Sport Matters
‘Making Life Better’
Roadshow

FINAL
Overview

Registration & Refreshments

5mins Welcome and Introduction

15mins Sport Matters Update

10mins Value and Importance of Sport

25mins Feedback & Panel Discussion

5mins Next Steps
Because Sport Matters...
Purpose

1. Raising **awareness and understanding** of Sport Matters – its vision, targets, progress on implementation and future priorities

2. Recognising the **growing evidence base** which demonstrates how investment in sport and physical recreation has enhanced the quality of peoples’ lives
Process of Development

• Sport Matters developed by SNI in partnership with DCAL in 2006;
• Approved by the Minister and the NI Executive in December 2009; and
• Launched in May 2010.

• Development Process involved:
  – Public and stakeholder consultations
  – Extensive desk research
  – Independently commissioned academic research
  – Consultations with Ministers and Departments
Purpose of the Strategy

1. Determine the priorities for sport and physical recreation over the next 10 years;
2. Inform the direction of future investment in sport; and
3. Agree and implement a shared agenda.
The Challenges Facing Sport

- Declining levels of participation;
- Fewer people from deprived areas participating in sport;
- Need for improved international performances;
- Declining state and range of sports facilities compared to the rest of UK;
- Only 17% of primary schools and 9% of post primary schools in Northern Ireland delivering at least two hours PE per week;
- The ‘obesity epidemic’ and associated ill-health.
Vision: Where we want to get to?

“a culture of lifelong enjoyment and success in sport…”
Government’s Commitment

- Government has **explicitly stated** its commitment to sport and physical recreation.

- **Government commitment:**
  - Value of sport – intrinsic and extrinsic;
  - Community benefits of sport and physical recreation;
  - Sporting success; and
  - Strategy implementation.
Targets and Priorities

**Participation**
- Research framework
- Participation rates:
  - Adults/Children
  - People with a Disability
  - Women
  - Older People
  - Areas of High Social Need
- Sport, PE, C&YP
- Economic impact

**Performance**
- Athlete performance
- Fit for purpose governing bodies and sporting organisations
- Coaching systems and support services
- 2010 & 2014 CWG medal share

**Places**
- Access to quality spaces for sport
- Planning legislation
- Outdoor recreation
- Olympic & Paralympic facilities
- Regional Stadia

**26 High Level Targets**
Implementing the Strategy

“No single individual or organisation can deliver the Vision and a genuine partnership approach to implementation will be essential.”

**Sport Matters Monitoring Group (SMMG)**

- **Participation SMIG**
  - (SNI, DE, PHA, DSNI, CLOA, ISC, NISF)
- **Performance SMIG**
  - (SNI, UK Sport, BOA, OCI, ISC, DSNI, NISF)
- **Places SMIG**
  - (SNI, DE, CLOA, CAAN, DSD, DARD, DSNI)
The Cost of Delivery

• £780m over the next ten years;
• Net ten-year shortfall: £133.67m
• Investments from:
  – Public sector;
  – Private sector; and
  – The ‘Third’ sector – Community/Voluntary.

• Significant challenges for increased levels of investment in sport.
Action Planning and Reporting

- SMMG require bi-annual update on progress against each of the targets and key steps.
- The Sport Matters Action Plan 2011-15 includes actions from 23 different organisations.
- The Action Plan details contributions that these organisations will make towards each of the 26 targets up to 2015.
- Progress updates are provided on an annual basis.
Progress against Targets

• 5 of the 26 targets are achieved
  – PA1, PA2, PE12, PE13 and PL21
• 16 targets are currently “on track” for achievement
  – PA4-PA11, PE15-PE20 and PL24-PL26
• 4 are currently “on track for achievement but with some delay”
  – PA3, PE14 and PL22
• 1 target is currently identified as “at risk” - PL23
35% of respondents achieve the Chief Medical Advisor’s recommended level of physical activity.

- % achieving 5 x 30: 35%
- Moderate intensity time per week (min.): 487 min.
- Per domain (min. / week):
  - SPORT: 88 min.
  - WORK: 151 min.
  - HOME: 183 min.
  - GETTING ABOUT: 65 min.

% of adults participating in at least 30 minutes of at least moderate intensity activities per day (which can be made up of bouts of at least 10 min.) on at least five days in the last seven days.
### SAPAS Findings

**People with disabilities and over 50 year olds significantly underachieve the threshold**

<table>
<thead>
<tr>
<th>Category</th>
<th>% Achieving 5x30 Threshold</th>
<th>Time per Week**</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults 16+ (4,653)</td>
<td>35%</td>
<td>487 min.</td>
</tr>
<tr>
<td>Male (1,967)</td>
<td>36%</td>
<td>576 min.</td>
</tr>
<tr>
<td>Female (2,686)</td>
<td>34%</td>
<td>402 min.</td>
</tr>
<tr>
<td>People with disabilities (1,325)</td>
<td>23%</td>
<td>300 min.</td>
</tr>
<tr>
<td>Older people (50+) (2,111)</td>
<td>26%</td>
<td>353 min.</td>
</tr>
<tr>
<td>High social needs areas (2,005)</td>
<td>36%</td>
<td>514 min.</td>
</tr>
<tr>
<td>Social classes C2,DE (2,696)</td>
<td>33%</td>
<td>488 min.</td>
</tr>
</tbody>
</table>

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* At least 30 minutes of at least moderate intensity activity (which can be made up of bouts of at least ten minutes) on at least five occasions in the last seven days.

** Time spent doing at least moderate intensity activities in the last seven days.

SAPAS data (23 July 2009 - 10 August 2010), total sample size: 4,653
Baseline Information from SAPAS

- PA5 – Club Membership: 23%
- PA7 – Sports Participation: 37%
- PA8 – Female Participation: 31%
- PA9 – Socio Economically Disadv: 30%
- PA10 – People with disabilities: 19%
- PA11 – Older People: 21%
### SAPAS Findings – League Tables

<table>
<thead>
<tr>
<th>Consortia</th>
<th>PA5 - Club Membership</th>
<th>PA7 - Overall Participation</th>
<th>PA8 - Female Participation</th>
<th>PA10 - People with a disability</th>
<th>PA11 - Older People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Ireland Average</td>
<td>23%</td>
<td>37%</td>
<td>31%</td>
<td>19%</td>
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</tr>
<tr>
<td>Antrim and Newtownabbey</td>
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<td>Armagh, Banbridge and Craigavon</td>
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<td>Derry and Strabane</td>
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<td>18%</td>
<td>16%</td>
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<tr>
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## SAPAS Findings – Older People’s League Tables

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</table>
The Value and Importance of Sport & Physical Recreation

A Case for Investment
CHIEF LEISURE OFFICERS ASSOCIATION (CLOA)

- Comprises Heads of Leisure Services in the 26 local authorities in Northern Ireland
- Members provide strategic guidance to Elected Members
- Liaise at a strategic level with Sport NI, Arts Council for NI and other statutory organisations on issues related to culture, sport, arts and leisure
LOCAL AUTHORITIES KEY PLAYERS IN SPORT AND PHYSICAL RECREATION IN NI

- Statutory duty
- Provide majority of publicly accessible sport facilities and services
- Annual reviewed expenditure on:
  - Sports Facilities £70 million
  - Sports Development Programmes £5 million
- Largest employers of staff in the sport and physical activity sector
SPORT AND PHYSICAL ACTIVITY INDUSTRY

- Significant player in the NI Economy able to deliver across a range of Programme for Government themes.
  - Health
  - Tourism
  - Peace building
  - Economy
  - Quality of life
11,300 people work in the Active Leisure Industry. Sport, Fitness and Outdoors accounting for 80% of overall employment 8,200.

Employment has risen since 1999 growing at more than one and half times the NI economy as a whole. Higher than average growth is expected to continue.

Total output from Active Leisure some £126 million in 2008. Sport and Recreation represented 94% of this, some £118.5 million.
ACTIVE LEISURE INDUSTRY CONTINUED

- Some 25 million customer visits to local authority sport and recreation facilities annually
- 72 public gyms in NI
- Over 128,000 health and fitness members in public and private gyms in NI
NEXT FEW YEARS REPRESENT CHALLENGING TIMES FOR THE SPORT AND PHYSICAL RECREATION SECTOR IN NI

- Economic climate – pressure on budgets both government and personal
- Review of Public Administration – additional responsibilities on local authorities probably without additional funding
- Sport and physical recreation a statutory responsibility but with discretionary levels of spend
- Post 2012 reduced profile and focus on sport
- Aging sporting infrastructure
**OPPORTUNITIES**

- Ability to deliver and contribute across a range of central government priorities
- Increasing recognition and focus on health related benefits of sport and physical activity to the economy
- Clear strategic focus through Sport Matters
- Achieve and maintain profile and benefit for local Councils, including identity of new post RPA Council areas.
ARE WE READY FOR THE CHALLENGE?

- Maturing industry – better trained and qualified staff
- Working with Skills Active, the Sector Skill Council for the Active Leisure Industry. To improve entry qualifications and upskill the workforce. Ranked in the top 4 Sector Skills Councils in the UK
ARE WE READY FOR THE CHALLENGE (CONTINUED)

- Establishment of a united professional body, the Chartered Institute for Sport and Physical Activity
- Development of the Register of Exercise Professionals (REP’s) with 29,000 members across the UK
ARE WE READY FOR THE CHALLENGE (CONTINUED)

- Track record of working in successful partnership – Sport NI (Active Communities), Public Health Agency and increasingly in dual use arrangement with education authorities
- Growing evidence base demonstrating the physical, social and economic benefits of participation in sport and physical activity
WAY FORWARD

- Work harder and smarter to lobby and advocate the benefits of continuing to support expenditure on sport and physical activity, using the increasing body of available evidence.
- Ensure we demonstrate clear outputs and benefits from investment.
WAY FORWARD (CONTINUED)

- Work effectively in partnership to present a united sector
- Ensure the interest of sport and physical activity remain represented at the policy formulation and budget allocation table both centrally and locally
SkillsActive:

- is the **Sector Skills Council** (SSC) for Active Leisure, Learning and Well-being, working with the sport, fitness, outdoors, playwork and caravan industries.
- works to ensure those in the sector have the **skills and experience** they need to achieve their goals
- works with employers to support them with developing their business and identifying the best value training options for their staff
- delivers a range of projects and programmes offering support and **funding opportunities**
- includes the Register of Exercise Professionals (REPs) and the **National Skills Academy for Sport & Active Leisure**
The Leisure Management & Fitness Sector in NI:

Growing sector: Personal Trainers; Group Exercise & Aqua Instructors; Advanced Instructors; Yoga and Pilates Instructors; Leisure Club Manager, Physical Activity Coordinators; Active Lifestyle Officer

• 25% of fitness workers hold honours
  • degrees (only 4 in 10 related to fitness)
  • 66% on hourly rate
  • Average basic salary £21,000
  • 25% report pay rise in 2011
• Males earn 18% (20% SE) more than females
• Male senior managers earn 36% more than females
  • 1:10 receive a bonus

Satisfaction rates high - 6 in 10 staying in industry for at least another 5yrs
### AGREED NEW STRUCTURE FOR REPS

<table>
<thead>
<tr>
<th>(level 2)</th>
<th>(level 3)</th>
<th>(level 4) Specialist Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gym</td>
<td>Fitness Instructor/Personal Trainer</td>
<td>Cardiac disease</td>
</tr>
<tr>
<td>Exercise to Music</td>
<td>Advanced Exercise to Music</td>
<td>Falls prevention Stroke</td>
</tr>
<tr>
<td>Aqua</td>
<td>Exercise Referral</td>
<td>Mental health</td>
</tr>
<tr>
<td>Physical Activity for Children</td>
<td>EMDP, Yoga, Pilates</td>
<td>Back pain</td>
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<td>Obesity/diabetes</td>
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<td>Chronic respiratory disease</td>
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<td>Cancer rehabilitation</td>
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<td>Long term neurological conditions</td>
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<td>Accelerated rehabilitation</td>
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<td>(military only)</td>
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</tbody>
</table>

**Additional Categories**
- Older adults
- Disability
- Ante/Post Natal

**REPs Non-levelled Categories**
- Student
- Physical Activity Advisor
- Fitness Manager
- Fitness Tutor/Assessor

[www.exerciseregister.org](http://www.exerciseregister.org)
Instructors that care about their clients are REPs registered

Is your Personal Trainer registered?

REPs is an independent public Register which recognises the qualifications and expertise of health enhancing exercise instructors in the UK. One of our key functions is to provide a system of regulation for instructors and trainers to ensure that they meet the health and fitness industry’s agreed national occupational standards.

Ensuring that all registered fitness professionals are qualified to provide the service you deserve.
“work towards the objective of requiring all employees, current and prospective, to hold a skills passport and to require them to keep their skills up to date”

(Skills Protocol Employer Leadership Group, May 2011)
Online system to track an individual’s qualifications, skills and experience

Used by individuals, employers and training providers

Used to monitor training for the fitness industry’s professional register (REPs)

Already used by large employers in the sector, including Virgin Active and DC Leisure, to support their employees

The tool to power future registers in the sector
SkillsActive & CIMSPA
Joint areas

• MoU
• Single Qualifications Framework
• ActivePassports
• Clear pathway from Fitness to Management
• Register of Exercise Professionals
CIMSPA
CHARTERED INSTITUTE FOR THE MANAGEMENT OF SPORT AND PHYSICAL ACTIVITY

Northern Ireland
## What is our role?

<table>
<thead>
<tr>
<th>Focus</th>
<th>To provide a focal point for all issues regarding sport and physical activity in our area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocacy</td>
<td>To be influential as an advocate with key stakeholders and to represent the views and aspirations of the members and wider sector</td>
</tr>
<tr>
<td>Conduit</td>
<td>To act as the conduit for information to flow from local to national groups and vice versa</td>
</tr>
<tr>
<td>Facilitate</td>
<td>To facilitate networking opportunities and best practice sharing for sport and physical activity professionals</td>
</tr>
<tr>
<td>Support</td>
<td>A point of reference to provide advice and support on matters relating to the sport and physical activity profession within a regional context</td>
</tr>
</tbody>
</table>
Structure
3 Nations, 9 regions
# Introducing your new management board

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Lyness (Chair)</td>
<td>Head of Leisure Services (Ballymoney Borough Council)</td>
<td>All have primary degrees/higher diploma’s in sport &amp; Leisure management. They also have 20+ years experience in local authority and leisure departments with varying responsibilities in indoor/outdoor leisure, sport development, arts, tourism and museums.</td>
</tr>
<tr>
<td>Alison Bennington</td>
<td>Leisure Service Manager (Newtownabbey Borough Council)</td>
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<tr>
<td>Liam Glavin</td>
<td>Leisure Service Manager (Cookstown District Council)</td>
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<tr>
<td>Barry Toorish</td>
<td>Leisure Service Manager (Limavady Borough Council)</td>
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</tr>
<tr>
<td>Shane McCullough</td>
<td>Associate Head of Ulster Sports Academy</td>
<td>Both Gentlemen hold primary and higher degrees in sport. They have a wealth of knowledge and experience in academia as well as holding responsible positions in delivery of coaching and industry training for this sector.</td>
</tr>
<tr>
<td>John Farrell</td>
<td>Assistant Director (Academia)/Head of Sport &amp; Leisure</td>
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</tr>
<tr>
<td>Lee Rushe</td>
<td>Final year student BSc Hons Sport Studies</td>
<td>Lee has successfully completed a year of work Placement with Belfast City Council. He worked on various projects including clubmark, active communities and Belfast urban sports park.</td>
</tr>
</tbody>
</table>
CIMSPA – representing you at the highest level...
PUBLIC, PRIVATE AND THIRD SECTOR REPRESENTATION

BIS | Department for Business Innovation & Skills
DCMS | Department for culture, media and sport
sport Wales
Local Government Association
sport Northern Ireland
SPORT ENGLAND
sporta | Social enterprises within culture & leisure
Skills Active
youth Sport Trust
sport Scotland

CIMSPA | CHARTERED INSTITUTE FOR THE MANAGEMENT OF SPORT AND PHYSICAL ACTIVITY
Northern Ireland
We want YOUR views?

1. Do you believe that progress has been made in relation to the implementation of Sport Matters?
2. What do you think are the key issues and challenges facing the successful implementation of Sport Matters?
3. What role do you envisage for yourself/ your organisation and the sector you/ your organisation represent(s) in the successful implementation of Sport Matters?
Next Steps

- Distribution of a Sport Matters 2012 Newsletter - 300,000 households – April 2012
- Collate and summarise feedback from the ‘Roadshows’ to the SMIGs and SMMG – June 2012