

## CULTURE AND SPORT PARTICIPATION – ROLE IN COMMUNITY COHESION AND COMMUNITY INVOLVEMENT

### A) FACTS AND FIGURES

1. The Taking Part survey shows that those participating in cultural activities were 20 per cent more likely to know '*many people*' in their neighbourhood and around 60 per cent more likely to believe that '*many of their neighbours can be trusted*'. Importantly these figures hold for those from lower socio-economic groups, with the *trust* figure still high at 40 per cent.  
(Taking Part, DCMS, 2006)
2. People who participate in cultural activities are more likely than the average citizen to have trust in the police, legal system, politicians and Parliament.  
(Culture, Participation and Civil Renewal, IPPR, 2006)
3. The Home Office Citizenship Survey suggested that sport and exercise are the single greatest contributor to social participation (51 per cent).  
(Home Office Citizenship Survey, 2001)
4. There is a significant link between participation in cultural activity and people being satisfied with the area in which they live. In inner city areas those who participated in culture were 10 per cent more likely to be satisfied with where they live, compared to those who did not participate.  
(DCMS, internal analysis of Taking Part survey data, 2007)
5. 70 per cent of young people believe that a lack of positive activities provision leads to more youth crime.  
(MORI, 2002)
6. When asked, activities for teenagers is the local issue that most people want to see improved (39 per cent).  
(Audit Commission, CPA – The Harder Test, 2007)
7. Around 80 per cent of people believe that participating in sport teaches respect for others and increases people's involvement in community activities. 76 per cent of people believe that participating in sporting activities reduces anti-social behaviour/crime amongst young people.  
(MORI research, 2004)
8. Evaluation of *Positive Futures*, a national sports-based inclusion programme has found: 72 per cent believe anti-social behaviour has fallen as a result; 78 per cent state that the programme has helped people improve the way that they relate to others; 63 per cent believe that local crime has fallen as a result of it.
9. Positive Activities for Young People (PAYP) project in Henbury, Bristol provided a mixture of sports, outdoor pursuits and cultural activity for a group of 12-18 year olds who had not been engaging in existing activity. The programme contributed to a reduction in anti-social behaviour complaints of 14.5 per cent and arson incidents by 28 per cent.  
(CRG Research Ltd, 2006)

10. The Arts Council England Splash Extra programme contributed to a 5.2 per cent decrease in crime in the areas where it operated, compared to those where it didn't operate.  
(Evaluation of Summer 2002 Splash Extra Scheme, ACE, 2003)
11. Participation in sport and increased social capital are linked at national and individual level – those who participate in sports are more likely to vote, contact a politician, sign a petition, have higher levels of social trust and life satisfaction. Membership of a sports club has the same impact on individual well-being as an increase in income of £3,600 per year.  
(Delaney and Keaney, 2005)
12. Of 243 adults that took part in six arts participation projects: 91 per cent made new friends; 84 per cent felt more confident about what they could do; 54 per cent had learned about other people's culture.  
(What's art got to do with it? Arts Council England, 2003)
13. The benefit of local art facilities and events: 63 per cent – create a sense of pride for local people; 61 per cent – provide a focal point for the community or give a sense of local identity; 56 per cent – improve quality of life for local people.  
(Jermyn H, The arts and social exclusion: a review prepared for Arts Council England, 2001)
14. 21 organisations with Millennium Festival Awards in London were asked about the impact of the awards: 76 per cent – better understanding of other cultures; 76 per cent – enhanced sense of community belonging; 67 per cent – developed pride in local community.  
(Jermyn H, Millennium Festival Funded Arts Projects in London, 2001)
15. Where artists have worked with communities to create work related to migration, culture and identity, 71 per cent of the participants felt that the project encouraged them to feel differently about other people and to have a greater awareness of other cultures and communities.  
(Bringing communities together through culture and sport, 2004) Joint DCMS, Home Office and NDPB delivery bodies publication)
16. 'Museums, libraries, and archives use new forms of engagement and participation to allow politicisation. They create powerful and meaningful messages because they work in relation to the visitor: 45 per cent of museum visitors agree that they felt more positive towards other people and their cultures and ideas as a result of their visit.  
(MLA & MORI, Renaissance in the Regions, 2003)
17. 81 per cent of teachers thought it either 'likely' or 'very likely' that their pupils had learned more about other people and communities as a result of their visit to museums of the Renaissance in the regions Hubs.  
(Hooper-Greenhill E et al, What did you learn at the museum today? Second study, 2005)

18. Over 89 per cent of visitors to archives in England believe that the domain contributes to society by strengthening family and community identity. (PF/Public Services Quality Group – Visitors Survey 2004)
19. Evaluation of the social impact of Heritage Lottery Funded projects has shown community benefits which have included: encouraging social inclusion – 42 per cent; improving inter-generational understanding – 42 per cent; and strengthening bonds of trust between communities or between communities and institutions – 39 per cent. (HLF, Social Impact of HLF projects, 2004-2005)
20. Local Heritage Initiative (2000-2006): closer links between community groups and local government across 79 per cent of groups surveyed; 80 per cent would undertake similar projects in the future. (English Heritage, Heritage Counts 2006)
21. 70 per cent of people say that they are interested in the history of the place where they live. (DCMS, Taking Part Survey, 2006)

## **B) SUPPORTING EVIDENCE**

### **ONS measurement**

22. In the UK, according to the ONS, measurement of social capital should include participation and social engagement. Social participation measurement could include '*number of cultural, leisure and social groups belonged to, involvement with voluntary organisations*'. These could be measured by frequency and intensity of involvement. (Harper R, The measurement of social capital in the UK, National Statistics, 2002)

### **Role of sports and culture**

23. Research demonstrates that sports and cultural organisations are among the social organisations most clearly associated with the formation of bridging social capital. Sports and cultural participation are seen as particularly useful as they are less problematic than membership of faith based societies. (Zmerl S (2003) *European Political Science* 2:3)
24. The State can support social capital formation by: i) providing extra-curricular or team-based volunteering activities; ii) A street and café culture could be actively encouraged: 314; iii) the active creation of sports teams... :322 '*Healthy communities need a balanced range of social capital.*' :289 (Halpern D (2005) *Social Capital*)
25. "*Bridging social capital is harder to create than bonding social capital, but it is especially important with the increasing social diversity of our communities. Arts and sport are very prominent domains for building bridging social capital. A particularly important quality is that they are non verbal so they can often allow people to begin on a more level playing field.*" (Putnam R (2005) *Culture, Sport and Social Capital* lecture to IPPR)

26. *“It is tempting to see the arts as peripheral to rebuilding community.... But a growing body of research suggests that the arts can be a valuable engine of civic renewal. Indeed, more and more arts institutions are directing substantial resources to that cause. The arts can nurture social capital by strengthening friendships, helping communities to understand and celebrate their heritage, and providing a safe way to discuss and solve difficult social problems.”*  
(Putnam R et al (2000) Better Together Report (Harvard University))
27. Community arts are one of the best ways to regenerate people as well as places, helping those who live in deprived areas believe in themselves and what they can do – as individuals and as a community. Self-confident communities are better equipped to make economic and social progress.  
(JRF, Arts and Regeneration)

### **Community cohesion – Ted Cattle**

28. *“Much more emphasis should be placed upon thematic programmes, with a more universal approach, rather than those locked on to particular geographic areas. This will lead to the possibility of programmes being designed to unite different communities. Thematic approaches might include, tackling drugs, **achievement through sports and arts programmes**, and literacy and basic skills development – across all communities.”* 5.5.8

*“Local partnerships should be asked to consider plans and funding applications specifically to address community cohesion in their area. We believe that imaginative approaches to this, for example, **through sports and arts programmes**, should be developed.”* 5.5.10

*“It is particularly important to target such programmes at younger people (though not exclusively so), as they are more receptive to change and their early views will shape their future lives. Some ideas which have been suggested to us include: Joint sports development (possibly through an integrated centre for some activities) arts, music and other cultural programmes.”* 5.5.74  
(Cattle T et al (2001) *Community Cohesion*)

29. Sporting and cultural opportunities can play an important part in re-engaging disaffected sections of the community, building shared social capital and grass roots leadership through improved cross-cultural action.  
(Denham Report, December 2001)

### **Social impact of participation in arts programmes**

30. Literature review provided evidence for variety of benefits to participation, including:
- Promote intercultural contact and co-operation
  - Strengthen community co-operation and networking
  - Help people feel a sense of belonging and involvement
  - Create community traditions in new towns or neighbourhoods.
  - Participation in the arts broadened the social networks of individuals as well as contributing to community development and social cohesion.
- (Matarosso F, *Use or Ornament? The Social Impact of Participation in Arts Programmes*, *Comedia*, 1997)

31. Participation in the arts in the UK has led to increased social engagement and understanding between citizens; as well as encouraging them to be more active and to have more pride in their own neighbourhoods.  
(Matarosso F, Opening up the china cabinet: Museums, inclusion and contemporary society, 2000)

## C) GOVERNMENT APPROACHES

### PM commitment

32. *'A nation that cares about art will not just be a better nation. In the early 21<sup>st</sup> century it will be a more successful one. **And a more cohesive one. Because art, more than any programmes of Government, worthy and necessary though those are, can make people consider, see things differently, understand where the other comes from***

*All of these areas – regeneration of places, identity politics, cohesion – are areas that government generally finds difficult. The cultural industries...achieve many of our objectives for us.'*

(Prime Minister, Culture Speech at Tate Modern, 6 March 2007)

### CLG approaches

33. Our strategy needs to consider new policy measures and approaches to promote common values and civic heritage... **fund arts and sports activities which support national cohesion** and cut across groups.... **Promote leisure and culture activities** that bridge divisions rather than reinforce them.... Focus on share community projects – [e.g.] cultural work :13 &14  
(DCLG (2007) *Policy Review: Cohesion Paper*)
34. *"And I agree, too, that the global changes that shape our lives are often best met with local solutions. It is locally - at the school gate, **in the library**, at the corner shop - that people from different backgrounds meet and talk."*  
(Rt. Hon. Ruth Kelly MP (2007))
35. *"It is also why the Olympics will be an important moment with many of our athletes competing against the best in the world - British athletes. British Asians, British Geordies, British Scots. And I willingly admit that, **no matter how hard I work in this job and however much I achieve, it will be nothing in comparison to the success my constituent Amir Khan is having in breaking down barriers and bringing people together.***

*Amir like his cousin Sajid Mahmood and his team-mate Monty Panesar, do more to demonstrate what being British is today than any number of speeches or initiatives from politicians. All proud of their country and being cheered on by their fellow citizens of all backgrounds.....*

*It is also locally that people from different backgrounds directly relate to each other. Where our shared values are developed through interaction. Where parents meet outside the school gate. Where we work together. Where there are shared spaces - whether **parks, museums, sports clubs, the local youth club** or just the public spaces that great urban design can create."*  
(Rt. Hon. Ruth Kelly MP (2006) *Speech to the CRE*)

### **Commission on Integration and Cohesion**

36. “Outside of education and employment, **sports, culture and leisure are key sites of possible interaction**. In particular, these social activities provide a common purpose and shared goals around which communities can unify.” :54

“30% of people thought that socialising outside of school or work encouraged mixing, and **22% thought that shared hobbies and sports clubs were important**. If one of our challenges is to improve the earlier statistic that suggested 42% of people did not mix with others at home, **social events and shared interests seems to provide that opportunity.**”

(Commission on Integration and Cohesion (2007) *Our Interim Statement*)

### **Renewal.net**

37. Sport and physical activity can help prevent crime and improve relationships between people of different racial, cultural and religious communities... Raising the quality of life through sport not only benefits participants but also on-lookers and provides opportunities for inter mixing and growing new networks. Involvement in sport and physical activity can result in greater community ownership and care of local facilities and resources, and can build capacity, skills and confidence in communities to enable them to tackle wider community issues. (Sport, Physical Activity and Renewal, Renewal.net)

### **Scottish Executive**

38. Participation in cultural and sporting activities has been shown to result in the gaining of new skills, improve informal and formal learning, increase self-confidence, self-esteem and a feeling of self-worth, improve or create social networks, enhance quality of life, promote social cohesion, personal and community empowerment, improve personal and local image, identity and a sense of well-being.

(A literature review of the evidence base for culture, the arts and sport policy, Scottish Executive, 2004)

### **Beacon Theme Guide – Culture and Sport for Hard to Reach Groups, DCLG, LGA**

39. ‘Cultural services play a crucial role in tackling social exclusion, encouraging healthier lifestyles, promoting safer communities and providing a focus for voluntary and community activity. We must ensure that the opportunity to take part in the full range of cultural activities is available to the whole community.’

(David Lammy Foreword, 2006)

### **‘Teaming Up, Joint Working between sport and neighbourhood renewal practitioners’, ODPM**

40. Sport can create ‘Stronger social networks and community cohesion. Sport brings people together and can give them access to new friends and networks. It can bring people from different ethnic and religious communities together. The experience of running sports activities can give communities the confidence to tackle wider issues.