisations now delivering sport for change activities as part of their offerings, which was raising the profile of sport for change.

"There are loads of young, dynamic organisations that are growing more robust. The sector is really starting to grow."

Telephone interview, delivery organisation

Example: Development trusts

Many development trusts are sports organisations, or beginning to use sport as a delivery tool. The trusts are developing stronger relationships with each other and are keen to demonstrate the work they have been doing. Education Scotland has been using the work of development trusts to build up an evidence base, to demonstrate the impact of culture, learning and sport for change.

- 7.9 A range of weaknesses were identified.

Leadership

- 7.10 Some organisations were already doing work to raise awareness of sport for change. When discussing existing activity to raise awareness of sport for change, many telephone interviewees across a range of organisations highlighted the work that The Robertson Trust was doing - through funding and other support in the form of advice, guidance and mentoring. Interviewees also mentioned the Scottish Government and **sportscotland**, but in general they viewed The Robertson Trust as the leading player in the field.

Some interviewees felt that the Scottish Government and **sportscotland** should be showing more leadership in this area.

- 7.11 Some said that aside from The Robertson Trust, high level bodies have not been involved in growing the sport for change approach. Some felt that the Scottish Government, sportscotland and Scottish Governing Bodies should all play a greater role. A small number felt that **sportscotland** was still trying to work out its role within this field.

"The Scottish Government needs to recognise the power of sport as a force for good and embrace it as part of society. They need to put more money in."
Telephone interview, delivery organisation

Lack of clarity about the concept

- 7.12 A large number of telephone interviewees said that the definition of sport for change had to be clarified before it could be effectively publicised. Some interviewees said that many delivery organisations were achieving sport for change outcomes without realising. These interviewees believed that clarification around the term 'sport for change' would help create better common awareness of using sport as a tool for social change. Whatever label was agreed upon, interviewees said that there was a need for clear communication, plain language and lack of jargon, around the concept.

"People don't realise that they are doing it [sport for change]."
Telephone interview, delivery organisation

"It needs to be recognised that lots of activity going on is related to sport for change, although it is not being called that. A lot of organisations contributing to sport for change are not aware that the sector exists."
Telephone interview, support organisation

- 7.13 Many talked about the distinction between sport and physical activity. Some felt that these were two different things, and it wasn't clear if physical activity had a place in the sport for change strategy.

"It should be rebranded as something else other than 'sport' as this is too exclusive. It is not all about competition and sport."
Telephone interview, delivery organisation

- 7.14 A few telephone interviewees suggested that developing sport for change outcomes would help to raise awareness and understanding of the approach. They felt that this would better communicate the main messages, to a wider audience, in a more consistent way. Some interviewees believed that in many cases sport for change was still being confused with sport participation and development.

"The definition of top level outcomes which can then be fed down, would create unity across all agencies."
Telephone interview, support organisation

"A cohesive position on how sport for change is different from participation or sport development is required."

Telephone interview, support organisation

- 7.15 Some talked about the need to break down barriers between sports, which still appeared to work in silos. In addition, a small number said that lower profile sports should be more equally supported alongside traditional sports such as football, rugby and tennis.

"There needs to be smoother transitions between different levels of sport, and between different sports, to improve outcomes for people."

Telephone interview, support and representative organisation

- 7.16 Some interviewees suggested that more robust partnership working was required between governing bodies of sport, to raise the profile of the sport for change agenda. Some interviewees said that closer working would help align governing bodies with the sport for change approach, as currently some "don't see raising awareness of sport for change as their job."

"Sports have to get people active. We must work together. We are much stronger as a collective."

Telephone interview, Governing Body for Sport

Lack of resources and funding challenges

- 7.17 Some interviewees felt that resources dedicated to sport for change were limited. They said that short term funding was a challenge, even for strong organisations. This led to a lot of time being spent on fundraising, which could detract from delivery. Other interviewees felt that sport for change funding sources were fragmented, and needed to be more joined up.

Main priorities for change

- 7.18 We asked people what they thought were the main priorities for sport for change in Scotland should be. The priorities emerging were:

- **Strategic leadership** – Some felt that more visible political and strategic support and direction was required to allow the approach to develop. A few said that the focus on achieving social change through sport should be built into the sporting infrastructure and not just an add on. A few said that sport for change should be contributing to the Scottish Attainment Challenge and more firmly linked to the Curriculum for Excellence.
- **Communication and awareness raising** – Some said that national decision makers and other key players should disseminate more relevant and targeted information about the benefits of sport for change. They felt that a clear and consistent message around sport for change was required.
- **Defined outcomes** – Many wanted to see a set of simple and clear sport for change outcomes for organisations to work towards.

- **Evidence base** - Some said that the approach would be strengthened by robust statistics and evidence demonstrating the impact of sport for change activities and approaches.
- **Partnership working** – Interviewees believed that this should involve the Scottish Government, **sportscotland**, NHS, and services such as education, youth work, the police and sport for change organisations. Sharing good practice was seen as essential to achieving unity. Some interviewees said that the development of national and regional networks would be useful. Both delivery and support organisations saw the benefits of attending events, regular networking and sharing of good practice in this area. Some telephone interviewees also mentioned the use of award programmes to celebrate the successes achieved through using sport as a tool for social change, including Youth Achievement and the Duke of Edinburgh Awards.

Example: Beyond Sport Awards

The Beyond Sport Awards, funded by Comic Relief, promote, support and reward the best projects worldwide, using sport for positive social change. Since 2009, Beyond Sport has awarded over 160 projects for their innovations and impact through sport. The winners of Beyond Sport Awards receive global recognition, strategic business support and access to partnership and media opportunities. They also receive funding support with the aim of enabling them to grow and become sustainable in the future.

- **Strong funding networks** – Some telephone interviewees talked about the importance of having visible, consistent funding sources that were straightforward to access for all. Some interviewees were not sure what funders, apart from The Robertson Trust, had an interest in funding sport for change objectives.
- **Equality in sport** – Some interviewees talked about the importance of ensuring that sport for change tackles inequalities and is accessible to all.
- **Staff and volunteer development** - Some highlighted investment in staff and volunteer training and development as an important aspect of developing sport for change, particularly around outcomes and impact.
- **Investment in infrastructure** – Some highlighted infrastructure as critical for developing effective sport for change approaches. This included accessible leisure and sports facilities, particularly for people from disadvantaged backgrounds and for people with disabilities. Some also said that removing cost barriers was important.

Driving the agenda

7.19 Telephone interviewees said that a range of bodies and organisations should be involved in taking forward the sport for change agenda in Scotland. These included:

- national decision makers including the Scottish Government, NHS, **sportscotland**, Education Scotland and Police Scotland;
- the Sport for Change Network;
- Governing Bodies of Sport;
- other third sector organisations including Sported, Senscot, Winning Scotland Foundation, Scottish Sports Futures, Vocal Scotland, The Robertson Trust, Homeless World Cup, Street Soccer Scotland, the Scottish Community Development Centre, Voluntary Action Scotland, SAMH, Alzheimer's Scotland and MS Society;
- national parks and other environmental organisations;
- local authorities and NHS Boards, including community safety, social care, community learning and development, education, culture and Leisure Trusts, schools and nurseries, community planning partnerships and Health and Social Care Partnerships;
- funding bodies including The Robertson Trust, the Big Lottery and the Scottish Government;
- youth organisations including Youth Scotland;
- regional and local sports clubs and organisations, including disability clubs;
- local community groups, including community councils;
- employability organisations; and
- service users of all ages and abilities representing wider communities.

"Local authorities have a huge role to play, they are the biggest and have good community connections."

Telephone interview, support and representative organisation

"There should be more involvement from health boards because the health benefits are huge."

Telephone interview, support organisation

7.20 Many interviewees said that the Scottish Government, **sportscotland** and NHS needed to develop a better understanding of the approach. Some felt that they had not been very engaged in the sport for change debate to date. A large number of interviewees said that local authorities and service commissioners also needed to have more of an awareness of the approach. Interviewees felt that until this happened, funding and resources would not be directed to the most appropriate places.

"They [the local authority] are the main body that should be supporting this. A lot of them won't understand or accept that this is their responsibility."

Telephone interview, delivery organisation

"Is there a focus in government on sport for change, and if so, what are the policies?"

Telephone interview, support organisation

"There needs to be proper leadership, a model and a framework. Sport for change is an abstract concept at the moment."

Telephone interview, delivery organisation

- 7.21 Many telephone interviewees said that the presence of individual government services, such as education and criminal justice, the NHS and **sportscotland** had not been visible enough with the sport for change approach. Some interviewees highlighted that sport and physical activity could result in huge cost savings for the NHS, but that health boards had been hard to engage.

"Strong evidence should be used to push the agenda at the highest level."

Telephone interview, support organisation

- 7.22 Some telephone interviewees said that sport for change would become better understood if it was linked with other relevant local and national health and wellbeing strategies. They felt that this could include the NHS Health Scotland strategy (Active Scotland). Interviewees also highlighted the need to develop consistency of sport for change approaches across each of Scotland's 32 local authorities.

"There is a need for unity and clarity."

Telephone interview, support organisation

Summary

- 7.23 There were varied views on whether there was a sport for change sector, but there was consensus about the need for more networking, connections and co-ordination.
- 7.24 People felt that the main strength of the sport for change sector was the growth of the number of community organisations and clubs now delivering sport for change activities as part of their work, which was raising the profile of sport for change.
- 7.25 The main priorities for developing the sport for change agenda were:
- leadership;
 - communication and awareness raising;
 - defined outcomes and definition;
 - evidence base;
 - partnership working;
 - stronger funding networks; and
 - staff and volunteer development.
- 7.26 People felt that a wide range of organisations needed to drive the agenda forwards, including the Scottish Government, **sportscotland** and the NHS; other national agencies like Education Scotland or Police Scotland; Scottish Governing Bodies for Sport; local authorities, community planning partnerships, community health and care partnerships and local government representative bodies; youth organisations; funders; and support organisations and networks.

8. TESTING OUR IDEAS

Introduction

- 8.1 This chapter sets out our findings when we tested the initial themes emerging from the research at three regional workshops.
- 8.2 Overall, at these sessions participants indicated that the findings broadly resonated with their own experiences and there were no major surprises.

Defining sport for change

- 8.3 Participants at all workshops considered this definition of ‘sport for change’:

Sport for change: By which we mean intentionally using sport and physical activity to bring about positive benefits for individuals and communities.

- 8.4 The main themes coming out of this discussion were:

- Broadly the definition is clear and inclusive.
- While the term ‘sport’ may be off-putting and not fully encompass physical activity, on balance its use in this context is probably ‘practical but not ideal’. It is snappier than some other alternatives (such as sport and physical activity for change); more specific than some others alternatives (such as active lives for change, or activity for change); and is a term which is already recognised by some.
- It is important to include the word ‘intentionality’. On balance, participants felt that this means the change is not accidental, and you know what you want to achieve. It could help get everyone on the same page, and create culture change about the change sport and physical activity can bring about. Some felt strongly that intentionality was at the heart of sport for change, and helped to distinguish the approach from other uses of sport and physical activity.
- There is maybe a need to be more specific about the fact that activity should be addressing a particular need.
- Sport for change should be promoted as an approach rather than a sector. It is one way of working across different sectors, rather than creating divisions or compartments within an existing sector.

- 8.5 Based on these comments, we developed a refined definition.

Sport for change: By which we mean using physical activity and sport intentionally to bring about positive benefits for individuals and communities, to address specific needs.

Sport for change outcomes

- 8.6 Participants at all workshops considered an initial outcomes framework we developed for sport for change (included below). This sets out the outcomes that the sport for change approach aims to bring about.
- 8.7 We asked how people felt about the themes and outcomes contained within it. The key messages emerging were:
- Generally participants were broadly happy with the way the outcomes were sorted into themes, which connected with Scottish Government strategic objectives. Some small changes to wording were suggested.
 - Some outcomes are very high level, and others are very specific. It needs to be consistent. Some felt that it should be high level, so that there are not too many outcomes and it is focused. This would allow for sub-outcomes and indicators within each theme, to enable people to measure progress towards the outcomes. Others felt that it should be specific, including a wide range of outcomes. On balance, there was a preference for simplicity and a smaller number of outcomes.
 - Some outcomes are not covered, for example the connection with mental health, emotional health, happiness and wellbeing; and the role in building more cohesive communities.
 - It is important to say something somewhere about approach. The approach matters. And these benefits can come about through leadership and volunteering as well as participation in sport and physical activity.
 - There were very mixed views on importance of linking to reductions in public spending – some felt a key priority to highlight (emphasising early intervention and prevention) others felt this should not be the priority.
- 8.8 We developed a revised outcomes framework as a result of these discussions. This was then circulated to workshop participants for further comment, and also discussed with the Research Advisory Group and Sport for Change Network. This discussion highlighted a preference for the outcomes framework to focus on the social outcomes of sport and physical activity, removing the reference to simply increasing levels of physical activity. It was agreed that outcomes simply around increasing physical activity were not the focus of sport for change work, and already linked very clearly to the Active Scotland Outcomes Framework (Outcomes One to Three).

Sport for change			
By which we mean: Using physical activity and sport intentionally to bring about positive social benefits for individuals and communities, to address specific needs.			
Core outcomes are:			
Sport for inclusion	Sport for health and wellbeing	Sport for life, learning and work	Sport for communities
A fairer Scotland	A healthier Scotland	A smarter and wealthier Scotland	A safer, stronger and greener Scotland
<ul style="list-style-type: none"> • People, including those who may not traditionally participate, do not experience barriers to accessing sport or physical activity • Inequalities in society are reduced • Relationships between people with different characteristics improve 	<ul style="list-style-type: none"> • People exhibit healthy behaviours and choices • People experience better physical and mental health • People recover from illness more effectively • People are a healthy weight 	<ul style="list-style-type: none"> • People's confidence and self-esteem improves • People can make positive choices in their lives • Young people's learning experience and attainment improves • People progress into learning, training, volunteering or employment • People develop their skills for life, learning and work 	<ul style="list-style-type: none"> • Communities do not experience antisocial behaviour and offending • Communities are connected and cohesive • Families have positive relationships • The environment is more sustainable

These outcomes for people and communities are the main focus. However, by preventing problems from occurring and intervening early on, the sport for change approach also saves public services resources.

Through achieving these outcomes, sport for change contributes to Active Scotland Outcome Five: We support wellbeing and resilience in communities through physical activity and sport. It can also contribute more widely to other Active Scotland outcomes.

Strengthening the sport for change approach

8.9 We asked participants to reflect on the priorities emerging from the research around how to strengthen the sport for change approach in Scotland. The two clear priorities emerging were leadership and evidence.

- **Leadership** – There was clear agreement that there was a need for a consistent strategic lead on the role the sport for change approach can play in Scotland. Most felt that this leadership would need to come from the Scottish Government (led by the Active Scotland Division and linked to other policy agendas), and then through key agencies including **sportscotland**, the NHS and Education Scotland. Participants had mixed views on the role of **sportscotland** in taking this agenda forward, with some feeling that past performance did not put them in a positive place for leading this agenda.

However, others stressed the importance of a key recognisable figurehead or leader to champion the approach, with some suggesting Mel Young (chair of **sportscotland**) or Harry Burns (professor of public health and previous Chief Medical Officer for Scotland).

Many also emphasised the need for local leadership from local authorities and community planning partnerships and representative bodies such as SPORTA, VOCAL and COSLA. Participants felt that leadership would help to promote clear messages about the important role sport and physical activity can play in Scotland; the priority outcomes from sport and physical activity; and culture shift towards a greater emphasis on outcomes around health, wellbeing, equality and other outcomes.

Many participants talked about the role of **sportscotland** in bringing about a culture shift towards wider outcomes achieved through sport. **sportscotland** was seen as having a key role in influencing Scottish Governing Bodies for Sport and sports clubs, in terms of setting priorities and frameworks for measurement.

- **Evidence** – Many participants felt that it was a priority to ‘tell the story of change’ clearly. This would include drawing together the research base; raising awareness of the outcomes framework and encouraging its use; support and guidelines on how to evaluate wider outcomes and proving that you are making a difference. There was agreement that wherever possible, organisations should be evaluating their activities consistently across Scotland, to build a good collective evidence base – accompanied by lots of positive stories about the change brought about through sport and physical activity.

8.10 Other key priorities were:

- **Raising awareness of the sport for change approach** – Participants felt that badging work more explicitly as sport for change, including using a shared definition and outcomes, would lead to greater consistency of

message and a wider understanding of the approach. Some suggested that raising awareness among potential funders and partners, particularly local authorities and community planning partners, would be important.

- **Networking and support** – Many participants were interested in a wider network of organisations using a sport for change approach. There was interest in a community of practice, action learning sets and other approaches which would enable organisations to learn from one another and share practice, receive training and support collectively, and promote joint working. Some were also interested in networks at local level – particularly those who were outwith the central belt. Some suggested links with the [Scottish Physical Activity and Health Alliance](#).

Many were interested in receiving support with working towards outcomes within the sport for change outcomes framework, gathering evidence and linking with key government agendas such as obesity and attainment. Some emphasised the importance of support with building a strong organisation to enable them to achieve positive outcomes, including understanding what works, finances, organisational structure, community links and working with staff and volunteers.

- **Funding** – There was recognition that funders were important in supporting the process of effecting change at a strategic level. There was some interest in ring fenced funding for sport for change outcomes. However, others talked about the need to raise awareness and better connect funding streams. This could involve working with funders to promote recognition of the benefits of sport for change (using a clear definition and outcomes); help with identifying appropriate funding streams; support completing funding applications; and help building longer term relationships with funders.
- **Learning from this research** – Finally, participants suggested raising awareness of this research project, through producing a short, simple summary in accessible language.

9. KEY THEMES AND RECOMMENDATIONS

Introduction

- 9.1 This chapter set out key themes emerging from the research, and broad recommendations for action.

Defining sport for change

- 9.2 This research has highlighted clearly that sport for change is an approach, a way of working, which is focused on bringing about benefits for individuals and communities. Organisations can use a sport for change approach as part of their activity, along with lots of other approaches including sports development, youth work, community learning and development and asset based approaches.
- 9.3 Sport for change is a way of working which can be used by sports organisations, and many others. There is not a distinct 'sport for change' sector in Scotland, and portraying the approach in this way does not appear to be helpful. In particular, working to define a 'sport for change' sector runs the risk of a sport development and sport for change sector running in parallel, fighting to access the same limited funding.
- 9.4 The words we use to describe how to use sport and physical activity for positive outcomes are tricky. While sport for change was seen as a pragmatic and broadly acceptable phrase, there was recognition that it was not ideal – due to perceptions of 'sport' and the fact it doesn't immediately make clear that physical activity is included. There are a two main options here.
- 9.5 The term 'sport for change' could be used with a consistent strapline making it clear that physical activity is included. Or a broader term could be developed to cover sport and physical activity. However, there was no agreement as part of this research about what that might be, and it would need to be further explored. There is a need to agree a common language around this approach.

Clarity of outcomes

- 9.6 There are a small number of organisations in Scotland who fully understand and associate with a 'sport for change' approach. There are many more organisations who associate with similar outcomes themes without always calling it 'sport for change'. There is another large group of organisations delivering sport and physical activity who could be working towards similar outcomes if they were supported to recognise and evidence them.
- 9.7 This research has demonstrated a real interest in more clarity around what sport for change is, and how it is different to other approaches. The outcomes

model suggested in chapter eight sets out suggested outcomes for sport for change. It clearly positions sport for change as an approach which aims to bring about wider change (beyond activity and participation).

- 9.8 While the connection between sport and physical activity and health is strong and well proven, the evidence base linking to some other outcomes needs to be strengthened. Evidence from evaluations of Scottish sport for change activity provide indications of very positive outcomes, but evaluations are done using different methods, focusing on different outcomes and are not always collated. Evaluation also often focuses on experience and process, rather than outcomes. Evaluation and 'telling the story' of impact is a challenge for many.
- 9.9 In developing this approach, there is also a need for a clear steer from the Scottish Government about the link between sports participation more generally to the Active Scotland Outcomes Framework. This would need to be presented in a way which made clear that this was not about competition between different approaches, and that the approaches were not mutually exclusive. Instead it is about being clear about different rationales and reasons for using sport and physical activity.
- 9.10 There is a need to:
- agree intended outcomes (following on from the outcomes developed as part of this research);
 - raise awareness of these intended outcomes – perhaps through short, snappy publications for policy makers and funders (to understand the potential outcomes and impact) and for deliverers (to understand the range of potential outcomes they could achieve, accompanied by guidance on key success factors and indicators of how to measure progress towards outcomes);
 - promote these outcomes that can be achieved through sport and physical activity widely, to make people aware of the potential – profiling existing work and engaging other organisations with the approach and outcomes that can be achieved - this could be very simple, through some well structured social media activity that encourages organisations to share stories of change using a specific hashtag; and
 - support the gathering of evidence against these outcomes and collate evidence at Scottish level to demonstrate impact of the approach (making links with academic researchers as appropriate).

Leadership

- 9.11 Leadership was identified as a clear priority for action. In addition to the broad and significant cultural shift outlined above, there are wider roles for Scottish Government, **sportscotland**, Sport for Change Network and others in terms of leadership. Most importantly, leadership is required to raise awareness of the current and potential contribution of sport and physical activity to change; encourage and support organisations to use a sport for change approach; and

link sport for change with national and local policy priorities, frameworks and systems.

9.12 Potential actions include:

- Scottish Government actions to place the positive changes achieved through sport and physical activity clearly within policy agendas:
 - clear Ministerial support for sport and physical activity as tools of change;
 - integrating sport for change outcomes framework with the Active Scotland Outcomes Framework;
 - providing clarity more broadly on how sports participation can contribute to the Active Scotland Outcomes Framework;
 - raising awareness across policy areas of using sport for change as an approach; and
 - influencing government agencies in terms of priority, value and focus on sport for change.
- **sportscotland** actions to firmly place change within the sporting sector:
 - promote importance of change and outcomes within sport and physical activity and the system for sport;
 - clearly link activity like Active Schools and Community Sports Hubs to wider sport for change outcomes;
 - adapt funding to reward those who are focused on outcomes and change;
 - encourage SGBs and other funded organisations to focus on outcomes and change as part of their work – including supporting SGBs to support clubs around the sport for change approach;
 - adapt monitoring frameworks to reflect the importance of wider outcomes; and
 - identify senior champion for sport for change agenda (potentially Mel Young as current chair).
- Government agency actions to place change through sport and physical activity within wider policy agendas (including NHS, Education Scotland, Police Scotland):
 - promoting the role of sport and physical activity in achieving outcomes within their policy area;
 - a clear statement on the value of sport for change for local practitioners/ decision makers; and
 - promotion of examples of positive impact/ good practice within the relevant policy field (in recognition that lots is happening already).
- Local government actions to raise awareness of value of sport and physical activity approach at local level (led by local government representative organisations):
 - clear messages about the important role that sport for change can play in Scotland; and

- potential support for networking around the change and outcomes focused approach between local areas.
- Sport for Change Network actions to raise awareness of the power of sport and physical activity:
 - promoting the outcomes that can be achieved through sport and physical activity and raising the profile of the sport for change approach; and
 - supporting networking, information sharing, learning and good practice in delivery.

Networking

- 9.13 This research found a high level of interest in networking opportunities to bring together delivery organisations aiming to bring about change through sport and physical activity – including very small grassroots organisations. The purpose of these networking opportunities would be to enable organisations to share practice, receive training and support collectively and to promote joint working.
- 9.14 Importantly, the networking opportunities should link with existing related networks of sport, physical activity and outcomes focused organisations, to ensure that they complement – and don't duplicate – other activity. This should include consideration of the role and form of the Sport for Change Network.
- 9.15 There may still also be a role for a more strategic group, focused on raising awareness of the power of sport and physical activity, advocating for the approach and liaising with national policy makers and funders.
- 9.16 The creation of sustainable and effective networking opportunities would need to be accompanied with some resources and co-ordinated by an individual or organisation, to ensure clear responsibility.

Supporting effective delivery

- 9.17 The main areas of support required were around:
- Funding – accessing funding, describing the sport for change approach, linking with key priority areas such as obesity and attainment.
 - Sustainable organisations – building capacity, working with staff and volunteers, finances, organisational structure – to ensure that quality of delivery is high and aligned to the desired outcomes.
 - Using a sport for change approach – understanding what works, how to achieve change, clarity of purpose around connections to the outcomes they are best placed to achieve, learning from others.
 - Evidence – how to align with outcomes and report against these effectively, providing guidance and tools for different settings.

9.18 Support resources should be offered, linked to the outcomes framework, to enable organisations across the spectrum to engage and achieve as much change as possible.

Connecting funding opportunities

9.19 Finally, the research highlighted the need for a clearer funding environment. There is a need for:

- more information about the funding available to support using sport and physical activity to bring about change;
- better connections and signposting between funding streams;
- promotion of the sport for change approach to ensure funders understand its potential benefits (and how it is different from traditional sports activity);
- support for organisations to complete funding applications – particularly smaller organisations or those new to outcomes, who often find it harder to articulate their intended outcomes; and
- greater consistency in the evidence collated by funders around achievement of outcomes – potentially aligned to the new outcomes framework.

Appendix One

Survey

This survey is for organisations using sport or physical activity approaches in Scotland.

The Robertson Trust (along with **sportscotland**, Scottish Government and the Sport for Change Network) is exploring how sport and physical activity is being used to benefit individuals and communities across Scotland. This could include a wide range of physical activity, including dance, outdoor activities and walking.

The research will help us to:

- better understand how organisations are currently using sport and physical activity
- identify how sport and physical activity might be better supported going forward
- demonstrate the real difference that sport and physical activity can

make. Research Scotland is undertaking this research.

This survey is a very important part of this work, to understand the scope, range and nature of work around sport and physical activity in Scotland. The survey is for organisations using sport or physical activity approaches in Scotland. The survey will take **10 minutes** to complete.

The survey findings will be reported completely anonymously. We won't identify either the individuals or the organisations which took part in the survey.

Please complete this survey by Friday 24th June.

This survey is for organisations using sport or physical activity approaches in Scotland.

1. Is your organisation a: (Please tick one)

Please pick the category that best describes your organisation. We understand that there will be some overlap between categories.

- | | |
|---|---|
| <input type="radio"/> Scottish Governing Body for Sport | <input type="radio"/> National public sector organisation or agency |
| <input type="radio"/> Sports club | <input type="radio"/> Community organisation |
| <input type="radio"/> Community Sports Hub | <input type="radio"/> Voluntary, charitable or social enterprise organisation |
| <input type="radio"/> Leisure Trust | <input type="radio"/> Representative or membership body |
| <input type="radio"/> Local authority | <input type="radio"/> Private sector organisation |
| <input type="radio"/> NHS Board | <input type="radio"/> College or University |

Other (please specify)

2. What is your organisation's main field of work? (Please tick one)

We understand that your work may cover several of these fields, but this question relates to your primary focus.

- | | |
|--|------------------------------------|
| <input type="radio"/> Sport or physical activity | <input type="radio"/> Volunteering |
| <input type="radio"/> Youth work | <input type="radio"/> Play |
| <input type="radio"/> Equality | <input type="radio"/> Early years |
| <input type="radio"/> Health and wellbeing | <input type="radio"/> Community |
| <input type="radio"/> Education and learning | <input type="radio"/> Environment |
| <input type="radio"/> Safety and justice | <input type="radio"/> Housing |

Other (please specify)

3. Do you work in any other fields? (Tick all that apply)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Sport or physical activity | <input type="checkbox"/> Volunteering |
| <input type="checkbox"/> Youth work | <input type="checkbox"/> Play |
| <input type="checkbox"/> Equality | <input type="checkbox"/> Early years |
| <input type="checkbox"/> Health and wellbeing | <input type="checkbox"/> Community |
| <input type="checkbox"/> Education and learning | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Safety and justice | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Other (please specify) | |

The Role of Sport and Physical Activity in Scotland

THE DIFFERENCE WE MAKE THROUGH SPORT AND PHYSICAL ACTIVITY

4a. What benefits do you think your sport or physical activities bring about for the individuals and communities you work with? (Tick all that apply)

- ☐ Increasing participation in sport/ physical activity
- ☐ Getting people active
- ☐ Developing sporting skills or increasing sports performance
- ☐ Making people healthier
- ☐ Developing skills for learning
- ☐ Developing skills for work
- ☐ Developing skills for life
- ☐ Increasing people's confidence and self-esteem
- ☐ Helping people to access other services
- ☐ Reducing crime and anti-social behaviour
- ☐ Engaging hard to reach groups
- ☐ Tackling isolation and building community cohesion
- ☐ Supporting victims of crime, abuse or trauma
- ☐ Other (please specify)

4b. Of these, which is the main reason that your organisation uses sport or physical activity? (Please just tick one option)

We are asking you to choose one option here. We understand this is difficult, but would ask you to think carefully about your organisation's main reason for using sport or physical activity.

- ☐ Increasing participation in sport/ physical activity
- ☐ Getting people active
- ☐ Developing sporting skills or increasing sports performance
- ☐ Making people healthier
- ☐ Developing skills for learning
- ☐ Developing skills for work
- ☐ Developing skills for life
- ☐ Increasing people's confidence and self-esteem
- ☐ Helping people to access other services
- ☐ Reducing crime and anti-social behaviour
- ☐ Engaging hard to reach groups
- ☐ Tackling isolation and building community cohesion
- ☐ Supporting victims of crime, abuse or trauma
- ☐ Other (please specify)

4c. Please tell us about why you chose this as your main reason for using sport or physical activity:

* 5. How would you describe the way you use sport and physical activity?

(Please tick one option)

Please think carefully about your answer as we will route you to a different part of the survey depending on your choice.

- ☐ We want only to increase participation and performance in sport
- ☐ We use sport or physical activity to bring about benefits for individuals and communities
- ☐ We use sport or physical activity both to bring about benefits for individuals and communities, and to increase participation and performance

The Role of Sport and Physical Activity in Scotland

UNDERSTANDING THE DIFFERENCE YOU MAKE

6a. Are you using sport or physical activity to address specific needs among the communities or individuals you work with? For example, a problem, issue or barrier that you know exists, and want to address.

- ☐ Yes
- ☐ No

6b. If yes, what needs are these?

6c. If yes, how do you know about the needs?

7a. Do you have specific target groups you want to bring about change for? For example people in a certain situation, age, gender or other characteristic.

☐ Yes

☐ No

7b. If yes, which target groups are these?

8a. How do you measure the difference your work is making? For example, how do you know the benefits it is bringing about for individuals and communities?

8b. What does this information tell you about the difference you are making?

The Role of Sport and Physical Activity in Scotland

WORKING WITH OTHERS

9a. Do you work jointly with other organisations to deliver your sport or physical activity opportunities?

☐ Yes

☐

No

9b. If yes, which organisations do you work jointly with?

(If you work with many, just tell us the broad types of organisations you work with)

9c. If you don't work jointly with others, can you tell us why?

The Role of Sport and Physical Activity in Scotland

SUPPORT

10. Have you received support in developing your approach to using sport or physical activity to bring about benefits for communities?

☐ Yes

☐ No

11. If yes, who has provided this?

12. Please tick **up to three** areas you would most like support with in the future:

- ☐ How sport/ physical activity can bring benefits for individuals and communities
- ☐ Designing and delivering sport/ physical activity which brings about benefits
- ☐ Articulating your intended aims and why these are important
- ☐ Governing your organisation
- ☐ Working with volunteers
- ☐ Building your capacity and financial sustainability
- ☐ Exploring needs, issues and strengths within communities
- ☐ Evaluating your work and the benefits or change you have brought about
- ☐ Marketing and promoting your activities
- ☐ Funding
- ☐ Other (please specify)

13a. Do you know where to go for this kind of support?

- ☐ Yes
- ☐ No

13b. If yes, which organisations would you ask for support?

14a. Would you like to:

	Yes	No
Take part in a follow up telephone conversation about your work	<input type="radio"/>	<input type="radio"/>
Attend a workshop to discuss the findings from this work	<input type="radio"/>	<input type="radio"/>
Receive a summary of our findings by email	<input type="radio"/>	<input type="radio"/>

14b. If you have said yes to any of these options, please give us your details:

Name:

Organisation:

Email address:

Phone number:

Your details will only be used for the purposes of inviting you to take part in the options you have selected. Findings from the survey will be reported completely anonymously.

The Role of Sport and Physical Activity in Scotland

USING SPORT TO BRING BENEFITS

* 15. Are you interested in finding out more about using sport or physical activity to bring about wider benefits for individuals and communities?

☐ Yes

☐ No

16. What type of information and support do you need to develop this area of work?
(Please tick **up to three** areas you would most like support with)

- ☐ How sport and physical activity can bring benefits for individuals and communities
- ☐ How to explore community needs, issues and strengths
- ☐ Help with setting aims or outcomes, intended benefits and changes we want to bring about
- ☐ How to deliver activity which brings about benefits
- ☐ How to evaluate your activity
- ☐ Other (please specify)

17a. Would you know where to go for support with this?

- ☐ Yes
- ☐ No

17b. If yes, which organisations would you ask for support?

The Role of Sport and Physical Activity in Scotland

FOLLOW UP INTERVIEWS

18a. Would you like to:

	Yes	No
Take part in a follow up telephone conversation about your work	<input type="radio"/>	<input type="radio"/>
Attend a workshop to discuss the findings from this work	<input type="radio"/>	<input type="radio"/>
Receive a summary of our findings by email	<input type="radio"/>	<input type="radio"/>

The telephone conversation would simply involve a short discussion to probe in a little more detail about the answers you gave in the survey. It will help us to better understand the successes, barriers and issues around using sport for the benefit of individuals and communities, and the support that is needed in the future.

18b. If you have said yes to any of these options, please give us your details:

Name:	<input type="text"/>
Organisation:	<input type="text"/>
Email address:	<input type="text"/>
Phone number:	<input type="text"/>

Your details will only be used for the purposes of inviting you to take part in the options you have selected. Findings from the survey will be reported completely anonymously.