

16 March 2007

Felicity Pickering  
Office of the Third Sector  
35 Great Smith Street  
London  
SW1P 3BQ

Dear Ms Pickering

Please find enclosed Sport England's response to the Office for the Third Sector's Interim Report of the Review of the Future Role of the Third Sector in Economic and Social Regeneration.

Firstly, I would like to take this opportunity to express my gratitude for your consideration of the submission after the consultation's closing date. Our response has been structured reflecting areas of inquiry from the consultation questionnaire, and is ordered under the following headings in the attached annex:

- Enabling voice and campaigning
- Stronger and Connected Communities
- Promoting Enterprising Solutions
- Transforming Public Services
- Supporting the environment for a healthy third sector

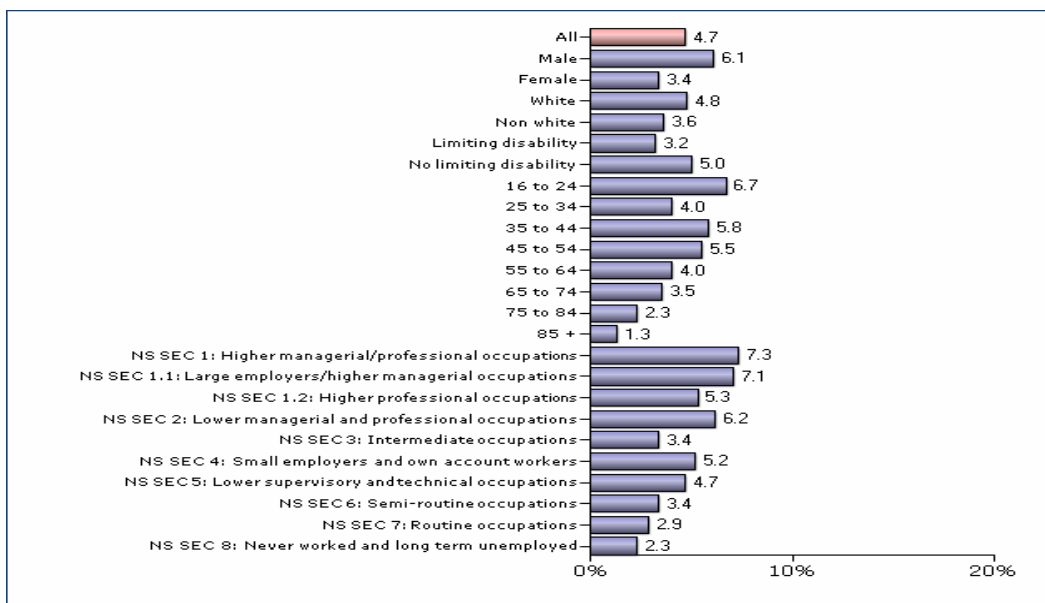
Since Sport England last submitted evidence to the Office of the Third Sector we have published the results of Active People Survey. A total of 363,724 adults living in England have taken part in the Active People Survey, which was conducted by telephone. The survey is unique in providing reliable statistics on participation in sport and active recreation for all 354 Local Authorities in England (a minimum of 1,000 interviews were completed in every Local Authority in England).

The Active People Survey gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation, as well as information about volunteering, club membership (member of a club where play sport), receiving tuition from an instructor or coach, participation in competitive sport and satisfaction with local sports provision. For example the survey found that:

- 21% of the adult population aged 16 and over (8.5 million people) take part regularly in sport and active recreation.<sup>i</sup>
- 25.1% of the adult population (10.2 million) are members of a club where they take part in sport.
- 18% of adults (7.3 million) have received tuition from an instructor or coach over the last 12 months
- 1 in 20 people in England volunteer in sport for at least 1 hour per week, which is 4.7% of the population

- If 1.9m people volunteer for an average of 1.5 hours each per week, this is equivalent to some 81,430 full time employees
- Based on a minimum wage of £5.35 per hour, this is equivalent to £793m of output.
- There is considerable variation across ethnic groups with only 3.6% and 2.9% of the black and Asian population respectively volunteering at least one hour a week. 4.8% of the white population volunteer at least one hour a week.
- 6.7% of 16 – 24 year olds are volunteering as opposed to 5.5% of 45 – 54 year olds.

Figure 1: Volunteering to support sport for at least one hour a week, by key demographic subgroups (%): England



Sport England presented the volunteering findings of the Active People Survey to the Minister for the Third Sector, Ed Miliband MP in February 2007, at the Sports Strategic Partnership for Volunteering. Ed Miliband felt the survey clearly demonstrated the impact that sports volunteering had on society.

Active People data enables an evidence-based approach to be taken towards participation and sport funding, allowing for focussed effort on those areas of the country where volunteering and participation is particularly low, as well as offering opportunities to find out why other areas have high levels of each. This data enables Sport England and its partners to investigate further what works on the ground by identifying best practice and promoting it widely across the sector.

The Government's sports strategy, 'Game Plan', set out the Government's ambition to increase participation in sport and physical activity. Sport England has identified as a priority the need to build the capacity of sports volunteers and voluntary organisations in order to provide high quality and sustainable opportunities to help increase levels of participation in sport. This can only be achieved by working in partnership at a local, sub regional, regional and national level and includes the need to build the relationship between the sport voluntary sector and the generic Third Sector.

Sport England is working with partners from the public, private and third sectors to develop the Delivery System for sport across England. The Delivery System is sports' delivery chain connecting participants and local deliverers to policy makers in a simple and co-ordinated way. This is the mechanism through which increased and sustainable opportunities to get more people actively involved in sport are delivered. Third Sector infrastructure organisations

are reconsidered key within this and an investment for a national 'sport post' has been made in both Volunteering England and NAVCA. A copy of the Delivery System Policy has been enclosed for your information.

The contribution the sport third sector can make to social and economic regeneration needs to be recognised. Volunteering is likely to be increased and sustained through the activities of the London 2012 Olympic and Paralympic Games and other major sporting events. With adequate resources, the Delivery System for Sport could further 'grow' the potential of volunteering and mentoring in sport and achieve many socio economic benefits for local communities at the same time.

The annex response provides further detail to demonstrate sports contribution to the third sector and where partnerships could be maximised to improve the social and economic regeneration of communities.

Should you require any further information or clarification about either the Delivery System for Sport or the Active People Survey, please do not hesitate to contact: Rachel Graham, Policy Manager 0207 273 1665, [rachel.graham@sportengland.org](mailto:rachel.graham@sportengland.org)

Yours sincerely

**Stephen Baddeley**  
Interim Chief Executive

## Annex 1:

### Sport England's response to the Office for the Third Sector's Interim Report of the Review of the Future Role of the Third Sector in Economic and Social Regeneration.

#### Enabling voice and campaigning

Sport is delivered by a number of organisations and agencies from the public, private and third sector. It should be noted that there are approximately 106,400 affiliated sports clubs and organisations whose existence is sustained by volunteers. Many of these clubs will be responding to the local needs of the community by providing opportunities to participate in sport. Governing Bodies of Sport are also a form of voluntary community associations with their reliance on volunteers at a national, regional and local level. Sport does not receive the recognition of its valuable contribution as a sector within the Third Sector.

Sport England is working with partners from the public, private and third sectors to develop the Delivery System for Sport across England. The Delivery System is sports' delivery chain connecting participants and local deliverers to policy makers in a simple and co-ordinated way. This is the mechanism through which increased and sustainable opportunities to get more people actively involved in sport are delivered. It is in place to ensure that national sporting priorities and outcomes are delivered successfully on the ground, by providing individuals and communities with access to good quality sporting opportunities that meet their needs. The System provides clarity on roles and responsibilities for key partners in and beyond sport and encourages collaborations across sectors to deliver shared outcomes and priorities. The key elements of the Delivery System at the local level are the County Sports Partnerships (CSPs) and the Community Sports Networks (CSNs).

To increase participation in sport it is important that the delivery chain is customer and citizen focussed so that individual issues can be addressed at a local level. The Active People Survey not only highlighted the challenges for volunteering in sport but also regional disparities that cannot be addressed by a one-size-fits-all approach. For example; the national figure is 4.7%, but;

- In the North East: 4.2% of the adult population (88,425) contribute at least one hour a week volunteering to sport - volunteering levels ranged from 7.3% in Durham to 2.5% in Gateshead.
- Whereas in the South West: 5.2% of the adult population (215,079) contribute at least one hour a week volunteering to sport - volunteering levels ranged from 7.6% in West Somerset and West Devon to 3.6% in Bristol, Gloucester and Plymouth.

Further analysis of this information could start to identify why these differences exist and what the potential barriers are.

#### Stronger and Connected Communities

The Framework for Sport in England<sup>1</sup> identified the need to improve and widen access to sport opportunities for key priority groups: individuals living in deprived communities, women and girls, people with disabilities and black and minority ethnic communities. It is key to the

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<sup>1</sup> To read the Framework for Sport document click here - [www.sportengland.org/national-framework-for-sport.pdf](http://www.sportengland.org/national-framework-for-sport.pdf)

Delivery System to engage with these priority communities to increase participation in sport but also to encourage working / volunteering within sports clubs and related activities, in some instances to act as role models. Encouraging participation from these groups requires time, focus and resources.

Sporting activities and events contribute to the development of stronger social networks and more cohesive communities. They provide opportunities for social engagement, often with alternative peer groups, which can create awareness of difference and break down barriers for individuals and communities. This can be achieved through active participation in sport but also as a volunteer or supporter. Sports contribution was highlighted by the Home Office's government strategy in 2005 to increase race equality and community cohesion.

To be able to increase participation in sport and active recreation and therefore for communities to reap the wider social benefits of this participation, it is vital that the Delivery System for Sport understands and actively consults with individuals and groups in the local community with regards to how each community would like to participate in Sport.

The Delivery System, in particular the Community Sports Networks (CSNs), working at the local level, are starting to identify priorities to increase participation and widen access in sport and active recreation. This includes local consultation with diverse communities to ensure that the CSN delivery plans reflect local needs.

Building capacity is required locally to engage effectively in this process, to avoid duplication and over consultation with the same communities and individuals. Different and innovative ways to consult should be considered, to make it less formal and more comfortable to participate in the process. For example; using an existing group meeting, open invitation events to show plans for redevelopment or engaging children and young people to draw / design what activities and facilities they would like to see. To maintain confidence in the process, learning and actions need to be reported back. This is not happening on a regular basis and therefore trust is lost between communities, volunteers and paid staff, acting on behalf of statutory and non-statutory agencies.

As much of sport is delivered through voluntary and community organisations, it is important that they are enabled to participate in consultation to understand what local communities require from them. Sport Clubs tend to operate in their own sphere of influence. It is of paramount importance that community groups represent the local communities that they serve. Through partnership working, shared outcomes and common themes can be identified to ensure there is a diverse representation of the local community in these groups. An understanding of different communities needs is required not only by local sports deliverers in clubs but also by the National Governing Bodies (NGBs) of sport themselves. This would allow NGBs nationally to consider how they develop their sport and in turn increase participation. With the right guidance and support, NGBs could provide support to their clubs.

Similarly many sports clubs have been born from a specific community requirement, which may not appeal to the wider community; for example a Netball Club. These sports specific clubs should not be expected to provide services they are not equipped to supply but should be supported to provide their activities in a way which is not prohibitive.

Planning to respond to the needs of communities may identify shortages in appropriate training, workforce and sports activities. The recognition of the role of sport at a local level and improving the relationship with the voluntary sector infrastructure at a local and sub

regional level should provide greater opportunity to find additional volunteers, manage volunteers, provide appropriate training and support local sports clubs and organisations to develop their current activities and staff. It is also recognised that sport does not have to be delivered in a 'traditional sports club' setting. The Delivery System can in return offer support to other voluntary organisations to provide sport activities.

Sports Clubs can add to cohesive communities by providing both long and short term opportunities for citizenship and involvement in community life. Building capacity at a local level to maintain these relationships is key to enabling positive and proactive responses to the sporting and active recreational needs of the local communities. Encouraging creative partnerships to flourish will require support and resource at a local level, alongside strategic regional or national direction. Providing this support for local community sports organisations can encourage new ways of involvement; for example offering short term volunteering opportunities where previously only long term roles existed. This will lead to more sustainable community groups, bringing lively fresh involvement from a wider range of the community.

### **Promoting Enterprising Solutions**

Building capacity within the Delivery System for sport is important to the success in increasing participation. It is important that the workforce is adequately trained and of sufficient size to meet the needs of communities. SkillsActive, (the Sector Skills Council for Active Leisure and Learning) is currently working with the private, voluntary and public sector to identify current and forecast future skills gaps and shortages within sport. This will capture information at a national, regional, and sub regional level. As much of the Sport and Recreation workforce is voluntary, it is vital to understand the gaps and shortages in training and how training may be offered. The Delivery System is in the process of using this information to provide a more local forecast of what workforce skills and gaps there are now and in the future. Based on this evidence, Delivery System partners will need resource to implement interventions to improve skills gaps and shortages, not all of which can be met through existing resources or potential lottery investment.

Key factors would be the ability to resource the training at a local level, but also how sport training requirements could use other training and tailor where required. There is a lot of training required in sport that is not recognised on the qualifications framework and therefore does not attract funding. Training and qualifications were essential to most sports volunteering roles, but the fact that many volunteers already possessed a level 2 qualification meant that they fell outside the funding priorities of the Learning and Skills Council. Changes in these priorities to include volunteers would have a positive impact on the development of the sport workforce.

In ten years time, the 2012 London Olympics will have taken place and it is envisaged that a legacy will be evident. The Delivery System for Sport has the ability to ensure a legacy of sports participation, sports volunteering and employment predominantly through the third sector. Sufficient resource, support and endorsement of this system is vital now and also over the next ten years, to make certain that the system is sustainable using the third sector sports organisations and governing bodies as key delivery agents.

Sports clubs will be mainly voluntary but will be delivering services to diverse communities having a well managed and trained workforce, safeguarding children and young people and will be 'kite marked' / accredited on a regular basis through Club Mark (Sport England's club accreditation scheme).

Demonstrating the value that sport can make to the third sector through the Active People data, sport would welcome an opportunity to engage with the Change up / Capacitybuilders agenda not only to demonstrate this contribution to the third sector but also to utilise the best practice and training that has arisen from the 'hubs'.

## **Transforming public services**

The relationship between private and public sector and sport in the third sector needs to be strong, multi-faceted and creative for best results to be achieved. This relationship will come from long term, mutually beneficial corporate partnerships including sponsorship; Employer Supported Volunteering; staff fundraising; secondments and brand synergy. To aid effective future relationships, the government needs to open its discussions with both public and private sectors to ensure that sport is recognised as part of the third sector.

There are already two schemes which have been initiated to try and improve the relationship between sport and the private sector. Both of these are based upon private sector donations or sponsorship to sports organisations, who can then match these contributions with funding provided by Government. These are:

- National Sports Foundation<sup>2</sup>
- Sports Match<sup>3</sup>

These funds can act as potential partnerships for NGBs of sport and sports voluntary organisations with the private sector. Greater marketing and communication of these opportunities to private sector organisations is required, to build on this partnership opportunity.

Sport England believes that the Delivery System for Sport provides a good model of best practice to ensure there is a joined up delivery of sport and active recreation that is tied into the delivery of national, regional and local targets and priorities. The system is developing now and it is hoped that in 10 years time this will be a strong system that is increasing participation in sport and recreation as well as supporting wider social outcomes of: improving health and well being; creating stronger and safer communities; improving education and benefiting the economy. This model will enable public services to be delivered using the third sector as a key delivery agent, as both local authorities and voluntary clubs are key partners within the Delivery System.

However, to achieve desired outcomes, Sport England believes that transformation is also needed in public service procurement at local level to achieve flexibility and meet the duty of well being placed on Local Government. Third sector sports organisations and NGBs of sport will be less familiar with the procurement process and will not necessarily have skills and knowledge to take part in tendering to deliver service. If the Third Sector is going to play a true role in delivering public services, then there needs to be a balance struck between duty and flexibility. This could be established by having support mechanisms to assist organisations with the tender process but also recognising that for some specialist areas such as sports specific activities, there may only be one suitable provider.

## **Supporting the environment for a healthy third sector**

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<sup>2</sup> [www.nationalsportsfoundation.org](http://www.nationalsportsfoundation.org)

<sup>3</sup> [www.sportsmatch.co.uk/](http://www.sportsmatch.co.uk/)

Sports Volunteers equate to a full time army of more than 80,000 people. If 1.9 people volunteer for an average of 1.5 hours each per week, this is equivalent to some 81,430 full time employees.<sup>4</sup> If this is based on a minimum wage for workers aged 22 or over (£5.35 p.h) this is equivalent to £793m of output

The contribution the sport third sector can make to social and economic regeneration needs to be recognised and not underestimated. Volunteering is likely to be increased and sustained through the activities of the London 2012 Olympic and Paralympic Games and other major sporting events. Sports Clubs and NGBs of Sport, with adequate resources could further 'grow' the potential of volunteering and mentoring in sport and achieve many socio economic benefits for local communities at the same time.

However, there are pressures facing sport in the recruitment and retention of volunteers. With respect to sport, these include:

- recruiting volunteers remains difficult for many sports, with many people not knowing what might be required of them as volunteers;
- retaining volunteers is increasingly difficult, and currently there is one "lapsed" volunteer for every two active volunteers;
- pressures from other commitments are squeezing the time available for volunteering at the same time as the workload is growing;
- new rules and regulations are bringing more pressures, especially linked to child protection and health and safety obligations;
- core volunteer roles are becoming more demanding and officials are being given less and less respect;
- changing expectations from sporting institutions, players and parents also translate into a need for a greater "professionalism" that matches other providers of sport;
- older volunteers dominate the key roles, which may constrain opportunities for younger volunteers.<sup>4</sup>

To start to address the barriers listed above, a relationship between sport and the volunteering infrastructure is developing and we would like to see the Cabinet Office's review encourage this further. National Governing Bodies of Sport, County Sports Partnerships, Community Sports Networks and the local voluntary infrastructure are beginning to work together to ensure greater accessibility to volunteering in sport and provide adequate training and support, including volunteer management. It is anticipated that in the long term this will create a more diverse volunteer workforce in sport.

Additional support from local and central government agencies would enable this relationship to flourish and help tackle the identified barriers to volunteering at a local level. At present capacity within the volunteering infrastructure e.g. volunteer centres cannot always meet the demands placed on them even when they are working in partnership with the sport infrastructure.

### ***Utility of Social Enterprises***

In this climate, there is a need for innovative mechanisms to create positive results. Sport England believes the Government needs to recognise the value of sport social enterprises in their own right as businesses, as well as recognising the role sport social enterprises play in the delivering of local community services. This is because sport social enterprises have true

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<sup>4</sup> Based on a median of 6 hours per 28 day period and 35 hours per week.

community engagement and ownership and hence will create a stronger more cohesive society.

There are many good examples already around the country of good sport social enterprises. One example is The Westway Development Trust which redeveloped derelict land under the A4 flyover in West London. It uses the income from the commercial offices and business units on the site to subsidise the community outreach work to diverse community groups and ensure activities within the main sport development centre are affordable to low income groups.

Government can facilitate enterprise by relaxing certain barriers or providing long term incentives to developing positive relationships between private sector and the third sector, for example tax benefits to employers who have a volunteering in the community scheme, rate relief on voluntary sector facilities, maintaining and reviewing schemes such as Community Amateur Sports Clubs.

Other incentives could include:

- Access to training at reduced rates;
- Encouragement to Local Authorities to charge subsidised or peppercorn rents to sport social enterprises.
- Encouraging the development of sport social enterprises to ensure sport activities and communities are truly sustainable.
- Appropriate procurement processes that allow all third sector organisations, but particularly social enterprises, to bid to deliver Local Authority services.

Business support to sport social enterprises is also critical for the continued growth of the sport sector. Business Links and RDAs need to recognise that sport clubs and voluntary organisations can become social enterprises and have an economic benefit to the local economy in their own right. The East Midlands RDA has jointly funded with Sport England the 3 year appointment of a Sport and Social Enterprise Manager to give advice and support to sport social enterprises in the East Midlands. It has provided seed corn funding to help sport social enterprises set up and establish themselves. Similar schemes should be replicated across the country in all the other regions. These would work closely with Community Sport Networks and County Sport Partnerships but also with the Small Business Service (SBS) and Regional Development Agencies (RDAs).

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