

SPORTS MANAGERS' PERCEIVED INFLUENCE OF PUBLIC PRIVATE PARTNERSHIP THROUGH CONCESSIONAL ARRANGEMENT ON SPORTS TRANSFORMATION AND DEVELOPMENT IN NORTHERN NIGERIA

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Abstract

This study investigated the sports Managers perception about public private partnership concessional arrangement on Sports development in northern Nigeria. The researcher adopted descriptive research design of survey type. The population for the study was 1,174 comprising sports directors, coaches and organizing secretaries from the Northern States' sports councils. The sample size used for this study was 310 respondents, selected using multi-stage sampling technique; ranging from simple random sample technique, purposive and proportionate sample of equal distribution to select states and respondents for the study. A validated questionnaire on perceived influence of public private partnership through concessional arrangement in the provision of sports facilities' and equipment for sustainable sports development in northern Nigeria was used for data collection after ascertaining the validity of 0.87. Out of 310 copies of questionnaire administered by the researcher with the help of research assistants, 298 were duly completed, returned and used for analysis. The data collected was analyzed using frequency count and percentage to describe and organize the demographic information of the respondents, mean scores to answer the research questions and Chi-square statistics to test the formulated hypothesis at 0.05 level of significance. The result of the study revealed that, public private partnership (PPP) through concessional arrangement has significant influence in the provision of sports facilities and equipment ($\chi^2=159.477$, $df=1$ $P<0.05$) for the overall transformation and development of sports in Northern Nigeria. It is therefore recommended that PPP through concessional arrangement should be embraced and utilized for additional and modern means of developing sports through increase in sports facilities of global standard as well as maintenance in Northern Nigeria.

Keyword: Influence, Public Private Partnership. Concessional Arrangement, Sports facilities and sport development.

Introduction

The concept of sports transformation and development is all encompassing; it includes among others, the development of facilities, equipment, personnel and sporting programmes (Abubakar, 2000 & Yazid, 2006). Before the promulgation of Decree 34 of August, 1971, establishing the National Sports Commission as the supreme body that control, regulate and organize sports, Sports was in old western region organized by western region sports council as well as interested philanthropic and private individuals. These philanthropic and individuals, through self-levy and appeals to organizations, were responsible for preparing the Nigerian teams for both

Commonwealth games and the Olympics. This commitment dropped when government took over the responsibility for sports development (Omoruan, 1996). For several years government was and solely responsible for carrying the burden of sports organization and development in Nigeria. But later realized that, with economic difficulties, it cannot single handedly control the organization of sports (Omoruan, 1996). To this end the S.O. Williams Commission was established in 1989 to draw up more pragmatic National Policy on Sports. This commission suggested that private sponsorship should complement government support for sport which was adopted (Kienka, 1990)

The 1989 sports development policy, revised in 2002, re-emphasized that, there is need for collaborative efforts in the development of sports in Nigeria, but it fails to capture public private partnership in the national policy on the development of sports as done in some countries like Australia, Canada, China and Germany which had helped them to develop their sports (Gambari, 2005). Public private partnership is an agreement between government and the private sector regarding the provision of public services or infrastructure. In Nigeria, sports infrastructure development can benefit from public private partnership through concessional arrangement just like what the federal government did in Road construction, housing transports rail (Corbelt, 2003). Concessional arrangement through ppp in sport is however, government partnership with private sector for sports infrastructure/projects, sharing cost, risks and benefit of private sector expertise to improve facilities and services such as building of stadium and its management.

The Kenya government in expressing commitment to encourage public private partnership envisaged that 80% of its project will be financed through public private partnership by 2030 and as part of Nigeria government's reform agenda for the realization of the vision 2020 plan aimed at improving the quality of performance of public enterprises through private investment especially where some task can be best performed by private bodies (Yazid, 2013). The Nigeria government has embraced PPP as a tool for such development but however, not yet extended to the sports sector (Dominic, 2013). The perceptions of the sports council managers' is that, PPP could be an approach through which sports can be developed to international standard if introduced and properly harnessed as done in developed countries of the world especially concessional arrangement type of ppp in area of facilities development but, the government and the administrators at the highest level of sports control body do not seem to see it as an approach that can be used to drastically change the sporting sector for good just like other sectors of Nigeria economy such as Education, Health, and Transport where PPP is already in practice (Aniki, 2018).

Facilities are grossly inadequate while few ones available are not adequately maintained, all owing to low budgetary allocation and the sponsorship that usually help are no longer visible (Gambari, 2005). This could be solved through PPP concessional arrangement if it is embraced in sports sector just as it is practiced in the developed countries of the world such as England, United State, Australia, India, and China who uses PPP to construct 2008 Beijing Olympic Stadium (Ikechuku, 2013). PPP if exploited by the sports industry would lead to enhanced provision of sports facilities and proper maintenance. The construction and maintenance of infrastructural facilities is very necessary for effective sports development and performance, for example in Nigeria, major sports

facilities are constructed and maintained by the government (Onifade, 2010). The present day reality in Nigeria is that sport is underdeveloped. The indices are clear, lack of adequate facilities and where there are, they are not adequately maintained (Synder&Spreitzer, 1983) supported by (Onifade, 2010). The PPP through concessional arrangement present a formidable strategy for a holistic Sports Development in Nigeria, especially, in facility development and maintenance (Onifade, 2010). Asagbe (2006) and Onifade and Agbenmon (2004) are of similar opinion that though, the idea of ppp is relatively new in Nigeria sporting programmes, but can be exploited by looking for interested private sector who enter into partnership with the government to provide standard sports facilities, maintenance and sustainability. According to Yazid (2016). Construction and maintenance of facilities are very critical to effective sports transformation and development. Yazid (2016) stated that infrastructure for the development of sports in Nigeria, needs ppps due to paucity of fund and liquidity on the part of the sector to develop assets, to maintain and operate facilities and stadia, lack of skill-technical and managerial proficiency and expertise which can be obtained through concessional arrangement of public private partnership. Bucher and Krotee (2002) stated that, equipment and facilities should always be maintained in a serviceable condition. The facilities and equipment should be attractive and esthetically pleasing with the utilization of good colour and designed. Bucher and Krotee (2002) are of the opinion that maintenance culture should be established and upheld by sports administrators in sports industry, and that it can be done through concessional arrangement as done in other sectors of the economy. Government could go into joint business with private interest in the provision of facilities; also government can provide the land and give necessary concessions while the private interest builds the facilities. The fact that the researcher sees facilities and equipment as the life wire and the biggest of all indices of sports development in Nigeria and globally, couple with the inadequacy of it as well as the sorry state of the ones available, prompted the study.

Research Question

Does Concessional arrangement through public private partnership enhance sports development and transformation in Northern Nigeria?

Hypothesis

Concessional arrangement through Public private partnership will not significantly influence sports development and transformation in Northern Nigeria

Methodology

The population of the study was 1,174 comprising 19 sports directors, 763 coaches and 392 organizing secretaries from all the sports associations in 19 state sports councils in Northern Nigeria. Descriptive survey design was used while multistage sampling procedure of purposive, simple random sampling and proportionate sample of equal distribution was utilized to select 310 for the study of which 10 were sports directors, 150 coaches and 150 organizing secretaries. The instrument used in this study was four (4) point modified Likert scale format of; strongly Agree

(SA), Agree (A), Disagree (D), and Strongly Disagree (SD). The instrument which was a researcher's structured questionnaire was subjected to validation and a reliability coefficient of 0.87 was obtained. Descriptive statistic of frequency count and percentage were used to organize and describe the demographic data of the respondents, the mean score was used to answer the research question raised at the judgment criteria of 2.5 while Chi-Square statistics (χ^2) was used to test the formulated hypothesis at 0.05 level of significance.

Result

Out of a total of Three Hundred and ten (310) copy of questionnaire administered, Two Hundred and ninety eight (298) were duly completed, returned, analyzed and used for this study. The distribution of the status showed that 10 (3.4%) of the respondents were sports directors, 151(50.7%) were coaches while 137(46.0 %) were organizing secretaries. Years of experiences revealed that 38 (12.8%) of the respondents were between the year of 1-3, 79 (26.5%) were between 4-6years, while 181(60.7%) of the respondent were 7years and above. The finding showed that coaches had the highest number with 151 representing (50.7%) while; respondents with 7 years and above of experience had the highest number with (60.7%). On the states of the respondents, 31(10.4%) were from Adamawa State, 29(9.7%) were from Bauchi State, 31(10.4%) were from Kano State, 31(10.4%) were from Kaduna, 31 (10.4%) were from Kogi state, 30 (10.1%) were from Niger state, 29 (9.7%) were from Sokoto State, 30(10.1%) were from Gombe, 25 (8.4%) were from Jigawa State while 31(10.4) of the total respondents were from Nasarawa State. The States with the highest respondents were Adamawa, Bauchi, Kano and Kogi State with 31 respondents each, representing 10.4% of the total respondents. Reference to the research questions on how public private partnership through concessional arrangement contribute and enhance sports development in Northern Nigeria, Means scores and standard deviation were computed, the results of which are presented below:-

Research Question: Does Concessional arrangement through public private partnership enhance sports development and transformation in Northern Nigeria?

Table 1: Mean scores on influence of PPP through Concessional arrangement on sports development in Northern Nigeria

S/N	Items	Number	Mean	SD
1	Build-Lease-operate-Transfer through PPP will increase stadium	298	3.69	1.064
2	Rehabilitation–Operate-Transfer will lead to effective utilization of sports facilities	298	3.87	.967
3	Operational and Maintenance Contract Through PPP will sustain and enhance standard of sports facilities	298	3.97	.880
4	Build-operate and Transfer through PPP will improve the development of sports facilities	298	3.93	.860

5	Management of Clubs and Associations through PPP improve managerial skills	298	4.00	.934
				3.892

Table1, reveals that, sports managers in Northern Nigeria perceived that Public Private Partnership Through Concessional Arrangement has meaningful contribution on sports development. This is because; the mean scores of all the items under this variable including the aggregate mean were more than 3.5 which are considered positive in this study.

Hypothesis Testing: Concessional Arrangement through PPP will not be perceived by sports managers to significantly influence sports development in Northern Nigeria

Table 2:Sports Managers' perceived influence of PPP through concessional arrangement on sports development.

Concessional Arrangement	Agree	Disagree	Total	χ^2	Df	Prob.
Observed	258(86.6%)	40(13.4%)	298	159.477	1	.0001
Expected	149.0	149.0				

$$\chi^2 = 159.477, df=1 (p < 0.05)$$

Table 2, revealed that, 258 (86.6%) of the respondents agreed that concessional arrangement through Public Private Partnership (ppp) influence the development of sports, 93(31.21%) while 40 (13.4%) disagreed. Chi square statistical computation indicated that, χ^2 value = 159.477, df=1 P= .001. Thus, the null hypothesis tested was rejected based on the fact that, sports managers perceived concessional arrangement through ppp to have influence on the development of sports in Northern Nigeria.

Discussion

The finding of this study revealed that, concessional arrangement through PPP is perceived to have significant influence on sports development and transformation in Northern Nigeria via the provision and maintenance of sports facilities. The findings is in line with the view of Muhammad (2003) and Yazid (2006) which stated that, it has become increasingly difficult for the government to single handedly continue to finance sports in Nigeria, that private sector have a lot of role to play to encourage sports development through private partnership especially in the area of facilities development.

This finding is equally in line with the view of Izaak, (2011) in his studies, PPP in the sphere of physical culture and sports, found out that, PPP could be adopted to create and manage sport facilities and recreational complexes, Izaak, (2011) affirmed that, PPP mechanism of (build operate transfer) should be used as main funding method. The finding is also in line with that of Onifade (2010), where he stated that PPP present a formidable strategy or platform for a holistic sports development in Nigeria, both in facility development, provision of equipment and even competitions. Onifade (2010), stressed further that, government could go into joint business with interested private sector in the provision of facilities. The findings is also in consonant with the view of Saidu (2013), who maintained that PPP is a business relationship between a private sector company and a government agency for the purpose of completing a project that will serve the public, that it could be used to finance, build, and operate projects such as public transportation network, park and convention centers, tourism development and sporting facilities such as stadium, court etc. The finding also corroborate with Strauch (2009), who stated that government worldwide has realized that funding of infrastructural facilities can no longer be sustained by the government alone without the participation of the private sector.

Strauch (2009), stated that many developed nations in the world boost their economics by accelerating their infrastructure through PPP, India and the United State of America are examples of such nations. This finding also support the earlier view of Yazid (2006), who asserted that the provision of facilities by government alone is not good enough, government cannot provide enough facilities for its citizens, since there are other pressing national issues to handle, therefore PPP should be adopted to be able to provide adequate facilities especially in the sports sector through concessional arrangement model. This is equally supported by Gambari (2005) who stated that, facilities are grossly inadequate while few ones available are not adequately maintained, all owing to low budgetary allocation and the sponsorship that usually help are no longer visible. This could be solved through PPP concessional arrangement if it is embraced in sports sector just as it is practiced in the developed countries of the world such as England, United State, Australia, India, and China who uses PPP to construct 2008 Beijing Olympic Stadium (Ikechuku, 2013). Yazid (2016) stated that infrastructure for the development of sports in Nigeria, needs ppps due to paucity of fund and liquidity on the part of the sector to develop assets, to maintain and operate facilities and stadia, lack of skill-technical and managerial proficiency and expertise which can be obtained through concessional arrangement of public private partnership. Bucher and Krotee (2002) stated that, equipment and facilities should always be maintained in a serviceable condition. The facilities and equipment should be attractive and esthetically pleasing with the utilization of good colour and designed. Bucher and Krotee (2002) are of the opinion that maintenance culture should be established and upheld by sports administrators in sports industry, and that it can be done through concessional arrangement as done in other sectors of the economy.

Conclusion

Based on the findings of this study, it was concluded that, sports councils' managers perceived that public private partnership contributes positively to sports facilities and equipment in Northern Nigeria through concessional arrangement. The study revealed that public private partnership through concessional arrangement in the provision of sports facilities and equipment as well as maintenance is an innovative strategy that can be used to develop and transform sports in Northern Nigeria and Nigeria at large if properly harnessed as done in developed countries of the world which help them to reasonably provide modern and standard sports facilities and maintain them for overall development and transformation of their sports industry. It should be extended to Nigeria sports industry as done in health, road and aviation industries.

Recommendations

Based on the finding of this study, the following recommendations are made:

Since provision of sports facilities, equipment and the maintenance through Public private partnership (concessional arrangement) is perceived to be an innovative approach that can influence and transform sports development, government and managers of sports in Nigeria should give it priority and pursued it with vigor. Government should encourage public private partnership through concessional approach in the running of sports sector in Nigeria. This will in addition to Government support, contribute to the development and transformation of sports via provision and maintenance of sports facilities and equipment.

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