

## **CULTURE COMMITTEE CC 02-03 (p3)**

**Date: 22<sup>nd</sup> January 2003**

**Time: 9.00am-12.30pm**

**Venue: National Assembly for Wales**

**Culture Committee, 22 January 2003**

### **Review of Sports Participation in Wales**

**Background information for the Sports Review on:**

**Women and girls participation;**

**Ethnic minorities participation;**

**Examples of best practice;**

**International comparisons (including Scotland);**

**Relevant university research.**

### **SUMMARY**

The following gives some background on certain issues not yet covered in detail by the Committee as part of its review of sport in Wales. It includes an overview of the current position in relation to the participation of women, girls and ethnic minorities in sport, some examples of best practice and some international comparisons. The Members' Research Service also sought relevant university research on participation in sport.

The research has not revealed many aspects that are unique to Wales but the following trends are evident.

- Participation rates for females in Wales are below those for males across all ages;
- for primary school aged children, whilst participation rates for boys and girls are broadly similar within school, outside school the participation rates for girls are generally much lower than those for boys. Amongst its targeted groups, the *Dragon Sport* initiative has had success in tackling this disparity;
- Participation rates for ethnic minorities are not available for Wales separately but it is reasonable to assume that the patterns are similar to those seen elsewhere in the UK where participation rates amongst ethnic minorities are lower than the average for the population as a whole. The rates vary between ethnic groups and by sex;
- Participation rates decrease with age.

Details are given below.

### **WOMEN AND GIRLS' PARTICIPATION IN SPORT**

Tables 1 to 3 give the participation rates for primary school aged children in curricular and extra curricular activities as well as club activities analysed by sex. The figures are taken from the Sports Council for Wales publication *Swings and Roundabouts? Primary School Children's Participation in Sport 2000*.

**Table 1: Primary school aged children participation in curricular activities, by sex, Wales**

					Percentage
		Participation in sport since the previous summer			
Sport		All children		Boys	Girls
Baseball / Rounders		81		79	83
Swimming		70		70	70
Football		66		78	53
Athletics		66		67	65
Dance		60		56	64
Gymnastics		59		57	61
Netball		45		32	59
Cricket		45		51	39
Obstacle Races		44		44	43
Rugby		40		50	30
Hockey		37		36	37
Tennis / Short Tennis		32		33	31

Source: Sports Council for Wales

**Table 2: Primary school aged children participation in extra-curricular activities, by sex, Wales**

					Percentage
		Participation in sport since the previous summer			
Sport		All children		Boys	Girls
Football		45		62	28
Baseball / Rounders		26		24	29
Netball		25		10	40
Rugby		23		36	9
Cricket		23		32	14
Swimming		22		21	22

Athletics		20		21		19
Dance		17		10		24
Tennis / short tennis		12		13		11

Source: Sports Council for Wales

**Table 3: Primary school aged children participation in club activities, by sex, Wales**

						Percentage
Participation in sport since the previous summer						
Sport		All children		Boys		Girls
Swimming		31		28		35
Football		30		48		11
Judo / martial arts		15		20		10
Rugby		14		25		3
Dance		12		2		22
Cricket		10		16		4
Horse riding		10		4		16

Source: Sports Council for Wales

Table 4 gives the percentages of adults participating in sport during the previous 4 weeks. This information is from the publication *Adult Sports Participation and Club Membership in Wales 2000-2001* produced by the Sports Council for Wales.

**Table 4: Participation in sport by over 15s during the last four weeks, by sex, Wales**

				Percentage
Type of Activity		Female		Male
Any activity		51		63
Any activity excluding less strenuous activities (a)		31		44

(a) Excludes walking less than two miles, billiards and snooker.

## Dragon Sport

*Dragon Sport* is the new initiative from the Sports Council for Wales, funded by the National Lottery, designed to offer 7-11 year olds fun and enjoyable sporting opportunities. Liaising closely with schools and sports clubs, *Dragon Sport* aims to make a dramatic impact on sports participation by encouraging children to become involved in a variety of organised sporting activities. A portfolio of seven modified sports will be used in the scheme; the range will increase as *Dragon Sport* develops. The seven *Dragon Sports* are rugby, athletics, cricket, football, hockey, netball and tennis.

Further information on *Dragon Sport* can be found at:

<http://www.dragon-sport.co.uk/>

The Sports Council's focus on women and girls started with the *Dragon Sport* programme in 2000. The results from the Council's biennial research surveys for the 7-11 age group targeted by *Dragon Sport* indicate that participation rates for girls in extra-curricular sports have been raised to the same level as boys: from 75% in 2000 to 81% in 2002.

## Girls First

Encouraged by this evidence the Sports Council introduced its *Girls First* Programme to focus on girls of secondary school age. This programme is funded by the Welsh Assembly Government at a cost of £250,000 a year. As yet, the Council has no plans to extend the clear sport focus of *Dragon Sport* into secondary schools, as the priority has been to concentrate on providing alternative physical opportunities to cater for the needs of girls. The *Girls First* programme is still in its early stages and has been limited by available funding but survey figures suggest that there has been a slight increase in participation in extra-curricular sport from 68% in 1999 to 69% in 2001. *The Girls First* programme aims to encourage the introduction of sports activities that are more suited to a wider range of girls' interests. Over 14,000 girls in 147 schools throughout Wales have taken part in the first year.

## Female participation in sports in Europe

The most reliable figures relating to female participation in sport within Europe were produced by Compass during their initial research for the *1999 Sports Participation in Europe Toolkit*. The project promotes the harmonisation of statistics on participation in sports and therefore the comparison between data of various countries. Table 5 gives participation rates for females and males for seven European countries.

**Table 5a: Female participation rates in sport in selected European countries**

							Percentage
	Finland	Ireland	Italy	Netherlands	Spain	Sweden	UK
Competitive, organised, intensive	4	3	1	5	1	8	2
Intensive	38	11	3	7	7	29	10

Regular, competitive, and/or Organised	4	7	1	9	1	3	3
Regular, recreational	26	4	4	6	5	19	6
Irregular	4	14	4	27	6	11	18
Occasional	1	20	3	6	5	..	22
Non-Participant	22	42	85	39	76	30	40

Source: Compass

**Table 5b: Male participation rates in sport in selected European countries**

							Percentage
	Finland	Ireland	Italy	Netherlands	Spain	Sweden	UK
Competitive, organised, intensive	7	11	3	10	4	17	8
Intensive	27	11	4	9	8	19	15
Regular, competitive, and/or Organised	7	7	3	11	3	7	6
Regular, recreational	29	3	3	5	4	15	5
Irregular	8	13	12	22	13	12	20
Occasional	3	22	7	6	7	..	19
Non-participant	17	30	68	37	61	30	28

Source: Compass

## ETHNIC MINORITIES' PARTICIPATION IN SPORT

Data on the participation of people from ethnic minorities in sport in Wales is not readily available. This section therefore looks at recent evidence from the UK, including the recent report *Game Plan* from the Cabinet Office Strategy Unit and the Department for Culture, Media and Sport.

Published on 19 December 2002, the report looks at sport and physical activity in the UK today and where problems lie and provides recommendations for participation, high performance sport, major sporting events and for delivering recommendations in all three areas. The full document can be seen at:

<http://www.cabinet-office.gov.uk/innovation/2002/sport/report.shtml>

The report looks at the position of ethnic minority participation in sport in England – this gives a useful indicator of

the position elsewhere in the UK. The section of the report looking at current participation levels can be found at:

<http://www.cabinet-office.gov.uk/innovation/2002/sport/report/1.pdf>

Paragraphs 1.25 to 1.27 look specifically at the 'ethnicity affect levels of participation', using figures from Sport England's *Sport Participation and Ethnicity in England National Survey 1999/2000*. The key points are:

1.25 For ethnic minority groups overall, the participation rate in sport is 40% compared with a national average of 46%. This varies across the sexes and there is significant variation between ethnic groups.

1.26 Indian (31%), Pakistani (21%), and Bangladeshi (19%) women in particular have a lower involvement in sport than the national female average of 39%.

1.27 Sporting patterns are also different for different ethnic groups, for example participation rates in football amongst all ethnic groups is higher than the average, whereas for swimming it is lower."

Sport England and the Commission for Racial Equality have developed a UK wide initiative called *Sporting Equals*. *Sporting Equals* is working towards a society where:

- ethnic minorities can influence and participate equally in sport at all levels, as players, officials, coaches, administrators, volunteers and decision makers;
- there is an awareness and understanding of racial equality issues and their impact on sport;
- the governors and providers of sport recognise and value a fully integrated and inclusive society;
- a sporting environment is established where cultural diversity is recognised and celebrated.

Further information on *Sporting Equals* can be found at:

<http://www.cre.gov.uk/speqs/index.html>

Sport England have also produced a document that looks at ethnic minority communities and sport. This gives a background to their work in this area and can be found at:

[http://www.sportengland.org/whatwedo/sports\\_equity/pdfs/ethnic\\_minority%20\\_equity.pdf](http://www.sportengland.org/whatwedo/sports_equity/pdfs/ethnic_minority%20_equity.pdf)

Sport Scotland have produced a report called *Sport and Ethnic Minority Communities: Aiming at Social Inclusion*. Chapter 4 of this very detailed report looks at barriers to sports participation. Key points are given later in this paper but the full report can be found at:

<http://www.sportscotland.org.uk/pdfdocuments/ethnicityrr.pdf>

## Older people

Participation rates decline with age. The report *Sports Participation and Club Membership in Wales 1998/1999* produced by the Sports Council for Wales identifies the changing levels of participation (Table 6).

**Table 6: Levels of participation in sport, by age (a)**

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Age		Percentage of adult population
15		85
16-17		73
18-19		68
20-24		60
25-29		55
30-34		54
35-39		50
40-44		46
45-49		35
50-54		30
55-59		32
60-64		29
65-69		24
70-74		20
75+		14

(a) Includes any activity except billiards snooker and walking.

Source: Sports Council for Wales

## EXAMPLES OF BEST PRACTICE

In a fact-sheet aimed at local authorities, the Sports Council for Wales reported that in one local authority with a high percentage of over 50s, a new fitness suite has been opened, targeted at older people. To encourage participation, fitness advisers over the age of 40 are being employed to change the image of such the facility to match the target group. The document is available at:

[http://www.sports-council-wales.co.uk/images\\_client/olderQ.htm](http://www.sports-council-wales.co.uk/images_client/olderQ.htm)

### Neath Port Talbot County Borough Council

In their 2002 survey of adult sports participation, the Sports Council for Wales (SCW) noted that 60% of local Neath Port Talbot County Borough Council (NPTCBC) respondents participated in at least one type of activity in the four weeks preceding the day of the SCW interview. This figure compares favourably with the Valleys participation rate of 45% and a Wales-wide participation rate of 55%.

At their *Access to Leisure Sub Group of the Social Inclusion Working Group*, NPTCBC noted that the take up of their *Passport to Leisure* scheme by targeted groups and the extent of penetration is between 5% and 10% of the eligible population. The aim of the local authority is to target particular section of the community through an awareness raising campaign, to improve use of facilities by specific groups of people and to monitor usage by specific groups.

The Group identifies the need to promote the scheme through Youth Workers Council, social inclusion officers, sports development officers and the Community Safety Team and aims to distribute targeted mail to potential user

groups.

The local authority also aim to pilot a 'free' transport scheme to a preferred venue for those who may have difficulty commuting, and to pilot a GP referral scheme with 'health on prescription' for those directed towards physical exercise or therapy as a means of alleviating their ailments

For those most disadvantaged, a free pass card could be offered to be used at any facility for any activity. The card could be mailed direct to the household. Depending on the number of households who then use the scheme on a regular basis, the estimated project cost is £12,000 (pilot for 6 months).

## **City and County of Swansea**

### **Women and girls**

The Local Authority's Sports Development section has embraced the SCW's *Girls First* initiative. Officers have assisted secondary schools in the acquisition of *Girls First* funding and have ring-fenced a portion of Community Chest revenue funding for female only projects. Work is ongoing in traditional sports with officers playing a lead role in hockey and netball forums. This has led to Swansea being targeted with financial support from the relevant governing bodies to employ part-time development officers.

Officers within the Sports Development section have specific targets relating to girls' participation. Traditional male dominated sports, such as rugby and football, have local development plans in place to increase the opportunity for girls' participation. Football has seen a substantial rise in girls' participation, with a Swansea junior league, Centre of Development and senior ladies structure now in place.

The main remit of the development officers will be to increase the number of after-school and community clubs, as well as increasing the capacity of existing clubs in terms of coach education and availability of training resources.

Local *Dragon Sport* initiatives have provided opportunities for less competitive participation and provide opportunities for primary teachers and volunteers to undertake training in modified, easy to deliver sports and multi-skilled activities.

Sports Council Community Investment Programme funding has been accessed by two leisure centres within the local authority to provide 'female friendly' facilities, along with a sports development programme with numerous opportunities for girls to participate casually or via clubs.

### **Ethnic minorities**

Swansea believes that local strategies are the only way forward as each local authority will have a different mix of ethnic cultures, all with specific needs. Local authorities can then develop specifically designed coach education programmes, recruitment drives and revenue funding for the community clubs. In Swansea, an ethnic sports forum has been established to identify local needs.

### **Disabled people**

Swansea's disability leisure access forum has allocated funding to improve structural access issues. Most centres should be fully accessible by 2004.

### **Socially disadvantaged groups**



Swansea, along with most local authorities operate a subsidised scheme for access to the facilities managed by the authority.

## Infrastructure and facilities

Swimming in Swansea has the infrastructure and facilities to cater for people from grassroots through to excellence levels. Swansea has a club structure via *Swim Swansea* which is heavily supported by the local authority in use of its facilities. The new National Swimming Pool will cater for elite athletes.

## INTERNATIONAL COMPARISONS OF PARTICIPATION IN SPORT

### Scotland

In 1998 *Sport 21: Nothing Left to Chance* was launched as the national strategy for sport in Scotland. *Sport 21* has three visions for Scotland:

- A country where sport is more readily available to all,
- A country where sporting talent is recognised and nurtured,
- A country achieving and sustaining world class performances in sport.

*Sport 21* sets out to ensure that the opportunity to participate in sport and recreation is available to everybody in Scotland. *Sport 21* was reviewed in 2000 and is currently being reviewed again. Further information about *Sport 21* can be found at:

<http://www.sportscotland.org.uk/contents/homesport21/sport21intro.htm>

The SportScotland document *Sports Participation in Scotland 2001* noted that in 1999-2001, 64% of the adult population of Scotland (aged 16 and over) participated in some type of sport or physical recreation in the four weeks prior to interview. The equivalent figure for young people is 99%. Table 7 highlights the total sports participation in Scotland from 1999-2001. The report identifies a fairly steady increase in participation over the last ten years.

Further information on participation in sport in Scotland during 2001 can be found at:

<http://www.sportscotland.org.uk/pdfdocuments/sportsparticipation2001.pdf>

**Table 7: All participation in sports in Scotland, 1999-2001**

	All Sports	Selected Sports (a)	Population
	(Percentage)	(Percentage)	(Thousands)
Adults (16+)	64	52	4,077
Young People (8-15)	99	98	518

<b>Sex</b>					
Males (16+)		69		59	1,925
Females (16+)		60		46	2,152
<b>Age</b>					
8 – 11		99		99	257
12 – 15		99		98	261
16 – 24		84		77	561
25 – 34		77		68	714
35 – 54		68		55	1,454
55+		45		29	1,348
<b>Social Class</b>					
AB		75		65	
C1		72		59	
C2		67		54	
DE		50		38	

a. Selected sports are all sports excluding walking (2+ miles), dancing and snooker/billiards/pool.

Source: Sports Participation in Scotland 2001

In 2001 SportScotland commissioned research to explore the issue of participation in sport and physical recreation by people from ethnic minority backgrounds. The remit includes a wide spectrum of sports participation, from the 'elite' sports person to someone participating in light physical activity for recreational purposes.

SportScotland identified five key outputs of the research:

- to provide SportScotland with an insightful and actionable strategy that will eliminate the current barriers to sports participation amongst people from ethnic minority backgrounds;
- an understanding of the barriers faced by people from ethnic minority communities with regard to participation in sport;
- examples of good practice;
- a comprehensive list of key indicators of good practice in relation to encouraging participation amongst the target groups;
- guidance on future research needs in terms of collecting baseline data for monitoring participation levels amongst the target groups.

The full document, *Sport and Ethnic Minority Communities: Aiming at Social Inclusion*, can be viewed at:

The Scottish Executive Development Department in collaboration with SportScotland commissioned the Centre for Leisure Research of the University of Edinburgh to undertake a study to explore the role sport has played in the regeneration of urban areas in Scotland and to explore wider evidence for the assumption that sport can contribute positively to aspects of urban regeneration and social inclusion. The research examined sport's potential contribution to the improvement of health, the reduction of youth crime, education, employment and volunteering and community development (including issues relating to members of minority ethnic groups). The main findings of the study can be seen at:

<http://www.scotland.gov.uk/cru/resfinds/df86-00.asp>

## Finland

On 4 December 2002, delegates from Finland made a presentation on sports participation levels in Finland to the Culture Committee, highlighting the Finnish Government's successful sports policy.

Finnish levels of participation in sport are high compared to other countries. As in most countries, activity levels were decreasing due to the modern way of life. The key points highlighted in the presentation were as follows.

- Statistics showed that adult women were slightly more active than men. Research also showed that women were more likely to use commercial sports facilities and be more interested in fitness and aerobics than competitive sports.
- Men were more likely to take part in sports organised through clubs and in competitive and team sports.
- Four out of five people in Finland took exercise on their own, through no formal organisation.
- Sports relied heavily on volunteers, especially for children's sports. These volunteers tended to be parents who volunteered for as long as their children were doing sport. The figures suggested that as many as 509,000 people (10% of the population) were volunteers.
- The Government policy was set out in the Sports Act which was revised in 1998. It concentrated mainly on sport for the young in order to develop healthy habits for adults, and because children could be reached easily through sports clubs, as approximately 40% of 3 to 18 year olds did sports in clubs.
- The school day finishes at 1.00pm in Finland and sport was one way in which children could take part in a supervised activity rather than being home without their working parents. After-school clubs were overseen by the Youth Association of Finland. 2,500 out of 7,000 clubs were involved.
- Policy was designed to reach all children, not only those who showed proficiency. The 'Operation Fair Play' initiative motivated 7 to 13 year olds to participate in sport regardless of their ability.
- There were certain preconditions for sports participation in Finland: a large number of volunteers; environments which made participation in exercise easy; high levels of training for those instructing and managing sport; and research regarding provision levels.
- In order to raise activity levels the government had launched the *Fit for Life* project in 1995. It was a 5-year strategy to target 40 to 60 year olds who exercised less than three times per week. The project encouraged workplace activity. To be successful, this required senior management commitment within the business. Employers often provided free tickets for employees for sports centres. It was also an exercise in co-operation between different ministries. Marketing for the campaign included television programmes and magazines. Broadcasters also produced programmes focussed on the successes at local level, but free advertising slots were not available.
- Networking was undertaken between different ministries, research institutes, non-governmental organisations and municipal sports authorities.

- The success of the project was demonstrated in an increase in the proportion of physically active people from 33% in 1994 to 46% in 1999.
- 400 projects were established during the first 5 year phase. During the second period (2000 – 2004) many more institutions had become involved, for instance the Forestry and Park Services.
- Local authorities in Finland are responsible for building sports facilities but not for running them. The sports budget of 83 million Euros (largely from lottery funding) was under 1% of the total public expenditure in Finland.
- The success of elite athletes in Finland was partly due to tradition and a history of sporting success in a particular sport generating young people's interest. There was a network of sports institutes providing training, for instance involving former Olympic champions in the training of javelin throwers.

The minutes of the meeting are available at:

[http://www.wales.gov.uk/servlet/CultureCommittee?area\\_code=3A098663000BB19000004A620000000&document\\_code=N00000000000000000000000005282&module=dynamicpages&month\\_year=](http://www.wales.gov.uk/servlet/CultureCommittee?area_code=3A098663000BB19000004A620000000&document_code=N00000000000000000000000005282&module=dynamicpages&month_year=)

## Australia

Active Australia was launched in 1996 and is a nationally integrated approach to developing and promoting participation in community sport and physical activity. Active Australia is one of the three primary groups within the Australian Sports Commission, one of the other primary groups is the Australian Institute of Sport.

Active Australia have developed specific programmes to increase participation in target group including, women, indigenous people, older people and people with disabilities. Further information can be found at:

<http://www.activeaustralia.org/women/> - Active Australia programmes for women

<http://www.activeaustralia.org/isp/> - Active Australia programmes for indigenous people

<http://www.activeaustralia.org/older/> - Active Australia programmes for 'older adults'

<http://www.activeaustralia.org/dep/> - Active Australia programmes for disabled people.

Active Australia also collates information relating to people's participation in sport. Table 8 gives the percentages of people undertaking at least 150 minutes of moderate activity or 75 minutes of vigorous activity.

**Table 8: Percentage of people achieving sufficient activity time in Australia**

					<i>Percentage</i>
		1997	1999	2000	
<b>Sex</b>					
Men		63.4	59.6	57.6	
Women		61.1	53.8	56.0	
Total Sample		62.2	56.6	56.8	
<b>Age group (years)</b>					
18-29		74.0	68.7	68.5	

30-44		63.6		53.5		54.2
45-59		53.8		50.0		49.7
60-75		53.4		54.1		54.4
<b>Educational level</b>						
Less than 12 years schooling		55.1		49.6		50.6
Completed 12 years of schooling		63.0		59.7		58.8
Tertiary qualifications		71.9		62.3		62.3

Source: Active Australia

Further information on participation in sport in Australia can be found at:

<http://www.activeaustralia.org/facts/PAtrends2000%20Report.pdf>

## RELEVANT UNIVERSITY RESEARCH

The sports science departments of many universities undertake research into sport participation levels. However, the Members' Research Service was unable to obtain relevant research in the time available.

Some background information may be obtained from the following universities:

University of Bath:

<http://www.bath.ac.uk/sport-science/>

Manchester Metropolitan University:

<http://www.mmu.ac.uk/c-a/exspsci/welcome2.html>

University of Birmingham:

<http://www.sportex.bham.ac.uk/>

Loughborough University:

<http://www.lboro.ac.uk/departments/sses/facilities/index.html>

University of Wales Institute, Cardiff (UWIC)

<http://www.uwic.ac.uk/new/sport/index.asp>

**Sources:** Sports Council for Wales

SportScotland

Active Australia

Dragon Sport

Compass

Cabinet Office

Sport England

Commission for Racial Equality

Neath Port Talbot County Borough Council

City and County of Swansea

National Assembly for Wales web-site