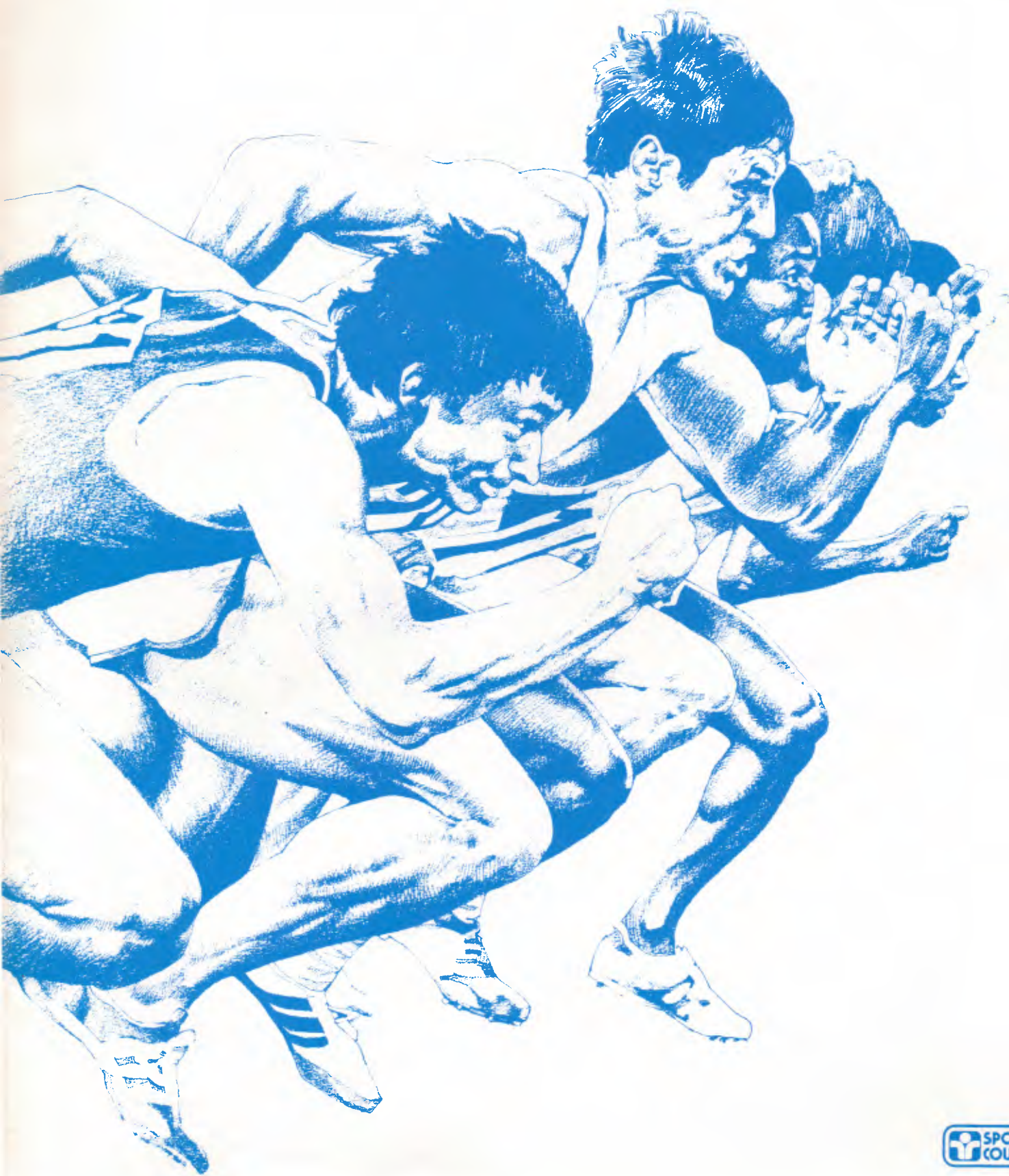


# SPORT FOR ALL







Sport action illustrations produced from photographs submitted for the Sports Photographer of the Year competition.

## Our track record

The 1970's were a good time for sport in Britain. Enthusiasm grew, participation increased, new facilities were built. And Britain's reputation grew in the arena of international sport.

But it didn't all happen by itself. The Sports Council was there, behind the scenes, helping things along. We saw the need to make sport more a part of everyday life. And we were there to provide the money for the building of facilities so it could happen.

In 1972-3 for example, we recommended, in two 'Provision for Sport' reports, that certain minimum amounts of money should be provided by the government to pay for both basic and specialist sports facilities.

Some thought the reports were unlikely to prompt action; but they did. Others thought the amounts of money specified were too low in relation to other countries.

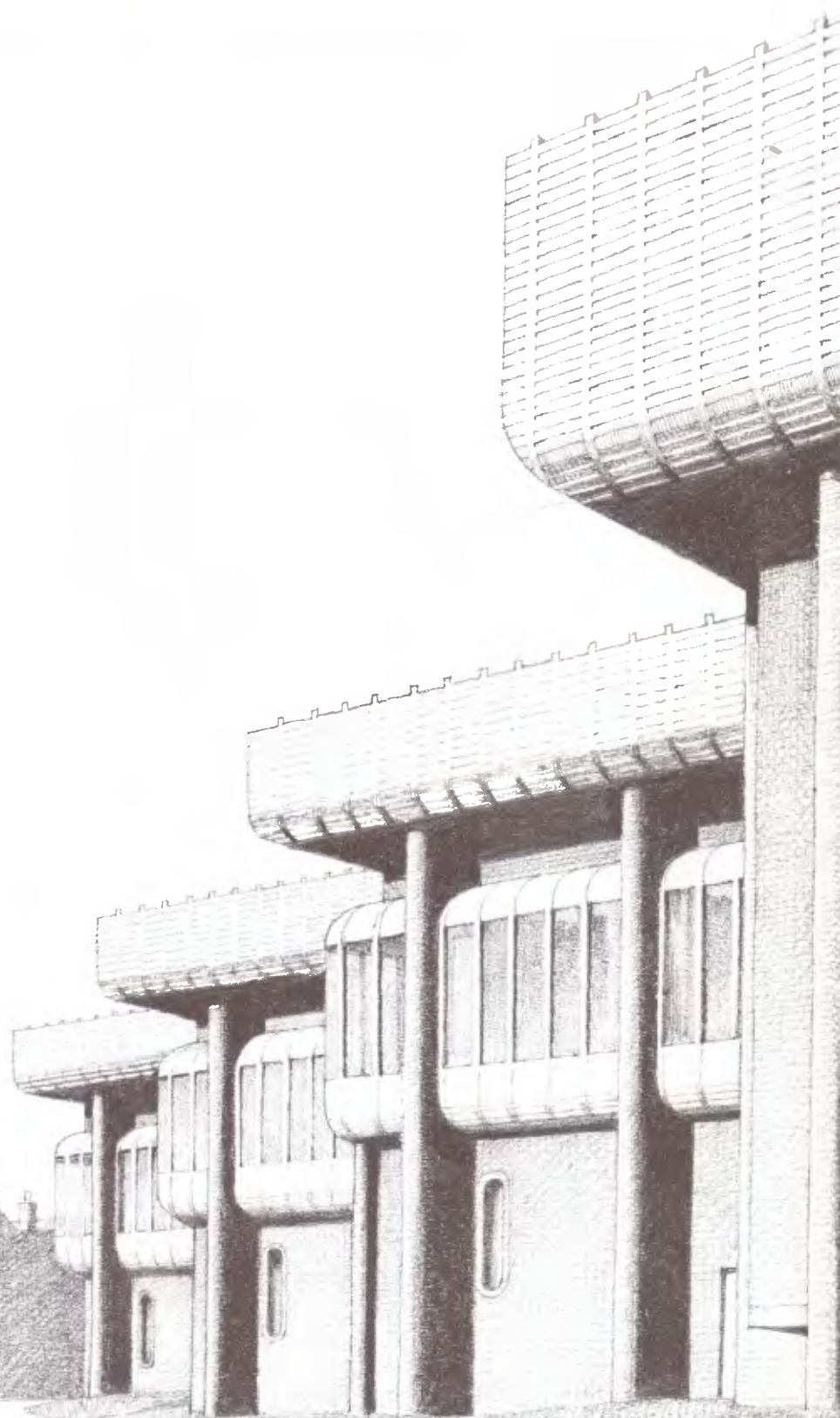
But by 1981 many of the critics had been confounded. Targets for the new and replacement swimming pools had been achieved. And a large number of indoor sports centres and specialist facilities had been built as well.

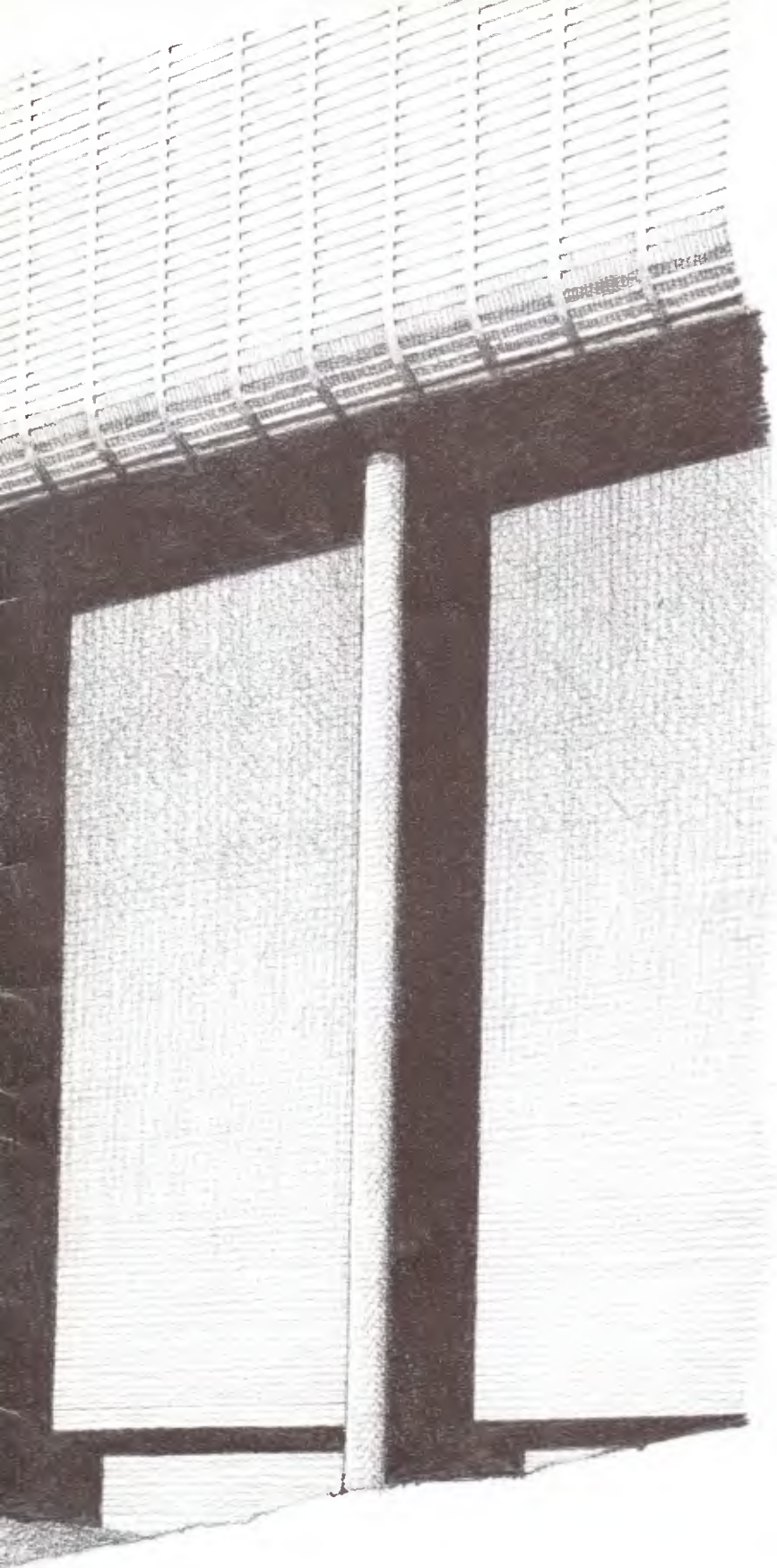
With this effort by the Sports Council, and with more than a little help from the healthy economic climate and the gathering social awareness of sport, participation in indoor sport doubled in the 1970's. And participation in outdoor sport which doubled in the 60's, increased by half that again.

Having encouraged a broad-base of sport facilities, we then focused in on areas of special need such as encouraging participation in inner-cities; establishing eighty regional centres to promote excellence wherever it was to be found; developing community recreation schemes in partnership with professional football and rugby league clubs; and coaching and training schemes to get the best out of the country's up and coming talent.

All in all, a decade of endeavour that bore fruit from street-level right the way up to Olympic level.

The interest was there. The involvement was there. And Britain has a much stronger sporting foundation on which to build for the future.





## What of the future?

Nobody could deny that a great deal has been achieved in the past ten years; but despite the progress that has been made, there is still much to do over the next ten.

There are gaps in facility provision in some inner city and some rural areas. And there is a lack of participation from certain groups: women, middle-aged and older men, the poor, the handicapped and the ethnic minority groups.

Furthermore if anything is to be done to fill in these gaps, it must be done in an economic climate that promises to be bleak. It's going to be difficult to increase participation when money is tight. Energy is going to become more expensive so recreation that requires people to travel long distances from home will be less viable. Incomes will be relatively lower and there will be less money to spend on anything that is not regarded as a necessity.

And yet, at no time has sport been more important. Because the same economic pressures that make life expensive are also going to be forcing more free time upon people.

School leavers will find it more difficult to obtain jobs. Middle-aged people will probably be retired earlier; and the working week may become shorter for some.

More free time means more demand for leisure. A greater demand for leisure means a greater demand for sport. And with all this in mind, the Sports Council has developed a plan of action.





## The way ahead

Over the next ten years we certainly have our work cut out: less than half the population in Britain take part regularly in sport and of those who do, the majority are men between 20 and 45 years of age.

Our aim is to get 1.7 million more men and 3.9 million more women playing sport. This in turn means that more leisure centres will have to be built, more courts and pitches created and more swimming pools provided.

And we also want to build on our international sports success and help our gifted sportsmen and women compete on equal terms with the rest of the world.

**Mass Participation** Increasing participation is the keystone of our work, particularly for those groups that take little or no interest in sport.

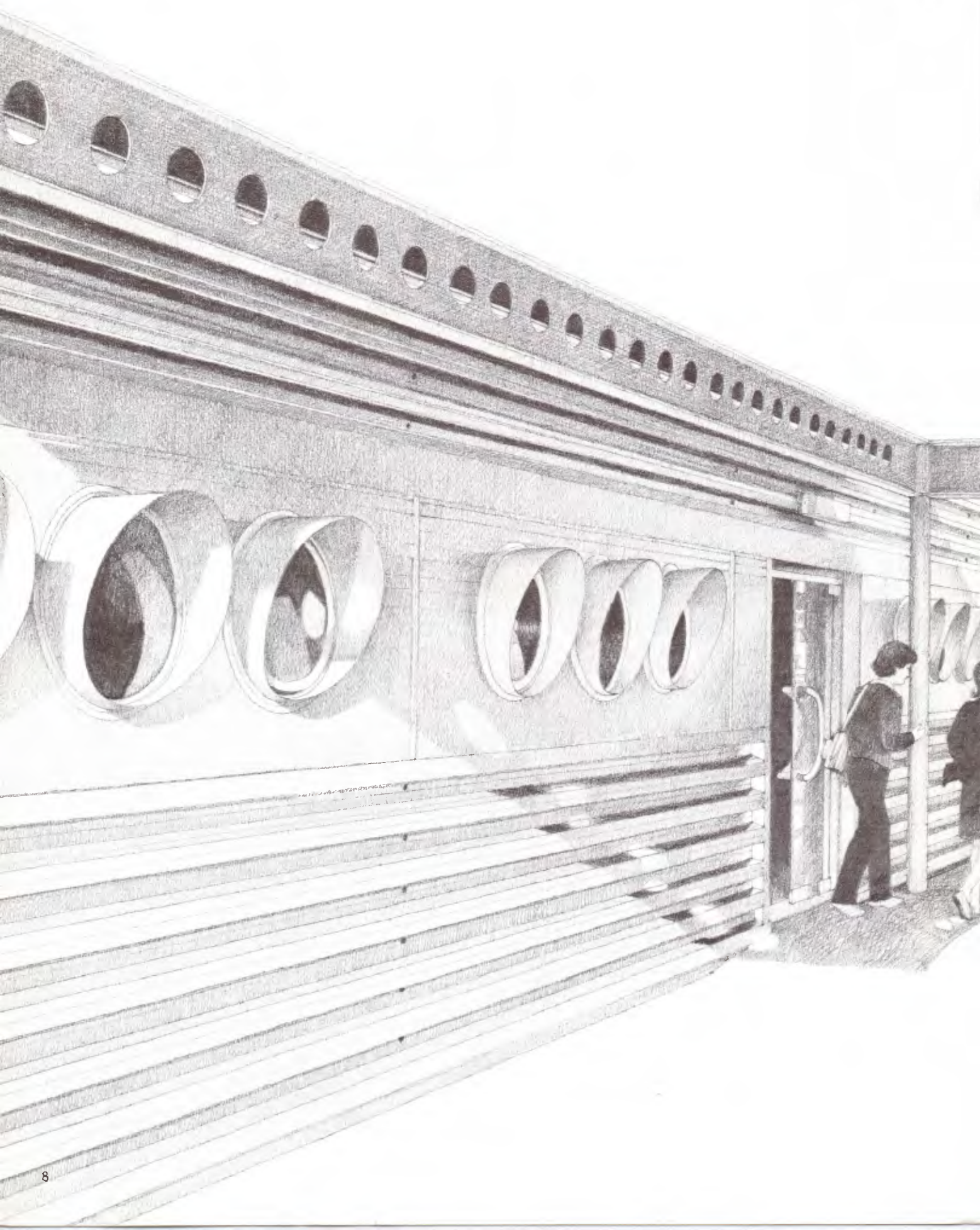
We have developed, for example, a scheme aimed at getting the unemployed to take part in sport and this has now grown into a major new initiative called 'Action Sport' which provides sports leaders, who concentrate on encouraging participation in selected urban areas.

This scheme will provide 'a working model' that local authorities, education authorities and voluntary organisations can adopt for the future.

Our Sport for All campaigns will play a bigger part in increasing awareness of sporting opportunities and encouraging participation, especially within our major sport 'drop-out' groups, the 13 to 24 year olds and the 45 to 59 year olds.

We will also practically help these two groups by promoting selected sports and running special demonstration projects in conjunction with local authorities and governing bodies of sport.

And voluntary bodies, commercial organisation and government agencies will be persuaded to develop schemes of their own to encourage participation.





## The way ahead (cont.)

**Better Facilities** Indoor space provision which grew dramatically in the 70's must continue through the 80's especially in small, local centres and in town and country areas which still have no indoor space available.

This is why we initiated and developed the 'SASH' project (Standardised Approach to Sports Halls) which is just one way of providing facilities. SASH is a modern value-for-money neighbourhood sports centre which was designed and managed by Bovis Construction Limited.

But as well as local facilities, we need a national indoor arena to serve as a focal point of achievement for the country as a whole.

Swimming is still our most popular indoor sport so it is essential to continue to build new and renovate old pools.

We will help our traditional outdoor sports by investing in new or improved drainage, playing surfaces and pavillions for existing pitches and courts.

The full potential of our countryside and coast must be realised by opening up access for sport and recreation.

### International Sport Success

'Everyone loves a winner' and what better way is there to promote sport than to give people a sporting 'star' to inspire them, especially youngsters.

With this in mind we want to improve the number and standard of top-class coaches; the number and quality of training and competition venues; and the efficiency of the administration amongst the voluntary bodies responsible for organising sport throughout the country.

A major contribution to coaching skills and programmes in British sport will be made by the National Coaching Foundation which we set up in 1982 in co-operation with the British Association of National Coaches, the Central Council of Physical Recreation and the Governing Bodies.



## Sport for All Campaigns

It is indisputable that advertising is an integral part of our society. Whether it is a product or a service, carefully thought out marketing and advertising is playing more of an important role in influencing the consumer.

We at the Sports Council are no exception. We need to advertise. Our product is sport and our customers are the British public. Our prime target however, is not the general sport playing public, but the 'special' low or non-participant groups.

In the 80's our Sport for All campaigns will be playing an increasingly visible part in our efforts to stimulate participation.

We started the decade with a campaign for the disabled which fostered many new initiatives through 1981 and 82.

The aim was, and still is, to keep the needs of the disabled people in the public eye. Leaflets and posters were mailed to sports clubs and centres and disability organisations encouraging them to think of ways in which disabled people could join in and become involved in sport.

We're pleased to see that the Governing Bodies of sport are increasingly including disabled people in their work.

1983 saw the start of an extensive two year 'below-the-line' campaign aimed at the low participant 45 to 59 year old group – one of our prime targets.

'50+ All to play for' is broad based in its socio-economic appeal and a light hearted 'cartoon' approach, with the emphasis on enjoyment, was adopted throughout the range of leaflets and posters.

With the full backing of the Sports Councils of Scotland, Wales and Northern Ireland, 'participation packs' were mailed to town halls, libraries, factories, offices, community centres, social clubs and leisure centres and sports halls.

The message of the campaign, that people in their fifties can really benefit from sport, has aroused great interest in many spheres.

1985/6 sees our biggest campaign to date. With sponsorship from Weetabix Limited we are able to book substantial advertising for the first time. Our target is the 13-24 year olds, possibly the most important and certainly the most challenging group of all.

Under the heading 'Ever Thought of Sport?' the campaign combines poster and radio ads booked to coincide with school holidays.

This is supported by an 'Ever Thought of Sport?' style and action manual distributed to every local authority in the UK. Again, we are working in conjunction with the other three Sports Councils.

In this case we've formed an 'umbrella' campaign – laying down the style, content and direction for local authorities, education authorities, voluntary bodies and youth groups to pick up and implement at local level.

'Ever Thought of Sport?' looks set to become our most successful campaign to date. Promotions like this are one of the key ways in which we aim to increase participation and to make Sport for All a reality.





## How we work

Sport has never been more important in Britain. It is no longer just a hobby for a handful of privileged or particularly determined people, it is now an integral part of everyday life for an ever increasing number.

But sport has to be managed properly. Something that is so vital to a modern society must be organised to its full potential.

The task of providing facilities and developing sporting activities is one of the most challenging facing any country. It was against this background that, in 1972, the Sports Council was established, by Royal Charter, to develop sport in this country.

The Sports Council is an independent body which has overall responsibility for British sports matters. There are separate Councils for Scotland, Wales and Northern Ireland and all four work closely to ensure a consistent approach to common problems.

The Sports Council consists of a chairman, a vice chairman and 22 members who are appointed by the Secretary of State for the Environment. The full Council meets four times a year and considers general sports matters, in addition to reports and recommendations from its four main committees: Policy and Resources, National Resources, Regional Resources and Publicity, Information and Research.

Apart from the services offered by the Sports Development Unit, there are other specialist units at Headquarters – Technical, Research, Information and Press and Publications offering advice to anyone concerned with sport and recreation.

**Main Aims** In fulfilment of the objectives of its Charter, the Sports Council receives an annual grant from central Government which it uses to develop sport. The Sports Council seeks to:

- a Promote general understanding of the social importance and value of sport and physical recreation.
- b Increase provision of new sports facilities and stimulate fuller use of existing facilities.
- c Encourage wider participation in sport and physical recreation as a means of enjoying leisure.
- d Raise standards of performance.

**Grants** Capital grants are made towards the provision of facilities which cater primarily for local community use, as well as national and regional projects.

The Council also supports special projects such as prototype schemes, conversions of existing buildings and projects in areas of special need, particularly those which are low cost and provide for participation of youth.

Capital grants and loans are also available to voluntary clubs for the development of facilities.

Recurrent grants are made to the governing bodies of sport and physical recreation to improve administration, develop participation and improve standards of performance through coaching, preparation training and international events.

**Regional Offices** The staff of the Sports Council in the nine regional offices, have the responsibility of implementing the policies of the Sports Council in developing sport according to regional needs, interests and conditions. They also provide the secretariat for the Regional Councils for Sport and Recreation.

They provide technical and advisory services to local authorities, voluntary sports bodies and other organisations.

Any enquiries on regional development should be addressed to the regional offices of the Sports Council.

**National Sports Centres** There are six national residential sports centres managed and financed wholly or partly by the Sports Council. Priority of use is given to national team training, competition and the training of leaders and officials.

When these needs have been met, however, the centres are available for general courses to improve personal performance and to introduce beginners to new activities.

The centres are Bisham Abbey, Crystal Palace, Lilleshall Hall, Holme Pierrepont National Water Sports Centre, Cowes National Sailing Centre and Plas y Brenin National Centre for Mountain Activities.

## Regional Offices



### **Northern Region**

*Northumberland, Cumbria, Durham, Cleveland and Tyne and Wear*

County Court Building  
Hallgarth Street  
Durham DH1 3PB  
Tel: 0385 49595



### **North West Region**

*Lancashire, Cheshire, Greater Manchester and Merseyside*

Byrom House  
Quay Street  
Manchester M3 5FJ  
Tel: 061-834 0338



### **Yorkshire and Humberside Region**

*W Yorkshire, S Yorkshire, N Yorkshire and Humberside*

Coronet House  
Queen Street  
Leeds LS1 4PW  
Tel: 0532 436443/4



### **East Midland Region**

*Derbyshire, Nottinghamshire, Lincolnshire, Leicestershire and Northamptonshire*

26 Musters Road  
West Bridgford  
Nottingham NG2 7PL  
Tel: 0602 821887



### **West Midlands Region**

*Metropolitan County Council of the West Midlands, Hereford & Worcester, Shropshire, Staffordshire and Warwickshire*

Metropolitan House  
1 Hagley Road, Five Ways  
Birmingham B16 8TT  
Tel: 021-454 3808/9



### **Eastern Region**

*Norfolk, Cambridgeshire, Suffolk, Bedfordshire, Hertfordshire and Essex*

26-28 Bromham Road  
Bedford MK40 2QP  
Tel: 0234 45222



### **Greater London and South East Region**

*Greater London, Surrey, Kent and East and West Sussex*

PO Box 480  
Crystal Palace National Sports Centre  
Ledrington Road  
London SE19 2BQ  
Tel: 01-778 8600



### **Southern Region**

*Hampshire, Isle of Wight, Berkshire, Buckinghamshire and Oxfordshire*

Watlington House  
Watlington Street  
Reading RG1 4RJ  
Tel: 0734 595616



### **South Western Region**

*Avon, Cornwall, Devon, Dorset, Somerset, Wiltshire and Gloucestershire*

Ashlands House  
Ashlands, Crewkerne  
Somerset TA18 7LQ  
Tel: 0460 73491

# National Sports Centres



**Bisham Abbey National Sports Centre**  
Nr Marlow  
Buckinghamshire SL7 1RT  
Tel: 062 84 2818/6110/6119

**Crystal Palace National Sports Centre**  
Norwood  
London SE19  
Tel: 01-788 0131

**Holme Pierrepont National Water Sports Centre**  
Adbolton Lane  
Holme Pierrepont  
Nottingham NG12 2LU  
Tel: 0602 821212

**Lilleshall Hall National Sports Centre**  
Nr Newport  
Shropshire TF10 9AT  
Tel: 0952 603003

**National Sailing Centre, Cowes**  
Arctic Road  
Cowes  
Isle of Wight  
Tel: 0983 294941/2

**Plas y Brenin National Centre for Mountain Activities**  
Capel Curig  
Gwynedd  
North Wales  
Tel: (Office) 069 04 214  
(Students) 069 04 280



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