



Sport in the UK

Leona Trimble, Babatunde Buraimo,
Clint Godfrey, David Grecic, Sue Minten



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Foreword

This book will encourage readers to develop an understanding of the key drivers which underpin and shape the sporting landscape of the UK across the public, private and voluntary sectors. In Part 1, issues surrounding implementation, funding, capacity and governance will be examined. Part 2 will explore the differing environments in which sport and physical activity takes place: school, community and elite settings. Part 3 will outline the influences in the commercial sports sector and debate contemporary sport issues emerging in the UK such as London 2012. The issues surrounding active participation and those of the spectator will also be looked at. These issues will be seen from as wide a sporting context as possible with examples from football, tennis, cycling, Formula 1, golf and the NBA to name but a few. Part 4 will inform readers about the sports labour markets within UK sport; training, career opportunities and the professional athletes market. Throughout the text some underlying themes will also be explored such as equity, international perspectives and partnership working to see what impact they are having on sport in the UK.

This is an ideal book for anyone wishing to gain an understanding of the fundamental aspects of sports infrastructure in England, Scotland, Wales and Northern Ireland whilst acknowledging the influences of the international context. Regardless of the programme of study this book will provide an essential foundation of knowledge through a series of learning actives, case studies and reflections.

Acknowledgements

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Acronyms and abbreviations

ATP	Association of Tennis Professionals
BASEM	Association of Sport and Exercise Medicine
BASES	British Association of Sport and Exercise Sciences
BBC	British Broadcasting Corporation
BMRB	British Market Research Bureau
BOA	British Olympic Association
BSF	Building Schools for the Future
BSkyB	British Sky Broadcasting
CCPR	Central Council of Physical Recreation
CCT	Compulsory Competitive Tendering
CIS	Chartered Institute for Sport
CPD	Continued Professional Development
CSP	County Sport Partnerships
CSR	Comprehensive Spending Review
CTF	Coaching Task Force
DCAL	Department for Culture, Arts and Leisure
DCMS	Department of Culture, Media and Sport
DCSF	Department for Children, Schools and Families
DENI	Department of Education for Northern Ireland
DfES	Department for Education and Skills
DTH	direct-to-home
DTT	digital terrestrial broadcasting
EBU	European Broadcasting Union
EFDS	English Federation of Disability Sport
EFMSA	European Federation of Sports Medicine Associations
EHFA	European Health and Fitness Association
EIS	English Institute of Sport
EITC	Everton in the Community
EM	ethnic minority
EPG	England Golf Partnership
ESPN	Entertainment and Sports Programming Network
EU	European Union
FA	Football Association
FIA	Fitness Industry Association

FIFA	Fédération Internationale de Football Association
FPP	Fast-Track Practitioner Programme
FTA	free to air
GAA	Gaelic Athletic Association
GB	Great Britain
GHS	General Household Survey
HD	high definition
HM	Her Majesty's
IAAF	International Association of Athletics Federations
IBM	International Business Machines Corporation
ICT	information and communication technologies
ID	identification
ILAM	Institute of Leisure and Amenity Management
IOC	International Olympic Committee
IRB	International Rugby Board
IS	Institutes of Sport
ISPAL	Institute of Sport, Parks and Leisure
ISRM	Institute of Sport and Recreation Management
ITV	Independent Television
IVR	Institute for Volunteering Research
LOCOG	London Organising Committee for the Olympic Games
MLB	Major League Baseball
MP	Member of Parliament
NASD	National Association for Sports Development
NBA	National Basketball Association
NDPB	non-departmental public body
NFL	National Football League
NGB	national governing bodies
NHS	National Health Service
NSAS	National Skills Academy for Sport
NSF	National Sports Foundation
ODA	Olympic Delivery Authority
PE	Physical Education
PESS	Physical Education and School Sport
PESSCL	PE, School Sport and Club Links
PESSYP	Physical Education and School Sport for Young People
PGA	Professional Golfers' Association
QCDA	Qualifications and Curriculum Development Authority
REPs	Register of Exercise Professionals
SAF	SportsAid Foundation
scUK	sports coach UK
SCW	Sport Council for Wales

SDO	Sport Development Officer
SIRC	Sport Industry Research Centre
SNI	Sport Northern Ireland
SSC	Sector Skills Councils
SSDA	Sector Skills Development Agency
TASS	Talented Athlete Scholarship Scheme
UCI	International Cycling Union
UEFA	Union of European Football Associations
UK	United Kingdom
UKCC	United Kingdom Coaching Certificate
UKCF	United Kingdom Coaching Framework
UKSI	United Kingdom Sports Institute
VDA	Volunteer Development Agency
WCVA	Wales Council for Voluntary Actions
WSFF	Women's Sports and Fitness Foundation
WSP	Whole Sport Plans
WTA	Women's Tennis Association
YST	Youth Sport Trust

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Part One

The strategic
direction of UK
sport

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Chapter 1

Shaping the vision for sport and physical activity in the UK: the role of central government

Learning Objectives

This chapter is designed to help you:

- understand the political context and drivers across the UK which influence and shape the vision for sport and physical activity;
- investigate central government funding and how national agencies gain funding to achieve their objectives;
- explore the trends in participation and gain better understanding of the challenges faced by those constantly striving to increase mass participation.

Historically, the role of central government has been interwoven into the sporting landscape of the UK. Policy making, funding, delivery agencies and target setting have been significantly influenced and guided by central governments. The development of government involvement in sport has been haphazard at best. Generally, central governments have been reluctant to intervene in matters of sport and many interventions have tended to be reactive rather than the outcome of a strategic overview (Houlihan 1997: 92). The purpose of this chapter is to provide an overview of the role that central governments have played in shaping the vision for sports and physical activity in each of the four home nations. It will also look at participation trends, targets and interventions which have often been at the forefront of government policy.

In little over 100 years, sport has been transformed from an activity arousing only a small interest among governments to a global phenomenon demanding the attention of presidents, prime ministers and monarchs (Houlihan 1997: 1). There is an acknowledgement that physical activity by its very nature is a cross-cutting government responsibility and a range of departments are leading in creating more opportunities to get physically active. Houlihan (1997: 2) commented that ‘most industrial countries have reached a position where sport and government are inextricably linked across a wide and diverse range of policy issues’. All government departments across the UK therefore know the importance of promoting a lifelong adoption of a healthy lifestyle and are continually looking to raise participation levels and encourage people to be more physically active.

Learning Activity 1.1

If a government is going to promote a healthy lifestyle and encourage more people to be physically active, a number of agencies will need to be involved and considerable action taken.

- 1 Which do you consider to be the most important agencies to be involved in increasing participation levels by 2020 in England, Scotland, Wales and Northern Ireland?
- 2 What roles do you think each of the agencies will play in achieving the targets set?
- 3 Think about the different settings in which sport and physical activity takes place, such as school, community and clubs.

1960	The Wolfenden Report 'Sport in the Community'
1966	Council of Europe adopted the 'Sport for All' slogan
1972	The GB Sports Council formed under royal charter
1975	The first government sport policy 'Sport and Recreation'
1979	Margaret Thatcher elected Prime Minister: sport under her administration characterised by monitoring of performance, target setting and privatisation
1980s	CCT introduced by Conservative government
1982	<i>Sport in the Community: The Next Ten Years</i> published
1983	National Coaching Foundation formed as a sub-committee of the then (GB) Sports Council
1992	Conservative government with John Major as Prime Minister: sport under his administration characterised by focus on school sport and limited acknowledgement of wider community participation through local authorities
1994	Youth Sport Trust established and National Lottery launched
1995	<i>Sport Raising the Game</i> published
1996	Atlanta Olympic Games (GB finished tenth in medal table, pressure to give elite sport more priority)
1996	<i>England: A Sporting Nation</i> published
1997	Twenty years of Tory rule ended by the election of Tony Blair's New Labour into power. Sport under Blair's administration characterised by 'sport for good' and social welfare/exclusion issues
1999	Policy Action Team 10 (PAT 10) focuses on the contribution sport and the arts can potentially make towards neighbourhood renewal
2000	<i>A Sporting Future for All</i> – confirmed central role of school sport, outlined the fragmented organisation and management of sport
2002	<i>Game Plan</i> : mass participation, sporting talent and international success, hosting mega sporting events and the sporting infrastructure. Participation, the target set was 70 per cent of the population being physically active for thirty minutes three times per week
2008	<i>Playing to Win: A New Era for Sport</i> : capitalise on the once in a lifetime opportunity presented by London winning the bid to host the Olympic and Paralympic Games in 2012 to inspire a generation to take part and succeed in sport
2012	Olympic and Paralympic Games: London

Figure 1.1 A timeline of the political contexts and drivers in England

Political context and drivers – England

The Wolfenden Report (1960) was the first significant independent report on 'sport in the community'. The Conservative government had an indifference to sport, with many MPs seeing it as a private pastime and something that government should avoid (Collins 2008: 61). Although central government took a key role in shaping national policies they had few executive responsibilities. Throughout the 1970s there was an increasing devolution of responsibilities for service delivery to semi-independent agencies such as the Sports Council (Houlihan 1997: 45). The Council was responsible for encouraging participation, facility development and international performance (Collins 2008: 61). And so in 1975 the first ever government sport policy document, 'Sport and Recreation' was published, its significant content relating to the role that sport could play in wider society. The Labour government of the time was keen to promote sporting opportunities as an integrated part of the welfare state and during this time we saw the introduction of the 'Sport for All' campaign (Bramham 2008: 20).

The Thatcher era (1979–1990) was characterised by monitoring of performance, target setting and privatisation. Central objectives of the Conservative governments of the 1980s were: to reduce the scope of central government and to introduce a market approach to public services. Thus, Compulsory Competitive Tendering (CCT) was introduced, which gave private investors the opportunity to run leisure services and forced the public sector to consider adopting strategies and policies of the market sector (Houlihan 1997: 94). The devolution of responsibility for policy implementation and service delivery from central government to the Sports Council and then to local government (local authorities) continued to gather momentum throughout the Thatcher administration (Houlihan 1997: 46).

From 1992 to 1997 there was a Conservative government under John Major which was characterised by a 'back to basics' approach to sport. Major actually voiced an interest in sport (Collins 2008: 66) and his government pragmatically breathed new life into the Sports Council through National Lottery funding and with its commitment to excellence (Bramham 2008: 21). Major's aim was to reverse the decline in school sport and importantly to re-establish competitive sport in schools. His significant policy document was *Sport: Raising the Game* (1995), which reasserted the intrinsic benefits of team sports (Bramham 2008: 21), encouraged a renewed interest in extra-curricular sport and school–club links, and provided a stronger focus on elite sport (Collins 2008: 66). A criticism would be its limited reference to wider community participation promoted by local authorities.

New Labour swept into power in 1997 and promised widespread changes. There was immediate pressure placed upon Sport England, NGBs and local authorities to demonstrate how their sporting outcomes were contributing to broader social objectives (Bramham 2008: 22).

Through the Department for Culture, Media and Sport (DCMS) the government continued to stress the importance of sport in addressing society-wide inequalities and the gains that sport could make in tackling national cross-cutting 'wicked' issues (Collins 2008: 69). The most significant publication was *Game Plan* in 2002. It was produced by a team of non-sports people and gave an independent and objective review of sport's place in society and government policy. It identified four key areas in which targets should be set, resources channelled and action taken. These areas were: mass participation, sporting talent and international success, hosting mega sporting events, and the sporting infrastructure. In terms of participation, the target set was 70 per cent of the population being physically active for 30 minutes three times per week (DCMS 2002: 81). This has been viewed with some scepticism in many quarters but it has

nevertheless provided a target at which to aim (Jackson 2008: 34). In June 2008 the government launched its latest strategic document, *Playing to Win: A New Era for Sport*. One of the main objectives was to capitalise on the once in a lifetime opportunity presented by London winning the bid to host the Olympic and Paralympic Games in 2012 to inspire a generation to take part and succeed in sport.

Our ambition is simple – we want to become a truly world leading sporting nation. We are committed to providing access to sport and work to encourage the take-up of sport across communities and by children and young people in particular. We will ensure that everyone has the chance to take part, while focusing special support for world-class sportspeople.

(DCMS 2008b: 5)

Key to achieving the targets set is the role of the Department of Culture, Media and Sport (DCMS). This department is responsible for government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, broadcasting, creative industries including film and the music industry, press freedom and regulation, licensing, gambling and the historic environment. It is also responsible for the 2012 Olympic Games and Paralympic Games (DCMS 2008a). This responsibility manifests itself through the publication of strategic policy documents, target setting and the allocation of funding to the key delivery agencies. Its role is supported by the Olympic Delivery Authority (ODA) and the London Organising Committee for the Olympic Games (LOCOG). The role of the Olympic agencies will be discussed further in Chapter 7. There has long since been the recognition that sport has an unmatched ability to unite the nation and excite people in their millions and this has been significantly exaggerated since London 2012 was secured. Within the new DCMS strategy, the new vision sets out a shared goal – maximising English sporting success by expanding the pool of talent in all sports, providing more coaching and enabling more competitive sport for all young people.

Funding in England

The new vision set out in *Playing to Win* outlines a single funding approach which replaces the range of funding streams at a national and regional level. A more streamlined system will free up £20m for investment into frontline sports development (DCMS 2008b: 2). In terms of investment in community sport, Sport England has the responsibility of distributing government funding. Since 1994 they have invested more than £550m of government funding to maintain the sporting infrastructure in England and £2.8 billion of National Lottery funding to develop sport and physical activity at grassroots level. Since 1997, UK Sport has operated a world class development programme to support leading Olympic and Paralympic athletes. Owing to limited resources, funding has been directed towards those athletes who can demonstrate they have the capability to deliver medal winning performances at the highest level of competition. In 2006, UK Sport assumed full responsibility for all Olympic and Paralympic performance-related support and adopted a 'no compromise' approach to funding. The current athlete funding package towards 2012 stands at £600m, with £300m coming from the national lottery, £200m coming directly from the Exchequer and £100m coming from private investment and sponsorship.

Sportsmatch is government funded to support the development of grassroots sport in England, and they have approximately £3m per year to award. The principle behind Sportsmatch is that organisations find sponsorship for projects from £1,000 to £50,000 and then the government will match the amount. Since it started in 1992, Sportsmatch has awarded over £48m to almost 6,000 projects across England and has brought in over £58m from the private sector (Sport England 2009c).

Political context and drivers – Scotland

Proposals for a devolved Scottish government were brought forward by the UK government in 1997. Following a referendum in support of devolution, the Scottish Executive (officially referred to as the Scottish government since 2007) was established. In 2007 the Scottish National Party won power in the Scottish parliament and soon after became the official party of the Scottish government. The primary aim of the Scottish National Party is to take Scotland forward to independence, which would mean that the Scottish parliament would have full control over Scottish affairs, a voice on the world stage and greater freedom within a society built on common interests (Scottish National Party 2009). At present, the Scottish government has wide legislative powers over a range of devolved issues including sport. It has autonomy to develop its own policies and initiatives, which allows it to build on the nation's strong sporting tradition (The Scottish Government 2009). The government's aim is to encourage participation in a diverse cultural life and widen access to sport. It believes that it is essential for everyone to have the opportunity to participate, and it is committed to removing all barriers which discourage people from taking part in activity at all levels (The Scottish Government 2009). The government is fully aware of the rewards of hosting mega sporting events. It continues to engage with the UK government and the London Organising Committee for the Olympic and Paralympic Games to ensure that all opportunities available to Scotland are secured and that all valuable lessons are learnt, especially as Glasgow will be hosting the Commonwealth Games in 2014. In terms of sport policy, the Scottish government provides leadership, strategic direction and administers all the policies. The most recent sport strategy was published in 2007: *Reaching Higher – Building on the Success of Sport 21*. This outlines the vision, outcomes, priorities and targets from 2007 to 2020 (The Scottish Executive 2007). Within *Reaching Higher* the Scottish government outlined its vision to increase participation and improve performances in Scottish sport. It also outlined a vision to 'focus on the promotion, delivery, playing and enjoyment of sport. Key to this is developing a culture where sport is valued for the pleasure and quality it brings to people's lives and for the pride and recognition it brings to our nation' (The Scottish Executive 2007: 11).

Case Study

Dundee, Scotland

In 2008 the Scottish government challenged NHS Tayside in Dundee to cut the number of smokers in the disadvantaged areas of the city. The health service responded to the challenge by piloting a project in which participants were given £12.50 a week in groceries if they were able to prove they had not smoked. Sandy Watson, chairman of the health board, said, 'Smoking in Dundee is a difficult problem to tackle but we are hopeful that this innovative approach will encourage smokers to stop smoking for good and therefore make a real difference to their long term health' (BBC 2009a).

Despite this pilot project involving smoking it highlights the role of a government in creating a healthier nation. It also raises the prospect of similar projects which could relate to obesity, drug use and participation levels in sport/physical activity.

Learning Activity 1.2

- 1 To what extent do you think that NHS Tayside should be congratulated on their innovative response to the Scottish government's challenge by offering these incentives?
- 2 To what extent do you think that NHS Tayside should be criticised for effectively offering bribes to people to stop smoking?

Funding in Scotland

The government believes Scotland can be healthier and that the benefits of a healthier lifestyle will lead to a higher quality of life for all communities across Scotland (The Scottish Government 2009). It also acknowledges that improving the nation's health is a significant challenge. In 2007–8 £12m was invested in physical activity initiatives in schools, workplaces, homes and communities. A planned £11.5m a year will be invested in diet and physical activity for health and to help prevent obesity. Government funding is channelled through **sportscotland** and is available to sports which are recognised by **sportscotland** and the UK Sports Council. The Scottish government also provides funding to local authorities through Quality of Life and Community Regenerations funds. As the agency responsible for delivering the government's vision for sport, **sportscotland** has awarded 8,436 grants with a total value of £249,318,681 from the National Lottery Good Causes fund. In their corporate plan, **sportscotland** identifies investments for £47.4m (2009), £53.9m (2010) and £54.9m (2011) in sport to increase participation and improve sporting performance, contributing to a range of outcomes including better physical and mental health. This includes £4.1m, £6.6m, and £11.6m (2009–11) respectively, which will be invested in delivering a successful Commonwealth Games in Scotland in 2014 (**sportscotland** 2009a: 17)

Political context and drivers – Wales

As in Scotland, the referendum in 1997 led to the establishment of the Welsh Assembly. The role of the Welsh Assembly is to make decisions on matters which affect people's lives and to develop and implement policy: 'we are working to help improve the lives of people in Wales and make our nation a better place in which to live and work' (Welsh Assembly Government 2009a). Its policies reflect its commitment to sustainability, fairness, social justice and continual improvement to local services. The Government of Wales Act 1998 established the National Assembly for Wales. This is a democratically elected body that represents the interests of Wales. At the heart of its role is to hold the Welsh government to account and scrutinise

spending and policy implementation (National Assembly for Wales 2009). The National Assembly is made up of elected members for all the political parties in Wales.

The Welsh Assembly's aim for its culture and sport strategies is to help make Wales a confident, creative and physically fit nation. It is committed to making sport and physical activity a priority and aims to:

- improve the health of our nation;
- encourage more people to take part in sport and physical activity regularly; and
- help more of our athletes and sports people to be more successful.

(Welsh Assembly Government 2009b)

The 10-year Culture Strategy for Wales is called *Creative Future* and was published in 2002. In terms of sports policy the Welsh Assembly government set out its policies and priorities in its strategy *Climbing Higher* 2005. The Assembly government is totally committed to bringing sport and physical activity into the centre stage of its administration and its priorities focus on increasing rates of participation in sport and physical activity along with achieving sporting success on the world stage (*Climbing Higher* 2005: 4). The strategy outlines three areas for action: active young people; a successful sporting nation; and active communities (Welsh Assembly Government 2009c).

Funding in Wales

The Welsh Assembly provides funding to help in its aim to strengthen Wales's cultural identity and promote sport and physical activity, health and well-being. Total Assembly funding for culture and sport in 2007/08 was nearly £110m (Welsh Assembly Government 2009c).

The Sports Council Wales is responsible for the distribution of funds made available for sports and physical activity by the Welsh Assembly. The government set out its 20-year vision for sport and physical activity in its strategy *Climbing Higher* (2005). In response to this, Sports Council Wales launched its framework for the development of sport and physical activity, which was designed to translate the government's vision into action:

- The Welsh Assembly allocated £27.15m to sport to be distributed by Sports Council for Wales (SCW). SCW is also responsible for distributing National Lottery funds to sport in Wales. To date they have awarded 6,670 grants to the tune of £141,922,267.
- The Assembly is committed to investing over £3.7m in the Coaching Plan for Wales.
- Community facilities are to be improved through Lottery and local authority funding (over £160m of Lottery funding).

In 2007 a cash injection from the Welsh Assembly helped to establish the North Wales Regional Institute of Sport, which is a network of facilities, coaches and support services working together to support world class talent for the future. It provides the tools and support services needed to help athletes fulfil their potential achieve success at elite level.