

The Role of Culture and Sport in Community Regeneration and Health



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LOCAL AND NATIONAL GOVERNMENT – POLICY CONSENSUS

- **“We want more people from different communities to get involved in cultural activities in their area. We also want authorities to encourage participation in culture and to respond positively and imaginatively to community aspirations”**
Draft Culture (Scotland) Bill
- **“There should be no barriers to participating in sport or to developing or achieving an individual’s potential. Key agencies must give consideration to equity and ensure they identify and break down barriers”. *Reaching Higher – The National Strategy for Sport***
- **“Culture and Sport can help people strive for excellence and achievement in all parts of their life. We need more people to share in the experiences of culture and sport. We want people to read, reflect and understand the world around them, to get a glimpse of the past and images of the future.**

Glasgow’s Cultural Strategy – Leader of Glasgow City Council

Greater engagement in cultural and sporting activity can:

- **Improve quality of life of individuals and communities**
- **Contribute to health improvement**
- **Create opportunities for formal/informal learning, develop skills, build confidence and capacity**
- **Create opportunities for enhancing community identity and social networking**
- **When resources are targeted – can assist in tackling disadvantage**



Matarasso's *Use or Ornament? The Social Impact of Participation in Arts Programmes*

Participation in arts can benefit individuals and communities such as:

- **Increasing individuals and community confidence**
- **Create transferable skills**
- **Build confidence of minority groups**
- **Promote contact, social networking and contribute to social cohesion**

National Physical Activity Strategy

Health benefits of being active include:

- **Reduce the risk factors for heart and circulatory disease**
- **Helps prevent weight gain, and**
- **Promotes positive mental health**



EVIDENCE

Coalter's "*Realising the Potential: the Case for Cultural Services*'

Participation has potential to improve:

- Physiological and mental health
- Sense of wellbeing
- Personal development and assist in social learning

Draft Culture (Scotland) Bill

"Scottish Executive's Literature Review for Culture, the Arts, and Sports Policy" highlights instances where "cultural activity – with its positive and enriching individual and community experiences – has been reported to benefit a range of public policy objectives, like crime reduction, improvements in health and improving the confidence and skills of the most disadvantaged children and young people"



Reaching Higher – The National Strategy for Sport

- **Approximately 50% of population do not participate in any form of sport or physical recreation**
- **Geographical variations across Scotland**
 - **21% difference between local authority areas with highest and lowest participation rates**
 - **Lowest participation levels found in 6 local authorities that have a third of Scotland's population**
 - **Only 51% from deprived areas take part in sport compared with 66% elsewhere.**
- **Of those who participate only 59% of women participate in sport once a week or more, 68% men**



THE CHALLENGE - PARTICIPATION

Cultural Participation Trends

- 67% residents in deprived areas attended an art form, compared with 77% adults overall
- Residents in deprived areas less likely than adult population to have attended theatre performances - 28% and 42% respectively
- Residents in deprived areas less likely to participate in literary and arts activities:
- Reading books 61% compared to 67%
 - Buy fiction or poetry 19% compared to 26%
 - Buy other types of books 20% compared to 28%
- 48% disabled respondents attended an arts or cultural event compared to 77% for general population



KEY CHALLENGES

- **Widening access and increasing participation in culture and sport**
- **Raise recognition of wider public policy benefits of culture and sport amongst partner agencies at local and national level.**
- **Target resources more effectively:**
 - **Deprived Areas**
 - **Remote/Deprived rural areas**
 - **Women and teenage girls**
 - **Disabled People**
 - **Early intervention and school aged children**
 - **Older people**



EXAMPLES OF GOOD PRACTICE

Encourage Project – Glasgow

- Widen access to the arts
- Promotes access & involvement - disadvantaged older people
- Provides social contact and networking opportunities

Mile High Club – East Ayrshire

- Jogging/running programme targeting teenage girls
- Encouraging them to become more active

Urban Fox – Community led football project in Glasgow's East End

- Project targeting young people in deprived area
- Develops skills and creates informal learning opportunities
- Builds community and individual capacity and leadership



EXAMPLES OF GOOD PRACTICE

Class Connections – Glasgow

- Maximised school use of Glasgow's cultural and sporting venues
- Mainstreamed

Roadmaps – East Ayrshire

- Targets young people
- Provides a pathway into mainstream activity

Artsability – Aberdeenshire

- Aimed at Social Work staff and client groups with special needs
- Used expressive arts as vehicle for increasing skills



Renfrewshire, East Renfrewshire and Inverclyde Councils – *Bring Your Baby*

- Pre-school children, parents and guardians in areas of deprivation
- Promotes access to cultural activity to achieve social policy aims

Dumfries and Galloway – *Rural Communities*

- Identify current levels of participation
- Explore and overcome barriers i.e. remoteness and less accessible transport

Highland Council – *The Highland Promise – An Gealladh Mor*

- A pledge to all school children areas that they will have the opportunity to take part in activities they might not otherwise have access to
- ‘Six strands of culture’: arts, sport, heritage, language, science and environment



COMMONWEALTH SPORTS DEVELOPMENT CONFERENCE

‘SCORE of the Move’ Project – South Africa

- Uses sport to educate and empower disadvantaged children and young people in the world’s poorest communities
- Builds individual and community capacity
- Builds sports leadership and coaching skills
- Creates sustainable sporting structures

Magic Bus, Mumbai, India

- Street children in extreme poverty
- Often only opportunity to engage in organised arts & sports activities
- Transport to out of City activities and places



WHAT ARE THESE PROJECTS DEMONSTRATING?

- Targeting of resources – deprived areas/client groups
- Importance of building capacity and community leadership
- Partnership working
- Innovation
- Range and diversity of approaches
- In some cases, robust monitoring and evaluation – Cultural Pathfinders
- Importance of early intervention and increasing emphasis on provision for older people
- Local working and reflecting local needs
- Demonstrable links to wider policy agendas



WAY FORWARD – NATIONAL LEVEL

- Strengthen joint planning and working across governing departments (Health and Wellbeing and Education and Lifelong Learning depts.)
- Raise profile of cultural & sporting services across a range of policy agendas
- Issue statutory guidance on cultural entitlements and cultural planning
- Strengthen commitment to cultural entitlements/planning by community planning partners
- Support the development of a national self evaluation model – similar to HMle – *How Good is Our Community Learning and Development*
- 2012 Olympic Games & 2014 Commonwealth Games as key milestones
- Target resources to key priorities i.e. deprived and rural areas, target sectors of the population
- Disseminate research/best practice



Local Authority & Cultural/Leisure Trusts/Companies

- **Leadership Role in Cultural Planning, and Cultural and Sporting Partnerships**
- **Establish strong links with Community Planning**
- **Recognise, Value, and Invest (*Discrepancies in spending on culture and sport between LAs remains very significant*)**
- **Mainstreaming best practice provision**
- **Value and support the role of community/voluntary sector**
- **Target resources to priority areas and groups**
- **Maximise community use of schools**
 - **PPP contracts**
 - **Ensuring Design is fit for community use**
- **Funding and private sector partnerships**



Community Planning Partners

- **Strengthen links between cultural and sporting partnerships and community planning partnerships**
- **Increase recognition amongst Community Planning Partners of wider policy benefits of participation**
- **Incorporate culture and sporting opportunities into Community Plans and Regeneration Outcome Agreements**



A final thought!

“The gross national product does not allow for the health of our children, the quality of their education or the joy of their play. It does not include the beauty of our poetry or the strength of our marriages, the intelligence of our public debate or the integrity of our public officials. It measures neither our wit nor our courage, neither our wisdom nor our learning, neither our compassion nor our devotion to our country. It measures everything in short, except that which makes life worthwhile.”

Robert Kennedy

