

# Assessing the Economic Value of Sport for the Cornwall Economy

## Executive Summary



This report was commissioned by **Cornwall Sports Partnership** and carried out by AMOIN Consulting with support from **Sport England** and **Cornwall and the Isles of Scilly Local Enterprise Partnership** to measure the Economic value of Sport for Cornwall and the Isles of Scilly, and the economic impact of increasing the number of people participating in physical activity by **50,000**.

The results of the economic modelling highlight the significant contribution that sport makes to the Cornwall and Isles of Scilly economy.

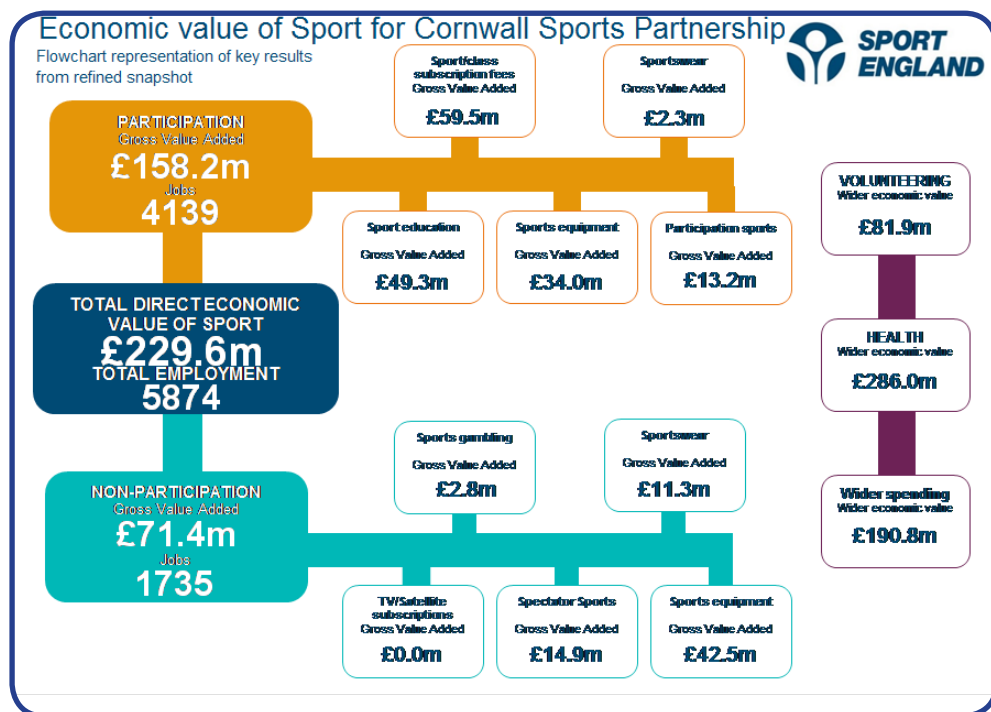


Each year the sector generates **£230m** of Gross Value Added (GVA) through sports related activity and a further **£191m** of wider spending by spectators and participants.

The industry currently supports **5,874** jobs within the local economy and provides further opportunities to support individual, social and community development through volunteering, which in turn has an economic value of **£82m** p.a.



The health benefits associated with participation in Sport are even greater. A potential cost savings arising from a reduction in demand for healthcare are in the region of **£48m** p.a. while the health benefits for individuals, measured through improved quality of life is **£238m**, generating total health benefits of some **£286m** p.a.



While we have not quantified all the wider benefits of sport within this report, there is a growing evidence base to support the knock-on effects and impacts associated with participation in physical activity.

**In addition to improved physical and mental health, these include reductions in:**



**Crime and youth offending**



**Increased educational attainment**



**Improved productivity**



**Individual, social and community development**

To improve the quality of life for residents within Cornwall and the Isles of Scilly and maximise the potential economic and social benefits associated with greater levels of participation, partners in the area – led by Cornwall Sports Partnership and the Wellbeing and Public Health Service of Cornwall Council - have developed an ambitious **Physical Activity Strategy** to assist



**50,000**  
**people to become**  
**more active by**  
**2020**

**Investment in the strategy and achievement of the targets set out within it, has the capacity to:**



**Increase the health benefits associated with sport to in excess of £900m over the next three years**



**generate £720m of GVA associated with sports related activities, and a further £570m through wider spectator and participant spending in the economy**









**support 6,702 jobs within the local economy, which represents the creation of an additional 828 jobs by 2020.**

## Recommendations

The key findings highlighted above demonstrate the important contribution that Sport makes to the local economy of Cornwall and the Isles of Scilly, and the potential to generate a significant level of public sector cost savings and other benefits through increased participation.

To realise these benefits in full, it is recommended that **Cornwall Sports Partnership**:

-  **Continue to promote the Physical Activity Strategy and the achievement of the targets within it, among key stakeholders across Cornwall and the Isles of Scilly**
-  **Work with partners (in particular Public Health and the CCG, the Local Authorities and Sport England) to refine the targets within the strategy and the approach to allocating resources to ensure maximum return on investment – i.e. targeting individuals who are currently inactive or at risk of becoming less active, and targeting areas of the county where health inequalities already exist**
-  **Use the evidence gathered in this report to secure funding to implement priority actions and interventions outlined in the strategy**
-  **Work with the LEP to establish and convene a regular business forum (i.e. sports/leisure/tourism) to identify potential opportunities to promote growth within the industry and its wider supply chain – e.g. through more effective marketing and promotion, skills development and funding**
-  **Continue to work with the relevant Local Authority Departments to ensure that increased participation and physical activity is embedded across policy agendas, for example early intervention and promotion of physical activity in schools; the provision of infrastructure; planning policy; and the promotion of linkages with culture/tourism**
-  **Develop a performance monitoring and evaluation plan which includes provision for the collection of primary data that can be used to quantify/evidence positive outcomes and impacts. The plan will also need to establish a mechanism for the collection of events data, participation rates, and volunteering in the industry – in conjunction with relevant partner agencies such as Visit Cornwall.**

For further information or a full copy of this report please contact **Mike Thomas** at **Cornwall Sports Partnership** on **E: [mithomas@cornwall.gov.uk](mailto:mithomas@cornwall.gov.uk)**