



Northern Culture  
All-Party Parliamentary Group

Co-Chairs  
James Daly MP  
Julie Elliott MP  
Alex Sobel MP

Vice-Chairs  
Jason McCartney MP  
Lord Storey CBE  
The Lord Bishop of Leeds  
The Lord Archbishop of York  
Tony Lloyd MP

Treasurer



## Non- Verbatim Minutes Evidence Session II Question of Sport Inquiry 14<sup>th</sup> December 2022

**James Daly MP**, Co-Chair, Northern Culture APPG

- Chair welcomed and introduced the panel and posed questions from the audience throughout.

**Chris Boardman MBE**, Olympic Gold Medallist, Chair of Sport England and Active Travel Commissioner

- Illustrated how sport is so vital as it takes pressure on the NHS, helps to improve productivity, and brings families together.
- Pointed out how sport been a valued part of society for thousands of years.
- Explained how the approach of Sport England targets resources at places where it is most needed - expanding a place-based approach to increase uptake of sport - which is often in the North. For example, half a billion of funding had been sent to system partners to tackle inequalities and remove barriers in communities.
- Made the point that sport needs to be targeted across government and to widen government agendas, to connect sport and activity, so that it is not just in the remit of DCMS - but also health, transport, DLUHC and education,
- Pointed out how a third of people don't relate to the word sport.
- Explained how in his role, he tries to take a bottom-up approach as opposed to an elitist one, which many people expected of him given his background. In his role he has tried to improve coordination, for example, to show that X isn't doing Y.
- Gave the evidence that the collective value of sport is around £85 billion.
- Illustrated how when he was younger, sport enabled him to gain self-worth, and it has the ability to do similar to improve people's lives.

**Rick Parry**, Chair, English Football League

- Explained how football began in the North of England, and it provides a regional powerhouse of the game.
- Showed how it was vital that we secure a sustainable future for all of our clubs, which can have local ownership.
- Illustrated that football is aligned with levelling up because it resonates with pride in place.
- Illustrated his hopes that the fan-led review would be implemented in full by parliamentarians.
- Highlighted the need for redistribution of revenues, and improved regulation to make sure that clubs do not become insolvent.
- Explained how the gap between the different leagues has widened, as in 1993, the Premier League turnover was £43m, but now £3.2 billion – a 70-fold increase - whereas in this same time period, the Championship only improved revenue by 6%.



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## **Baroness Tanni Grey-Thompson, Paralympic Gold Medallist and Chair of Sport Wales**

- Explained how sport means a multitude of things to different people - echoing Chris' sentiment - but sadly it never gets up the political agenda.
- Highlighted how there are high levels of inactivity in our country, so one way to change this is to change the patterns of behaviour at grassroots level.
- Pointed out how to bring delegations of education, sport and transport together, is very difficult.
- Explained how 80% of women are not fit enough to be healthy, and that we need to find the solutions through sport, which has the power to change the world by unifying.
- Stressed the importance to get safeguarding right, as coaches and volunteers are vital to the successful running of sport activities.
- Explained how children can lose up to 75% of fitness over summer holidays. This was worse during covid, and for many disadvantaged children they will never get this back.
- Highlighted how for every pound invested in sport can lead to savings of £3 from the costs of the criminal justice system and NHS.
- Physical activity is the miracle cure to health! Whilst GPs prescribe statins because it is quick and easy, we have to empower people to change their behaviour.
- Echoed Chris' suggestion to take taking sport out of DCMS and into Health as a way of changing the conversation.
- Admitted that there is a challenge with inclusivity and diversity. There is not enough women on boards, but barely any disabled people on boards either.
- Physical literacy needs to compliment physical sport, as a way to make people want to do it.