



# Amateur Sport in the UK

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Aston Sports and Community Club



# Who Plays and who leads?

Sport England are keen to measure participation by...

How many 30 minute sessions of exercise people do in one month.

	National Level	Birmingham
0	57.7	61.2
1 to 11/month	26	24.4
12+	16.3	15.9

- Sport England say that there are 5.7 million sports volunteers (80% with clubs)
- 18% of volunteers give 62% of hours.

	National	Birmingham
Volunteering	4.7%	3.3%

# Who is trying to grow it?

- **Sport England** – they give out the funding for participation.
- **UKSport** – gives out money for performance/elite
- **Youth Sport Trust** – school based sport
- **NGBs** – interested in their own sport – often their main funding is linked to how many medals they win.
- **Local Authorities** – starting to have responsibility for Physical Activity



# Support for clubs?

- Their own income
  - Subscriptions
  - Sponsorship
  - Grants funding
  - Income from ‘the bar’
  - Fundraising activity locally
- Some support from Local Government and NGBs



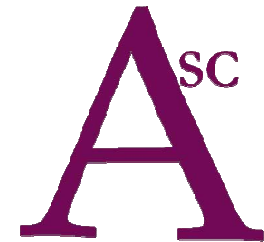
# Support for Community Sports Projects

- Grant funding related to ability to
  - Reduce crime
  - Improve health
  - Improve educational achievement
  - Improve community relations
- This is a growing area of interest – with significant networks like Streetgames



# Aston Sports and Community Club

- An example of a Community Sports Club in a poorer area.
- Football, Cricket, Womens' Activities and Badminton.
- Survives by
  - Delivering projects for health, crime, education, community development
  - Applying for money
  - Taking small amounts of money from participants
- Future – running a facility in partnership with Local Authority.



# Good things

- Long history/tradition
- A few dedicated individuals who give their lives for their club/sport
- Determined and innovative
- Strong systems for elite sport in some disciplines.
- We adapt quickly.
- Lots of data and research



# Challenges

- Constant political interference and change
- Separation of sports performance and participation.
- Short termist branded initiatives
- More is not necessarily better
- Over bureaucratisation of volunteering
- Lifestyle changes – less time – often youth sport seen as cheap childcare
- Data not targeted at impact of sport on lives and communities
- Football is KING and Netball Queen (maybe princess?)





# What can you learn from our mistakes (and successes)?

- Think long term, develop systems and let them evolve
- Simplify – centralise information, but locally.
- Think about what sport can do for Health, Crime and Education, include sport as part of the rest of society/community.
- Find community leaders and empower them.
- Pay people to start things or when you can afford it.