Best Value through sport

the value of sport to regional development
Sport is part of the culture of this country. It touches us all, whether we are participants, spectators or volunteers. Our quality of life is significantly enhanced by it. Sport entertains us; it gives us the opportunity for self-expression; it provides us with a sense of camaraderie and friendship; it enables us to stretch ourselves mentally and physically; it teaches us how to win and how to lose; it helps us appreciate and value our natural environment.

However, sport needs to demonstrate tangible benefits to individuals, communities and the nation as a whole, if it is to compete with many other worthy causes for a share of limited public resources.

This document on The Value of Sport responds to the challenge: ‘Why invest in sport?’ It draws on the best scientific evidence available, combined with local examples of good practice, to demonstrate that sport can make a difference to people’s lives and to the communities in which they live. It shows that for every pound invested in sport there are multiple returns in terms of, for example, improved health for the individual and less demand on the health service by those of middle and older age, reduced criminal behaviour among young people, and economic regeneration and improved employment opportunities.

There is evidence in this document to show that sport has the ability to overcome social barriers and empower individuals. It can help to reduce social exclusion, promote lifelong learning, and provide opportunities for engagement in community life through voluntary work.

This document is aimed at those who hold the purse-strings in health, and in economic, social and environmental regeneration, at national, regional and local level. In particular we expect sport to feature strongly on the ‘Best Value’ agenda of local authorities and in the work of the new Regional Development Agencies.

To maximise the benefits sport can bring requires the breaking down of departmental barriers. It requires new ways of thinking and new connections, and developing these will be as much of a challenge to those who work in sport as to those who work in other areas of social policy. We commend all of you to read this document, and to respond positively to the challenge.

Trevor Brooking
Chair, Sport England
The LGA is happy to be associated with this document which makes the case for sport. Many local authorities place sport at the centre of their work on healthy living, regeneration, social inclusion and other key objectives.

The changing landscape of cultural activity, with challenges such as Best Value and Regional Cultural Strategies, will present those who value sport with new opportunities. Local government, and the Local Government Association, look forward to working alongside Sport England to grasp those opportunities fully and develop still further sport’s place within our cultural life.

Chris Heinitz
Chair, LGA Leisure and Tourism Committee
‘We believe that enhancing the cultural, sporting and creative life of the nation is a vital part of Government. The activities that we sponsor and support as a Department have a fundamental impact on the quality of life of all citizens. They provide enjoyment and inspiration. They help to foster individual fulfilment and well-being. They help to bind us together as a community. They are important for the quality of education. They assist with the work of social regeneration.’

Chris Smith, Secretary of State for Culture, Media and Sport

This document provides evidence of the value of sport to regional development. It shows the important contribution sport can make to the economic and social regeneration of a region. It demonstrates that sport can work in partnership with other agencies to deliver wide-ranging community benefits in the English regions.

The contents of this document include the value of sport to:

- national, regional and local economies
- community regeneration
- health
- other social policy areas (community safety, volunteering, young people and education)
- the environment.

**Sport and regionalisation**

The framework for public policy decision-making and investment in the English regions is undergoing significant change. The outcome will be a much more powerful regional voice in assessing priorities for public investment in the regions, with greater devolved responsibility linked to local democratic accountability for ensuring that money is invested wisely.
The main areas of change of significance to sport are:

- the creation of new Regional Cultural Consortia by the Department for Culture, Media and Sport (DCMS) to provide a strong voice for all cultural interests in each region, as well as a regional focus for DCMS policies and programmes

- the setting up of new Regional Development Agencies (RDAs) by Government to carry forward the economic development, social and physical regeneration of the English regions

- the establishment of Regional Chambers, bringing together elected representatives from local authorities and other local agencies.

This document on the value of sport to regional development demonstrates that investment in sport at a regional level can lead to significant economic and social regeneration benefits. Scientific evidence and also experience show that sport within the wider cultural sector can deliver multiple policy objectives of importance to regional development.

Sport must be an important component of Regional Cultural Strategies and should be taken seriously by RDAs in preparing their Regional Economic Strategies. To leave sport off the regional agenda would be to miss out on a great opportunity for improving the economic welfare and quality of life of people in the English regions.

The value of sport – the evidence
The evidence set out demonstrates the relevance of sport to regional development. It focuses on the broader economic benefits but also provides examples of where sport can make a difference to people’s lives within their local communities.

Participation in sport
Britain has some of the highest levels of sports participation in the world, with a wide diversity of sporting opportunity, a long tradition of publicly provided facilities, a growing and increasingly significant commercial sector, and a strong community-based network of voluntary clubs.

Some facts and figures serve to illustrate this:

- In 1996 it was assessed that over 20 million adults in Britain had participated in sport on at least one occasion in the previous four weeks and, when walking over two miles was included, nearly 30 million people had participated.²

- When surveyed in 1994 virtually all children in England aged 6 to 16 years had taken part in at least some sport in the previous year, and 98% had done so in their free time out of school lessons. In addition 96% of children said they enjoyed sport in at least one context whether it was in or out of school lessons.³

- It was estimated from a national survey carried out in 1997 that, in an average four-week period, nearly one million people in England made in total 2.4 million visits to local authority sports halls. Similarly, during the same four-week period, it was estimated that 1.5 million people made 4.3 million visits to local authority swimming pools.⁴
These statistics demonstrate the significance of sport in the daily lives of many people in this country.

Although the figures are impressive, there remains much to be done if the benefits of sport are to reach all sections of society and inequities associated with gender, ethnicity, disability and social class are to be overcome.

At a national level the *Strategy for Sport in England* has set targets to increase participation in sport and to reduce the inequities associated with gender, age and social class. Further research is being carried out by Sport England to enable targets to be set for sports participation by ethnic minority groups and people with a disability.

At an operational level Sport England is putting into place programmes that will address social exclusion directly by, for example:

- establishing in some of our most socially and recreationally deprived neighbourhoods ‘Sport Action Zones’ which will receive enhanced Lottery funding and combined capital and revenue support
- co-funding with local authorities a number of ‘Pathfinder’ projects supported by Single Regeneration Budgets (SRBs) to promote sport in deprived areas through innovative partnerships
- the establishment of a ‘Small Projects’ Lottery fund targeted at small organisations that have traditionally found it difficult to obtain financial support. Priority will be given to organisations that benefit young people, ethnic minorities, people with disabilities, and women and girls.

Lottery funding will be able to make a significant contribution to reducing the social inequities in sports participation and involvement. To be successful, however, it must not be seen as a substitute for funding from other sources.
the economic value of sport

‘It is clear that bids to stage major sporting events... can operate as a catalyst to stimulate economic regeneration, even if they do not ultimately prove successful...Once the initial redevelopment has taken place [referring to Sheffield and Manchester] the existence of high-quality facilities means that the cities concerned are able to attract other sporting events. The impact does not stop there. Many of the facilities are suitable for other uses, such as conferences and concerts. In addition, the favourable publicity that can follow from a successful event may increase the attractiveness of a city, raise its profile overseas, and enable it to attract an increasing number of tourists.’

National Heritage Committee 1995

Sport is big business. The economic impact of sport on the nation has been assessed and recognised since the 1980s. More recently, however, there has been increasing interest in the contribution sport can make to inward investment and economic regeneration in regions and cities. Birmingham, Manchester, Sheffield and Glasgow are four prime examples of cities that have made a long-term strategic commitment to sport and recreation. Each views sport as a powerful tool to enhance the physical fabric of communities, to stimulate the local economy, and to improve its image to outside investors and tourists.

In addition to the economic regeneration benefits that flow from investment in sport, there are, potentially, substantial savings to the economy from the health gains associated with increased levels of physical activity in the population. Research evidence suggests that promoting physical activity for employees in the workplace makes good business sense.

There is a growing body of research evidence to support the economic benefits that derive from sport at national, regional and local level:

National

- Consumer expenditure on sport in 1995 was estimated at £10.4 billion, or 2.33% of total consumer expenditure.

- The value-added to the UK economy in 1995 by sport-related economic activity was estimated at £9.8 billion, or 1.6% of Gross Domestic Product.

- Employment in sport in the UK was 415,000 in 1995 compared with 324,500 in 1985, accounting for 1.61% of total employment in 1995 compared with 1.52% of total employment in 1985.
Overall growth in consumer expenditure on sport in the UK was greater than growth in consumer expenditure in total, which grew strongly over the 1985-1990 period, so that in 1995 sport accounted for a higher share of consumer expenditure than it did in 1985 (2.33% in 1995 compared with 2.01% in 1985).\(^7\)

Real consumer expenditure on sport in the UK grew by 30% between 1985 and 1995.\(^7\)

**Regional and local**

- Sport has a significant impact on the economies of regions. For example, in 1992 it was estimated that, in the Northern Region alone, expenditure on sport and sport-related activities amounted to £613 million and total employment in sport was in the range of 19,540 to 22,400.\(^8\)

- A study carried out by the Henley Centre for Forecasting in 1989 on behalf of the Sports Council showed that sport made a significant localised economic impact. Focusing on two contrasting areas in England, Bracknell and the Wirral, the study showed that some £3 million of value-added was created in Bracknell by sport-related activity and £14.8 million in the Wirral. Sport-related employment totalled 323 in Bracknell and 1,619 in the Wirral.\(^9\)

- Over its first 47 months of operation the Lottery Sports Fund supported 2,789 capital projects with £887 million of Lottery investment within a total project investment of £1,571.2 million.\(^10\)

- Over the next 10 years it is anticipated that a total of £1,102 million of Lottery funding will be spent on sport with at least two-thirds being invested in the Community Projects fund for facilities and activities that everyone can use or take part in.\(^11\)

- Spending by commercial companies on sports sponsorship reached £265 million in 1994 and was estimated to be worth £285 million in 1995, £301 million in 1996 and £311 million in 1997.\(^12\)

- In 1994/95 projected rate relief given by local authorities to voluntary sports clubs was £16 million.\(^13\)

- The Chartered Institute of Public Finance and Accountancy (CIPFA) estimated that local authorities in England and Wales would spend

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\(^7\) Source: Sports Council

\(^8\) Source: Henley Centre for Forecasting

\(^9\) Source: Henley Centre for Forecasting

\(^10\) Source: Lottery Sports Fund

\(^11\) Source: Lottery Sports Fund

\(^12\) Source: Sporting Intent

\(^13\) Source: CIPFA
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£970.2 million on sport and recreation in 1998/99 excluding capital charges. This amounted to 63% of all their expenditure on leisure.\textsuperscript{14}

- A study carried out by the Sports Council in 1995 estimated that the capital cost (ie cost to build new) of the stock of 1,492 public indoor sports centres covered by the study was £2.5-2.6 billion. It was estimated that the capital expenditure required to maintain the stock to a safe and acceptable standard over the following 10 years would be £61.2-64.1 million per annum. In addition to the cost of ongoing work it was estimated that a further £40.8-42.7 million per annum was required over the following five years to upgrade the existing stock of buildings to a safe and acceptable standard.\textsuperscript{15}

- The staging of first round matches of Euro '96 in Sheffield generated an additional £5.8 million of expenditure in the city over a 10-day period. Across the country as a whole, Euro '96 attracted 280,000 overseas supporters and the total economic impact generated in the host cities was estimated at £195 million. Another event held in Sheffield in June/July 1996, the World Masters Swimming Championships, generated £3.9 million of additional expenditure.\textsuperscript{16}

- The 1st Cornhill Test Match (June 1997) between England and Australia on its own generated £4.6 million of additional visitor expenditure which generated £1 million of additional local income or the equivalent of 82 additional full-time job years.\textsuperscript{16}

- A review of exercise initiatives in North America put the total financial benefit to a company from a fitness programme at $513 per worker per year. In Australia corporate fitness programmes have been associated with a reduction in absenteeism of between 23% and 50%. On the basis of a 20% reduction in absenteeism it was estimated that there would be a saving of 1.5 days per worker per year which would approximate to a net benefit of $848 to the Australian economy.\textsuperscript{17}

- Cyanamaid, a large UK pharmaceutical company, demonstrated that those employees who participated in its fitness programme...
experienced 1.8 days less sickness absence than their sedentary peers. The company estimated savings on just 50 of those participating to be £44,500 per annum.18

These statistics demonstrate that sport makes a significant contribution to national, regional and local economies. Experience shows that sport can be a leading player in attracting inward investment, both through the direct benefits it brings and, perhaps even more importantly, through the changes it can make to the culture and image of cities and regions. To this extent sport is an important component of regional development and should feature strongly on the agendas of the new Regional Development Agencies and Regional Cultural Consortia.
‘... the hidden face of sport is also the tens of thousands of enthusiasts who find, in their football, rowing, athletics and rock climbing clubs, a place for meeting and exchange, but, above all, the training ground for community life. In this microcosm, people learn to take responsibility, to follow rules, to accept one another, to look for consensus, to take on democracy. Seen from this angle, sport is par excellence, the ideal school for democracy.’ (Daniel Tarschys, Secretary General of the Council of Europe, 1995)

Sport and community regeneration

Community regeneration is about promoting the social, economic and environmental well-being of an area. The problems affecting people and their communities are multi-dimensional. The solutions to these problems are not, therefore, to be found in fragmented and bureaucratically defined approaches. A holistic approach is required which challenges old ways of working and cuts across departmental and organisational boundaries.

Sport has often led the way in promoting ‘joined-up’ ways of working which impact positively on many aspects of people’s lives. Local authorities in particular have been at the vanguard of many of these developments and have a pivotal role to play. The following provides a brief selection of projects where sport has been able to make a difference:

- The Sportslinx project in Liverpool provides an example of a ground-breaking project that contributes to lifelong learning, developing safer cities, empowering local communities and promoting health and social regeneration. The project offers all 9-10-year-olds in the city (7,000 in all) the opportunity to participate in a number of sports activities, the intention being to increase participation in physical activity both within and outside the National Curriculum. The project revolves around obtaining objective assessments of each child’s fitness and sporting aptitude. The main partners in the scheme are the Leisure Services Directorate of Liverpool City Council, Liverpool John Moores University, the University of Liverpool, Liverpool Hope University College, Merseyside Youth Association, the Education Directorate, and the Liverpool Area Health Authority.

- Active8 is a project initiated by the Kingston upon Hull Sports Development Unit. This innovative project, which started in April 1998, has attracted £395,000 from the European Social Fund. It will work with 70 disadvantaged
young people aged between 16 and 25 years who live in the city. The majority of the young people are either ex-offenders, people who have recently left the care system, long-term unemployed, homeless, or face problems with literacy or numeracy. Active8 uses sport and leisure to motivate, develop personal skills, encourage qualifications and increase employment potential. The project is a joint initiative between Kingston upon Hull City Council, Raleigh International, Humberside Careers Service and the Sail Training Association.

- The **Somerset Rural Youth Project** is a partnership project which resulted from a successful bid to the 1996 Rural Challenge competition. The programme, which obtained £1 million of funding from the Rural Development Commission and £0.5 million of local funding, involves a wide range of partners including Somerset County Council, Somerset Youth Partnership, the Community Council for Somerset, the five district councils, the six further education colleges and Somerset TEC. Managed by a charitable limited company, the project aims to reduce the deprivation experienced by young people in the Rural Development Area of Somerset. This is done through a wide range of initiatives including sports and arts projects, access to training and employment opportunities, and the active involvement of young people in their local communities. Successful sports projects involving young people have included the planning and development of tracks for mountain biking, organising a ‘network of contacts’ for young people interested in playing football, and training in the delivery of children’s play and sporting opportunities with a view to gaining ‘Junior Sports Leaders Awards’.

**Sport and health**

*How people live has an important impact on health. Whether people smoke; whether they are physically active; what and how much they eat and drink; their sexual behaviours and whether they take illicit drugs – all of these factors can have dramatic and cumulative influences on how healthy people are and on how long they will live.*

*Our Healthier Nation: A Contract for Health, consultation paper, February 1998*

Improving the health of individuals and communities is a priority for the Government. Considerable emphasis is being put on health promotion and health care provision.
Participation in sport and an active lifestyle have long been associated with benefits to health. Recent evidence suggests that significant health gains are not limited to vigorous physical activity. They may also be achieved by frequent, moderate levels of physical activity such as cycling and brisk walking.\textsuperscript{20} The Health Education Authority, as part of its ‘Active for Life’ campaign, now recommends 30 minutes of moderate-intensity activity on at least five days a week as sufficient to confer significant health benefits and as an appropriate message to encourage the majority of the population to be active.

With a significant decline in manual occupations, increasing use of the car and almost universal access to a wide range of labour-saving devices in the home, the contribution sport can make to people’s activity levels has become increasingly important. The extent of inactivity in England was clearly demonstrated in the 1990 \textit{Allied Dunbar National Fitness Survey}\textsuperscript{21} which found that over seven out of 10 men and eight out of 10 women fell below their age-appropriate activity level necessary to achieve a health benefit.

The wide diversity of activities offered by sport enables individuals of all ages to participate at the level and intensity that suits them, from the vigorous demands of aerobics, squash and football to the more moderate demands of golf, bowls and recreational swimming. There is strong research evidence of the benefits of a physically active lifestyle and this is set out in detail in the \textit{Value of Sport} document. The benefits include:

- the reduced risk of coronary heart disease
- the management of mild to moderate obesity (particularly when combined with dieting)
- the reduced incidence of osteoporosis (brittle bone disease)
- psychological benefits including increases in self-esteem
- the reduced risk of stroke and possible prevention of certain cancers.

GP referral schemes are good examples of ways in which sport can work directly with health providers to achieve mutual objectives. One scheme that has been operating successfully since 1994 is the Lewisham Sports Development GP Referral Scheme. It combines funding from the regional health authority and a local regeneration fund. The Leisure Department of the local authority works in partnership with local GPs. People with a range of illnesses including stress, obesity, depression and diabetes are referred to local
leisure centres where they complete a series of supervised activity sessions within protocols agreed by GPs. The scheme started with 100 referrals per year and it now makes 800. The scheme now attracts SRB funding and is a key scheme for Health Action Zone funding.

The value of sport to other social policy areas
There is a range of evidence, from population studies through to the evaluation of local interventions, that demonstrates the value of sport to other important areas of social policy. This includes:

- Sport and community safety. Evaluation from a number of local initiatives combined with experiential evidence shows that sport has a part to play in preventing juvenile crime. Sport can give challenge, adventure, meaning and a sense of purpose to young people’s lives where previously there was a vacuum. Sport delivered in a sound ethical framework can engender self-respect, esteem, confidence and leadership abilities.

- The value of volunteers. The value of volunteers in sport should not be underestimated. Volunteers are the backbone of British sport, making a massive ‘in kind’ contribution as coaches, managers and officials. For example, in 1995 it was estimated that the total annual value of the UK sports volunteer market was over £1.5 billion. Also in 1995 it was estimated that there were just under 1.5 million volunteers in UK sport.

- Sport, young people and education. There is increasing research evidence to show that early experience of sport has a significant effect on lifelong participation. To this extent, therefore, the benefits of sport referred to in this document are critically dependent upon young people’s early learning experiences.
We note that, according to the balance of evidence we received, compared to other activities, leisure and tourism do not cause widespread ecological damage to the countryside... We feel that it is important that the positive economic impacts of leisure and tourism on rural areas are recognised. (1995 Environment Committee report)

Open space is a valuable sporting and recreational resource in our towns and cities, whether as formal areas for activities, such as playing fields or playgrounds, or more informal, multi-functional areas, such as parks. It also plays an important role in ‘breaking up’ the urban environment. As a result of growing concern about the loss of playing fields, in 1996 the Government made the English Sports Council a statutory consultee on any developments that affect playing fields.

Sport also plays an important role in the urban fringe areas around our towns and cities. These areas provide a recreational outlet for city dwellers, particularly for informal activities such as cycling, walking and riding. Often sport has been used to improve the quality of the landscape in these areas, particularly on under-used sites and sites reclaimed from mineral workings.

Beyond our cities sport plays a vital role in the countryside. Sport often takes place in areas of intrinsic value, such as Areas of Outstanding Natural Beauty and National Parks as well as important biodiversity areas such as Sites of Special Scientific Interest (SSSIs). Sports facility design in these areas must be of a high quality that is appropriate to the local environment. The activities must be carefully managed, not only to minimise environmental effects, but also to reduce conflicts with other users. In rural areas sport may also be important, together with tourism, in contributing towards rural economies, particularly through farm diversification. The opportunities for sport to play a role in rural economies is likely to grow with proposed reforms in the Common Agricultural Policy.

Increasing demand for land for housing, to accommodate some 4.4 million new households by 2016, has led to a re-examination of the way we live. The Government has identified as a priority the creation of more sustainable communities that encourage mixed land uses and reduce the need to travel. Sport has a central role and must be seen as an integral part of new developments, not an afterthought.

Sport is also leading the way in fostering new building techniques that reduce the impact of such developments on the environment.

The 1995 Environment Committee report on The Environmental Impact of Leisure Activities stated,
‘We note that, according to the balance of evidence we received, compared to other activities, leisure and tourism do not cause widespread ecological damage to the countryside’. It also went on to state that, ‘We feel that it is important that the positive economic impacts of leisure and tourism on rural areas are recognised’.23

- The development of the United Kingdom Sports Institute site in Sheffield and the Commonwealth Games facilities in Manchester will bring back into use significant areas of derelict land.

- There are many examples where funding from the Lottery Sports Fund has contributed to sustainable environmental improvements.24 For example, support for a community sailing centre at the Stoke Newington reservoir in Hackney has brought into use redundant waterworks linked to a sound management regime that protects and enhances the environment. The Mountbatten Sailing and Watersports Centre in Plymouth is converting a redundant RAF seabase and derelict industrial land to recreational use. The London Borough of Newham has received funding to convert outdated Victorian baths to modern swimming and indoor dry leisure facilities while retaining the fabric of the locally distinctive building.

To help resolve management conflicts, promote joint working and environmental sustainability, the English Sports Council signed a Memorandum of Understanding with the Countryside Commission and the Environment Agency.25 The Memorandum identifies the three agencies’ common objectives to:

- increase enjoyment and success in outdoor sport and recreation

- promote access for everyone, particularly beside and on water

- use recreational and sporting activities as a way of increasing awareness of, and appreciation for, the environment and to increase support for its protection

- provide and design facilities and activities that follow the principles of ‘sustainable development’, for example, good links to public transport, and to encourage responsible use of motor vehicles

- improve the environment in ways that benefit recreation.

Sport England is also working closely with the Department of the Environment, Transport and the Regions to update Planning Policy Guidance Note 17 to provide a sound local planning framework for sport that incorporates as a fundamental principle concerns about environmental conservation and sustainability.
This document provides a comprehensive profile of the value of sport. The case has been made on the back of a considerable body of scientific evidence and local examples of good practice. The outcomes demonstrate that sport can make a difference, both to the quality of life of individuals and to the communities in which they live.

However, joint working and commitment are required between agencies, nationally, locally and across departments, particularly within local authorities, if we are to deliver the social, economic and environmental benefits that sport can bring to local communities.

At a national level Sport England is putting into place a comprehensive framework of sports development that will encourage such partnerships and effective working. Its Active Schools, Active Communities and Active Sports programmes, underpinned by significant levels of investment, will seek over the next 10 years to change the landscape of sports provision and opportunity in this country.

If we are to maximise the impact and contribution of sport to the social and economic agenda, all those involved in sports development must push back the boundaries of partnership working. In particular sport must:

- respond positively and convincingly to the ‘challenge’ element of Best Value in local authorities in order to safeguard its interests and justify continued investment
- through the ‘consultation’ element of Best Value, seek to establish the extent of public support for local authority investment in sport
- make an impact locally within health improvement programmes, Health Action Zones, Healthy Living Centres, Healthy Schools and after school clubs
- ensure it is part of the Government’s ‘Pathfinder Area’ initiatives related to social exclusion, and included within programmes in the ‘New Deal for Communities’
- continue to make the case for funding for sport-related projects from the Single Regeneration Budget and from the European Social Fund
- ensure that sport is included on the agendas of Regional Development Agencies and Regional Cultural Consortia.

Perhaps because sport is associated with fun, enjoyment and leisure it is too often forgotten, or not taken seriously, by those outside sport who influence social policy and investment. The evidence presented here shows, however, that sport has an important part to play in regenerating our most ‘run-down’ neighbourhoods and improving people’s quality of life. For many people sport is fun, but it must also be taken seriously and valued as an important contributor to social and economic policy and action.
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Sport England aims to lead the development of sport in England by influencing and serving the public, private and voluntary sectors. Our aims are:

- more people involved in sport
- more places to play sport
- more medals through higher standards of performance in sport.

This document is part of a Tool Kit of information, guidance and services that Sport England is developing to assist local authorities to deliver Best Value through sport. The Tool Kit is being developed in consultation with key national organisations and individual local authorities. More information on the Tool Kit can be obtained by contacting Sport England headquarters or any of the Sport England regional offices (see page 20).

Sport England’s work on Best Value through sport underpins and is in support of its Active Communities programme.

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