

THE CREDIT



Sport and the recession; bad news or good?



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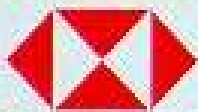




The Royal Bank of Scotland



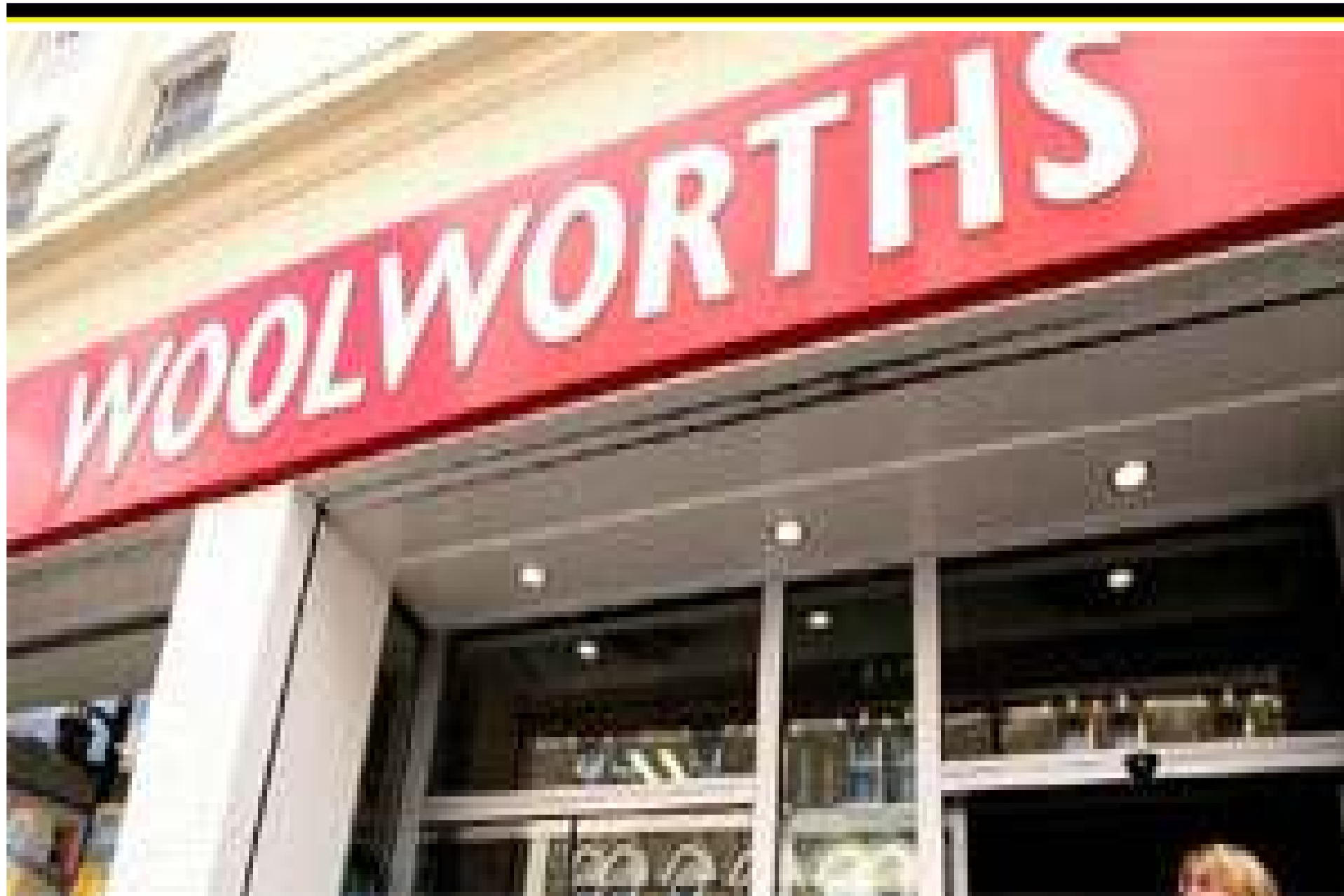
HSBC



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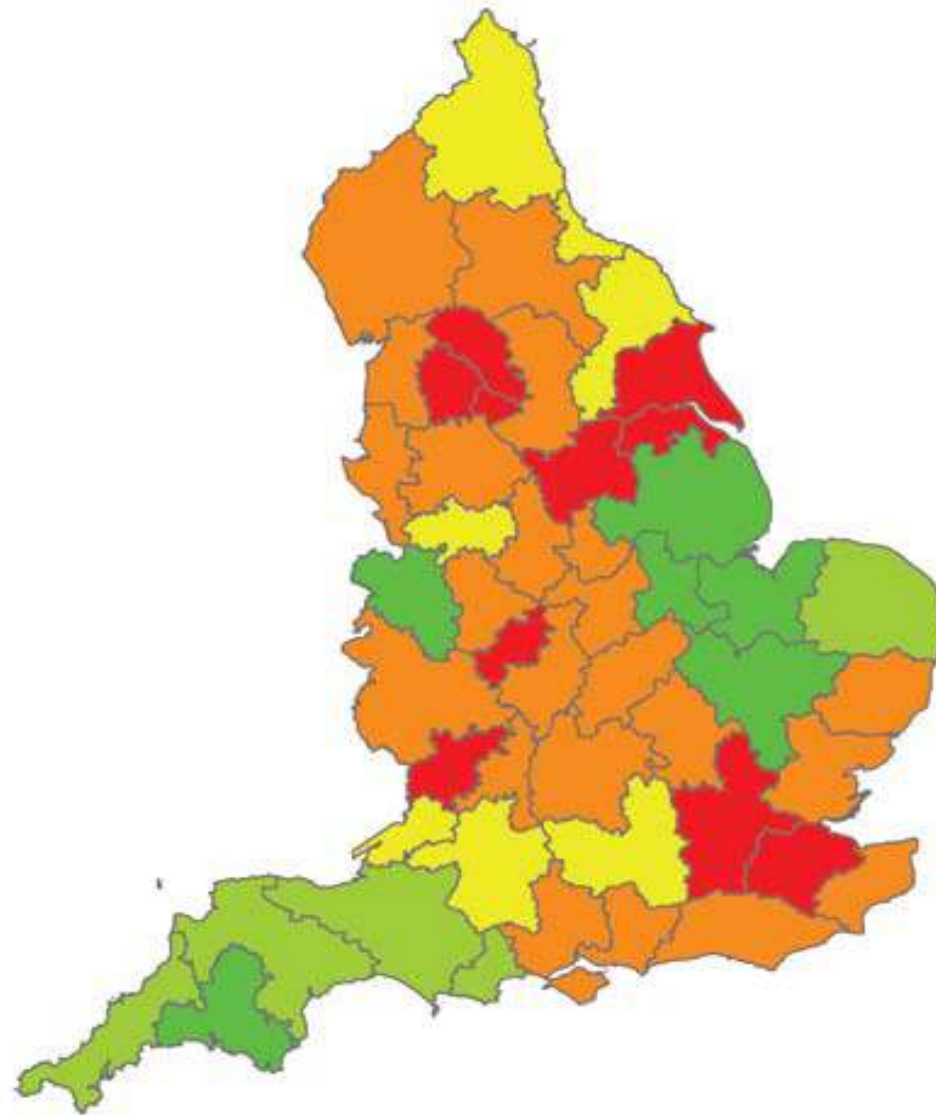


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1. Introduction

2. Objectives

3. Methodology

4. Results

5. Discussion

6. Conclusion

Sports Related Consumer Expenditure

**Sports Goods
37.8%**

**Sport Services
62.2%**

**Sport clothing
and footwear
20.2%**

Participant sports 9.4%

**Sport equipment
7.4%**

Health and fitness 10.5%

Spectator sports 3.5%

**Sport related
publications 2.8%**

Sport TV & DVDs 13.4%

Sport related travel 8.2%

Boats 7.5%

Sport gambling 14.8%

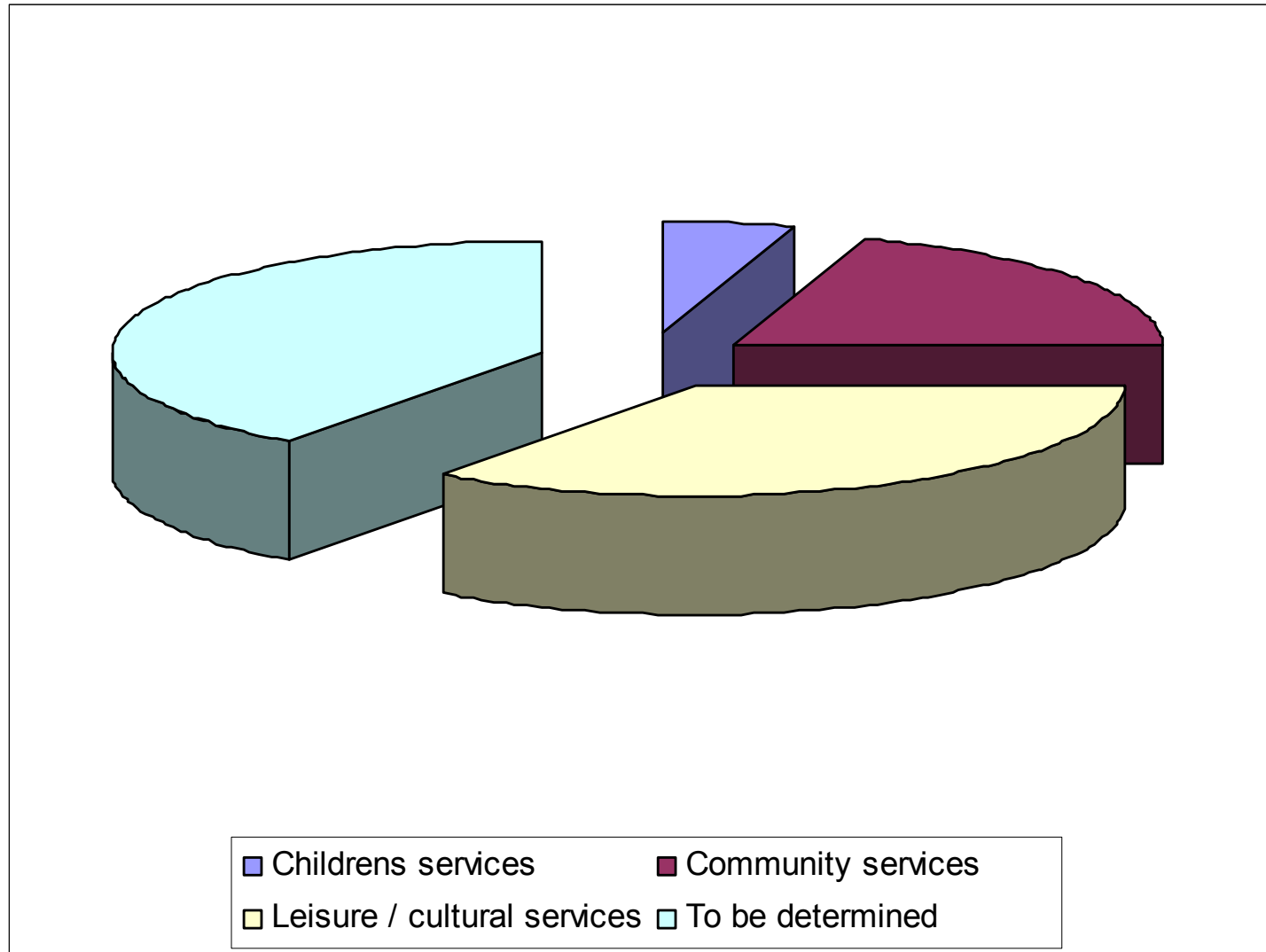
**Other sport
related
expenditure
2.5%**

Local authority responses to cost pressures

Response to cost pressure	% taking action	% plan to take action
Reduce electricity consumption	35	23
Reduce gas consumption	34	20
Reduce transport fuel consumption	30	30
Compensatory savings elsewhere	27	11
Recruitment freeze	25	17
Increase fees and charges	17	13
Service cuts	11	6

Source: Crunch Time, Audit Commission

Most common services identified for cuts

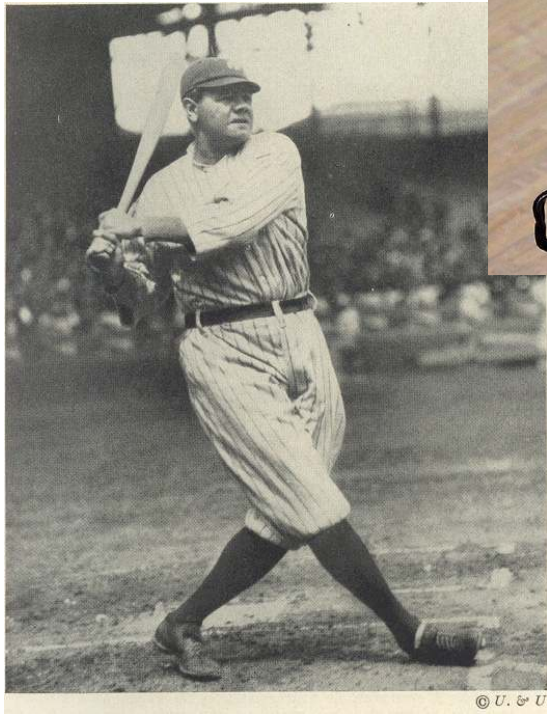


Longer term challenges

- Increased council tax and rent arrears – 3 out of 4 anticipating this
- Homelessness and housing – 1 in 3 have observed an increase
- The pressures on the market will require local authorities, associations and developers to work more pro actively together and forge genuine partnerships
- Elderly social care – a fear that the downturn will lead to more family breakdown and an increase in demand for residential places for the old
- Increased demand for school places
- Risk if major local suppliers get into financial difficulty

On the brighter side

- Lower inflation
- Cost of borrowing will fall



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Recession Busting Solutions

Q1. What signs of the economic downturn have you seen in your work to date?

Q2. What signs of the economic downturn do you expect to see in your work in the future?

Q3. What steps are you taking or planning to take in your work to tackle the economic downturn?

Q4. What do you think we could do together to ensure that sport in Cornwall is affected as little as possible by the economic downturn?

Recession busting solutions – starter for 10

Help for those made redundant

Bursary for coaches

Help with skills and training

Help to get grants

Volunteering options

More time to pay

Staged payments

Help for older people