

### 3. Social and Economic Impact

## Combating deprivation and poverty

Some areas of the United Kingdom still suffer from deprivation and poverty, with people's lives blighted by joblessness, high crime levels, run-down housing, and poor health and education provision. The problem has serious implications for everyone: it pushes up public spending; undermines social cohesion and puts a brake on prosperity. For a deprived community change cannot happen soon enough. Lottery distributors are helping to tackle the problems of deprivation and poverty by funding projects in areas where it is most needed. Since the Lottery began, 41% of awards in England have gone to the 50 most deprived local authorities.

Sport England has set up Sport Action Zones, which are designed to tackle deprivation in some of the most socially and economically deprived areas by giving these communities the best sporting benefits. Sport England has initially identified 12 zones and the majority of Zone Managers are now in post. A further 18 zones will be identified in 2002. **Sportscotland** has the discretion to exceed the normal 50% partnership funding level for projects in areas of deprivation and did so for 49 awards made through the Capital programme; to date 12 awards have been made to facilities in deprived areas through the Sports Facilities Programme. In addition, **sportscotland** is to commence a Social Inclusion Partnership Programme in January 2002 that will focus on capacity building in deprived communities. Awards will be made to organisations working within Social Inclusion Partnership areas to provide sustainable sports and community development. The Sports Council for Wales is using £8 million of Lottery money to help develop innovative and practical ideas and solutions in areas of multiple deprivation, such as the Rhymney Valley, Merthyr Tydfil, Blaenau Gwent and Rhondda Cynon Taff. The Sports Council for Northern Ireland's most recent figures illustrate that around one out of every two awards made through its capital programmes support projects in areas of deprivation in Northern Ireland.

The Arts Councils are convinced of the important role that the arts can play in tackling deprivation and social exclusion. The 99 most deprived boroughs in England have received in excess of £875 million from the Arts Council of England. This represents 59% of the total Lottery money distributed. Over 60% of the Arts Council of Wales' Lottery awards have been made to community and voluntary organisations, many in the 100 most deprived wards in Wales. The Scottish Arts Council has supported the Royston Road project, which has seen capital funding used to help the local community work with artists to transform two public spaces in one of the most deprived areas of Glasgow. The Hills Trust Parents' Group in the Govan area of Glasgow used Lottery funds to construct a purpose-built centre combining performance and arts areas, a technical room and a studio.

The Community Fund supports people in areas disadvantaged by economic or social change, whether rural or urban. Overall, 45% of Community Fund money has gone to people on low incomes and 69% of their grants have gone to people who are in some way disadvantaged by poverty.

The New Opportunities Fund expects projects to demonstrate how they will reach and benefit disadvantaged communities. To ensure that funding goes where it is most needed, the Fund uses flexible and well-evidenced targeting. For example, within its out of school hours learning initiative, the Fund aims to make 50% of awards, by value, to the 15% most disadvantaged primary schools and 25% most disadvantaged secondary schools. The Fund's commitment to reaching the most disadvantaged is reflected by the distribution of awards. In England, nearly 80% of funded learning centres are in the 2,000 most disadvantaged wards, while 36 of the funded healthy living centres are in Health Action zones.



## Case Study

### **The Gurnos area of Merthyr Tydfil, Wales**

The Gurnos area of Merthyr Tydfil, Wales, fourth in the Welsh index of Multiple Deprivation. The Sports Council for Wales has brought together different and disparate groups in the area with the purpose of meeting local recreational need, opening up existing facilities for local use, expanding the range of sports in the area and supporting the development of existing clubs. The outcomes of this work already include two major capital projects and the employment of a part-time development worker.

## Helping disadvantaged groups

Lottery funding has done much to support traditionally disadvantaged groups, which are at most risk of becoming excluded from society. These groups need help to ensure that they are able to get access to the tremendous benefits of Lottery funding.

Sport England's Active Communities Development Fund is designed to increase sports participation in priority groups, specifically women and girls, people with disabilities, ethnic minorities, socio-economic groups D and E and people living in isolated rural communities.

The Arts Council of England's new Capital Programme will provide £176 million over the next six years. The decision was taken to target the Programme to specific areas of need, including Black, Asian and Chinese organisations (£29 million); investment in parts of England where arts provision has been historically low, including areas of high deprivation; and projects that increase audience access and participation in the arts. Lottery funding from the Arts Council of Northern Ireland has supported under-represented communities. Awards such as those to Feile an Phobáil in west Belfast, the Field Marshal Montgomery Pipe Band, the Ti Chulainn Centre in south Armagh, the Prison Arts Foundation and Ballynafeigh Community Development in Belfast have had an impact far in excess of the £525,000 investment they total.

Many Heritage Lottery Fund capital schemes have provided a springboard for new initiatives, attracting disadvantaged and previously under-represented groups of people. At the Dulwich Picture Gallery in South London and the Dorset County Museum innovative activity projects are engaging new audiences, including traditionally marginalised people such as the homeless or young offender groups. In the inner cities projects like the Hackney Building Exploratory let people of all ages increase their understanding of their local historic environment, while the Gateway project run by the Welsh Historic Gardens Trust has allowed the appointment of an Access Officer to help open up Wales's historic gardens to as wide an audience as possible, including people with disabilities and their carers and those from deprived inner city communities who might have difficulty in visiting the gardens.

The Millennium Commission was keen to see that all cultures were reflected in its programmes. Almost 15% of Award winners are from the ethnic minorities. Over 20% of large Festivals and 11% of smaller Festivals were multicultural or targeted at a specific ethnic minority community. The Commission also used its powers of solicitation to invite applications for capital projects that reflected the aims and aspirations of black and ethnic minority communities in 1999 and 2000, having recognised that these groups were under-represented in earlier funding rounds. Projects reflecting the aims and aspirations of ethnic minorities, including the Stephen Lawrence Techno Centre in London and the Peepul Centre in Leicester, now represent 3.5% of all funding to capital projects.

The Lottery distributors are keen to ensure that people with disabilities can not only access facilities but also that they can participate in activities and events. The Arts Council of England has funded capital improvements for access to arts venues for disabled people worth more than £150 million. About 25% of UK Sport's World Class Performance Programme awards are targeted at athletes with disabilities, providing not only support for training and competition costs, but in many cases access to specialist medical and lifestyle support. The Sports Council for Wales has introduced Disability Sport Cymru, specifically to target Lottery funds to create opportunities at local level for people with disabilities. Part-time or full-time development officers are planned to be in post in 20 out of the 22 local authorities.

The total refurbishment of the Share Centre in County Fermanagh by the Arts Council of Northern Ireland, costing £917,000, has transformed provision for the expressive interests of disabled people in the region. The Council has also made 27 other awards directly to disabled people and to organisations serving the needs of the sector, including the Drake Music Project, Open Arts and Ardoyne Youth Club.

## Children and young people

Children and young people represent the future of the nation, and are therefore a particular focus of the Lottery. Every young person deserves the best possible start in life and Lottery funding is providing opportunities for them to achieve their full potential.

The New Opportunities Fund has launched a £205 million programme to support learning activities around the school day, weekends and in the holidays. This initiative will create regular activities in half of all secondary and special schools and a quarter of all primary schools in the United Kingdom.

Involvement in sport gives many young people in danger of falling into crime or drug dependency a renewed sense of hope. It instils self-belief and a sense of achievement, often where more traditional methods have failed. Many of **sportscotland's** programmes focus on young people and the provision of opportunities for them, notably the TOP and Junior Group Programmes.

The Arts Council of England has funded over 600 Lottery awards worth £300 million to capital projects benefiting children and young people and over £45 million to community arts projects designed to encourage more young people to get involved in the arts. Over £30 million has been awarded to schools and colleges across the country to extend their artistic activities and create new community theatres, galleries and arts centres; £60 million of Lottery funds over six years has also been delegated to the National Foundation for Youth Music, whose remit is to give as many children and young people as possible the opportunity to experience and participate in music-making. Since 1997 the Arts Council of Wales' Arts for All programme has made nearly 600 awards to projects involving young people, totalling over £9.3 million, of which over 250 awards have been made directly to schools. For example, an award of £401,000 to Willows High School in Cardiff allowed the creation of a community arts centre, which led to significant improvements in overall academic results.

A key priority for the Community Fund is to meet the needs of disadvantaged children and young people and to promote their future development and opportunities. For example, a grant of £22,077 over three years enabled a mobile toy library lending service in Montgomeryshire to provide exciting and well-designed play equipment to children, many of whom live in isolated rural communities.

Looking to the future, young people will benefit from the Heritage Lottery Fund's Young Roots scheme piloted with the National Youth Agency in Yorkshire and the Humberside in 2000. This was developed specifically to generate applications for projects involving 13-18 year olds and to get these young people actively involved with understanding and preserving what they understand as their heritage. The pilot supported schemes such as a group of youngsters based in a youth drop-in centre in Hessle, East Riding, who were trained in video journalism and other recording and research techniques as they embark on a project to record the history of their local community.

## Helping to transform communities

The Lottery has had an impact on local communities, mostly through awards to smaller organisations such as local sports clubs and playgroups, which can have a significant effect on the lives of people across the country. Lottery programmes frequently have a strong emphasis on community involvement and engagement, increasing participation in cultural, leisure and social activities. Lottery projects can be a source of local pride, helping to bring communities together and fostering a sense of social spirit and cohesion.

The Millennium Commission is working on initiatives in towns and villages throughout the country to rekindle community spirit and to bring people together. From 550 village halls and community centres and new and restored bells for 400 churches to thousands of community Festivals to celebrate the year 2000, the Commission has injected new life into our communities. Millennium Awards have enabled individuals to put their ideas for community projects into practice. A Social Impact Study found that 69% of Award winners have created a new community service or facility, and 74% have strengthened links within their communities; 95% of Festivals strengthened links in the community<sup>4</sup>. These one-off celebrations included 1,500 local events, and thus enabled even the smallest communities to participate.

Many of the New Opportunities Fund's programmes are designed to promote engagement in community life. The Fund's out of school hours learning programme has successfully raised the profile of schools in their locality and provided wider community benefit. The New Opportunities Fund encourages different elements of the community, particularly in disadvantaged areas to plan and develop projects in collaboration. For example, a sense of common purpose is emerging among the residents of Ystradgynlais in Wales. The community, which faces particular problems including poor mental health, heart disease, cancer, depression and high unemployment, has received a grant worth over £500,000 from the New Opportunities Fund. The grant will be used to renovate a building that will house the Octopus project, so-called because it will reach out to all parts of the community.

4. Festival Impact Study, Jura Consultants and Gardiner & Theobald, August 2001.

Lottery money distributed by the Community Fund has been a force for building stronger communities, bringing about greater involvement and inclusion. A grant of £804,437 over three years to the West Whitlawburn Community Development Committee in Scotland enabled the aptly named Bonus Ball Centre to be built. This community centre is used by 40,000 people a year and sixteen different activities take place throughout the week, ranging from parent and toddler groups to senior sequence dancing, as well as a variety of periodic educational classes.

An example of the Sports Council for Northern Ireland's support for community-based initiatives is an award to Loughgiel Community Association in Ballymena. The Lottery award of £31,375 was made to support the development of a community fitness facility. This project formed part of an innovative development which included a wide range of complementary community services such as a pre-school playgroup, a luncheon club for the elderly and a community transport scheme.

The Arts Council for England has made over 1,000 Lottery awards to community or voluntary arts organisations for new equipment, vehicles or musical instruments, including more than 30 awards to village halls across the country for new staging and lighting equipment. Several capital grants from the Scottish Arts Council have helped rural communities equip and refurbish local halls to better accommodate arts programmes. Relatively small grants, such as that for the refurbishment of the Wynd Theatre in Melrose, build on the commitment and enthusiasm of local voluntary support to offer small communities quality arts experiences.

The Heritage Lottery Fund's Local Heritage Initiative, nearly £2.9 million to 233 small local projects so far, helps communities in the countryside to identify, audit and conserve those aspects of their heritage which they think important. The scheme provides professional help and advice in developing projects and has generated great opportunities for local involvement in, and improvement of, environment and knowledge and understanding of shared pasts.

## Investing in people

Naturally, the large sums given to major national institutions in the first Lottery licence period have caught the public eye. However, the effects of the Lottery go far beyond bricks and mortar. There has been a marked shift away from large capital projects to people-centred projects. The 1998 reforms to the National Lottery placed a much greater emphasis on funding people and activities, as well as buildings and other capital projects. The percentage of revenue funding awards has increased from 9% to 31% since the reforms and the number of small grants going to community groups has more than trebled. As a result, more organisations and community groups are benefiting than ever before.

The Sports Council for Wales is spending over £4 million (approximately 25% of its income) on revenue programmes, investing in people. A particular success story has been the Community Chest grants scheme established in partnership with each local authority. Awards of up to £750 are made at a very local level, enabling the scheme to make a massive difference to grass-roots sport throughout Wales. The devolved decision-making and simplified nature of the scheme ensures that sporting organisations are able to draw enormous benefit from Lottery funding. It is anticipated that over 5,000 coaches have been trained and 2,500 new junior teams established. In 1997 the Arts Council of Wales began its small grants programme offering

community and voluntary organisations a quick route for Lottery funding. By March 2001 the Council had made 1,357 small grant awards totalling £4.2 million.

By investing in the fabric of local communities throughout Scotland in the Capital and Sports Facilities Programme, **sportscotland** has helped people in these communities develop their skills in a variety of ways, including improved coaching and administration abilities and delivering a range of sports opportunities in a sustainable way.

## Small local grants: Awards for All



The Awards for All scheme has been one of the major successes of the Lottery. It has proved to be an effective single point of access to small groups looking for grants of between £500 and £5,000 to fund a wide range of community-based projects. To date over 26,500 awards worth more than £88 million have been made in England and more than 6,600 awards worth nearly £18 million in Scotland. The scheme has also been extended to Wales and Northern Ireland in 2001.

The scheme is geared towards groups with a community focus. Awards for All is keen to offer opportunities to people who may not have had a chance to become involved before and funds can be used to provide more chances for people to enjoy a chosen activity regardless of age, gender, disability, race or home location. The programme aims to provide:

- small grants for small local groups;
- all-year-round applications with no deadlines;
- no partnership funding required in cash.

An independent evaluation of the impact of the Awards for All scheme in England proved that Awards for All had met its key objectives of:

- **supporting community activity:** 83% of applicant organisations claim never to have held a grant before and around 70% of interviewees said that the stability of their organisation had increased as a result of the project. Almost 95% of projects were delivered with volunteers.
- **extending access and participation:** applications were received from every local authority area in England. 83% of interviewees said that the project enabled them to reach more participants than usual and almost two-thirds said that the project enabled them to reach new groups of participants.
- **increasing skills and creativity:** more than 75% of interviewees said that their project increased their skills and the majority of organisations said that the Awards for All project had increased their confidence, made them more adventurous, improved the quality of their work and increased their project management skills.
- **improving the quality of life:** the majority of interviewees said that their project improved the quality of life of participants, increased their confidence, strengthened links in the community and increased local pride<sup>5</sup>.



#### Case Study

#### **Ski-am, based in Alloa, Clackmannanshire**

Ski-am, based in Alloa, Clackmannanshire, offers people with special needs the chance to become involved in recreational, social and competitive alpine skiing. The group was awarded a £1,400 grant from the Awards for All scheme in Scotland for snowblades and a sit-ski. They used the equipment to boost the opportunities available to members of the group.

## The Lottery as a catalyst for regeneration

National Lottery funding has helped to regenerate and revitalise urban and rural areas, bringing benefits to communities that have previously been in decline.

The Millennium Commission has injected over £300 million in regeneration projects in Belfast, Bristol, Coventry, London, Leeds, Manchester and Sheffield, among others. Many large-scale city developments will act as a catalyst for further regeneration, triggering investment by commercial companies and creating an even greater impact. @Bristol, an urban regeneration project covering ten acres of derelict land, received a grant of over £45 million. This attraction includes the hands-on science centre Explore and the wildlife attraction Wildwalk, offering visitors the chance to experience the natural world in vivid close-up. There is also an IMAX cinema and new spaces surrounding the attractions for public art and entertainment. Capital Projects have, in many cases, achieved the regeneration of key areas of the country, or have acted as a catalyst for regeneration. This will benefit communities for many years to come.

Heritage Lottery Fund programmes deliver regeneration through supporting urban renewal and through increased community identity, pride and involvement. Some schemes, such as the Townscape Heritage Initiative, Joint Places of Worship and the Urban Parks Programme, are specifically targeted at areas of social and economic deprivation and are beginning to yield results. In total, some £266.5 million has been committed under these targeted programmes. Supporting local regeneration partnerships, the Heritage Lottery Fund's Townscape Heritage Initiative scheme is designed to bring people back into towns and cities through the repair and re-use of historic buildings situated in areas of urban decay and deprivation. Over

£178 million of Lottery money has been committed to the repair and restoration of over 350 of the country's public parks, bringing life back into some of the nation's most loved heritage assets; these parks are frequently the only place for green relaxation and exercise in the inner city.

The arts play a vital role in regeneration as they provide a focus for renewal in urban and rural areas, assisting the wellbeing of individuals and communities by stimulating social interaction. Arts Council of England Lottery investment has supported 239 arts projects with a specific regeneration focus, making awards totalling £443 million. An example is the £44.6 million awarded to Salford City Council for the Lowry Centre, a waterfront complex that has provided a focal point for the regeneration of Salford Quays. Private sector investment alone in the area had exceeded £200 million by 1998, and the Lowry has exceeded its visitor predictions. The City of Dundee has received nearly £11 million in Lottery funds from the Scottish Arts Council, most of which has been invested in new arts buildings. Dundee Rep Theatre has been extensively refurbished and extended, and now includes a purpose-built dance studio, while Dundee College is constructing The Space to be a new home for dance performance and education. As a result, the city's image is being transformed into that of a creative and dynamic home to the arts.

## Job creation

The Lottery has created employment in many sectors throughout the country. It has helped to create and secure jobs in construction and related professions, retailing and operations.

An independent Economic Impact Assessment of all the Millennium Commission's programmes found that many jobs have been created as a

result of its investment<sup>6</sup>. Although the Festivals were short-term events, 7% employed at least one full-time permanent member of staff. Across all the Commission's programmes, 6,900 permanent jobs have been created with a short-term equivalent of 6,400 additional jobs. The combined full-time equivalent of permanent jobs created by the Commission's programmes is therefore estimated to be 13,300.

Lottery-funded sports projects provide considerable employment potential in both their construction and subsequent operation. The building of the National Indoor Athletics Centre at the University of Wales Institute Cardiff involved a national construction company based in York but with a local office in Cardiff. They employed six full-time staff during the construction phase of the project and also employed subcontractors, engaging over 15 local companies, throughout the construction and fitting-out phases. On completion, the new facility created jobs for a number of full-time and part-time staff including a centre manager, duty managers, attendants, office staff, sports science staff and the National Performance Coach for Athletics, now based at the facility.

There have been many instances of increased employment as a result of **sportscotland** Lottery-funded projects such as new sport and leisure centres in urban areas. For example, with the construction of the Gorbals Leisure Centre in Glasgow 47 full-time and 22 part-time jobs have been created at the Centre itself, with a further 10 full-time and 2 part-time posts created by the linked revenue award. In many cases an award from the Lottery Fund to voluntary sports clubs has led to increased voluntary involvement in their operation as new facilities encourage greater use.

A study of the impact of the Sports Council for Northern Ireland capital funding indicated that approximately 1 in 10 of the clubs supported through Lottery funding had created new long-term job positions as a result of the development of Lottery-funded facilities.

The major sporting events that come to the United Kingdom as a result of World Class Events Programme funding rely on a huge army of paid and voluntary workers. While these posts, in the nature of the events, are for relatively short periods, professional and voluntary staff alike have the opportunity to increase their skills and experience and have contributed to the creation of an exceptional staffing base for future events throughout the country.

The New Opportunities Fund has already funded many posts such as managers, playworkers, co-ordinators and other project workers through its existing programmes. In the pipeline are two large capital schemes which will construct nurseries and school sports facilities. These programmes, to be launched in 2002, are expected to generate substantial employment opportunities for local people in the building and retail sectors.

Individual heritage schemes can also bring jobs and increased prosperity. The Heritage Lottery Fund grant of £25 million to the Kennet and Avon Canal is helping to restore navigation and historic structures and improve visitor access and nature conservation along the 87 miles from Reading to Bristol. Apart from the obvious tourism potential, which is predicted to inject a further £28 million into the local economy and should safeguard and create a total of 2,600 jobs, it is estimated that the project leveraged in an additional £48 million of private sector investment in the area.

6. Economic Impact Assessment, Jura Consultants and Gardiner & Theobald, July 2001.

Case Study

**Manchester Commonwealth Games**

Manchester Commonwealth Games facilities benefited from £112 million investment from the Sport England Lottery Fund. The 2002 Commonwealth Games in Manchester are expected to generate significant economic and social benefits during the construction phase, the Games themselves and afterwards. Forty hectares of land have been reclaimed, £36.7 million of private-sector investment has been generated and many jobs have been created: 1,755 person years in construction, 418 person years during the Games, 482 permanent jobs post-Games on the sites and 3,228 permanent jobs elsewhere.

