



Sport: An Investment at the Heart of Wellbeing

A Manifesto for Scottish Sport

Our members have a vision of people living longer, healthier and happier lives through a more active Scotland.

This manifesto outlines the steps required for Scottish sports to reset and recover from Covid-19 and to reimagine new opportunities for sport to thrive. It is driven by Scottish sports – the Scottish Governing Bodies of sport – through their membership of the Scottish Sports Association (SSA).

#WhySportMatters

Sport Matters

We know that sport (and physical activity) matters. Fundamentally, sport is fun, but it is also the golden thread which connects health, communities and equalities.

Sport matters to our members (sport governing bodies) and their members: 13,000 sports clubs, 900,000 sports club members, 200,000 volunteers and 90,000 coaches.

Sport also matters to our wellbeing and to delivery across the National Performance Framework and the Sustainable Development Goals. Sport matters to our mental wellbeing and physical health, our friendships and our enjoyment and it matters to our communities, our social connections and community cohesion. Sport also matters to our economy, educational attainment, employability, social care, skills and productivity, tourism, our environment, to preventing crime and to our civic pride. For more information on this, please visit our [WhySportMatters](#) resources.

Sport is fundamental to contributing to individuals achieving all four aspects of the Chief Medical Officers' guidelines for physical activity: a minimum of 150 minutes of moderate intensity per week (or 75 mins of high intensity), minimising sedentary activity and, especially, two strength building sessions per week and improving balance twice per week.

Sport is one of the key mechanisms through which consistent meeting of these guidelines can be achieved, along with the associated wellbeing and mental health benefits, and as such our members are supporting actions which will enable more people to engage in, and support, more sporting activity, more often.

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Underpinning Equality and Inclusion

A vision for a more active Scotland is a vision in which everyone is more active, more often, i.e. – ‘Sport and Recreation for All’ as outlined by the World Health Organisation (WHO). In planning for and realising this vision, equality¹ and inclusion must be at the heart of every action. Therefore, ensuring that every person that may face disadvantage shares the same opportunities to engage in sport and physical activity as everyone else, from recreational participation to competition to volunteering, is central to our vision and to each of the actions outlined below; inclusion of access and affordability of participation to ensure the benefits of sport and physical activity are equitably available to all.

¹[Eight Investments That Work For Physical Activity](#)

#WhySportMatters

Key theme: Sport as an investment in our wellbeing

VISION

Scotland is celebrated as a world-leading sporting, healthy and inclusive nation

Recovery enabling sport to survive

Sports leaders have the resources, flexibility and certainty to **plan sustainably and deliver with ambition and impact** through long term core funding for sports (and therefore sportscotland) and more rationalised monitoring which appropriately balances accountability with minimising bureaucracy

A dedicated **Minister for Sport and Physical Activity** (and the retention of sport within a Cabinet portfolio), strategically connecting sport with health, economy, environment and education to optimise collaboration towards a collective vision

Actions to support recovery from Covid

New opportunities for sport to thrive

Valuing health and wellbeing by resourcing **sport and physical activity as an investment**, not viewing it as a cost; recognising sport and physical activity as a fulfilment to enrich lives in the same way as free access to culture

A new taxation on betting in sport to ensure that a proportion of all **sports betting is re-invested into grassroots sport**

The **prioritisation of physical activity levels within and across healthcare provision**, including a **clear and resourced strategy for social prescribing** which recognises the breadth of opportunity and support available through community clubs

Longer term opportunities to support and reimagine

#WhySportMatters

Key theme: Sport and physical activity as part of daily life

VISION

Everyone in Scotland has the time and support, at every life-stage, to:

- make being active a daily habit

Recovery enabling sport to survive

Wellbeing employers' at the heart of a wellbeing economy; all public bodies offer protected time and opportunities for their staff to:

- be active within the working day

Actions to support recovery from Covid

New opportunities for sport to thrive

'Wellbeing employers' and '**wellbeing educators'** at the heart of a wellbeing economy; all employers and education establishments offer protected time, flexibility and opportunities for their staff/students to:

- be active within the working/studying day (e.g. daily mile)
- Including: financial/ tax incentives for individuals and employers

Longer term opportunities to support and reimagine

#WhySportMatters

Key theme: Volunteering; enabling a nation

VISION

Everyone in Scotland has the time and support, at every life-stage, to:

- volunteer

Recovery enabling sport to survive

Wellbeing employers' at the heart of a wellbeing economy; all public bodies offer protected time and opportunities for their staff to:

- volunteer within work time

Actions to support recovery from Covid

New opportunities for sport to thrive

'Wellbeing employers' and '**wellbeing educators'** at the heart of a wellbeing economy; all employers and education establishments offer protected time, flexibility and opportunities for their staff/students to:

- volunteer within work/study time
- volunteering placements in schools and as part of HE/FE courses

Longer term opportunities to support and reimagine

#WhySportMatters

Key theme: Putting the community into community facilities

VISION

Sports clubs* have a voice in shaping the strategy and management of public facilities** (including the school estate) and in optimising the contribution of sport to the wellbeing of our communities

Recovery enabling sport to survive

Community clubs and groups need **accessible, available, affordable, inclusive and fit for purpose facilities** through more **holistic CPP**, local planning and **new facility advisory groups** and including community club access to **well-maintained local parks and playing fields**

A **national strategy for outdoor recreation**, connecting to a national visitor management plan

Actions to support recovery from Covid

New opportunities for sport to thrive

Community facilities are free for community groups to access** (linked to 20 minute neighbourhoods)

Provision of accessible, affordable and fit for purpose **sports facilities, pitches, parks and greenspace** is a **mandatory consideration for any new planning request**

Longer term opportunities to support and reimagine

**The utilised definition of a club focuses on a club as a group of people, and therefore will equitably include both clubs which own/lease facilities and those which do not and which may not require facilities as wider sporting organisations. Engagement between facilities and community clubs is essential to meet local needs and ensure sustainable and positive investment and support.*

***Community/sports facilities include indoor and outdoor facilities, those managed/run by local authorities, leisure trusts, the school estate, community/village halls and any other relevant community facility*

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Key theme: Community clubs; connecting people, connecting communities

VISION

Enhanced community cohesion and mental health through flourishing local clubs as the fabric of society

Recovery enabling sport to survive

Sport is recognised as a fundamental part of the fabric of our communities through a **new sports club governance model** which works for sports clubs and gives **parity of benefits to charities** and other voluntary organisations (e.g. rates exemptions and Gift Aid)

Actions to support recovery from Covid

New opportunities for sport to thrive

Creation of a **new Free Youth Sport and Disability voucher scheme** (similar to the Free School Meals voucher scheme) to ensure that cost is not a barrier to any young person or person with a disability (including their facilitators) accessing sports clubs, after school clubs or basic clothing/equipment to be active

Longer term opportunities to support and reimagine

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World-Leading Policy

Scottish sport is recognised as having world-leading policy. While we all work hard to realise this as world-leading practice, Covid-19 has brought further challenge to a number of areas and new opportunities in others. The ideas above are in addition to the continuation of existing world-leading practice in:

- Continuing to focus on PE in schools (2 hours/periods of quality provision, including Disability Inclusion Training for PE and primary school teachers and other ongoing CPD for teachers/trainee teachers and ongoing support for Outdoor Learning)
- Continuing to support the opportunity for people to develop further in sport through progression within pathways
- Continuing to ensure that land access rights are maintained, enforced and enhanced.

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