



One voice for sport and recreation

Consultation on the Future "EU 2020" Strategy

CCPR Response

CCPR is the national alliance of governing and representative bodies of sport and recreation in the UK. Our 311 members represent 150,000 clubs across the country and some 8 million regular participants. CCPR exists to promote the role of sport and recreation in healthy and active lifestyles, to encourage a policy and regulatory environment in which sport from grassroots through to elite level can flourish, and to provide high quality services to help its members continually improve and progress.

CCPR provides these organisations with a single, independent voice ensuring that their interests are represented and that they have the skills and capacity to deliver high quality sport and recreation across the country.

Sport is the largest social activity in Europe. According to the European White Paper on sport about 60% of Europeans participate in sport on a regular basis¹. However, sport is proven to be far more than a simple pastime and numerous studies have shown its positive affects in a host of policy streams. As the EU2020 document highlights, the EU recognises a host of new challenges for the future. Through mainstreaming in EU policy, sport can aid many of the streams in the consultation such as “the integration of an increasing immigrant population, social exclusion... and solidarity between generations in the context of an ageing society.”²

Mainstreaming sport in EU policy streams

Along with those identified in EU 2020 as future challenges, many policy streams are underdeveloped in which sport could play a very positive role. Most obviously sport can help with an ever-growing obesity problem in the field of health. Children burn, on average in the UK, 600kCal per day less than 50 years ago and an adult's decrease in energy expenditure since the 1950s is equivalent to running a marathon every week³. Improving access and opportunity to play sport can obviously help.

Sport can also help provide opportunities for young people and help combat negative effects of social exclusion. In terms of anti-social behaviour, studies have shown increased sporting activity has been linked to developing the type of personality more resistant to drug and alcohol addiction⁴, while girls participating in sport are less likely to be sexually active at a young age and have teenage pregnancies⁵. Sport provides a focus for youngsters and a way to organize and apply meaning to their lives, this is particularly important for children who lack role models in their home life.

Sport has always provided great opportunities for community cohesion through its networks of community clubs and grassroots sport's dependency on volunteering.

¹ European Commission (DG MARKT) (2007) European White Paper on Sport

² European Commission (2009) Consultation on the Future "EU 2020" Strategy (p3)

³ National Audit Office (2001) Tackling Obesity in England.

⁴ Kircaldy, B., Shephard, R. & Siefen, R. (2004) The relationship between physical activity and self-image problem behaviour among adolescents, *Social Psychiatry and Psychiatric Epidemiology* 37(11):544-550

⁵ Sabo, D.F., Miller, K.E., Farrell, M.P., Melnick, M.J. & Barnes, G.M. (1999) High school athletic participation, sexual behaviour and adolescent pregnancy: a regional study, *Journal of Adolescent Health*, 25(3):173

Sports clubs across the UK rely on volunteers from the community to function, with over 90% of clubs using volunteers⁶ and more people in the UK volunteering in sport than any other sector⁷.

Sport can also be used to help engage and integrate immigrant populations and has long been recognised across the World as benefitting diverse societies. Sport “has served to confront people with the social reality of multiculturalism. Changes in public opinion and outlook have in part been shaped by ethnic involvement in sport.”⁸ A concrete example in the UK is Commonwealth England’s plan to use the 2011 Delhi Commonwealth games to reach out to and integrate Indian minorities in the UK.

Sport and the economy

The EU2020 consultation noted that public expenditure in these times of “economic meltdown” needs to be reshaped. Sport in fact positively contributes financially to society, representing 3.7% of EU GDP, and employment for 15 million people or 5.4% of the labour force⁹. In the UK sport major events add valuable income to the economy from the £25m extra spend in London due to the London marathon¹⁰ to the £860m contributed to the Exchequer through Premier League turnover¹¹.

At a time when public spending may be subject to cuts, sport should be helped by policy makers to make the most of its income streams. Many sports in the UK rely heavily on media income in order to fund their sports. The major spectator sports in the UK sign up to CCPR’s voluntary code of conduct which ensures a minimum percentage of revenue from TV rights is invested directly into grassroots sport. The dependency on TV rights income is clear when considering a sport such as cricket which receives over 80% of its funding from selling its media rights; with over 90% of that coming from international match sales. This funding has enabled them to implement the 5-year £30m (€27) *Chance to Shine* project which, in 2008, saw 226,844 children participate in the programme, involving 2,082 schools and 56,076 coaching hours. More than 10,000 boys and girls have migrated from *Chance to Shine* schools into clubs- and it is this virtuous circle of reinvestment in grassroots sport which keeps sport alive across Europe.

The European Union should protect sport’s ability to self-invest through media rights which should include defending the principles of collective selling for solidarity mechanisms (EU White Paper on Sport¹²) and those of exclusivity and territoriality (Commission Decision 2003¹³).

Furthermore, in the new digital economy, a new threat to sports funding has emerged through internet piracy. With ever-improving technological advancements, piracy of live sport is possible and becoming prevalent. Unlike other sectors (e.g. film, music, literature), sport’s media value is mainly in live or near live coverage rather than recorded media, so special consideration needs to be given to sport. Ukraine v England became the first football match to be shown exclusively live on the internet in the UK, with around 500,000 paying subscribers. Unfortunately the match was

⁶ CCPR (2009) Sports club survey

⁷ Sport England (2002) Sport Volunteering in England in 2002

⁸ Mosely, P.A. [et al.] (eds.) 1997, *Sporting immigrants: sport and ethnicity in Australia*, Walla Walla Press, Sydney

⁹ Dimitrov, D., Helmenstein, C., Kleissner, A., Moser, B. and Schindler, J. (2006) *Die makroökonomischen Effektedes Sports in Europa*, Studie im Auftrag des Bundeskanzleramts, Sektion Sport, Wien. (As in EC White Paper on Sport)

¹⁰ Kasimati (2003) Economic Aspects and the Summer Olympics: a review of related research, *International Journal of Tourism Research*, 5(6):433-444

¹¹ House of Commons Health Committee (2010) Alcohol. Volume 1

¹² DG CULTURE (2007) White Paper on Sport: Action Point A48

¹³ European Commission (2003) COMMISSION DECISION of 23 July 2003 relating to a proceeding pursuant to Article 81 of the EC Treaty and Article 53 of the EEA Agreement (COMP/C.2-37.398 —Joint selling of the commercial rights of the UEFA Champions League)

watched by a similar number of viewers illegally watching pirated streams¹⁴. Given the advance fee for watching the match was £4.99 (€4.50), this amounts to a theft worth at least £2.5m (€2.25m). Such piracy clearly impacts on sports' ability to use their media rights to reinvest in sport.

The principle outlined in the consultation that "Opportunity and social cohesion will be enhanced in a world where innovation makes the difference in both products and processes, harnessing the potential of education, research and of the digital economy" is welcomed by the sport movement. Sport has long been a driving factor in new technology with the 2012 Olympics being filmed in Super HD and 3D television, with over 5000 hours of live Olympic sport set to be screened on digital television and over the internet¹⁵. However, in order to protect how sport is funded in Europe, the expansion of the digital economy must give due protection to rights holders. It is also very important that sport is involved in debate, as it has been recently through the Sports Rights Owners Coalition at DG MARKT's stakeholder meetings on illegal uploading and downloading.

The importance of sport policy in Europe

The adoption of the Lisbon treaty means the European Institutions have a competence in sport for the very first time. The Treaty states "the Union shall contribute to the promotion of European sporting issues, while taking account of the specific nature of sport", while excluding any "harmonisation of the laws and regulations"¹⁶. This provides Europe a brief to support sport, while respecting its autonomy and unique characteristics.

It is hoped that the Treaty will enable sport to be mainstreamed in current policy areas such as health, equality and social inclusion and furthermore recognise sport in areas in which sport needs its specific nature to be respected in order to maintain the sporting structures outline in the White Paper on Sport.

The Commission should, as part of its EU2020 strategy:

- Engage sports associations in dialogue
- Use the supporting competence in the Lisbon Treaty to mainstream sport in both policy streams and funding
- Protect the specific nature of sport in EU law
- Recognise the role sport and physical activity play in European public health, social integration, social cohesion and other policy areas
- Defend the integrity of sport with respect to challenges from match fixing for betting and doping
- Include sport in the development of intellectual property rights
- Ensure rights-holders are protected as the new digital economy is embraced
- Defend the principles of collective selling, exclusivity and territoriality

CCPR welcomes the opportunity to respond to this consultation, and would be happy to follow up on any issues that arise from this response.

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¹⁴ UK Parliament (2009) All-Party Parliamentary Group on Intellectual Property. 24.11.09

¹⁵ Roger Mosey [Director BBC 2012] (2009) "Three dimensions, 5,000 hours, and an audience of billions". http://www.bbc.co.uk/blogs/rogermosey/2009/09/im_speaking_today_thursday_at.html

¹⁶ Lisbon Treaty (2009). Art. 169