

## DCMS SUSTAINABLE DEVELOPMENT STRATEGY: SECTORS

### SPORT

Sports activities present many opportunities for economic growth, both directly and indirectly, and have given many a route out of poverty. There is potential to use recreational sport, including football, to build popular capacity, especially among young people, to cope with environmental and social challenges. The Government is well aware of the benefits that participation in sports convey, not only in terms of health, but in raising morale and self-esteem and contributing positively to quality of life.

### CURRENT POSITION

Sport is one of the most popular of pastimes, and millions of people look up to successful sportsmen and women as their role models. Due to the number of participants in sport at all levels, there is enormous scope for sport to promote the three messages of sustainable development through sport activities.

#### **Sport and economic development:**

Sport can have a major impact on both local and national economic growth and development. Large events such as the Olympics, and week to week competitions as such the Premier League, not only provide jobs, both directly and indirectly, but other important economic activity such as the purchasing and consuming of consumer products. The impact is not only in the sports sector, and its supporting infrastructure industries, but also in other sectors such as broadcasting and tourism. Sport facilities and events that have incorporated more sustainable products, systems and technologies have a further opportunity to contribute to local economic growth and the growth of sustainable environmental industry by showcasing these features.

Many sporting sectors are beginning to measure this impact with their own economic impact studies, and UK Sport have produced *Major Events Blueprint: Measuring Success – the economics*. Understanding sport's economic value is vital to ensure the maintenance of high and stable levels of economic growth and employment in the sporting sector, especially after a major sporting event, and that this is recognised more widely across industry, business and government.

Furthermore, governing bodies and sporting facilities must ensure they are economically stable and sustainable in the long term. This is recognised in the Sport England modernisation programme, and governing bodies should continue to ensure they are professional organisations with strategic vision, development plans, and excellent fiscal management.

## **Sport and social equity:**

Sport is a very powerful tool in pursuing social equity. It has the ability to help to tackle social exclusion and health problems through the development of grass roots participation. The development of policies relating to quality of life, health, active communities, schools, equal opportunities and social inclusion are well developed at Sport England. These concepts are built into applications and case management, and the existence of crosscutting programmes already provides the basis for the joined up design and practical implementation of sustainable development policies.

Some examples include:

- The **Step into Sport** programme is an exciting new initiative to encourage more people to become involved in sport in their local communities. Funded by DCMS and the Home Office Active Communities Unit it brings together the **British Sports Trust**, the **Youth Sport Trust** and **Sport England** to provide a structured path to attract about 48,000 young people and 6,000 adults through sports leader awards into sports volunteering and to deploy their experience and talents to enrich local community and school sport.
- **Space for Sport and Arts:** This is a joint initiative between DCMS, DfES, Sport England, Arts Council of England and the New Opportunities Fund, which has allocated £130m to 65 Local Education Authorities to develop new sports and arts facilities on primary school sites. These will be used by young people and will also be available for community use, with the emphasis on inclusion of currently under-represented groups. LEAs were selected on the basis of a number of deprivation indices - including sporting and artistic deprivation - and invited to submit bids for capital funding. We expect to see around 300 projects across England funded in this way.
- **Positive Futures:** Tackling urban deprivation and crime in the community; a joint partnership between Sport England, the Youth Justice Board and the UK Anti-Drugs Coordination Unit and the Football Foundation, Home Office and DCMS, its aim is to use sport to access and motivate 'at risk' young 10-16 year olds, recruit volunteers and develop communities; intended outcomes are a reduction in anti-social behavior, youth offending, and drug use within local neighbourhoods and an increase in regular participation in sport and physical activity. Currently 24 schemes are in operation. Funding in year one includes £500,000 from the Government's confiscated assets fund, £350,000 from Sport England and £100,000 from the Youth Justice Board.
- **The Football Foundation** is funded by the Premier League, Football Association, and DCMS since 2000. The Foundation has provided grants, to date, worth £160million. This has funded some 550 projects that further social inclusion and community cohesion, through grass roots and community football projects. For every £1 of public funding there has been a 5-fold return on this investment through other funding sources.

## **Sport and environmental protection**

Sport has a natural connection with the environment. Yet standard facilities and event management contribute regularly to energy consumption, greenhouse gas emissions and waste disposals (both toxic and non-toxic), as well as ozone depletion, habitat and biodiversity loss, soil erosion and water and air pollution. An unhealthy environment hinders the motivation of individuals to pursue sport and can jeopardize the viability of a sport location or event, and so promoting a healthy environment is in sport's best interests. The availability of a particular sport or a major event is also often dependent on the local geographical environment, for example, the location of a major facility for athletics or a river for fishing, canoeing or rafting. The sustainable management of a facility, event or environment is crucial if an area is to maintain the social and economic benefits of such a resource.

**The National Football Stadium** is a Football Association project which is being delivered by its wholly owned subsidiary company Wembley National Stadium Limited (WNSL). WNSL have agreed under the terms of Sport England's Lottery Funding Agreement to have regard to obtaining materials from sustainable or renewable sources. Multiplex Construction (UK), who are building the stadium, have environmental plans in place to honour this obligation which extends to sub-contractors. Multiplex have confirmed to Wembley National Stadium Ltd that they will continue to monitor the source of materials used throughout the duration of the project.

In response to the 2000 Olympic Games in Sydney, UK Sport has published an environmental strategy for major events. **Practical Environmental Guidelines** recognises the increasingly significant role that the environment plays when bidding for and hosting sports events. The guidelines provide practical advice for venue managers and event organisers on how to go about staging a 'greener' event. Strong focus is given to basic organisational aspects such as:

- Developing appropriate policies and procedures
- Measuring and reporting on environmental performance
- Raising environmental awareness through effective communication programmes

"We urge all parties involved in event management to look at the new guidelines," says John Scott, Director of International Relations and Major Events at UK Sport

**"A key criterion for any championship bid that UK Sport will consider funding is the legacy that the event will bring to the local region once the athletes have won their medals and departed. It is vital that this isn't solely restricted to bricks and mortar."**

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To request a copy of the guidelines, please email your details to [major.events@uksport.gov.uk](mailto:major.events@uksport.gov.uk), stating your name, address and organisation represented.

Individual sports have also made progress. The golf sector, for example, has reacted to strong criticism from environmental groups and established a Golf Club Committee, which is able to independently scrutinise clubs, to ensure they employ

an ecologically sound approach. Birmingham has installed solar powered sports facilities.

Sport England has been working with the Commission for the Built Environment (CABE) on a joint publication to promote good design in the creation of new Lottery funded facilities (Better Places for Sport, published May 2003). Sport England expect new designs to respect and enhance the location, the environment and the community, to add value and create a flexible, durable, sustainable and economically sound development for the community, reducing waste both during construction and throughout the life of the facility.

## SUSTAINABLE DEVELOPMENT VISION

- DCMS would like to encourage the sports sector to realise its full potential to engage in all three aspects of sustainable development: social equity, economic development, and environmental protection.
- DCMS would like to raise the awareness of sport's already important impact on the sustainable development agenda, especially through Sport England and UK Sport.
- DCMS would like sports organisations to recognise they can act as catalysts – to work with government and industry to encourage their attempts to improve environmental and social conditions.
- DCMS would like to join other Government Departments to support the challenge to get the sporting goods industry to become more aware and sensitive to the effects producing their goods have on the environment, and of the social and economic impacts of their production practises.

## FUTURE ACTION

DCMS aims to achieve this by:

- Encouraging sports organisations to join the planned DCMS sustainable development forum to work with one another, and other NDPBs, to consider their corporate approaches to sustainable development, and how these fit with central Government strategy.
- Encouraging Sport England to publish a Sustainable Development strategy to further the good work it has already undertaken.
- Encouraging UK Sport and other sports organisations to build on their good work by producing compatible sustainable development strategies, and working with them to introduce these.
- Encouraging sports organisations to use their communicative powers and harness the great public interest in the sector to raise both public and internal awareness of sustainable development, and the interconnections between its economic, social and environmental aspects.
- Encouraging Sport England, UK Sport and the governing bodies of sport to collect evidence about the social and economic impact of sports programmes and events.