

The Impact of Sport on Scottish Society

Minutes from 21st November 2018 6.15-7.50pm

Committee Room 6, Scottish Parliament

PRESENT		APOLOGIES	
Alison Johnstone	MSP	Dougie Porteous	Active Stirling
Kim Atkinson	Scottish Sports Association	Stew Fowlie	SSS
Liz Smith	MSP	Kirsty Cumming	SPORTA
Brian Whittle	MSP	Jane Harvey	
Ken Hughes	Scottish Sports Association	Roddy Mackenzie	SportsaidScotland
Alison Deuchars	Scottish Sports Association	Liza Linton	RYA
Andrea Cameron	Abertay University	Duncan Sinclair	Aberdeen Sports Village
Blair Montgomery	N/A	Richard Yule	Table Tennis Scotland
Carole Sutherland	N/A	Clare Adamson	MSP
Charlie Raeburn	N/A	John Clayton	N/A
Chloe Maclean	Scottish Karate Governing Body	Joe Fitzpatrick	MSP, Minister for Public Health, Sport and Wellbeing
Chris Sellar	Oriam	Derek Grieve	Scottish Government
Danny Bisland	Scottish FA	Prof Nanette Mutrie MBE	University of Edinburgh
David Williamson	sportscotland		
Dougie Cameron	Triathlon Scotland		
Jack Draper	Scottish Sports Association		
John Kerr	Anderson Strathern LLP		
Malcolm Dingwall-Smith	sportscotland		
Mark Woods	Britball Media		
Neil Campion	Scottish FA		
Ron Sutherland	N/A		
Ronnie Sloan MBE	SportsAid Scotland		
Tom Bishop	Scottish Cycling		
Walter Macadam	GMB		

Introduction to Cross Party Group on Sport

Alison Johnstone MSP (AJ) welcomed all attendees and speakers to the meeting and introduced Liz Smith MSP and Brian Whittle MSP. AJ also acknowledged the delayed start to the meeting due to parliamentary business running late.

Apologies were noted and those in the room were reminded to mark their attendance on the register being passed round.

Minutes of the previous meeting were approved (proposed by Tom Bishop and seconded by Malcolm Dingwall-Smith)

AJ rounded off her introduction by reading out and congratulating all those recognised from Scottish sport in the UK Birthday Honours List, with a special mention to Ronnie Sloan MBE who was in attendance at the meeting. All showed their appreciation for the awardees with a round of applause. The list of recipients is available from the SSA website.

Presentation Summaries & Discussion

- **David Williamson (DW) – sportscotland**
- **David Bisland (DB) – Scottish Football Association**

David Williamson – sportscotland

DW presented the sportscotland report 'Our Contribution to the Active Scotland Outcomes Framework 2017-18' and talked the meeting through the data. The report is available from the sportscotland website with a copy of DW's presentation on the [SSA website](#). The message DW wanted to leave the meeting with was that there is an opportunity to share best practice on measuring the impact of sport to evidence the anecdotal evidence all sports have and that as well as all the other benefits of sport, to remember that sport is fun and we shouldn't forget that.

David Bisland – Scottish Football Association

DB thanked the meeting for being given the opportunity to present the findings of the UEFA/SFA report "Measuring the Value of Football Participation in Scotland". DB outlined the UEFA model and acknowledged the support from UEFA in enabling the SFA to gather evidence around the four drivers: Economic, Health, Social and Football Participation with the focus on registered players. DB advised the meeting that the UEFA model can be scaled to evidence at a regional level and across all sports. The report is available from the SFA website with a copy of DB's presentation on the [SSA website](#) and DB advised the meeting that he is keen to have conversations on how the UEFA/SFA work can be developed across Scotland and Scottish sport.

AJ introduced Neil Champion (NC), Scottish Football Association and opened the panel (NC, DB, DW) to questions.

Key Discussion Points

Both reports have created a wealth of data, where will it be used? The challenge is to understand the impacts and how the information can be used in planning. Making sport participation as affordable as possible to enable people in deprived communities to become involved in sport. Sport clubs have a significant role in this by being able to use data to tell a local story as a way to start conversations around public and private funding.

There is a strong network of links between schools and sports clubs with Active Schools and Community Sports Hubs playing their part. Multi-sport delivery is something that Senior Football clubs are involved with as they realise a club has a greater community role. This delivery in targeted SIMD20 areas is producing improved literacy, numeracy and social skills along with physical health improvements. University sport unions are a great example of bringing clubs together to support communities and community sport.

While gathering impact evidence is difficult the SFA and sportscotland work is aligned with Scottish Government strategies and creates a strong case for a positive impact on future funding; we need to make the decision, as a nation, to make sport and activity more accessible and the mood for change can be optimistic given the evidence presented. The SFA report puts a monetary off-pitch value on sport and

the SFA would welcome conversations to encourage investment in sport in general. If other sports can be defined with similar evidence there needs to be a way to connect it to other agencies and sectors. sportscotland is pushing for this and is hopeful it will happen as they are currently trying to get involved with health sector groups to find out how to share the data captured with other organisations. The evidence base is becoming ever stronger and it needs to be used to convince government that sport needs to become a greater priority.

Key Actions Requested Following The Meeting:

- DW - celebrate the successes that are happening across sport. More consistency of measuring and collective working.
- DB - hearts and minds, we have always had hearts now we've got to use our minds and have the required follow-up conversations.
- NC - make a case for sport, SFA was fortunate to have the support of UEFA, there needs to be conversations how to do this across sports which is maybe a question for sportscotland.

AOCB

- Date of next meeting: Wednesday 30th January 2019, 5:50-7:30pm.
- Alison Johnstone MSP thanked everyone for their input, with special thanks to the speakers and then brought the meeting to a close.

Following the conclusion of the formal meeting, Gavin Newlands MP introduced himself as Convener of the All Party Parliamentary Group (APPG) on Scottish Sport in Westminster. He is keen to engage with the CPG on Sport and see how we can all work together.

The Cross Party Group on Sport is co-convened by Alison Johnstone MSP & Liz Smith MSP. It is jointly administered by the offices of these MSPs and the Scottish Sports Association.