



PROMOTING SPORT PARTICIPATION AND PHYSICAL ACTIVITY IN EUROPE

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OUTLINE

1. Sport participation in Europe

2. Some findings

- Preference of sport participation
- Overall sport participation
- Context of sport participation
- Sport participation of women



3. Conclusion: *Sport for All* in Europe?



1. SPORT PARTICIPATION IN EUROPE

PROMOTING SPORT PARTICIPATION IN EUROPE

- From a welfare state perspective sport participation/inclusion in sport = human right (cfr. Sport for All Charter)
- Increasing participation/inclusion should be at core of any sport policy
- Variety of sport participation forms should be included/promoted

European Sport for All Charter

Principles for a policy of Sport for All

(Defined by the Conference of European Ministers responsible for Sport in Brussels (1975) under the title "European Sport for All Charter")

Article 1

Every individual shall have the right to participate in sport.

Article 2

Sport shall be encouraged as an important factor in human development and appropriate support shall be made available out of public funds.

Article 3

Sport, being an aspect of socio-cultural development, shall be related at local, regional and national levels to other areas of policy-making and planning such as education, health, social service, town and country planning, conservation, the arts and leisure services.

Article 4

Each government shall foster permanent and effective co-operation between public authorities and voluntary organisations and shall encourage the establishment of national machinery for the development and co-ordination of sport for all.

Article 5

Methods shall be sought to safeguard sport and sportsmen from exploitation for political, commercial or financial gain, and from practices that are abusive and debasing, including the unfair use of drugs.

Article 6

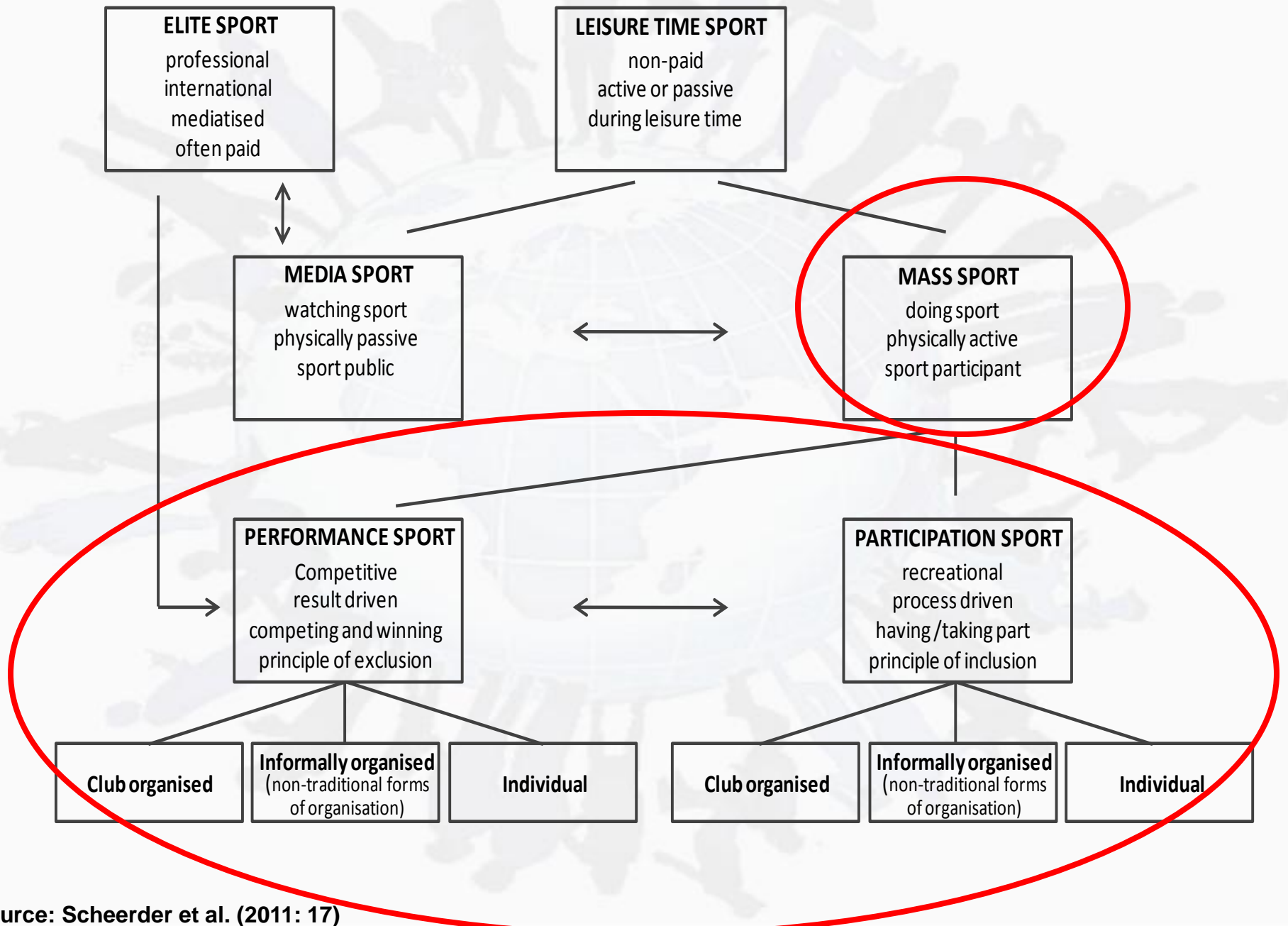
Since the scale of participation in sport is dependent, among other things, on the extent, the variety and the accessibility of facilities, the overall planning of facilities shall be accepted as a matter for public authorities, shall take account of local, regional and national requirements, and shall incorporate measures designed to ensure full use of both new and existing facilities.

Article 7

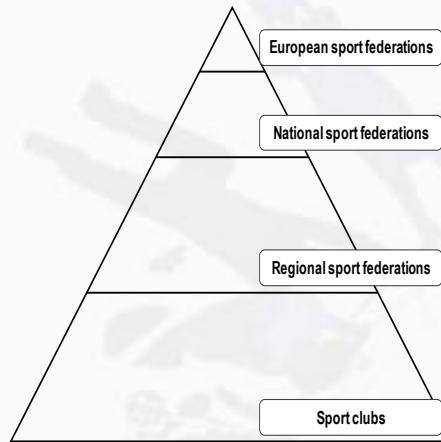
Measures, including legislation where appropriate, shall be introduced to ensure access to open country and water for the purpose of recreation.

Article 8

In any programme of sports development, the need for qualified personnel at all levels of administrative and technical management, leadership and coaching shall be recognised.



Pyramid Model of Sport



Source: European Commission (1999)

Church Model of Sport



Source: Scheerder et al. (2011)

SPORT PARTICIPATION RESEARCH IN EUROPE

- SPORT PARTICIPATION DATA
 - Strong need for basic data, f.i. benchmarks, facts&figures, monitors, ...
 - Available data rather rely on isolated research projects
 - Weaknesses wrt comparability / trends
- MEASURE project
 - *Meeting for European Sport Participation & Sport Culture Research* launched in 2010 by University of Leuven & Mulier Institute
 - 3 main goals:
 - **Increase** understanding of sport participation
 - **Improve** quality of sport participation data
 - **Exchange** knowledge and expertise
 - More information at www.measuresport.eu

UNDERSTANDING THE GAME
SPORT PARTICIPATION IN EUROPE

Facts, reflections and recommendations

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2011

In cooperation with

 **Hedera** | Health and demographic research
Ghent University

 **wjh mulier institute**

A free copy of the full version of the SPM10 report is available at
<http://faber.kuleuven.be/spm/>

The background of the slide features a large, light blue globe with a white grid of latitude and longitude lines. Surrounding the globe is a circular arrangement of numerous dark blue silhouettes of people in various dynamic poses, such as jumping, running, and stretching, suggesting a sense of global movement and activity.

2. SOME FINDINGS

Some general trends....

...with regard to sport preferences:

- large similarity in sport preferences among countries
- popularity of individual, recreational leisure-time sport activities
- importance of so-called 'LIGHT SPORTING COMMUNITIES'
- traditional club membership is under threat
- more and more people involved in non-competitive and non-organised sport

Sports Preference: walking (8 countries)

Country / Region	1	2	3	4	5
Austria					
Denmark	Walking	Running	Fitness	Aerobics	Swimming
England (UK)	Gym	Swimming	Football	Cycling	Athletics / running
Finland	Walking	Cycling	Gym / weight exercise	Cross country skiing	Jogging
Flanders (Belgium)	Running	Recreational cycling	Swimming	Fitness	Walking
France	Swimming	Cycling	Pétanque / bowling	Walking & trekking	Running / jogging
Germany	Cycling	Running	Fitness	Swimming	Gymnastics
Italy	Fitness / aerobics / gymnastics	Football	Swimming	Cycling	Running / jogging
The Netherlands	Swimming	Cycling	Fitness / aerobics	Running	Walking
Northern Ireland (UK)	Swimming / diving	Walking	Exercise bike / running machine / spinning class	Jogging	Dance
Poland	Cycling	Jogging / walking	Swimming	Football	Volleyball
Portugal					
Spain	Swimming	Football	Cycling	Fitness	Mountaineering
Switzerland	Cycling	Hiking / walking	Swimming	Downhill skiing	Running / jogging

Sports preference: fitness (9 countries)

Country / Region	1	2	3	4	5
Austria					
Denmark	Walking	Running	Fitness	Aerobics	Swimming
England (UK)	Gym	Swimming	Football	Cycling	Athletics / running
Finland	Walking	Cycling	Gym / weight exercise	Cross country skiing	Jogging
Flanders (Belgium)	Running	Recreational cycling	Swimming	Fitness	Walking
France	Swimming	Cycling	Pétanque / bowling	Walking & trekking	Running / jogging
Germany	Cycling	Running	Fitness	Swimming	Gymnastics
Italy	Fitness / aerobics / gymnastics	Football	Swimming	Cycling	Running / jogging
The Netherlands	Swimming	Cycling	Fitness / aerobics	Running	Walking
Northern Ireland (UK)	Swimming / diving	Walking	Exercise bike / running machine / spinning class	Jogging	Dance
Poland	Cycling	Jogging / walking	Swimming	Football	Volleyball
Portugal					
Spain	Swimming	Football	Cycling	Fitness	Mountaineering
Switzerland	Cycling	Hiking / walking	Swimming	Downhill skiing	Running / jogging

Sports preference: cycling (10 countries)

Country / Region	1	2	3	4	5
Austria					
Denmark	Walking	Running	Fitness	Aerobics	Swimming
England (UK)	Gym	Swimming	Football	Cycling	Athletics / running
Finland	Walking	Cycling	Gym / weight exercise	Cross country skiing	Jogging
Flanders (Belgium)	Running	Recreational cycling	Swimming	Fitness	Walking
France	Swimming	Cycling	Pétanque / bowling	Walking & trekking	Running / jogging
Germany	Cycling	Running	Fitness	Swimming	Gymnastics
Italy	Fitness / aerobics / gymnastics	Football	Swimming	Cycling	Running / jogging
The Netherlands	Swimming	Cycling	Fitness / aerobics	Running	Walking
Northern Ireland (UK)	Swimming / diving	Walking	Exercise bike / running machine / spinning class	Jogging	Dance
Poland	Cycling	Jogging / walking	Swimming	Football	Volleyball
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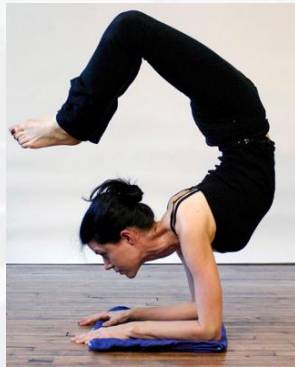
Sports preference: swimming (11 countries)

Country / Region	1	2	3	4	5
Austria					
Denmark	Walking	Running	Fitness	Aerobics	Swimming
England (UK)	Gym	Swimming	Football	Cycling	Athletics / running
Finland	Walking	Cycling	Gym / weight exercise	Cross country skiing	Jogging
Flanders (Belgium)	Running	Recreational cycling	Swimming	Fitness	Walking
France	Swimming	Cycling	Pétanque / bowling	Walking & trekking	Running / jogging
Germany	Cycling	Running	Fitness	Swimming	Gymnastics
Italy	Fitness / aerobics / gymnastics	Football	Swimming	Cycling	Running / jogging
The Netherlands	Swimming	Cycling	Fitness / aerobics	Running	Walking
Northern Ireland (UK)	Swimming / diving	Walking	Exercise bike / running machine / spinning class	Jogging	Dance
Poland	Cycling	Jogging / walking	Swimming	Football	Volleyball
Portugal					
Spain	Swimming	Football	Cycling	Fitness	Mountaineering
Switzerland	Cycling	Hiking / walking	Swimming	Downhill skiing	Running / jogging

Sports preference: running (11 countries)

Country / Region	1	2	3	4	5
Austria					
Denmark	Walking	Running	Fitness	Aerobics	Swimming
England (UK)	Gym	Swimming	Football	Cycling	Athletics / running
Finland	Walking	Cycling	Gym / weight exercise	Cross country skiing	Jogging
Flanders (Belgium)	Running	Recreational cycling	Swimming	Fitness	Walking
France	Swimming	Cycling	Pétanque / bowling	Walking & trekking	Running / jogging
Germany	Cycling	Running	Fitness	Swimming	Gymnastics
Italy	Fitness / aerobics / gymnastics	Football	Swimming	Cycling	Running / jogging
The Netherlands	Swimming	Cycling	Fitness / aerobics	Running	Walking
Northern Ireland (UK)	Swimming / diving	Walking	Exercise bike / running machine / spinning class	Jogging	Dance
Poland	Cycling	Jogging / walking	Swimming	Football	Volleyball
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SPORT FOR ALL IN EUROPE ?



EUROPE...?

Sweden

Germany

Spain



OVERALL SPORT PARTICIPATION



- Sport participation: from **few** to **a lot**

75,0%

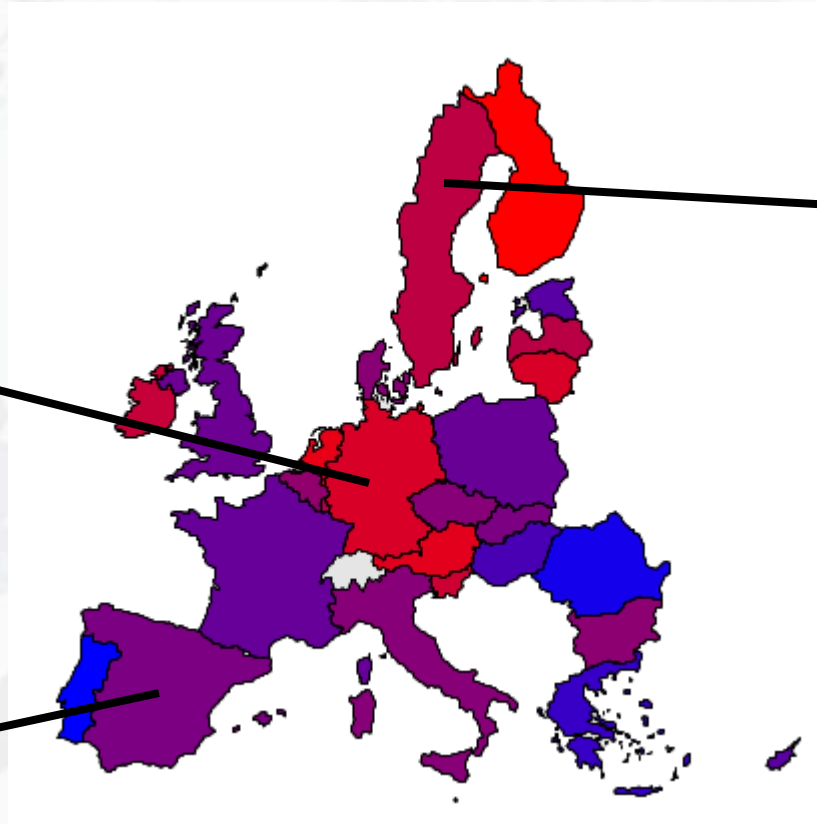


70,5%



EU-average: 60,4%

60,1%



CONTEXT OF SPORT PARTICIPATION:

(I) SPORTS CLUB



- Sport participation: from **few** to **a lot**

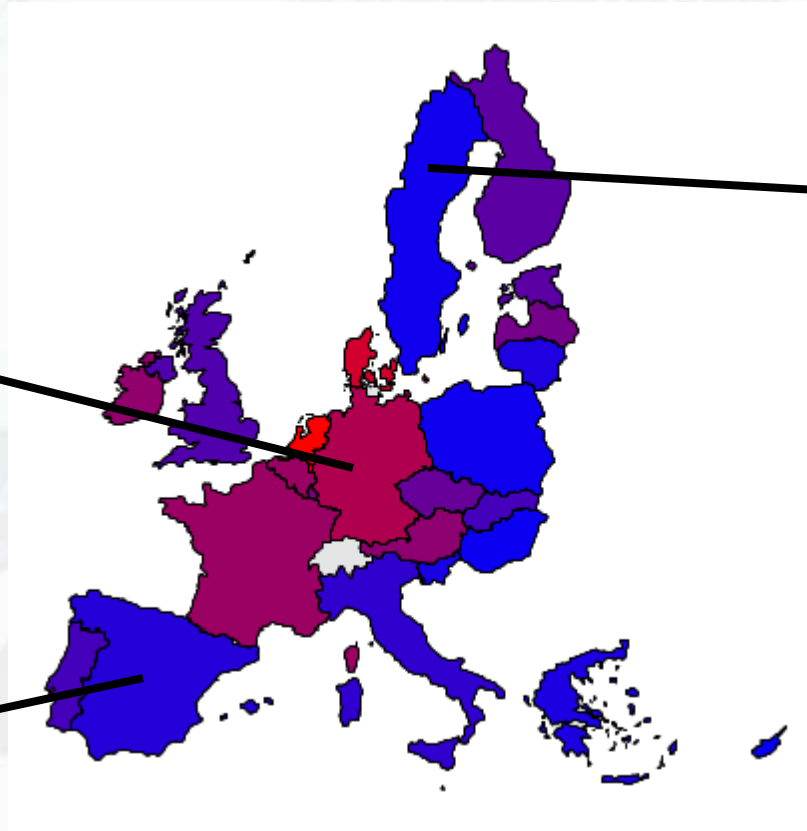
24,0%



5,6%



8,1%



EU-average: 13,8%

CONTEXT OF SPORT PARTICIPATION:

(II) FITNESS CENTER



- Sport participation: from **few** to **a lot**

12,1%

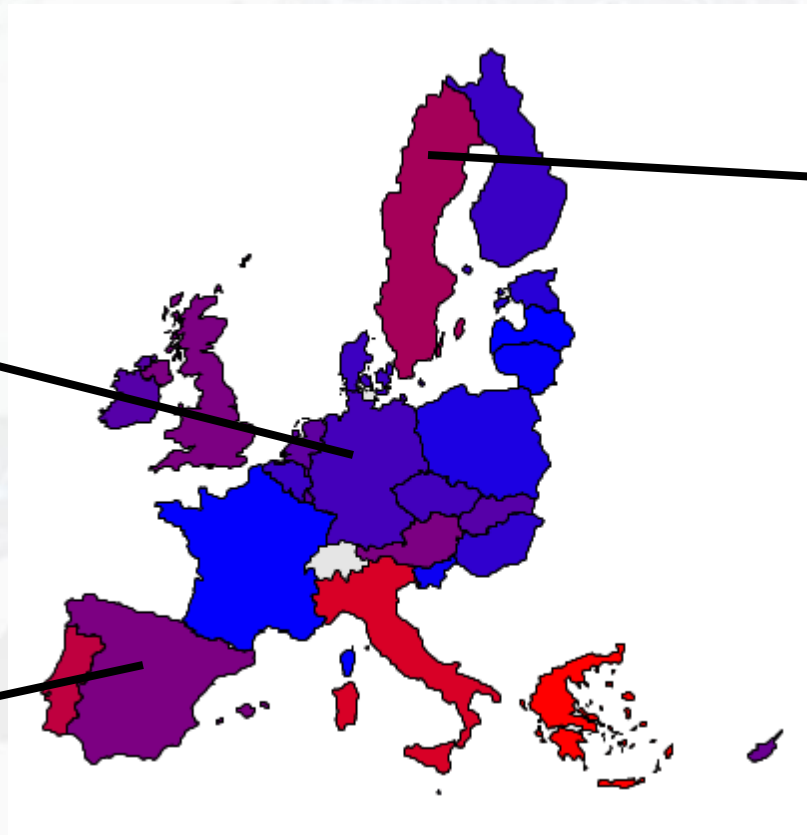


24,5%



EU-average: 14,3%

19,3%



CONTEXT OF SPORT PARTICIPATION:

(III) OTHER (NON-ORGANISED)



- Sport participation: from **few** to **a lot**

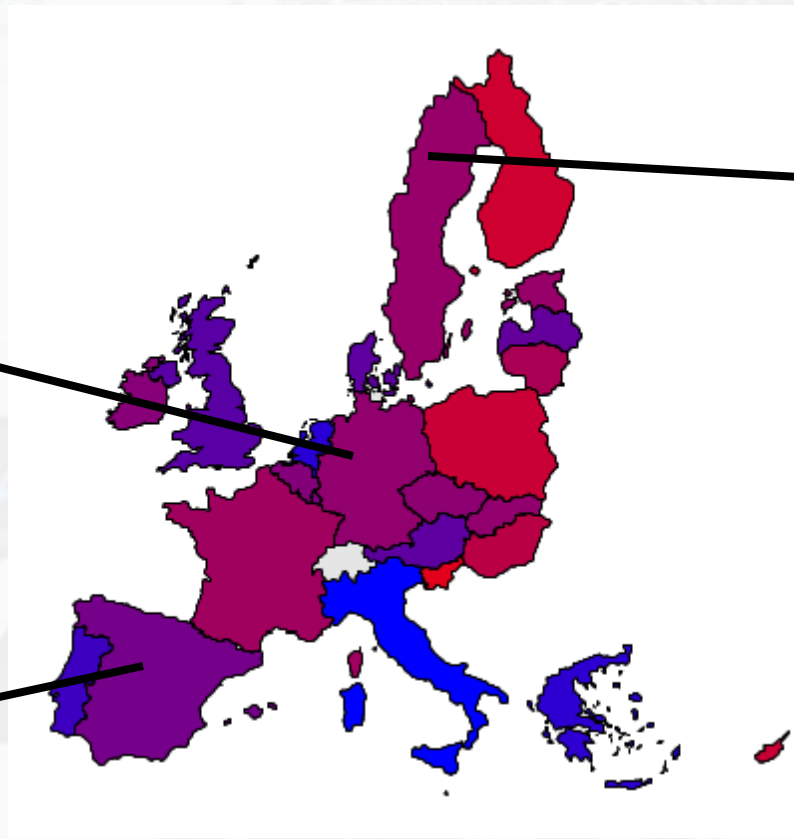
56,6%



57,4%



51,8%



EU-average: 54,7%

SPORTPARTICIPATION OF WOMEN



- Difference in sport participation between women and men ($\text{♀} - \text{♂}$): from **negative** to **positive**

-5%

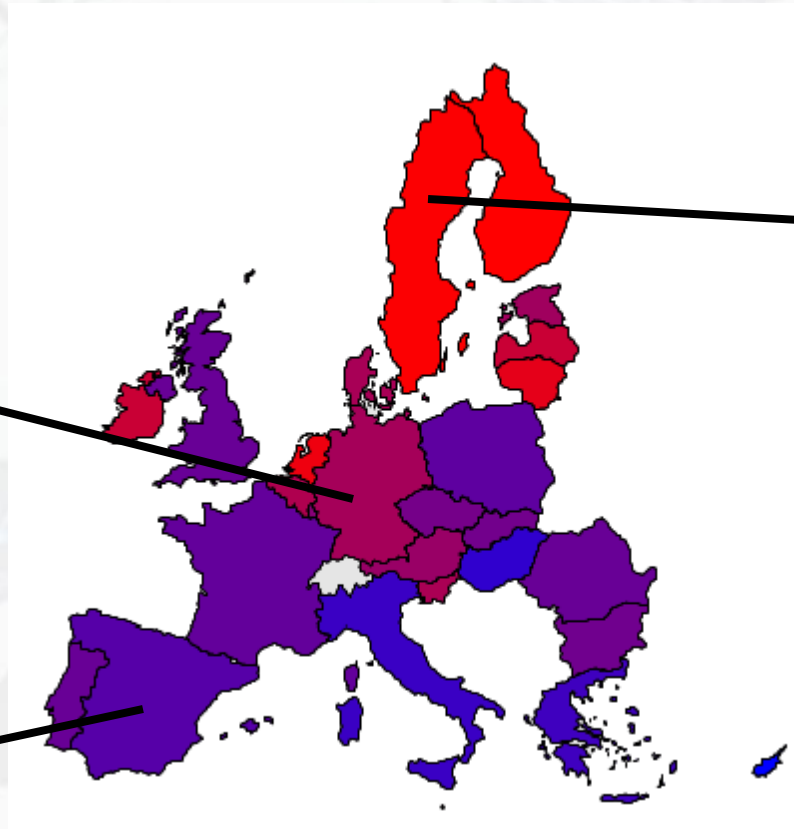


+2,3%



EU-average = -7,7%

-11,9%





3. CONCLUSION: SPORT FOR ALL IN EUROPE?

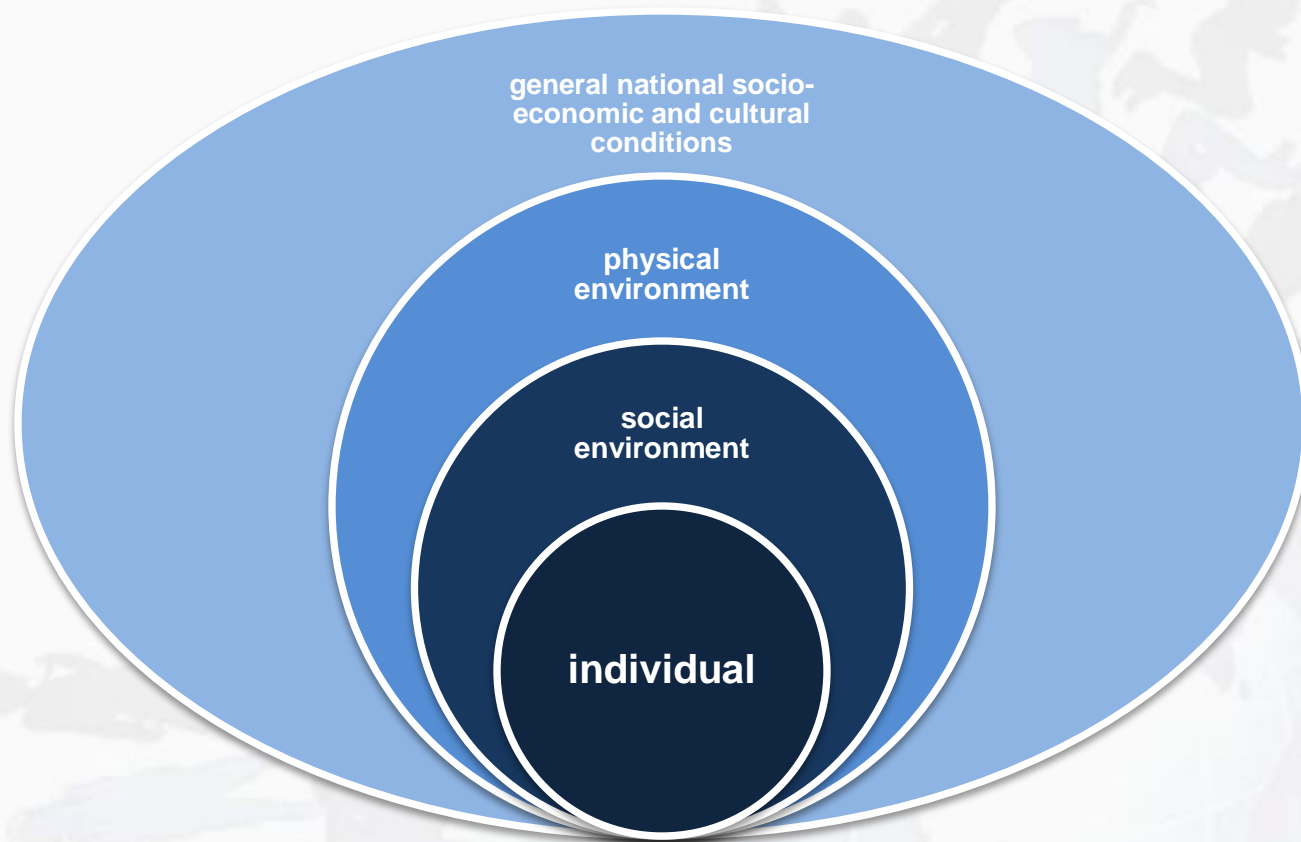
SPORT FOR ALL? No



○ Possible reasons:

- Fragmentation of sports culture → no uniform view on *Sport for All*
- Sport as element of health policy → behavioral change through mass media campaigns





○ Conclusion:

- Sport is a social phenomenon that finds place + gets significance within broader social context
- Need of policy actions on different levels