

# Association for Public Sector Excellence

**Strategic Context for Developing Sport in NI -  
*working with and through local government***

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This presentation will consider the following:

1. Background to Sport NI
2. Strategy for Sport and Physical Recreation –
3. A place for ‘Sport’ in the Community Planning Process
4. Future plans for ‘Investing’ in community sport in NI

## Strategic objectives:

- ✓ Increased participation in sport and physical activity
- ✓ Improved sporting performances
- ✓ Improved efficiency and effectiveness in the administration of sport

## Approach to delivery

- ✓ Development organisation – not a cash machine!
- ✓ Investment in partner organisations via:

- Exchequer
- Lottery



Capital, Revenue &  
Advice/Guidance

Development Outcomes  
(prerequisites for sporting outcomes)

**1. Professional, accountable and autonomous sporting organisations**

**2. Increased levels of spectators attending sports events**

Sporting Outcomes  
(prerequisites for cultural outcomes)

**Long Term Athlete Development Model**

Fundamentals Learning to Train Training to Train Training to Compete Training to Win

**3. Increased participation in sport and physical activity especially among under represented groups**

**4. Increased number of athletes with improved sporting performance**

Cultural Outcomes

**5. Contribution to broader government priorities through the advocacy of sport**

**9. Increased efficiency and effectiveness**

# Strategy for Sport and Physical Recreation



# SPORT: WHERE ARE WE NOW?

- Declining levels of participation (**down by 6% between 1999-2005**)
- Fewer people from deprived areas participating in sport (**only 32% of people living in poorer areas participate in sport compared with 70% in better off communities**)
- Declining international performances (**two silver medals in Melbourne 2006 –worst CWG performance in 50 years**)
- Talented young athletes identified too late and inadequate support services
- Declining state and range of sports facilities compared to the rest of UK (**only 4% of all pitches in Northern Ireland have a synthetic surface suitable for use by major field sports**)
- Decline of PE & sport in schools (less than a third of secondary schools in Northern Ireland delivering two hours PE per week, Government commitment in GB - five hours PE/sport)
- The 'obesity epidemic' and associated ill-health (**over period 1997-2004 - overweight or obesity for boys increased from 13%-19% and among girls has risen from 20%-27%**)





**a world class start and lifelong  
involvement in sport...**

in schools &  
communities...



female &  
disability..



mass  
participation..





**talent...**



**achievement...**



**world class  
performance by  
teams &  
individuals...**

**competition...**





**improving  
quality,  
quantity &  
access to  
place for  
sports...**



**world  
class  
locally  
available  
sports  
facilities...**





realisation of  
the Vision...



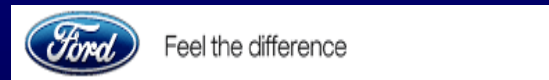
Operate to  
best practice...



Strategically focused...



right people...



right skills...

fit for purpose...



good governance...

results driven...

continuous improvement...



**world class sports services...**



**world class coaches, volunteers & teachers..**







challenge...

determination...

taking responsibility...

way forward...

commitment...

# The Future Shape of Local Government:

**‘A Place for Sport in the Community  
Planning Process’**

Strong, dynamic local government creating communities that are vibrant, healthy, prosperous, safe, sustainable and have the needs of all citizens at their core

ARELENE FOSTER STATEMENT, 31 MARCH 2008

- 26 council's structure rationalised to create 11 new council areas - **“11 by 2011”**
- Power of well being – new councils will have a statutory power of well being to assist in delivery of community planning – **“improving the well-being of the local community”**
- Community Planning – new councils will lead and facilitate a statute-based community planning process – **“statutory requirement on all public bodies to have a closer working relationship with councils”**
- SNI – “ALREADY MAKING PLANS TO PLAY ITS PART!”

# **‘Future Plans for Investing in Community Sport in Northern Ireland’**



# PREVIOUS WORKING RELATIONSHIPS

- Strong history of ‘good’ working relationships with local government

Investment Programmes (1992-present)	Monies Invested
Sports Development Grant (1992 – 2002)	£5m
Investing in Sport (2003-2006)	£6.4m
Pilot Community Sport Programme (2003-2006)	£0.6m
NI – Wide Community Sport Programme (2005-2008)	£2.4m
Sport in Our Community Programme (2006-present)	£4m
SCLF – Capital Programme (1995-2003)	£48m
Building Sport Programme (2003 – present)	£8.4m
<b>TOTAL</b>	<b>£74.8m</b>

# FUTURE WORKING RELATIONSHIPS

- The draft Strategy for Sport does NOT belong to Sport Northern Ireland – it belongs to Northern Ireland!
- **Successful implementation NEEDS District Council delivery**
- The community planning process creates an opportunity to raise the profile of ‘Sport’
- Challenges moving forward:
  - **Need for ‘Sport’ to have a profile within all community plans**
    - ◆ Audit Scotland Report (2008) “
      - ◆ “little mention of sport”
      - ◆ “Only 16 out of 32 councils had published sport strategies with only 4 including performance measures that were aligned with Sport 21 targets
  - **Need to ensure active involvement of the community and voluntary sector in the development and delivery of community sport**

## ● Active Communities Programme

- Consultation phase
- £11m (2009-13)
- Indicative allocation approach by 11 District Council areas
  - ◆ Seed funding
  - ◆ Deprivation/Social Need
  - ◆ Size of Population
- Plan based approach - **strategic fit, local need..**
  - ◆ Articulated in a community sport plan
- Funding route for third party organisations e.g. community and voluntary sector

## QUESTIONS?

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