



Thank you for visiting UK Sport's Public Consultation on its future funding strategy which will come into effect in April 2021 post the Tokyo Games. We want to ensure that the strategic review for our future funding strategy acknowledges the views of all those with an opinion on UK Sport's future vision and funding strategy.

This consultation will allow UK Sport to identify which aspects of its investment policy are viewed as most important in shaping success, what this should look like and how these should be measured in the future.

We very much appreciate your feedback and the time you are taking to participate in this consultation.

Understanding UK Sport's role

UK Sport is the nation's high performance sports agency, its current vision and mission is to inspire the nation by driving and showcasing British medal success on the world stage. Over recent years, UK Sport has taken the strategic decision that the most impactful way of delivering on this vision is to invest in Olympic and Paralympic sports, with a priority to support athletes to deliver medal success at the Olympic and Paralympic Games.

A core responsibility for UK Sport as set out in its Royal Charter is to use Government and National Lottery funding for "**the achievement of excellence**" by athletes or teams representing the United Kingdom in sport.

With the remit to focus on the 'elite end' of Britain's sporting pathway, UK Sport has **no direct involvement** or Government directive in developing community, school and grassroots sport. Separate organisations have responsibility for increasing activity and engagement in community level and grassroots sport and supporting emerging talent - organisations such as Sport England, Sport Wales, Sport Scotland and Sport Northern Ireland.



Since 2006 UK Sport has worked with sport organisations (typically National Governing Bodies of sport such as British Rowing, UK Athletics, GB Boxing, British Wheelchair Basketball, British Swimming etc.) and partners (such as Sport England, Sport Wales, Sport Scotland and Sport Northern Ireland, the English, Scottish, Welsh institutes of sport and the sports Institute for Northern Ireland, the British Olympic Association and British Paralympic Association etc.) to support athletes to deliver medal success at the **Olympic and Paralympic Games**.

Since the investment policy was first introduced, Great Britain and Northern Ireland has achieved increasing medal success at each Summer and Winter Games that has followed.



UK Sport's current investment policy focuses on funding Olympic and Paralympic sports only and funding British athletes/teams competing in Olympic and Paralympic disciplines who have the most credible and realistic chance of winning medals at future Olympic/Paralympic Games.

UK Sport is also the government's appointed Major Event agency responsible for working with sport rights holders to support their bidding and hosting of major sporting events in the UK; increasing sporting influence internationally; and promoting sporting conduct, ethics and diversity. **This area of UK Sport's work is however not in the scope of this particular consultation.**

Completing the consultation

This consultation includes questions where we would like you to select your answer from a series of possible suggestions as well as opportunities to freely write about your views.

To ensure that the consultation is impartially analysed, two independent consultation agencies, Future Thinking and The Sports Consultancy, have been commissioned by UK Sport to deliver this part of our review.

In line with the Market Research Society Code of Conduct and General Data Protection Regulation (GDPR), all your responses will remain anonymous and you will not be identified to UK Sport, unless you request to release your data. If you change your mind or wish to amend your details, please contact Future Thinking. Full details of how to contact them and assert your rights are available from their Privacy Policy <https://futurethinking.com/privacy-policy/>.

We really value your participation and hope you find this survey interesting. It should take you no longer than 10 minutes to complete.

Please click next to begin the consultation. By clicking, you agree to participate in the consultation by UK Sport to help their strategic review for their future funding strategy post the Tokyo Games starting in April 2021.

Consultation

So we can ask you the most relevant questions, firstly we would like to know a bit more about you.

Q1. Which of the following best describes how you are responding to this consultation?

Please select one option only

1. Responding individually as a member of the public
2. Responding formally on behalf of a group or organisation
3. Responding as an individual affiliated **professionally** with a sporting body
4. Responding as an individual affiliated **personally/socially** with a sporting body
5. Other (please write in)

ANSWER IF CODE 2 AT Q1

Q2. Which group or organisation are you representing? Please write in

ANSWER IF CODES 3 OR 4 AT Q1

Q3. Which sporting body are you affiliated with? Please write in

ANSWER IF CODES 2 OR 3 AT Q1

Q4. And what is your job title/role? Please write in

WHAT INSPIRES?

UK Sport's vision is a nation inspired by Olympic and Paralympic success

Q5. What example(s) can you give of how an international sport, an athlete, team or event has inspired you?

Please write in

Don't know

I have no examples

Q6. And what wider effect or impact do you think this has had?

Please write in

Don't know

No impact

Q7. To what extent do the following inspire you?

Please rate each option using a scale of 0 – 10 where 10 means extremely inspirational and 0 means not at all inspirational

1. Team GB / ParalympicsGB achieving or beating their medal target at the Olympic and Paralympic Games
2. Team GB/ ParalympicsGB maintaining a top 3 position in the medal table at the Olympic and Paralympic Games
3. England, Scotland, Wales, Northern Ireland teams achieving or beating previous achievement at other global sporting events (e.g. Commonwealth Games; World Championships, international events etc.)
4. Individual sports achieving or beating their specific medal target at the Olympic and Paralympic Games
5. Individual sports achieving their own goals at other global sporting events (goals that may not necessarily be medals)
6. British athletes achieving their own individual goals at the Olympic and Paralympic Games (whether this is winning gold, silver, bronze or making the final, achieving a personal best, breaking a world record etc.)
7. English, Scottish, Welsh and Northern Irish athletes achieving their own individual goals at other global sporting events (whether this is winning gold, silver, bronze or making the final, achieving a personal best, breaking a world record etc.)
8. Lesser known sports achieving success
9. The number and variety of sports being funded to compete internationally (i.e. do you think the higher the number of sports funded, the greater the inspirational impact)
10. Diversity across British athletes competing internationally (age, identified gender, social and economic background, sexual orientation, ethnicity etc.)
11. British athletes raising awareness of sport and sharing experiences/knowledge with society (e.g. through local volunteering, visiting schools etc)
12. British athletes overcoming adversity to compete internationally
13. British athletes becoming role models within society
14. British team sports being able to compete internationally (not necessarily winning medals)
15. British athletes succeeding in sports that a large number of people play or follow

Q8. And which of these inspires you **the most**?
Please select one only

1. Team GB / ParalympicsGB achieving or beating their medal target at the Olympic and Paralympic Games
2. Team GB/ ParalympicsGB maintaining a top 3 position in the medal table at the Olympic and Paralympic Games
3. England, Scotland, Wales, Northern Ireland teams achieving or beating previous achievement at other global sporting events (e.g. Commonwealth Games; World Championships, international events etc.)
4. Individual sports achieving or beating their specific medal target at the Olympic and Paralympic Games
5. Individual sports achieving their own goals at other global sporting events (goals that may not necessarily be medals)
6. British athletes achieving their own individual goals at the Olympic and Paralympic Games (whether this is winning gold, silver, bronze or making the final, achieving a personal best, breaking a world record etc.)
7. English, Scottish, Welsh and Northern Irish athletes achieving their own individual goals at other global sporting events (whether this is winning gold, silver, bronze or making the final, achieving a personal best, breaking a world record etc.)
8. Lesser known sports achieving success
9. The number and variety of sports being funded to compete internationally (i.e. do you think the higher the number of sports funded, the greater the inspirational impact)
10. Diversity across British athletes competing internationally (age, identified gender, social and economic background, sexual orientation, ethnicity etc.)
11. British athletes raising awareness of sport and sharing experiences/knowledge with society (e.g. through local volunteering, visiting schools etc)
12. British athletes overcoming adversity to compete internationally
13. British athletes becoming role models within society
14. British team sports being able to compete internationally (not necessarily winning medals)
15. British athletes succeeding in sports that a large number of people play or follow
16. No overall preference

Q9. Which of the following, if any, do you think are the most likely outcomes for a nation inspired by British sporting success?

Please choose up to three potential impacts only

1. *Pride in the achievement of our athletes*
2. *Pride in Great Britain and NI generally*
3. *Greater social cohesion across communities (on a local and / or national basis)*
4. *Increase in people becoming more active generally (but not necessarily through organised sport)*
5. *Increase in people participating in organised sport*
6. *Increase in people's mental well-being through participation in sports/activity*
7. *Increase in people exploring ways to become an international level athlete*
8. *Increase in people getting organisationally involved with sport, sporting bodies, sporting events etc (e.g. working in the sector, volunteering at events...)*
9. *Increase in people more generally contributing to their community (e.g. volunteering or charity work not necessarily in the sports sector)*
10. *Enhancing Great Britain and NI's status on the world-stage*
11. *Increase in local and national economy (e.g. through increased tourism, new direct investment in the UK etc.)*
12. *Increased demand for and investment in new sports facilities and clubs*
13. *Other (please write in)*
14. *Don't know*

Q10. Thinking ahead to the future, is there anything else you want to say about how international sport, international level athletes and sporting events can be inspirational or more inspirational?

Please write in

Don't know

Nothing else

What is success?

We asked you to describe your views on how international sporting success can inspire members of the British public. We would now like you to consider what it means to you for Great Britain and Northern Ireland to achieve “**success**” at an international level. When considering this question, you may consider “inspiration” and “success” to share some, all or none of the same attributes.

Q11. *What example(s) can you give of how an international sport, athlete or event has been successful?*

Please write in

Don't know

I have no examples

Q12. *And what wider effect or impact do you think this has had?*

Please write in

Don't know

No impact

Q13. To what extent do you think each of the following are a good measure of success for UK Sport's investment policy?

Please rate each option using a scale of 0 – 10 where 10 means extremely good measure and 0 means extremely poor measure

1. Team GB / ParalympicsGB achieving or beating their medal target at the Olympics and Paralympics
2. Team GB/ ParalympicsGB maintaining a top 3 position on the medal table
3. England, Scotland, Wales, Northern Ireland teams achieving or beating previous achievement at other global sporting events (e.g. Commonwealth Games; World Championships, international events etc.)
4. Individual sports achieving or beating their specific medal target at the Olympics and Paralympics Games
5. Individual sports achieving their own goals at other global sporting events (goals that may not necessarily be medals)
6. British athletes achieving their own individual goals at the Olympics and Paralympics (whether this is winning gold, silver, bronze or making the final, achieving a personal best, breaking a world record etc.)
7. English, Scottish, Welsh and Northern Irish athletes achieving their own individual goals at other global sporting events (whether this is winning gold, silver, bronze or making the final, achieving a personal best, breaking a world record etc.)
8. Lesser known sports achieving success
9. The number and variety of sports being funded to compete internationally (i.e. do you think the higher the number of sports funded, the greater the success)
10. Diversity across British athletes competing internationally (age, identified gender, social and economic background, sexual orientation, ethnicity etc.)
11. British athletes raising awareness of sport and sharing experiences/knowledge with society (e.g. through volunteering, visiting schools etc)
12. British athletes overcoming adversity to compete internationally
13. British athletes becoming role models within society
14. British team sports being able to compete internationally (not necessarily winning medals)
15. British athletes succeeding in sports that a large number of people play or follow

Q14. And which of these do you think is the **MOST** important measure of success for UK Sport's investment?

Please select one only

1. Team GB / ParalympicsGB achieving or beating their medal target at the Olympics and Paralympics
2. Team GB/ ParalympicsGB maintaining a top 3 position on the medal table
3. England, Scotland, Wales, Northern Ireland teams achieving or beating previous achievement at other global sporting events (e.g. Commonwealth Games; World Championships, international events etc.)
4. Individual sports achieving or beating their specific medal target at the Olympics and Paralympics Games
5. Individual sports achieving their own goals at other global sporting events (goals that may not necessarily be medals)
6. British athletes achieving their own individual goals at the Olympics and Paralympics (whether this is winning gold, silver, bronze or making the final, achieving a personal best, breaking a world record etc.)
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8. Lesser known sports achieving success
9. The number and variety of sports being funded to compete internationally (i.e. do you think the higher the number of sports funded, the greater the success)
10. Diversity across British athletes competing internationally (age, identified gender, social and economic background, sexual orientation, ethnicity etc.)
11. British athletes raising awareness of sport and sharing experiences/knowledge with society (e.g. through volunteering, visiting schools etc)
12. British athletes overcoming adversity to compete internationally
13. British athletes becoming role models within society
14. British team sports being able to compete internationally (not necessarily winning medals)
15. British athletes succeeding in sports that a large number of people play or follow
16. No overall preference

Q15. Are there any other measures of success that could be considered?

Please write in

Don't know

Nothing else

Funding Strategy

Professional sports such as football, golf, tennis and rugby have their own funding structures to support their athletes and teams in international competitions. Other sports, particularly those which are represented in amateur events such as the Olympics, Paralympics and Commonwealth Games are heavily dependent on government and National Lottery funding to be able to compete internationally.

UK Sport assesses which sports - currently Olympic and Paralympic sports - will receive funding. This assessment is based on a range of factors of which the most critical is the potential for athletes and/or teams to win a medal at future Olympic and Paralympic Games.

We will ask you over the next few questions about your opinions on this current funding structure. **Please remember that UK Sport has no responsibility, direct involvement or government directive in community, school and grassroots sport which are the responsibility of other organisations.**

Q16. *In terms of being **inspirational**, what are the positive factors of the current investment policy (where medal potential at future Olympics and Paralympics Games is the primary focus)?*

Please write in

Don't know

Nothing

Q16a. *In terms of **delivering success**, what are the positive factors of the current investment policy (where medal potential at future Olympics and Paralympics Games is the primary focus)?*

Please write in

Don't know

Nothing

Q17. *And in terms of being **inspirational**, what are the negative factors of the current investment policy (where medal potential at future Olympics and Paralympic Games is the primary focus)?*

Please write in

Don't know

Nothing

Q17b. And in terms of **delivering success**, what are the negative factors of the current investment policy (where medal potential at future Olympics and Paralympic Games is the primary focus)?

Please write in

Don't know

Nothing

Q18. To what extent do you agree or disagree that medal success at the Olympics and Paralympic Games should continue to be UK Sport's primary focus?

Please use a scale of 0 – 10 where 10 means strongly agree and 0 means strongly disagree

ANSWER IF SCORING 0-4 AT Q18

Q19. You disagreed that medal success at the Olympics and Paralympics should continue to be UK Sport's primary focus for international success.

a) Why do you disagree?

b) What alternative focus would you like UK Sport to have?

Please write in

With a fixed amount of investment to distribute to sports, a change to the current investment policy such as an equal distribution of funding for all sports could have direct consequences. For instance, it may include proportionately less support and funding for sports which are likely to deliver success and therefore the potential for far fewer medals at international events such as the Olympic and Paralympic Games but it might mean funding sports which more people play but where historically medal success is more challenging.

Q20. To what extent do you agree or disagree that, medal success at the Olympics and Paralympic Games should continue to be UK Sport's primary focus?

Please use a scale of 0 – 10 where 10 means strongly agree and 0 means strongly disagree

Q21. *Thinking about the future, to what extent do you agree or disagree with each of the following?*

Please use a scale of 0 – 10 where 10 means strongly agree and 0 means strongly disagree

- a) *UK Sport should continue to invest in sports with the greatest chance of medal success*
- b) *Investment in summer sports should be prioritised over winter sports*
- c) *Investment in team sports should be prioritised over individual athletes*
- d) *Investment in sports that have a greater appeal to the public should be prioritised over lesser known/supported sports*
- e) *Investment in sports which have a higher level of local and national social and economic impact should be prioritised over those with a lower level of return*
- f) *Investment in a sport that is less professionalised / commercialised should take priority over investment in highly professional / commercialised sport*

Q22. *Do you have any further ideas or views on what UK Sport can do to improve its investment approach into helping athletes and teams to achieve sporting success at an international level?*

Please write in

Don't know

Nothing else

Final Questions

So we can conduct a thorough evaluation of responses to the consultation, we would be grateful if you could complete the final few questions about you.

Q23. *Gender Please select one option only*

1. *Male*
2. *Female*
3. *Prefer not to say*

ANSWER IF CODES 2 OR 3 AT Q1

Q24. *How long have you been in your current role?*

Please select one option only

1. *< 6 months*
2. *6-11 months*
3. *1-3 years*
4. *4-5 years*
5. *6-7 years*
6. *8-9 years*
7. *10+ years*
8. *Not applicable*
9. *Prefer not to say*

ANSWER IF CODES 2 OR 3 AT Q1

Q25. *Are you happy for **your organisation** to be identified as participating in this consultation?*

Please select which options apply

1. *Yes, publicly*
2. *Yes, to UK Sport*
3. *No*

ANSWER IF CODE 1 AND/OR 2 AT Q25

Q26. *And are you happy for your comments and responses to be attributed to **your organisation**?*

Please select which options apply

1. *Yes, publicly*
2. *Yes, to UK Sport*
3. *No*

ANSWER IF CODES 2 OR 3 AT Q1

Q27. Are you happy to be **individually** identified as participating in this consultation as a representative of your organisation?

Please select which options apply

1. Yes, publicly
2. Yes, to UK Sport
3. No

ANSWER IF CODE 1 AND/OR 2 AT Q27

Q28. And are you happy for your comments and responses to be attributed to you **individually**?

Please select which options apply

1. Yes, publicly
2. Yes, to UK Sport
3. No

ANSWER IF CODES 1, 4 OR 5 AT Q1

Q29. Please select your age band.

Please select one option only

1. 16 – 17
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+
9. Prefer not to say

ANSWER IF CODES 1, 4 OR 5 AT Q1

Q30. *How would you describe your National Identity?*

Please select one option only

1. *English*
2. *Welsh*
3. *Scottish*
4. *Northern Irish*
5. *British*
6. *Other (please write in)*
7. *Prefer not to say*

ANSWER IF CODES 1, 4 OR 5 AT Q1

Q31. *Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?*

Please select one option only

1. *Yes, limited a lot*
2. *Yes, limited a little*
3. *No*
4. *Prefer not to say*

ANSWER IF CODES 1 OR 2 AT Q27 OR Q28

Q33. *Thank you for agreeing to be identified as participating in this research, please can you confirm your name.*

Please write in

Thank you for taking the time to take part in this important consultation. Your input will be considered by The Board and Executive Team at UK Sport as part of the overall strategy review into UK Sport's future funding strategy consultation.