



A sporting Britain for all

Executive summary

Sport is a national passion in Britain. It binds us together, and is part of the lifeblood of urban and rural communities across our country. Participation in sport can also bring huge benefits - increasing physical fitness, combating anti-social behaviour, and improving academic attainment.

In the coming years, Britain will host a selection of the greatest international sporting events: a Golden Decade of Sport in Britain. Labour's ambition is to use this historic opportunity to create a world class sports system with accessible, affordable and competitive opportunities for all.

We are supporting this ambition with record investment in schools, clubs and Sports National Governing Bodies (NGBs). Since 1997 we have provided a seven hundred per cent increase in public funding for sport, which combined with National Lottery funding represents an overall investment of £5.5 billion. As we reduce the deficit in the coming years, we will ensure greater efficiency and effectiveness in expenditure on sport, cutting bureaucracy and increasing Lottery investment in sport after 2012.

In the next Parliament, we will take forward this agenda for sporting excellence for all. We will:

- Deliver a Golden Decade of major sporting events in Britain, driving record investment into the economy and inspiring more people to take up sport than ever before.
- Stage a successful Olympics and Paralympic Games, on time and within the budget, helping to secure more medals for Team GB than in Beijing, and to ensure that we come at least fourth in the 2012 Olympics Medal Table.
- Transform school sport and guarantee the availability of five hours of competitive sporting opportunity every week for all under-19s in full time education, underpinned in law by a Pupil Guarantee.
- Open up more school facilities to the community and establish a network of 3,000 Olympic after-school Sports Clubs for teenagers by 2011.
- Work to get one million more adults playing more sport by 2012 - making sure that amateurs of all ages and abilities can join one of the tens of thousands of sports clubs run by the National Governing Bodies - and a further one million adults doing more physical activity.
- Help to create 10,000 new Volunteer coaches by 2012.
- Provide the strongest protection for playing fields.
- Ensure women's, girls' and disability sport will not be an optional extra, but a vital part of future investment to create new opportunities in sport.
- Use the power of sport to engage young people in our most deprived communities through outreach programmes such as Streetgames and Sport Action Zones.
- Increase further the number of sessions of free swimming for children and the over 60s
- Examine the case for the introduction of a new 'fair return' to sports from the proceeds of betting on sport.

- Work with national governing bodies to improve the financial governance of professional sport and to ensure greater supporter involvement in professional clubs, making it easier for Supporters Trusts to buy stakes in their clubs.

The Golden Decade of British Sport

Since 1997, Labour has raised Britain's international profile in sport beyond all recognition. The Golden Decade of major sporting events - from the 2012 Olympics and Paralympics in London, the 2013 Rugby League World Cup, the 2014 Commonwealth Games in Glasgow and the 2015 Rugby Union World Cup in England, to our bid to host the 2018 FIFA World Cup - will put Britain at centre stage in international sport. And to help attract further sporting events to Britain in the future, Labour will bring forward 'Major Sporting Events' legislation to enable bid teams across different British sports to provide guarantees to international sporting bodies regarding finance, security, transport and accommodation needs.

In the short run, these events will mean a significant boost to our economy. Each event will bring millions of visitors to our shores to watch the sports we all love in some of the finest stadia in the world, generating millions of pounds of additional spending in the UK.

But the Golden Decade presents a once in a lifetime opportunity to set a new level of ambition for sport for our country - an unprecedented opportunity for Britain to showcase its greatest sporting talent and to inspire people to get involved in sport in their everyday lives.

Our ambition is to get more people taking up sport simply for the love of sport, whatever their age or ability; to provide accessible opportunities for everyone; to promote young people's aspirations; to expand the pool of talented British sportsmen and sportswomen; and to break records, win medals and win tournaments for this country.

Britain has always been rich with sporting talent. But Labour knows that if we want our talent to shine we need to invest in it - from the grass-roots to the elite level. We will make the most of the opportunities that this golden decade of sport offers by delivering a comprehensive sporting offer for all.

2012 Olympic and Paralympic games

For a month in the summer of 2012 the eyes of the world will be on Britain. The Olympic and Paralympic Games will be the greatest sporting spectacle ever hosted on British soil. Indeed the impact of the Olympics is already being felt across Britain, with a huge range of Olympic-sponsored and local authority activity already underway, and over 200,000 people signed up to volunteer during the Games themselves.

We aim to deliver the best ever Olympic and Paralympic Games on time, to the highest standards and on budget. We have set out an ambitious vision for London 2012; combining world class venues and facilities with a legacy of regeneration for one of Europe's poorest areas, and a sporting legacy to inspire generations to come.

Already over 40 per cent of the construction programme has been completed with all major venues under construction. The International Olympic Committee has been greatly impressed by the quality, financial robustness and timeliness of our programme during its visits. Working with our partners, the Olympic Delivery Authority and the London Olympic

and Paralympic Committee of the Olympic Games (LOCOG), we are ensuring that our staging of the Olympics will meet the highest expectations.

After the Gold Rush: A Legacy for an Olympic generation

The Games will also deliver a golden Olympic Legacy to future generations of Britons. The key challenge is not simply to have a month of sport to remember, but to use the Olympics and Paralympics to open up sporting opportunities so that everyone can enjoy the benefits of taking part in sport in schools, community clubs and in specialist facilities; and to enable more and more people to go as far as their talents can take them.

We will work to ensure that the benefit of the Olympics is felt throughout Britain, through promoting greater sporting and cultural opportunities in every nation and region, through the staging of events such as the Olympic football tournament in different British cities, and by working with tourism bodies to promote the Olympics across the country.

We want Britain to be the first Olympic hosts to create a world class sports system. In the last two years, we have delivered more funding to help drive our legacy ambitions including:

- Introducing the Swimming Challenge Fund to support free swimming for under 16s and over 60s;
- Funding a network of 3,000 "Change for Life" after-school sports clubs delivering one of seven Olympic sports for teenagers;
- Supporting a new national school sports website, promoting competitive sports between schools and within regions;
- Providing a new funding stream for disability sport;
- Supporting taster sports sessions for thousands of young people to try new sports; and
- Working with the Premier League on "Premier League4sport", delivering a new network of 80 community sports clubs and 320 Satellite Clubs on school sites.

"Just imagine when the Olympics arrives, the world will be watching, the power and inspiration of those athletes will reach us all, it will capture our imagination, it will deliver the wow factor and now, young people have somewhere to go and try a new sport and think to themselves that the Olympics has touched and inspired them." **Ade Adepitan**

Overall since 1997, participation in sport has increased by over half a million people a year. We are proud of this success. But we now have raised our ambition further, and in the run-up to 2012 we will engage a new generation of young people in PE and sport and grow and sustain a significant increase in sporting participation. We will get one million more adults playing sport, and a further one million adults doing more physical activity, by 2012. We also want to achieve a record level of medal success at the 2012 Games with a talent development system which is the envy of the world, inspiring a new generation of British athletes spanning all disciplines and events.

Disability sport will also get a £10million boost from Sport England in the coming months, to widen its remit and make sure we have clear plans to increase participation as part of our sporting legacy. This investment comes on top of a doubling of funds for the UK Sports

World Class Performance Programme across 21 Paralympic sports, giving our Paralympians the best chance of success in 2012. We will also continue our support for the Special Olympics, recognising the vital role they play in giving adults and children with learning difficulties sporting opportunity.

The Olympics provides us with a unique opportunity to inspire people to give time to their communities. Across the country the *25th Hour* campaign will encourage people to "find their Olympic moment" and set aside time to invest in service to their local communities. It will celebrate the achievements of unsung heroes in all our communities, and use the power of the Olympic ideal to encourage people of all ages to give back to the people and places they most value.

Our Olympic ambition is to build on the transformation of sport, to raise the bar and set new standards, backed by record investment in schools, clubs and Sports National Governing Bodies. Whatever your age or ability, Labour pledges to create new sporting opportunities for you.

Transforming School Sports

For children and young people, participation in sport nurtures talent, promotes physical fitness and develops - through teamwork and competition - important skills and values such as discipline, leadership, confidence and camaraderie.

Labour sees increasing participation in school sport as a vital social investment. In 1997 investment in school sport was virtually non-existent. Only one in four children aged 5-16 were doing two hours PE and sport each week. Now with the introduction of the PE and School Sport Strategy, backed by over £2.4 billion of investment, Labour has created 422 School Sports Partnerships and 2,300 School Sport Co-ordinators covering every school, a National School Sports week, and the UK School Games (hosted in a different UK city every summer). We have also taken action to promote competitive sport in schools, after decades of bias in our school system against it. Some ninety nine per cent of all primary and secondary schools now held at least one sports day or equivalent event during the school year.

As a result of Labour investment nine out of every ten pupils are doing two hours of sport and PE each week. But our ambition is to go further. We will create a world-class system for PE and sport and ensure that every young person aged 5-16 has the opportunity to do five hours of high quality PE and sport each week.

This ambition will be reinforced through a new Pupil Guarantee, ensuring every pupil will have access to:

- regular competitive sport;
- coaching to improve their skills and enjoyment;
- a choice of different sports;
- pathways to get involved in club and elite sport, and;
- opportunities to lead and volunteer in sport.

In order to ensure children and teenagers continue to participate in sport beyond the school curriculum, we will support a network of after school clubs and build on the success of school club links to create a bridge between community sports clubs, schools and Further Education colleges. And we will deliver taster sessions in new sports for thousands more young people through the Sport Unlimited programme.

We will also work with our Olympic partners to create on-line tools for young people to create their own personalised sports profile in a range of activities, with an accredited extra-curricular award scheme and rewards for achievements at a Gold, Silver and Bronze standard.

“Significant investment in school sport and coaching along with a rejuvenated community club structure, has reinvigorated grass roots sport in this country. In addition our high performance system is the envy of the world giving our athletes the chance to better our best ever Olympic results in Beijing when the games come to London in 2012. None of this would have happened without the right strategic approach backed by record levels of financial support.” **Steve Cram**

Delivering a World Class Community Sport System for all

Labour will deliver a new generation of sporting opportunities through its ambitious reform of club and community sport.

To ensure we have a world class community sports system we have announced investment of over £800 million to increase and sustain participation, £450 million of which is being channelled through Sport England into the National Governing Bodies of Sport - putting resources in the hands of those who know best how to build a modern, inclusive, club structure and a new generation of sports facilities.

In return for greater freedom and control over public funds, governing bodies will be challenged to expand participation and provide more high quality coaching, and to promote more competitions across all age groups. If any sport does not rise to the challenge of raising participation or creating a more inclusive sporting structure then funding will be switched to those that do.

Five thousand Community Amateur Sports Clubs (CASCs) already enjoy tax relief status saving grass roots sports some £60 million. We will look at ways to encourage more sports clubs to sign up to the CASC scheme so that they can spend their funds on what matters most: improving facilities for local communities and increasing participation.

We will also continue our investment in the ground-breaking work of the Football Foundation and create a new generation of football and multi-sport facilities, using the power and reach of sport to engage young people in our most deprived communities through programmes such as Streetgames and Sport Action Zones.

And as new facilities are created, we will also ensure that more and more schools built or refurbished through the Building Schools for the Future programme open up their sports facilities to the local community.

Creating new opportunities for Women's Sport

Over the past decade Labour has started to break down outdated attitudes that still cling to some sports, to make sure women and girls have the same sporting choices and opportunities as men and boys.

Women's, and girls' sport will not be an optional extra, but a vital part of what governing bodies will be required to do. We have made the allocation of public money conditional on sports governing bodies having specific plans for improving sporting opportunities for women, backed by ambitious targets for increasing women's participation.

There are now sports centres specifically for teenage girls; programmes such as "Back 2 Netball" offering flexible formats to appeal to women who may not have played sport since school; and a UK Athletics Women's Running Network, providing a safe and accessible environment for women of all ages to enjoy running in their own time.

We will ensure that the Active Women programme, backed by £10 million of lottery funding, delivers more opportunities to get women from disadvantaged communities and those caring for children to play sport - including providing crèche facilities onsite for small children, or sports activities for children while their mums play.

We will work closely with sports' governing bodies to enable more women to take part both in traditional sports such as hockey and netball, as well as trying a wider range of new sports and activities such as aerobic dance.

Delivering more Coaching and Volunteering Opportunities

Genuine sporting opportunities require not simply investment in facilities, but support for coaches to bring out the talents of the people that use them. That is why we will invest in a new national network of school sports coaches to increase the quality and quantity of coaching available to young people through school sport. By 2011 we will have recruited 10,000 new volunteer coaches and delivered 675,000 hours of quality school sport coaching a year to young people. We will work with Sport England and the Youth Sport Trust to build a coaching infrastructure providing links between schools and clubs to keep young people participating in sport both in and out of school. Sports governing bodies will be expected to make sure that community clubs deliver more coaching opportunities, improve the quality of experience and drive up participation.

Volunteers are the lifeblood of our sporting infrastructure. Hundreds of thousands of ordinary people give up their time every week to support, officiate and run sport.

Through leadership and volunteering programmes such as Step into Sport and the Young Ambassadors programme, we are working to improve the quality, quantity and diversity of young people who become leaders, volunteers and role models in their communities. In the run up to the Olympics, and to underline our commitment to volunteering, we will create a National Awards programme for our most dedicated sports volunteers along with increased access to tickets to major events in our Golden Decade of Sport.

Delivering Success in Elite Sport

Our Olympic medal success story speaks for itself. In Atlanta 1996 Team GB won one gold medal, and Britain came 36th in the medals table. Fast-forward to Beijing 2008: 19 Gold medals, and Britain 4th in the medal table.

This success is no accident. Labour's unprecedented funding package for elite sport - with record levels of investment in the run-up to 2012 - has helped to rebuild our elite sports structures into a truly world class elite sports system. We now have some of the best coaches, talent pathways and financial support for athletes in the world, to give them the very best possible chance of winning more medals in 2012 and beyond. And our funding for our Olympic and Paralympics athletes will continue in the run-up to 2012 and beyond, with a new funding model combining Lottery grant, public funds and private sector sponsorship.

Local sports partnerships

We understand the power of sport to give young people the skills and confidence to succeed in life. Evidence shows that by increasing participation in sport and physical activity we increase people's confidence and build stronger and more prosperous communities.

Through strong partnerships at the national, regional and level - with primary care trusts, transport bodies and schools - we are raising the profile of sport across the Government agenda. This will help deliver our ambition to get one million more people physically active by 2012.

To help meet this target, we are investing £55 million in 17 cycling demonstration towns and a Cycle City, Bristol. These towns are showcasing innovative ideas for getting people 'on their bikes', promoting a more sustainable local environment and higher quality of community life. We will also work with the Youth Sport Trust, DFT, Cycle England and Local Highway Authorities to increase the take up of Bikeability to ensure more children and adults get into cycling and get proper training in their local area.

Most councils now see sport as central to what they do in building healthier and stronger communities, with over half having chosen local sport and active recreation as an indicator in their new Local Area Agreements. The overwhelming response from local authorities to our matched funding programme for free swimming to over-60s and children under 16 is evidence of the cultural change underway in town halls across the country.

We will encourage local authorities to work in partnership with local PCTs and County Sport Partnerships to maximise investment and promote the development of sport and physical activity participation in order to reduce health inequalities and increase the quality of life.

Maintaining the Integrity of Professional Sport

Protecting the integrity of professional sport is vital to the tens of millions of sports fans across Britain. This is of course primarily not a matter for government, but there is a supporting role that government can and should play in order to ensure that fans get a fair deal from the sports that they love. So we will strengthen measures to combat cheating and the use of illegal substances in sport - work that has already begun with the establishment of the UK Anti-Doping Agency (NADO).

We will seek to prosecute those involved in match fixing and we are committed to setting up the first ever Betting Integrity Unit, to give clear direction to the Gambling Commission to support betting and sporting industries' efforts to keep corruption out of sports betting.

As betting on sport increases, we will bring forward measures for consultation on generating a "fair return to sport" based on a contribution from the profits of the betting industry. We will work with the Levy Board to ensure that all operators taking bets on British races pay to support British horseracing.

In return for Government support for the concerns of sports' governing bodies, both nationally and internationally, we expect sports' governing authorities to be run to the highest standards of financial governance.

We will work with sports governing authorities to ensure they are accountable to their stakeholders and that professional clubs are run transparently and on sound financial principles, with greater involvement of local communities and supporter representation at every club.

We will work to ensure that sports governing bodies have the power to scrutinise all takeovers of professional clubs, ensure that these takeovers are in the long-term interests of the clubs and the sport, and develop proposals to make it easier for Supporters Trusts to buy stakes in their clubs.

Working with professional sports bodies, we will ensure that major national sporting events can be seen by fans at affordable prices, both live and on television. We support the continuation of the principle of listing major sporting events, to ensure that crown jewels of British sport are protected by law and offered to the main free-to-air broadcasters on fair and reasonable terms.

Driving efficiencies in sports delivery after 2012.

Labour has delivered a 700 per cent increase in public funds into sport since 1997 transforming the structure of sport. But there is no escaping the fact that we live in tougher economic times, and that this will have an impact on every department's spending. Savings and cost efficiencies will need to be made in order to protect our investment in front line spend and delivery.

We will drive efficiencies and implement clear targets to reduce bureaucracy across each of the sports bodies we fund. We will look at reducing accommodation costs as well as

possibilities for publicly funded bodies to share more backroom office costs. We will also merge the National Lottery Commission with the Gambling Commission to create one body with responsibility for scrutiny in this area.

National Lottery funding has done a huge amount to promote sport in our country, and is more aligned with people's priorities than ever before. Going forward we want to make sure that there is greater public involvement in the way that National Lottery proceeds are spent on good causes such as sport. Until 2012 we will continue to fund a portion of Olympic costs from the Lottery. However, after 2012 the share of Lottery funding taken from other causes will return in full to culture, heritage, sport and the voluntary sector - bringing an estimated £30 million a year back into front-line sports delivery.

We will ensure the Big Lottery Fund retains the flexibility and independence to fund a wide variety of community partnerships and outcomes. This will allow the Lottery to put community sport at the heart of neighbourhoods, supporting an Olympic legacy and building on Lottery investments such as the £750 million New Opportunities in PE & Sport programme that has delivered wider community access to nearly 3,000 new or refurbished sporting facilities.

We will also explore the case for changing the tax treatment of the National Lottery to a gross profits tax system, to create additional revenues to fund sport and other good causes.

The Choice for Sport

"I have seen at first hand the difference this Government has made through its record investment in sport and football development. The transformation of school sport means that football competitions are thriving once again, both inside and outside schools. Importantly, there are now many more coaches, able to give young people more opportunities to make the most of their talent. Also, the Government's partnership with the Premier League and the FA has meant that, over the last ten years, the Football Foundation has delivered hundreds of millions of pounds into the game to make massive improvements to grassroots facilities." **Sir Alex Ferguson**

Labour has helped to transform Britain's sporting infrastructure in the past 13 years. The passion we have always had for sport is now being matched by a public commitment to supporting the facilities, opportunities and talent of people of all ages and wherever they live. Supported by an eight-fold increased in Exchequer funding since 1997, we are experiencing a renaissance in competitive school sports. We have established clear pathways between school sport and community clubs; we are backing both talent development and elite success; and we are investing in a new infrastructure of coaching and volunteering.

The Tories approach to sports is clear - both from what they did in office prior to 1997, and from the near-total absence of any mention of sport in their Manifesto. In the 1980s, sport suffered from shrinking public budgets and became a luxury that only those with funds could afford to pay. Just one in four children were doing two hours of school sport; school sport competitions were devastated; participation in

sport and elite Olympic success fell to new lows; and playing fields were sold off in their thousands. It was an era when the country's sporting fabric went into serious decline, and a generation of sporting potential was wasted.

Labour shares the British's people's passion for sport. With Labour, the next decade can be a Golden Decade of sporting opportunity for all.

	1997	2007	Visions for 2017
PE and School Sport	<ul style="list-style-type: none"> • No centrally co-ordinated school sport system • Poor school-club links • In 2002 and estimated 25 per cent of 5-16s were doing PE and sport each week • Negligible targeted investment 	<ul style="list-style-type: none"> • 86 per cent (now 93 per cent) of 5-16s doing two hours of PE and sport each week • 3,000 Community Sports Coaches • 450 school sport partnerships • 90 competition managers • Over 3,200 Secondary Co-ordinators and over 18,000 primary link teachers • Over £1.5 billion invested over last five years 	<ul style="list-style-type: none"> • A world-leading system for PE and sport • All 5-16s offered five hours of PE and sport each week • All 16-19s offered three hours of sport each week • Competition and coaching at the heart of the school sport system
Community	<ul style="list-style-type: none"> • £32 million annual funding to Sport England • Crumbling sports facilities 	<ul style="list-style-type: none"> • Over £125 million annual exchequer funding to Sport England • 4000 facilities built or renovated • Over £1 billion of investment in facilities since 2001 	<ul style="list-style-type: none"> • A world-leading community sports system, continuing to increase participation year on year • Significantly reduced drop-off at 16 years • High quality clubs encouraging talent development • World-leading coaching infrastructure
Elite	<ul style="list-style-type: none"> • 36th in 1996 Olympic medals table, 4th in Paralympics • Funding of £70.7 Million 	<ul style="list-style-type: none"> • 10th in 2004 Olympics medals table, 2 in Paralympics • Funding of £216.4 million 	<ul style="list-style-type: none"> • Ultimate goal for 4th in 2012 Olympics and 2nd in Paralympics medal table and sustaining that to 2016 • Over £400 Million available for London 2012 Olympic cycle • A legacy of world-leading elite sport infrastructure including high quality coaching

