

NATIONAL LOTTERY POST-2009 CONSULTATION ASSESSMENT OF PAST PERFORMANCE AND FUTURE POTENTIAL

A PAPER BY THE FIVE SPORTS COUNCILS:

**UK Sport
Sport England
Sports Council for Northern Ireland
Sports Council for Wales
sportscotland**

Overview

1. National Lottery income invested in sport over the past ten years has transformed the profile of sport across the whole of the United Kingdom. From new and vastly improved sports facilities to specialised community projects; from the encouragement of sport participation, particularly at grassroots and in schools, to enabling sportsmen and sportswomen to compete successfully on the world stage, the achievements of Lottery funding are manifold. It has played a defining role in sport from the “playground to the podium”.
2. In addition to these sectoral benefits, sport has become a major part of the wider agenda, as its social, educational and economic benefits have become universally accepted. Millions of people across the UK take part in some form of sport or physical activity, as a source of recreation and to improve their health. From them, many take sport more seriously and some talented performers go on to compete at the highest levels.
3. Sport also offers real benefit in helping positively to define national identity. Uniquely it both separates and integrates: in many competitive sports it is possible, for example, for a Scot passionately to support athletes representing both Scotland and the United Kingdom, and for that same supporter subsequently to cheer on English, Welsh and Northern Ireland sportspeople wearing the GB vest.
4. At every level, therefore, sport has a positive impact. As the Prime Minister said in 2002 *“It is not just a sports policy, it is a health policy and an education policy, an anti-crime policy and an anti-drugs policy.”* More recently, prior to his support of the London 2012 Bid in Singapore, he added that, in terms of return: *“sport is about as good an investment as you can get.”*
5. Despite this fact, and the positive impact the Lottery has had since its introduction, both the quantity of those participating in sport and the quality of our facilities and performances are still lower than they could and should be. More needs to be done to secure the legacy that sport can provide the UK: not just through high profile successes and events like the Ashes or especially the Olympic Games, but also the positive

impact on health and other social problems that results from a fitter and more active population.

Current Situation

6. The percentage share of Lottery income received by each of the four Home Country Sports Councils in the UK is based on population. One of the founding good causes of the National Lottery, sports' original share of 20% was reduced to 16.6% with the introduction of the New Opportunities fund (now part of the Big Lottery Fund). A fundamental change also occurred in 1996, when an amendment to the Lottery Act enabled Sports Councils to fund revenue as well as capital projects. This has been crucial to the National Lottery's impact on sport: without investment in people, be they coaches, athletes, volunteers, medical staff or many others, the opportunities for people in the UK to play sport and compete on the world stage would be greatly diminished.
7. Under devolution, each Home Country Sports Council has in place specific programmes to meet the separate policies of their Administrations. The four Sports Councils therefore forge their own strategies for regional and community sport and for athlete programmes. Established in 1999 as an active, separate Lottery Distributor, UK Sport determines how funding is distributed to support UK-wide activity, such as supporting our Olympic and Paralympic teams and investing in the staging of major events. Each of the Home Countries is able to influence those decisions through its membership of the UK Sport Board.

Assessment of past performance

8. A look across the UK shows the extent of Lottery investment over the past 10 years and the incredible impact it has had:
 - In England, over £2bn has been invested in sport, enhancing opportunities for everyone to get involved, driving community projects and vastly improving the prospects for English success in the international arena
 - In Wales over £133m has been distributed to benefit sports and physical activity projects, with 80% of the awards made going to the voluntary sector
 - In Northern Ireland over £58m has been invested in capital and revenue projects, with almost half of total funding supporting projects in the top 40% of deprived wards
 - In Scotland, £221m has been invested in the development of sport across all its aspects and across all areas of the country, with 72% of these funds invested in improving the quality of life of individuals and communities through increasing local opportunities for participation in sport.

- Investment at UK level in British elite sportsmen and sportswomen has seen “Team GB” achieve 10th place in the Olympic medal table, and 2nd place in the Paralympics medal table, at both the Sydney and Athens Games, a massive improvement on Atlanta in 1996.
 - Cycling Gold Medallist Chris Hoy states: “*I wouldn’t be where I am today without the support I’ve received through Lottery funding.*”
 - Over 100 World/European level major sporting events have been staged in the UK since 1997 with the help of Lottery Funding.
9. The individual submissions by the Sports Councils to the DCMS Consultation process provide many examples of successful Lottery funded projects at both national and community level. [individual reports available at <http://www.lottery2009.culture.gov.uk/documents.html>]

Influencing Factors

10. The decision to award the 2012 Olympics and Paralympics to London is one of the most significant events ever to impact on sport in Britain. The Games have the potential to impact positively and a lasting legacy for Britain in three distinct but complementary areas, building on the substantial foundations that have already been laid:
- Physical Activity and Participation: the Games can be a real catalyst for getting the populations playing sport and getting more physically active, providing particular knock-on benefits in terms of health and social inclusion;
 - Community: the Games will provide the opportunity greatly to improve local facilities and infrastructure, not just in East London but throughout the country (for example, in those areas hosting ‘holding camps’ for international athletes prior to the Games); and
 - Performance: the incentive to win medals on home soil is massive and success will have a significant positive impact not just on those spectators attending but the public at large. Medal winners engender a feel-good factor from which everyone benefits.
11. National Lottery funding is crucial to the Games’ planning and ultimate success in all these three areas. Through the new Lottery games and also the contribution of the Sports Councils from their existing shares of good causes funding, the National Lottery will provide around £1.5 billion of the total investment needed to deliver the 2012 Games.
12. However, there is a significant and long-term agenda for sport outside of the 2012 Games – although the Games will support and contribute to the achievement of this agenda. The Government has set out its vision to increase the level of sport and physical activity in the UK by 2020, particularly among disadvantaged groups, and to achieve sustained levels of success in international competition. Specific campaigns, such as Sport England’s Everyday Sport campaign and the Sport21 campaign in Scotland, are geared towards maximising the impact of these longer-term

goals. The additionality that National Lottery brings to mainstream government funding is absolutely crucial to achieving and sustaining this vision, and more will be required post-2009 to make it a reality.

13. Further, while the new Olympic Lottery game is vital to the success of 2012, it is focused entirely on infrastructure and facilities, and most of that will be with regard to the Games' site in East London. The money raised through the new game will not fund any athlete-centred programmes, such as UK Sport's World Class Performance Programme and the Home Nation talented athlete programmes, or any talent identification and recruitment programmes. This funding has to be found solely from existing Sports Council income from the National Lottery, based on the percentage shares outlined above. The Sports Councils therefore firmly believe that more income will be required from the Lottery post-2009 to ensure that the full legacy of the Olympic Games in 2012 is delivered.

Future potential for Lottery funding

14. Despite the many successes outlined above, the advance of sport at UK level, across the home nations and at regional and community level, is still best described as "work in progress". Much more needs to be done to maximise the benefit of London 2012 and achieve and sustain the vision for health, participation and social inclusion laid down for 2020.
15. The 2012 London Games has galvanised the agenda for sport and set new aspirations and targets for sport across the UK. The London Bid provided a catalyst which led to the creation of new partnerships from which sport, culture, education and the regeneration of communities will ultimately all benefit. The sport Lottery distributors each have a part to play to ensure the benefits come to fruition: from ensuring the opportunities for increased participation, through the increasing availability of sporting facilities linked to the Games to direct investment in those athletes most likely to win medals and achieve glory on the track, in the pool and elsewhere.
16. The Sports Councils believe, individually and collectively, that there is a demonstrable case for increased Lottery investment therefore post-2009. Beyond the sporting agenda, and the needs of the 2012 Olympic Games, the Sports Councils all believe that sport can, directly and indirectly, contribute to the furtherance of major social and economic objectives.
17. Sport can be a driver in promoting:
 - Social inclusion
 - Citizenship
 - Healthier communities
 - Regeneration
 - Tackling deprivation
 - Reducing crime
 - Sustainability
 - Educational attainment

18. This is a huge agenda. The Sports Councils are working with other Lottery distributors, Government departments, local authorities, and others, to take these issues forward. Many of the initiatives that arise demand new resources. Yet the Sports Councils have seen their share of the National Lottery decline over the past 10 years, and worthwhile projects have suffered rejection.

<http://www.lottery2009.culture.gov.uk>