

The Future of Leisure: Influencing with Evidence

DAVID FERGUSON
OSS Executive Director

APSE Webinar - Thursday 6 August 2020

www.oss.scot

[@ObsSportScot](https://twitter.com/ObsSportScot)

THE OSS

Launched as an independent charity in 2016 to bring academic research, evidence and analysis to sport, recreation & activity in Scotland

HOW?

IDENTIFY & FILL KEY KNOWLEDGE GAPS

- Commission, collate, share and communicate research, evidence and analysis
 - Unite stakeholders and provide platforms
- Shape sustainable policy & practice in government, sport and communities

WHY?

66% of adults in UK/Scotland are classed as overweight and 30% clinically obese
- trend continuing upwards (2nd only to USA per head of pop)

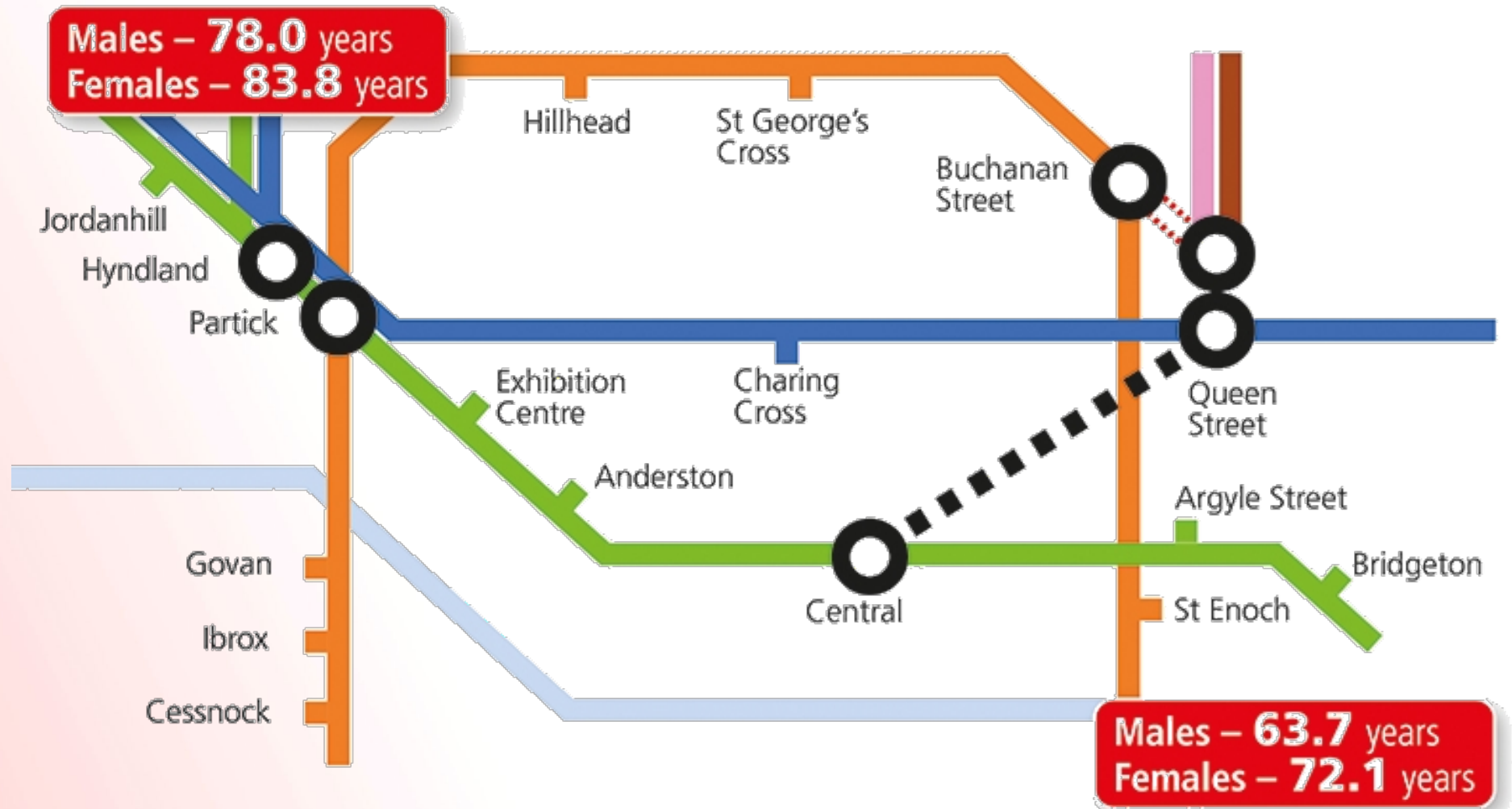
30% of children now overweight or obese (15% of 5-yr-olds)

Annual cost to taxpayer of treating conditions associated with weight now
over £1bn (UK) - £363m-£600m (Scotland)

– add in lost productivity, cost to Scottish economy £1bn-£4bn

Scotland has the worst life expectancy of all UK countries - and it's falling

Life expectancy in Scotland is two years below UK average (77yrs male, 81yrs female) – but can vary significantly in one city...



STATE OF THE NATION – 2020

Teenage obesity – **rising**

Early onset diabetes – **rising**

Mental health problems in children – **rising**

NHS waiting times and bed-blocking – **rising**

Retired population - **rising**

Children's motor skill development - **falling**

Educational attainment – **falling**

Community sport activity – **falling**

“This is not sustainable” – Scottish Government

SPORT PARTICIPATION IN SCOTLAND

Figure 6.2: Participation in sport in Scotland (adults 16 plus) at least once in previous 4 weeks including & excluding walking, by age, 2016

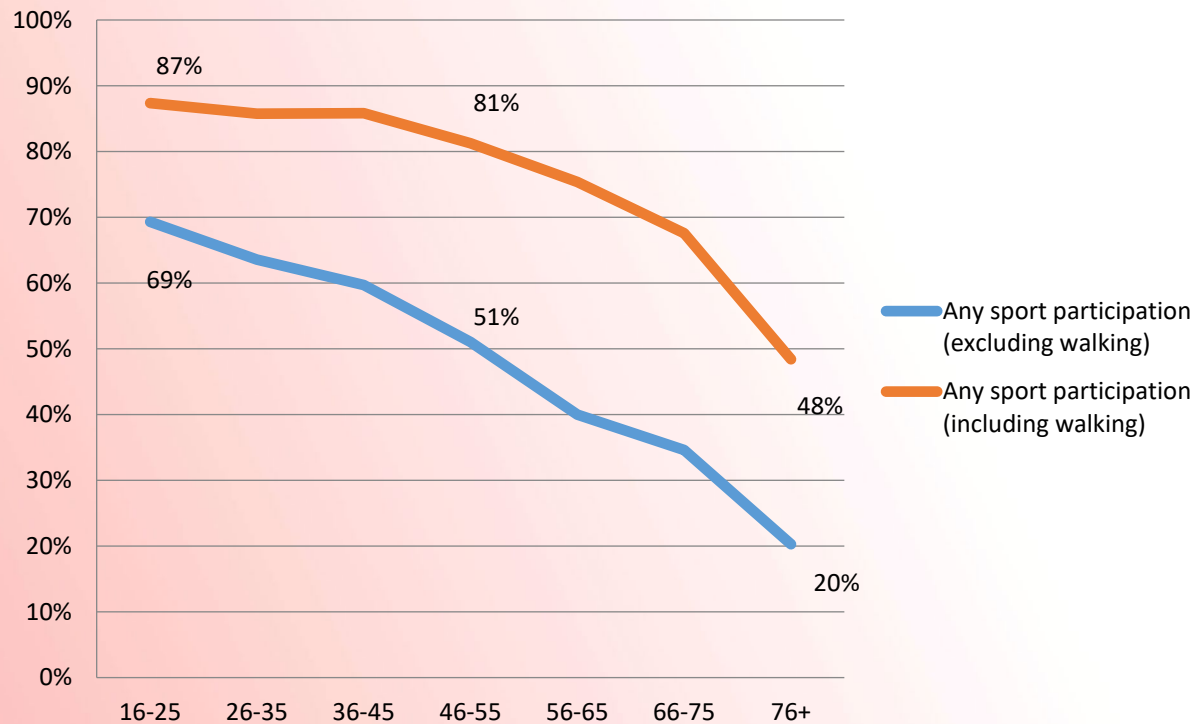
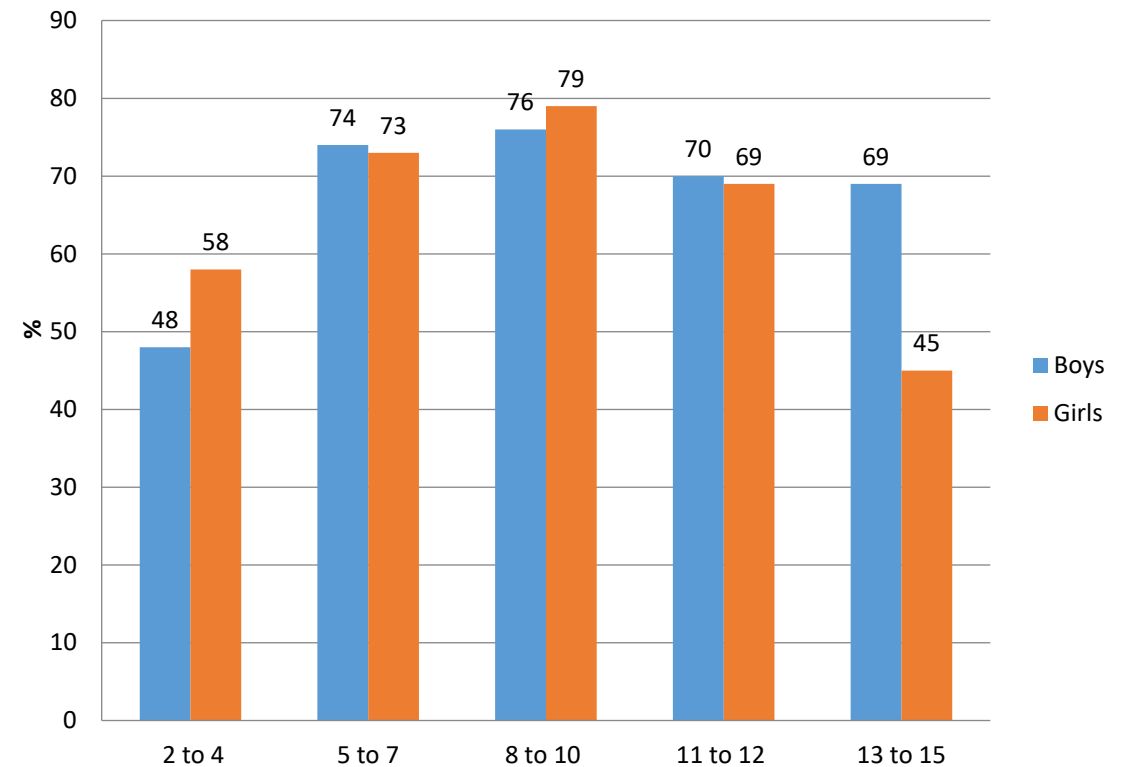


Figure 6.8: Percentage of children in Scotland (2 to 15 years) participating in any sport in last week by age and sex, 2017



SCOTLAND v THE LEADING NATIONS

Figure 7.9: Index of relative participation drop-out with age: Scotland and Denmark 2016 (youngest age group set at 100)

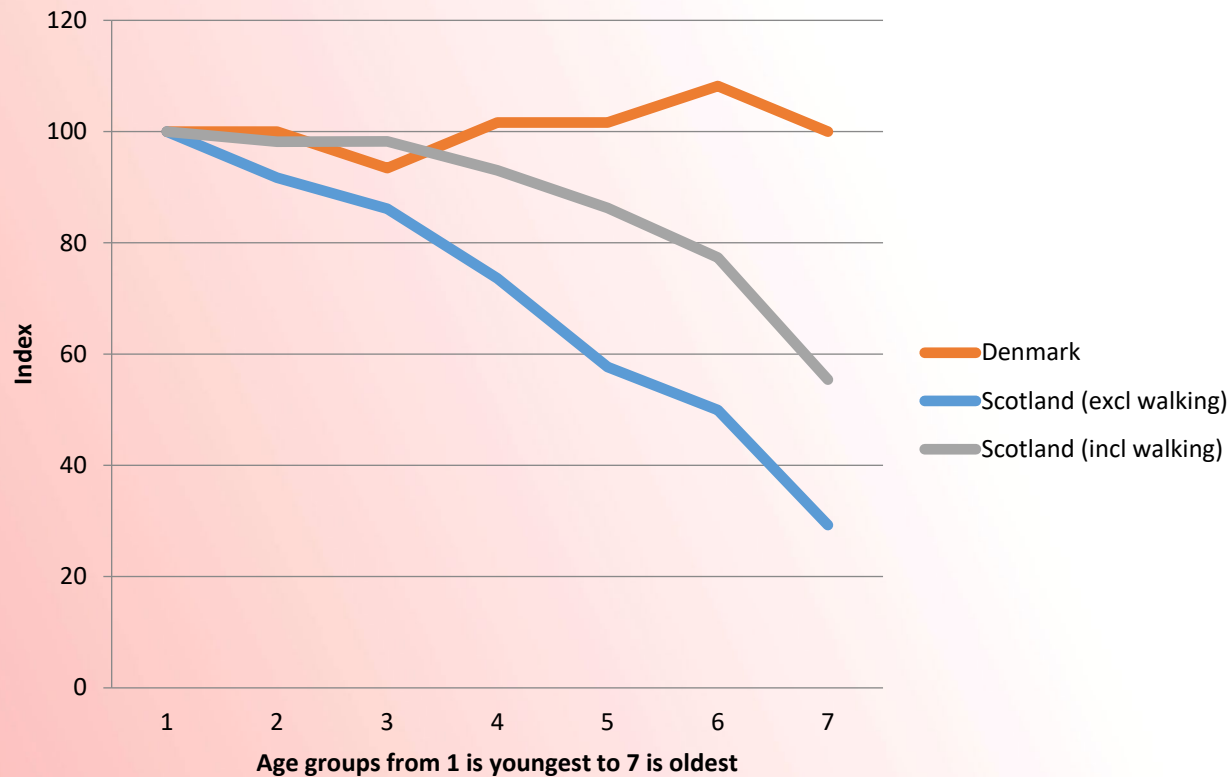
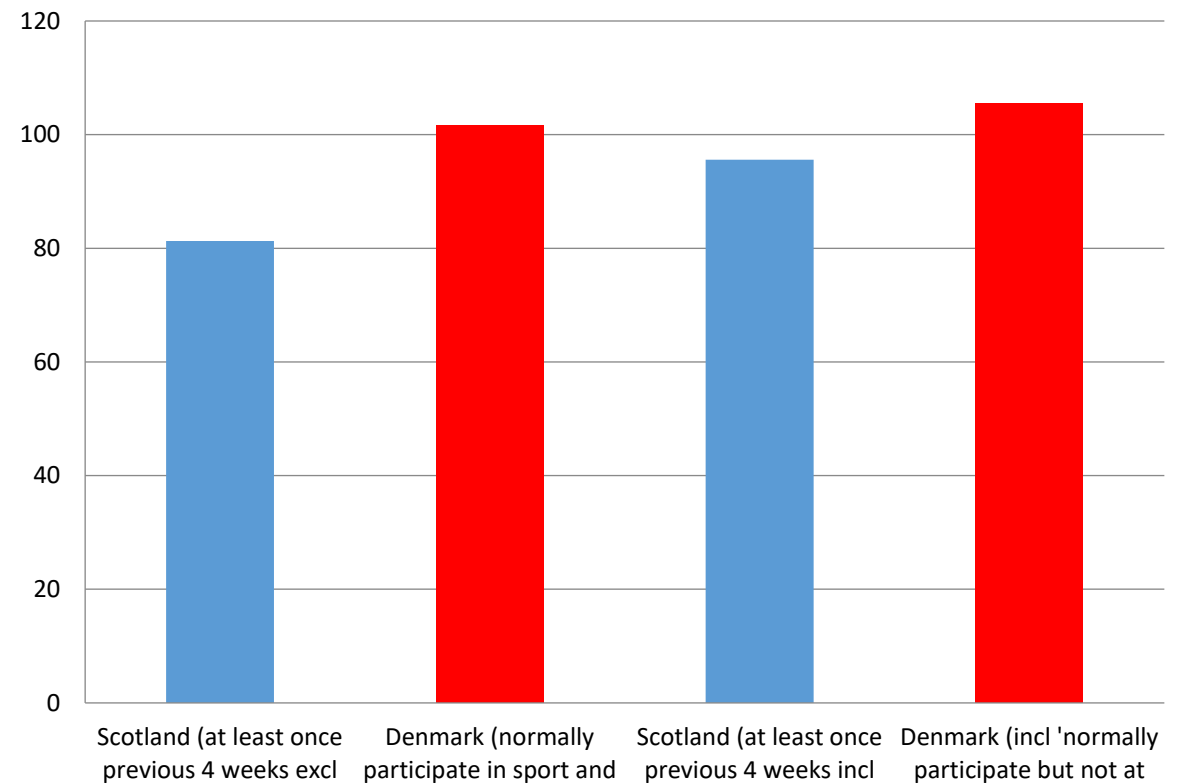


Figure 7.10: Index of Female participation Scotland and Denmark compared 2016. (Male = 100)



Obesity inequality gap grows in Scotland

- Scotsman, 10.12.19

Children become less active each year of primary school

- British Heart Foundation

Landmark summit tackles decrease in sport participation

- Scotsman, 27.10.19



Edinburgh Evening News
TRUSTED NEWS SINCE 1873
WEDNESDAY, JANUARY 22, 2020
85p (66p for subscribers)
www.edinburghnews.com facebook.com/edinburgh.evening.news @edinburghpaper

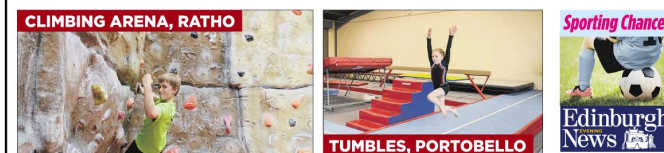
Stephane hints at a long stay 

SEE BACK PAGE



AINSLIE PARK **GRACEMOUNT**
JACK KANE CENTRE **VARIOUS GOLF COURSES**

GAME OVER?



CLIMBING ARENA, RATHO **TUMBLES, PORTOBELLO** **Sporting Chance**
Edinburgh News

Future of sports centres in doubt as city considers more funding cuts

IAN SWANSON
COUNCIL-RUN sports centres and golf courses could be shut down or handed over to community groups if swinging budget cuts are rubber-stamped by politicians. Officials have proposed the city council should slash its funding to arms-length company Edinburgh Leisure by as much as £500,000 a year.
Full story - Pages 8-9



**NHS
LOTHIAN
BOSS QUILTS**
SEE PAGE 6



'No plan' for city tourism
SEE PAGE 19



**What's
On in the
Capital**
SEE PAGE 29

Wellbeing as important as economic growth

FIRST MINISTER NICOLA STURGEON
- BBC News, 21.01.20

Why we all need a sport – 1 in 5 Scots don't walk for 20mins a month

- Scotsman, 13.11.19

Changing the Game to break a losing streak

- Scotland on Sunday, 23.11.19

June 2019



Sport participation in Scotland: trends and future prospects

Nicholas F Rowe



A report commissioned by the Observatory for Sport in Scotland

Sheffield Hallam University | Sport Industry Research Centre



Sports for the future: decline, growth, opportunity and challenge

Prof Simon Shibli



OBSERVATORY FOR SPORT IN SCOTLAND: ACADEMIC REVIEW PAPER

UNIVERSITY OF STIRLING



Sport and social inequality

Tess Kay

anger
abuse
depression
air
homeless
lifestyle

OBSERVATORY FOR SPORT IN SCOTLAND: ACADEMIC REVIEW PAPER

Sheffield Hallam University | Sport Industry Research Centre



Sport participation in Scotland: quantifying the benefits

Dr Larissa Davies



OBSERVATORY FOR SPORT IN SCOTLAND: ACADEMIC REVIEW PAPER



Scottish sport still in the starting blocks on gender challenge

Jane Dennehy
Gender Hub



UNIVERSITY of
STIRLING



Assessing the research needs of organisations involved in Community Sport in Scotland

John Taylor



UWS UNIVERSITY OF THE
WEST of SCOTLAND



Sports Participation and Ageing: Influence and Impact

Professor Richard Davison
and Dr Daryl Cowan

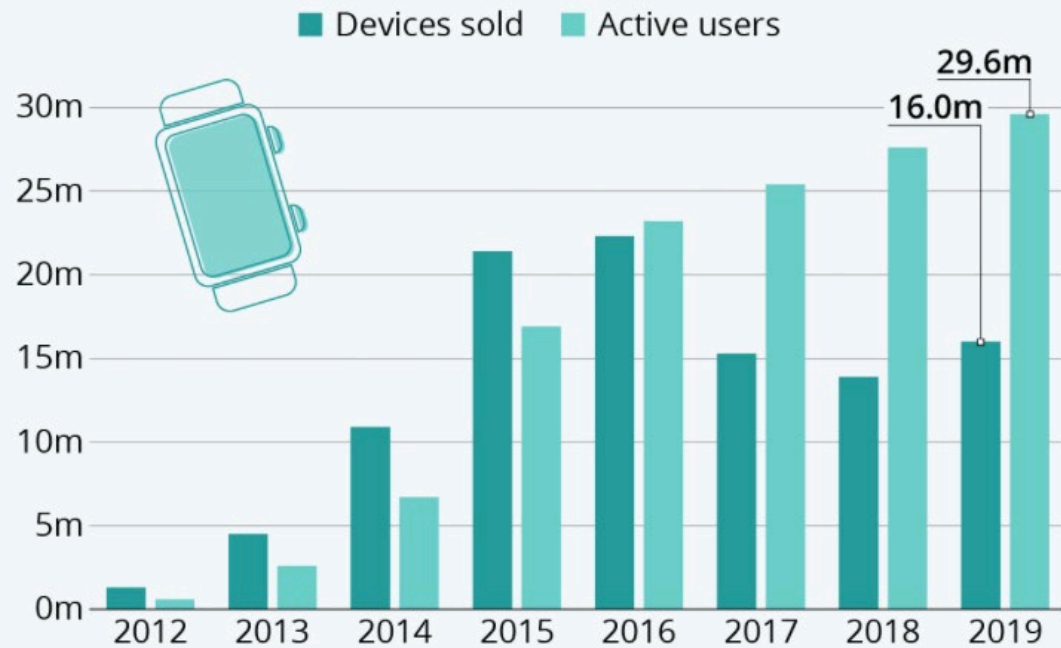




THE FUTURE —
WHY NOT?

Fitbit's Community Grows Amid Stalling Device Sales

Fitbit's worldwide device sales and active users



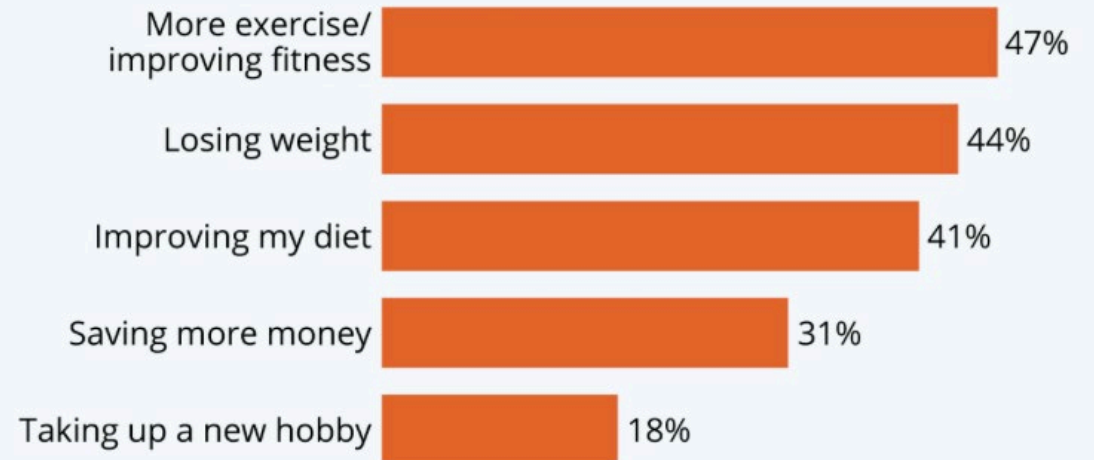
Source: Fitbit



statista

The most common New Year's resolutions for Brits

Most commonly cited New Year's resolutions in Great Britain in 2019



Full question: Which, if any, of the following New Year's resolutions have you ever made?
n=2,020 GB adults. Conducted 17-18 December 2019
Source: YouGov



statista

'Different & Better'

- New Zealand model
 - Netherlands model
 - Danish model
 - Scottish and UK model?

Communication

Public Affairs

Marketing

Lobbying

EVIDENCE

Case studies

One narrative

Influencing

2020-21 Research

- **New Models of Community Sport Delivery**
 - **'Motivating Sport in Scotland' National Survey**
 - **Sport and Disability**
 - **Girls and Women in Sport**
 - **'Sporting Capital'**

THANK YOU

DAVID FERGUSON

david@oss.scot

Tel: 07730 303477 @ObsSportScot