1. PURPOSE
The purpose of this paper is:
1.1 To provide the SNI Board with an overview of participation ‘pinch points’ across the lifecourse; and
1.2 To inform the prioritisation and deployment of anticipated resources (human & financial) over the period 01 April 2016 to 31 March 2020 in order to maximise increased sports participation benefits among under-represented groups.

SUMMARY OF PROPOSAL
This paper proposes a new SNI intervention and investment model to replace Active Communities which expires on 31 March 2016. The paper recommends continued prioritisation of women, people with a disability, older people and those living in areas of high social need on the basis of continued under-representation in sport. The proposed intervention suggests four strands – opportunities, workforce development, outdoor spaces and small grants – coalescing around a central theme of ‘everybody active’. The proposal recommends an indicative (for planning purposes only) investment of approx. £14m in the period 2015-20 to support delivery of SNI’s draft Corporate Plan and in particular the strategic objective of Sporting Communities.

2. ‘FIT’ WITH SNI DRAFT CORPORATE PLAN 2015-2020 & BUSINESS PLAN 2015-16
2.1 The overall strategic context for this paper is the SNI (draft) Corporate Plan 2015-20. SNI’s draft Corporate Plan 2015-20 proposes a long term Vision of “Northern Ireland: renowned as a place where people enjoy, engage and excel in sport”; this Vision is further energized through a proposed Mission Statement for SNI “to lead world class sports development at all levels producing more participants and more winners”.

SNI believes that this vision, and critically SNI’s Mission, can be realized through three Strategic Objectives - Sporting Communities, Sporting Clubs and Sporting Winners. These strategic objectives ‘frame’ six key outcomes that will increase sports participation and improve sporting performances by NI athletes on a global stage (i.e. ‘produce more participants and more winners’).

2.2 Specifically in terms of sports participation benefits (Strategic Objective 1), there are two dimensions (Priorities for Action) proposed within the draft SNI Corporate Plan 2015-20 and Business Plan 2015-16; these focus
attention on the need to increase the numbers of people adopting and sustaining a sporting lifestyle. Key Activity 4 in SNI’s draft Business Plan 2015/16 explicitly identifies the need to “develop a new community participation initiative to increase quality opportunities for targeted groups to sustain participation in sport”.

2.3 There are different challenges to be overcome to enable some people to adopt (initiate) a sporting lifestyle and supporting others to sustain (and if appropriate, grow) their existing level of participation in sport. A useful entrée to this discussion is to define what SNI understands ‘participation’ to mean. Sport Matters implies a definition of ‘participation’ based on Chief Medical Officer recommendations (at its simplest level, one hour per day for children & 5x30mins per week for adults); this was the basis on which SNI (and others) undertook the SAPAS research in 2010. However, following the review of Sport Matters (2014), the Continuous Household Survey (CHS) has been confirmed as the measurement framework for Participation targets. CHS measures ‘participation’ as ‘once in the last 12 months’ – falling significantly short of the standard set by CMO guidelines and unlikely to confer a health benefit.

2.4 Sport England has adopted the metric of “1 x 30” as the key measure of sports participation. This is defined as ‘the percentage of adults (defined by Sport England as age 14+) participating in sport, of at least moderate intensity, for at least 30 minutes, on at least four days in the last four weeks’. The measurement framework acknowledges variation in intensity across the life-course, with light intensity activity also ‘counting’ for those aged 65 and over.

3. LIFECOURSE PARTICIPATION & MANAGING TRANSITIONS – THE PROBLEM

3.1 Anecdote, experience and evidence tell us that participation declines with age. However, there is neither biological nor genetic reason that this should be the case. Historically, and in other cultures, women, older people and disadvantaged communities have all been more active – or have at least not displayed the characteristics associated with physical inactivity (e.g. obesity). On the basis of the evidence available, it is reasonable to postulate that current trends in levels of physical (in)activity are a consequence of society and the environment that we have created. By extension, it is also reasonable to suggest that given the nature of this manmade problem, there is a manmade solution predicated on modifying behaviour and challenging/changing the physical environments we inhabit.

The developments in sport...have not occurred in a vacuum, but are instead interwoven with broader societal development. Lack of exercise has amongst other things been blamed on the progressive growth in technology and computerisation...Cultural and demographic developments such as individualisation, informalisation and a sharp rise in the ageing population have been
presented as explanations for the decline...
(Van Bottenburg et al, Sports Participation in the EU, 2005)

3.2 Sports participation across the lifecourse can be thought of as journey with a series of transitions to be negotiated along the way; each journey is unique. However, the available evidence (e.g. Millennium Cohort Study 2000-2014, Young Peoples Behaviour & Attitudes Survey 2009-2013, Continuous Household Surveys 2007-2013, Sport And Physical Activity Survey 2010) all point to certain distinguishing features that characterise our experience of sport across the lifecourse and are critical determinants of the extent our participation in sport & physical activity. An analysis of this body of evidence is provided in Appendix 1 and summarised in Figure 1 within the appendix.

3.3 On the basis of the available evidence, we can postulate that the following groups experience disproportionate under-representation in sport and physical activity:

- People with a disability (all ages);
- Women (>16 years old);
- Older people (drop-off marked from mid-40s onwards); and
- Most economically disadvantaged (SEGs – C2DE).

3.4 Since 2010 SNI has invested heavily in the development and delivery of the Active Communities Programme (ACP). The programme is recognised by SNI and partners as a successful SNI intervention – success characterised by more than 3,500,000 participation opportunities realised, 57% of all participants being women/girls (cf. initial 50% target); 14% people with a disability (cf. initial 10% target) and 23% of all participants drawn from the top 20% most disadvantaged electoral wards across NI (cf. 19% of the overall NI population). Beyond the quantitative aspects of the programme, the evaluation framework has also identified the following participant outcomes:

- Demonstrable improvements in participants’ personal confidence;
- Extended and strengthened peer/social networks;
- Increased awareness of the health benefits of sport & physical activity;
- Extended choice and opportunity especially among children & young people.

In addition to the participant benefits listed, the evaluation and review process has also noted the following recommendations for future improvement:

- Increased focus on sustainable outcomes;
- Projects that target long term behaviour change;
- More focus on hardest to reach groups (‘quality’ of intervention rather than ‘quantity’);
- Future investment to go beyond singular focus on ‘deploying coaches’.
3.5 The Active Communities intervention currently supports the employment of a network of 116 sports & physical activity coaches. This network of ‘providers’ is supported (in the main), by a cohort of sports development staff within district councils (and to a lesser extent, governing bodies of sport and community/voluntary organisations). SNI does not invest financially in this support network, but does provide a range of services such as networking, partnership development, M&E/performance reporting and training/learning/development. Feedback from the Active Communities programme has suggested that this ‘added value’ aspect of Active Communities is welcomed by the sector but also represents an area for further development. A key challenge in this regard is the necessity of mapping existing provision to ensure that any proposed new SNI investment represents additionality. This is a complex piece of work at any time, and one that is made all the more challenging in a period of flux within district councils as the impact of RPA implementation begins to be fully understood.

3.6 In 2014/15, SNI announced investment of £4m, through the Active Clubs programme, in 11 governing bodies of sport and 2 sporting organisations to enhance club membership among women/girls and in areas of high social need and to support the development of the next generation of club sport volunteers.

3.7 Finally, in recent years the NI Executive has demonstrated a significant focus on improving mental health outcomes and reducing the incidence of self-harm and suicide for people in Northern Ireland. Sport is recognised as making a positive contribution to improved mental health outcomes. There is evidence to suggest that these improved outcomes are increased among those who were (largely) sedentary prior to the sports intervention. This suggests that future mental health interventions using sport should seek to better engage individual sports, in addition to team sports, as these individual sports are more likely to appeal to older adults with an increased risk of sedentary behaviour.

4. ENVIRONMENTAL ANALYSIS

4.1 Figure 2 presents a summary overview of key strategies of a range of stakeholders that SNI might reasonably anticipate engaging with during the course of its (draft) Corporate Plan 2015-20 delivery phase.

Figure 2: Strategic environment overview

<table>
<thead>
<tr>
<th>Strategic partner(s)</th>
<th>Policy priorities/focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Health Agency “Making Life Better” (2014)</td>
<td>Active travel (walking &amp; cycling) Neighbourhood renewal Older people/social inclusion Improved mental health &amp; wellbeing</td>
</tr>
<tr>
<td>DRD Cycling Unit The Bicycle Strategy (2014)</td>
<td>Active travel to work/school/for recreation Road safety campaigns/cycle proficiency Partnerships with</td>
</tr>
<tr>
<td>Dept of Social Development</td>
<td>Regional Shared Sports Facility Programme (2015, pilot) Volunteering</td>
</tr>
<tr>
<td>---------------------------</td>
<td>------------------------------------------------------------------</td>
</tr>
<tr>
<td>DCAL</td>
<td>Review of Sports Matters Transfer of sports functions to new Dept for Communities</td>
</tr>
<tr>
<td>Dept of Education</td>
<td>Community Use of Schools Curriculum Sports Programme (GAA &amp; IFA)</td>
</tr>
<tr>
<td>District councils</td>
<td>DCs have a legal responsibility (&quot;shall secure provision&quot;) under the Recreation &amp; Youth Service (NI) Order 1986 to address the sport and physical recreation needs within the curtilage of its boundaries. This responsibility is further enhanced within new powers assigned to district councils on 01 April 2015 (following RPA) including community planning and a ‘General Power of Competence’. The NI Executive has stated that a clear driver for RPA was to “make councils stronger, more effective and flexible to local need” with an expectation that Government departments and agencies operating in their area will cooperate with the district council.</td>
</tr>
</tbody>
</table>

4.2 Figure 3 notes some of the anticipated (known) changes to the ‘community (sport)’ landscape.
### Figure 3: SNI & ‘Communities’

| New operating environment for SNI | • Transition from DCAL to new Department for Communities (April 2016)  
| • New Department will also subsume current OFMDFM operational responsibility for gender equality & disability implementation |
| District council landscape | • Post-RPA (April 2015) district councils new responsibility for ‘community planning function’ allied to new ‘general power of competence’ |
| Community Plans | • SNI has lobbied for designation as Statutory Consultee in community planning process;  
| • In light of restructuring within many of the new 11 district councils, SNI may be ‘strongest (only?)’ voice for sport around the community planning table |
| Community engagement | • SNI operates grassroots small grants scheme (current branding ‘Active Awards for Sport’) with attendant outreach and engagement support functions;  
| • SNI enables/facilitates a series of Outdoor Recreation Forums across NI |

4.3 These considerations have been taken into account in shaping the recommendations that follow.

5. **A NEW PARADIGM – ‘EVERYBODY ACTIVE 2020’**

5.1 The participation evidence presented in Section 3 (& Appendix 1) highlights startling disparities and inequalities within certain demographic sections of our community. These ‘top-line’ figures also, however, ‘mask’ variations within those sectors – every experience of disability is different just as each woman’s experience of sport will vary dependent on geographic, circumstances etc. It is in this context that the following aim (cognisant of SNI (draft) Business Plan 2015-16) is proposed for a new SNI participation initiative:

**Intervention title:** Everybody Active 2020

**Intervention aim:** To increase quality opportunities for targeted groups to develop and sustain participation in sport across key life-course transitions

5.2 There are four broad categories of disability – blind/partially-sighted, deaf/hard of hearing, physical disability including wheelchair users and learning/intellectual disabilities – and some individuals are impacted by one or more of these disabilities. The nature (and severity) of the disability and the point of acquisition all influence the experience of sport. In recent years, SNI working with a range of partners including Disability Sport Northern Ireland and Special Olympics Ireland has made significant progress in improving provision for people with physical, sensory and
learning disabilities. Work has recently commenced (through SNI’s Active Clubs programme) to further develop opportunities for blind/partially-sighted people and those with higher levels of physical disability, whom evidence (English Federation of Disability Sport, 2014) suggests are the most excluded groups within the disability family. These groups, alongside the deaf and hard of hearing community, should be a clearly focused priority within any future SNI participation investment strategy.

5.3 It is clear from a review of the evidence considered that there is a clear link between sports participation across the lifecourse and socio-economic status (SES). There is also a perceived link between SES and levels of self-efficacy – ie the degree of control that individuals believe they can exercise over life outcomes. Self-efficacy and increased levels of personal confidence are reported as benefits that can accrue from sports participation, with the greatest gains among those who were previously sedentary. Any future participation programme should seek to maximise mental health outcomes by targeting engagement strategies at those who are currently insufficiently active/sedentary; this should be allied to an increased emphasis on securing further engagement within areas of high social need and disadvantaged socio-economic groups.

5.4 Consideration should be given to identifying a number of key transition points for women/girls to minimise future drop-off. There is a body of evidence that suggests lifecourse sports participation is a function of habitual behaviour; the earlier these positive habits and patterns of physically active behaviour are formed, the greater the likelihood they will be sustained in later life; this postulate is supported by lifecourse accumulation theory. A key phase for women/girls is around the 14-25 year age group, encompassing 2-3 transitions for many – puberty (and heightened body image sensitivity), 2nd to 3rd level education to work and pregnancy/childbirth. SNI participation strategies should seek to prioritise opportunities to engage and sustain women/girls participation across this phase. This work should complement other interventions currently being developed by SNI in conjunction with the Female Sports Forum (under the aegis of the NI Sports Forum).

5.5 On the basis of an analysis of successful interventions and anticipated partnership opportunities the following interventions are suggested as engagement platforms to deliver the increased participation among the target groups identified above:

i. **Physical activity (esp. walking & cycling) & multisport programmes**;

ii. **Workforce development including coach and volunteer development & support networks**

iii. **Outdoor recreation infrastructure, for example green gyms (use the natural environment), outdoor gyms (fabricated equipment located in an outdoor setting), pump tracks (self-contained skills area not dissimilar to BMX tracks), community path networks**;
iv. **Small grants intervention targeting sports clubs and community/voluntary organisations**

5.6 The suggested interventions are intended to deliver sustainable, affordable, accessible behavioural change among the target audience. While the ultimate benefit in each case is expected to be “more participants” – the organisation(s) best placed to deliver those benefits (and by extension receive the funding), might reasonably be expected to differ according to the focus of the intervention. Figure 4 suggests possible lead sectors each intervention. Further consideration will be given to the measurement of these intended outcomes and benefits within an economic appraisal(s) should the Board approve these proposals.

5.7 Over the past 18 months, SNI has undertaken significant stakeholder engagement, internally and externally, on the strengths and areas for improvement within the current Active Communities Programme. A repeated strength – endorsed by the SNI Task & Finish Group, the Chief Leisure Officers Association and the Active Communities stakeholder groups – has been the existing delivery mechanism of an allocation model from SNI to district councils areas. There is consensus among stakeholders that this model should be reviewed and re-run, not least to take account of the population movements following the redrawing of district council boundaries under RPA. Should the suggested intervention strategy be approved, SNI will also seek to align any outdoor recreation infrastructure investment with priorities emerging from the sub-regional facility action plans being developed by SNI & the 11 district councils and the area-based outdoor recreation plans envisaged within the Outdoor Recreation Action Plan.
### Figure 4: Intervention/sector leads

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Lead sector</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Physical activity &amp; multisport programmes</td>
<td>District councils</td>
<td>District councils have a primary responsibility for local sports and recreation provision under the Recreation &amp; Youth Service (NI) Order 1986</td>
</tr>
<tr>
<td>ii. Workforce development</td>
<td>Governing bodies of sport, FE/HE sector &amp; strategic (thematic) community organisations</td>
<td>Technical and tactical development of coaches, officials &amp; volunteers rests primarily with governing bodies of sport – drawing on global developments within their respective sport. The FE/HE sector and other associated organisations may also provide an economy of scale and level of existing competence &amp; capacity to deliver workforce development interventions throughout NI</td>
</tr>
<tr>
<td>iii. Outdoor recreation infrastructure</td>
<td>Partnership of relevant landowners of publically accessible land with district councils</td>
<td>The legal opportunity for facility development rests in the first instance with the facility/landowner. Under RPA (April 2015), district councils will assume responsibility for a variety of new powers including spatial planning, local roads and community planning. There is also growing evidence of a trend for Forest Service to assign, under licence, responsibility for recreation management of the forest estate to district councils</td>
</tr>
<tr>
<td>iv. Small grants</td>
<td>Grassroots sports clubs &amp; community, voluntary &amp; charitable groups</td>
<td>Notwithstanding the statutory responsibilities of a number of organisations, sport in NI continues to experience higher levels of dependency on volunteers than other parts of the UK. This engenders increased ownership within sports clubs and local communities but also places a responsibility on government to support and enable that volunteer effort. Small grants does this effectively without creating a culture of dependency or entitlement - or more positively, by empowering volunteers and enabling their creativity</td>
</tr>
</tbody>
</table>
6. **BENEFITS**

6.1 This proposal is not intended to be replace a full economic appraisal of objectives, options, costs and benefits and a full appraisal will be required (as outlined below). However, on the basis of the need, strategic context and proposed intervention strategy outlined previously, the following benefits are anticipated as a consequence of this strategy:

1. Increased participation in sport and physical activity among women & girls;
2. Increased participation in sport among people with a disability;
3. Increased participation in sport among socio-economically disadvantaged groups in areas of greatest need;
4. Increased participation in sport among older people;
5. Improved provision of, and access to, accessible outdoor recreation facilities;
6. Enhanced skills and increased capacity among sports volunteers.

6.2 These benefits will be fully explored and developed as SMART objectives within a Green Book Economic Appraisal (Benefits Realisation Plan).

7. **RESOURCING IMPLEMENTATION**

7.1 Over the last five years, Active Communities has been resourced at a level of approx £3.2m per annum with a staff resource of 1 FTE Staff Officer and 1 FTE Development Assistant (EO2). In the context of increased partnership enabling, capacity building and programme support, this level of staff will be inadequate. It is proposed that SNI give consideration to deploying at least two additional FTE Staff Officers and an additional 1 FTE Development Assistant. This would enable SNI to locate staff in local communities on each of five working days. A core function of this expanded staff resource, working alongside other SNI staff, would be to energise and enable the formulation of `Everybody Active Reference Groups` within each of the district council areas.

7.2 Correspondingly in terms of small grants, over the last five years, SNI has moved from short term (in-year) exchequer led investment in this area, to sustained (3 year) Lottery investment with opportunities to lever additional exchequer resources for ‘oven ready’ grassroots delivery projects. Over the last two financial years SNI has invested approx. £1m per annum benefitting approx. 180 sports clubs/community groups per annum. This work area has been primarily supported by 1 FTE Development Officer and 1 FTE Development Assistant; in the latter part of 2014/15 SNI sought to supplement this with the deployment of an additional 0.5 FTE Development Officer. On the basis of the demand experienced during our small grants outreach and capacity building work and also the ‘direction of travel’ articulated within SNI’s draft Business Plan 2015/16, there is a need to, and scope for, further augmentation in this regard.

7.3 A consistent element of feedback from district councils over the last five years in respect of Active Communities has been the perceived absence of
a public profile for the programme within local communities, despite the number of people engaged through the programme. A suggested solution to this issue is for SNI to take a more ‘hands on’ role in the development and delivery of a new programme brand – possibly linked to the district council’s community plan. Two recommendations are made in this regard:

(1) Building on the established Active Communities’ CLIP (Coaching & leadership Implementation Plan), SNI would ask participating district councils to bring forward a local ‘Everybody Active Action Plan’, endorsed by the local authority as the sports and physical activity ‘chapter’ within the DC’s community plan; this would provide a consistent ‘Everybody Active strategy’ model across NI to feed reporting into ‘Sport Matters’ and SNI’s (draft) Corporate Plan 2015-20;

(2) SNI Development Officers would explore opportunities to be deployed within local communities in an SNI-branded office, possibly located within a community hub (as distinct from a district council office) - this ‘front door’ policy would provide SNI with a footprint within local communities and also a ‘shop window’ for other SNI outreach and capacity building and engagement interventions eg Active Awards for Sport funding clinics, Active Outdoors Local Forums, Talent ID Networks etc. These offices would be staffed at least three days per week (by a variety of SNI staff) and provide a focal point for SNI interventions within local communities; suggested regional offices could include Derry, Coleraine, Banbridge & Enniskillen/Omagh to ensure comprehensive coverage (notionally max 60mins drive time to any office from anywhere in NI).

7.4 The cost of resourcing this level of delivery remains to be fully scoped within a Green Book compliant economic appraisal. Principles underpinning any SNI investment would include:

- Leverage of additional partnership contributions;
- Investment in sustainable outcomes rather than ‘inputs’;
- Improved efficiency in grant investment process (through improved SNI processes and empowering local decision-making through local SNI officer).

7.5 Notwithstanding the rider at 7.4, an indicative (per annum) level of resource (exc. SNI staff costs) to deliver the proposed strategic intervention is proposed below; this proposal is reflective of anticipated resource availability within SNI’s National Lottery Distribution Fund balance.

1. £1.0m investment per annum in physical activity/multisport programme interventions reflective of priorities identified within each of the 11 ‘Everybody Active’ Action Plans; programme investment matched by district councils/other partners (% partnership contributions to be confirmed – given the nature of the target groups – hardest to reach, there is an argument for
SNI to contribute up to 100% towards this element;)

(2) £0.60m per annum investment to support workforce development, matched by 33% partnership contributions (leveraging add’l £0.20m investment);

(3) £1.00m per annum in outdoor recreation infrastructure – nominally capital investment matched funded on £ per £ basis (leveraging additional £1m investment per annum); individual capital project costs capped at £0.25m per project to ensure optimal ‘time to market’;

(4) £0.9m per annum investment in small grants programme (funded at 100%); this intervention would target sports clubs, governing bodies of sport, community, voluntary and charitable sectors (as per existing Active Awards for Sport).

7.6 As a footnote to this overview of ‘Resources’, it should be noted that the proposed funding stream for this intervention is SNI’s National Lottery Distribution Fund. In that context it should be noted that there will be constraints on SNI on the % funding available to resource SNI staff deployment; delivery costs are, in the main, anticipated as being incurred through a third party. The proposed resource allocation is indicative only and subject change following normal SNI economic appraisal processes.

7.7 In bringing forward a new intervention such as proposed, SNI must be mindful of the risks posed by the transition from what has gone before (ie the status quo) to the new paradigm. In the current context, as noted, SNI supports the deployment of 116 Active Communities coaches with total resource investment of approx. £2.8m (2015/16). To mitigate the risk of unintended consequences in 2016/17 (i.e. the proposed first year of Everybody Active implementation), it is suggested that the strand 1 investment could be increased from £1m to £2.1m and remain within the proposed overall investment (subject to EAs etc) of £14m in the period 2016-2020. Appendix 2 provides an overview of what an indicative budget profile might look like over the four years of the intervention. The suggested profiling would assist SNI in its desired aim to move away from ‘funding posts’ to investing in outcomes; it would also provide additional autonomy to district councils to bring forward innovative and creative ideas on ‘how’ they will ensure additionality and fulfil the objectives of RPA reform.

8. TIMELINES

8.1 This draft policy has been drafted in the context of the timeline proposed for this workstream in the SNI Business Plan 2015-16. The following critical path is proposed for SNI Board consideration:

1. Paper considered by SNI Board (subject to Board meeting schedule/workload) – 21 April
2. Initiate ‘Section 75’ consultation – May (to July) 2015
3. Initiate full Green Book economic appraisal(s) development process – May (to August)
4. Review Section 75 consultation feedback and amend policy as
appropriate – by 05 August
5. Final policy & economic appraisal(s) considered by SNI Board- 18 August 2015
6. Subject to outturn of SNI Board decision, launch strategic intervention by 30 October

9. **RECOMMENDATIONS**
   It is recommended that the Board consider and approve:
   9.1 The broad policy & programme interventions (para 5.5);
   9.2 The proposed intervention/sector leads (para 5.8);
   9.3 An *indicative* (for planning purposes only) Lottery resource allocation of £3.5m per annum over the period 2016-20 (broadly in line with para 7.5 and subject to development of a suite of economic appraisals); and
   9.4 The development timeline set out in para 8.1
Appendix 1: EVIDENCE BASE

A.1 These characteristics are summarised in Figure 1. What jumps out is the evidential basis that participation declines with **age**; this must also be viewed in the context of an increasingly aging society.

A.2 What is also evident from this data is the inequitable nature of experiences of sport based on **gender**; from the age of 14/15+, there is a marked disparity between the rates of participation among women/girls and men/boys – this is particularly noticeable in the 15-24 age group) (EU Special Barometer on Sport & Physical Activity 2010). The findings presented in Figure 1 are reflective of similar studies conducted in the Republic of Ireland (2003) by the Economic & Social Research Institute (ESRI).

A.3 Notwithstanding the gender inequality, more startling is the gap in participation between those with and without a **disability**. It is worth noting that the data presented in Figure 1 was not disaggregated by age, hence the flatline nature. It can be reasonably inferred from the data that the disability disparity is apparent even among children aged 16 and under and further exacerbated in the years 16-54. The narrowing of the gap in later years is a reflection of the increased prevalence of acquired disability or long term life-limiting conditions in later years as more of the population lives longer.

A.4 Finally, it is also evident that there is a negative correlation between sports participation and **socio-economic status**. CHS statistics have consistently evidenced lower rates of participation in regular sports among more disadvantaged socio-economic groups (C2DE) compared to better off groups (ABC1). A number of surveys have used a variety of proxies to gauge this relationship – YPBAS uses entitlement to free school meals, while ESRI used highest educational attainment – and all confirm the proposition that the most economically disadvantaged individuals (and their children) are less likely to participate in sport.

A.5 Every person has a unique experience of sport across the lifecourse; that experience is influenced by transitions that include school/study/work, family life, illness & retirement. In the main these transitions **tend** to have a deleterious impact on levels of participation suggesting that the sports system is not adequately equipped or sufficiently flexible to accommodate the individual’s changed circumstances/needs. Repeated surveys and research have concluded that **time** is the single biggest constraint to participation in sport- the implication being that sports, in general, have failed to commoditise their offering to meet the needs of the consumer.

A.6 The EU Sports Barometer (2010) has identified a number of features of our collective consumption of ‘sport’ and trends to help inform future provision:
  - People are more likely to use outdoor spaces/informal spaces to
exercise as they grow older; conversely, use of ‘built’ facilities eg fitness centres and formal clubs, declines with age;

- Women are more health conscious than men and body/self image is a greater consideration especially among younger women;
- The social/fun dimension of sport is more of a motivator for men;
- The ‘fun’ aspect of sport declines with age and is replaced by ‘health’ as an incentive to be physically active – primarily to stave off the effects of ageing and provide a social support network.

A.7 Finland and Sweden are widely regarded as two of the most physically active countries in the European Union (data collected over the period 1991-2001). Features of the sports system in those countries include the prevalence of the sports movement and the high level of choice available for individuals. 85% of Finns participate in sport and physical exercise more than once a month. The overall annu rates of participation between men/women are almost identical and there is minimal decrease in participation rates with age. 75% of (adult) Finns participate in self initiated activities, 45% in informal groups and only 15% participate within sports clubs. This finding was also borne out by the ESRI 2003 study that showed participation in most team sports had largely tailed off by age 30 (<10%) compared to individual participation sports (>30%); by age 45, team participation was almost zero while individual participation tended to stabilize around 20%.

**Figure 1: Overview of life course sports participation (datasource: YPBAS 2013 & CHS 2013-14)**
Figure 1 assumptions:
- Data presented is for illustrative purposes only;
- YPBAS 2013 data: those aged <16 years of age; based on % respondents active at least once in last seven days;
- YPBAS data for demographic groups (girls, disability, disadvantage) was not reported by individual age group; assumption that reported % was average across all age ranges <16;
- It should be noted that the apparently high (>90%) participation rates reported by YPBAS are strongly influenced by PE provision in schools;
- CHS 2013-14 datasets based on % respondents active at least once in last year
## Appendix 2: INDICATIVE RESOURCE PROFILE 2016-2020

<table>
<thead>
<tr>
<th>EVERYONE ACTIVE (working title only) Intervention</th>
<th>Investment per annum/£m</th>
<th>2015/16 (baseline)</th>
<th>2016/17</th>
<th>2017/18</th>
<th>2018/19</th>
<th>2019/20</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Active Communities extension</strong>&lt;sup&gt;(1)&lt;/sup&gt;</td>
<td>2.80</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i) Physical activity &amp; multisport programmes</td>
<td></td>
<td>2.20</td>
<td>1.10</td>
<td>1.00</td>
<td>1.00</td>
<td><strong>5.30</strong></td>
<td></td>
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<tr>
<td>(ii) Workforce development</td>
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<td>0.00</td>
<td>0.50</td>
<td>0.50</td>
<td>0.50</td>
<td><strong>1.80</strong></td>
<td></td>
</tr>
<tr>
<td>(iii) Outdoor recreation infrastructure</td>
<td></td>
<td>0.50</td>
<td>0.80</td>
<td>1.00</td>
<td>1.00</td>
<td><strong>3.30</strong></td>
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<tr>
<td>(iv) Small grants&lt;sup&gt;(2)&lt;/sup&gt;</td>
<td></td>
<td>0.50</td>
<td>0.80</td>
<td>0.80</td>
<td>0.90</td>
<td>0.90</td>
<td><strong>3.90</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>0.50</strong></td>
<td><strong>3.50</strong></td>
<td><strong>3.20</strong></td>
<td><strong>3.40</strong></td>
<td><strong>3.40</strong></td>
<td><strong>14.00</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Note 1:** Active Communities extension baseline has been excluded from 'TOTAL'

**Note 2:** SNI has existing budget provision of £0.5m in 2015/16 for Round 3 of Active Awards for Sport (small grants); Round 3 awards will be confirmed in Q1 2015/16 with delivery during the following 12 months. The proposed budget profile would enable a further call for applications to be issued in Q3 2015/16 with two additional calls per annum in each of the subsequent years.