

REQUEST FOR DIRECTOR DECISION – DD1335

Title: Major Sports Events Engagement Fund

Executive Summary:

This DD seeks approval for expenditure of up to £750,000 from the Mayor's Sports Legacy Programme to a 'Major Sports Events Engagement Fund' that will contribute grant funding to community legacy projects associated with major sports events to be hosted in London over the coming years.

Decision:

That the Executive Director approves expenditure of up to £750,000 in grant funding to contribute to third party costs of community legacy projects associated with major sports events to be hosted in London.

AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.
It has my approval.

Name: Jeff Jacobs

Position: Head of Paid Service and Executive Director

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

1.1 – Background

- 1.1.1 As part of the UK's bid to host the Olympic and Paralympic Games, the UK made a commitment to establish a sporting legacy. In order to deliver that commitment in London, the Mayor published 'A Sporting Future for London' in 2009 and made £15.5m available (Phase 1) to fund the Mayor's Sports Legacy Programme (MSLP), focussing investment on infrastructure development, skills and capacity building, and initiatives designed to increase participation in grassroots sports (MD385).
- 1.1.2 Following the success of the Olympic and Paralympic Games, an additional £7m (Phase 2) was made available for the programme to invest to ensure gains made in Phase 1 of the programme are sustained (MD1119).
- 1.1.3 Investment in the MSLP is focussed on three main categories:
 - 'Facilities' – capital funding to support investment in community sports facilities;
 - 'Skills and Capacity Building' – revenue funding to build capacity in the sport and active leisure sector, including training for volunteers;
 - 'Participation' – revenue funding to support the expansion and growth of projects that provide opportunities for Londoners to take part in sport and stay active (including the 'FreeSport' small grants programme, and the 'Make a Splash' mobile pools initiative).
- 1.1.4 MD1119 gave delegated power to the Executive Director of Communities and Intelligence to approve all recommendations relating to its implementation.
- 1.1.5 In April 2014 the Mayor of London published a new major sporting events strategy for London, 'London: Home of World Class Sport'. The strategy established the Mayor's Office as London's strategic lead for major sporting events, and established community engagement from events as one of London's three key strategic objectives in this area.

1.2 – Major Sports Events

- 1.2.1 The success of the 2012 Olympic and Paralympic Games has cemented London's position as a world-leading host of major sporting events. The Queen Elizabeth Olympic Park has also added significantly to the range of world class sporting facilities available for hosting events in London. A key part of the on-going legacy of London 2012 is ensuring that these facilities and others around London be regularly and fully made use of.
- 1.2.2 London has already secured a portfolio of additional events for the years ahead that will help sustain our position as a world-leading host and is in keeping with the stated legacy aims from London 2012, one of which is to ensure that the facilities built for the Games continue to be used to stage high-level international sporting events. They include the 2015 Rugby World Cup, 2015 European Hockey Championships, 2015 Formula E Championships, 2016 European Swimming Championships, 2016 Track Cycling World Championships, 2017 IAAF World Athletics Championships and IPC World Athletics Championships.

- 1.2.3 Recognising that most major sporting events require some level of public support, the GLA allocated £2.4 million over four years to future major sporting events as part of the 2014/15 budget setting process. This Major Sports Events Fund supports the Mayor's major sporting events strategy for London, 'London: Home of World Class Sport', which was published in April 2014.
- 1.2.4 This new London-wide approach to bidding for and supporting major sporting events establishes the Mayor's Office as the first point of call for anyone looking to bring their event to London, and firmly establishes the Mayor's Office as London's strategic lead for major sporting events.

1.3 - Community Engagement from Major Sports Events

- 1.3.1 To date, the focus of the city when considering bids for major sporting events has been twofold: economic investment into the city and international coverage of the event/city. However, 'London: Home of World Class Sport' established community engagement from events as a third key strategic objective for the Mayor and the city in this area.
- 1.3.2 Accordingly, any major sporting event to be hosted in London needs to bring tangible community benefits in order to secure city support for an event. Every event that now seeks the Mayor's and the city's support for an event must demonstrate how their event will benefit Londoners through increased opportunities to participate, volunteer and spectate at the event.
- 1.3.3 By allocating a specific stream of funding from the Mayor's Sports Legacy Programme to community engagement projects, we intend to give events access to increased resources to widen the community benefits of major sporting events in London.
- 1.3.4 The GLA Sports Team will work in partnership with London Sport to identify appropriate community legacy projects to support through the Fund.

1.4 - Sport England Collaboration

- 1.4.1 Sport England (a non-departmental public body under the Department for Culture, Media and Sport) is similarly committed to ensuring that a long term legacy is associated with the hosting of major international sporting events in England.
- 1.4.2 In 2013, Sport England launched the £2m lottery Major Events Engagement Fund. Their objective is to use the fund to invest in initiatives before, during and/or after major sports events to increase its likely impact on the number of people participating in sport.
- 1.4.3 The number and range of major sports events coming to London over the coming years presents a unique opportunity for the GLA and Sport England to pool resources and collaborate around a common goal. To that end, the GLA Sports Team has been working with Sport England officials to establish coordinated application and assessment processes for events to apply for funding, from both organisations simultaneously, to run community engagement projects associated with major sports events.
- 1.4.4 The Fund will generate match-funding and provisional agreement has been reached with Sport England that the combined grant (Sport England and GLA funding) for individual projects will be broken down as 75% Sport England to 25% GLA. This baseline ratio will be negotiated on a project by project basis.
- 1.4.5 In addition, all applicants must leverage at least 30% match-funding to deliver their project. It is therefore expected that the GLA's investment of £750,000 will leverage up to £2.5 million in partnership funding over the lifetime of the Fund.

2. Objectives and expected outcomes

- 2.1 The objective of the Major Sports Events Engagement Fund is to help support activities to ensure that every major sporting event staged in London provides genuine and meaningful opportunities for Londoners to engage with it. This includes making use of local volunteers, providing opportunities for Londoners to access tickets to the event and, crucially, using forthcoming major sporting events as a catalyst to increase the number of people doing sport regularly in London.
- 2.2 The Fund will contribute to the delivery of a sporting legacy from the 2012 Olympic and Paralympic Games by supporting community activities associated with approximately 20 major sports events.
- 2.3 The expected outcomes of the Fund are:
- Increased opportunities for Londoners to participate in sport and physical exercise programmes associated with major sporting events;
 - More opportunities for Londoners to volunteer at a major sporting events;
 - Increased availability and accessibility of tickets to major sporting events for Londoners from deprived backgrounds (the Fund will not pay for tickets – tickets will be provided free of charge by events, as a condition of funding, as an incentive for project participants).

3. Equality comments

- 3.1 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme.
- 3.2 According to the most recent Sport England Active People survey (APS 8 published in January 2015), levels of participation in sport and physical activity are variable across different socio-demographic groups in London. Across all 33 London Boroughs, average figures indicate that 43% of men participate in sport at least once a week compared to 32% of women. 37% of Black Asian Minority Ethnic (BAME) people participate weekly compared to 39% of people of white origin. 19% of disabled people participate weekly compared to 40% of non-disabled people. 17% of people over the age of 65 participate weekly compared to 52% of those between the age of 16 and 25. 41% of people from socio-economic groups 1 to 4 participate weekly compared to 25% from of from socio-economic groups 5-8 (based on the National Statistics Socio-economic classification system).
- 3.3 Sports programmes supported by the Mayor's Sports Legacy Programme engage significant numbers of women, disabled people, BAME people and people from lower socio-economic groups, both via sports participation programmes and training opportunities. We are seeking to increase participation opportunities for these groups through the Major Sports Events Community Engagement Fund that this paper advocates.

4. Other considerations

4.1 Key Risks and Issues

	Risk	Likelihood / Impact	Response & Mitigation
1	Investment in grassroots sport from other public agencies may decline as budget cuts take effect. Potential	Low / Medium	Sport England has committed £2 million to major events legacy programmes across England through to 2017. This will bring

	result: the Mayor's investment does not yield notable legacy opportunities but instead is only able to make minor inroads to maximising the community benefit of major sports events.		<p>significant further investment to community legacy projects associated with major events in London during that period.</p> <p>All funded projects are required to provide at least 30% match-funding (30% of the combined Sport England and GLA investment) and demonstrate how participants will be able to continue to participate in sport beyond the lifetime of the project.</p> <p>Should Sport England decide not to invest into a particular event's community engagement project, the GLA will look to leverage funding from other third party funders or increase our own funding commitment to ensure community benefits from the event are maximised.</p>
2	Funding is not used for the purpose it is intended (i.e. fraud). Potential result: reputational damage, failure to hit pre-agreed objectives.	Low / High	<p>Across the breadth of projects commissioned to date there have been no known instances of fraud or misuse of the Mayor's funding. All projects are subject to performance monitoring and have to provide evidence of delivery and spend before payments can be processed. The internal audit review carried out in December 2014 issued the programme with a 'Substantial Assurance' rating.</p>
3	Project delivery delays. Potential result: benefits realisation, expenditure time lags and participation opportunities not effectively linked to the major event.	Medium / Medium	<p>All funding applications project plans will be formulated in collaboration with the GLA Sports Unit, Sport England, London Sport and local delivery organisations.</p> <p>Ensure close monitoring of project progress through regular review meetings.</p> <p>The majority of events to receive legacy funding will already have GLA involvement at stakeholder group level and legacy progress will be reported to the event stakeholder group at regular intervals.</p>

4.2 Links to Mayoral Strategies & Priorities

The Major Sports Events Community Engagement Fund will:

- support delivery of the Mayor's grassroots sport policy, 'A Sporting Future for London';
- support delivery of the Mayor's major sports events strategy, 'London: Home of World Class Sport';
- support the aims of 'Inclusive and Active 2' strategy for increasing participation in sport and physical activity amongst disabled people in London;
- assist in meeting the objectives of the Mayor's Health Inequalities Strategy;
- promote social development in London;

- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games;
- support the Mayor's priorities around volunteering and his Team London programme.

4.3 Impact Assessments and Consultations

An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme. Further information is available at Section 3 of this document.

In writing 'A Sporting Future for London', the GLA Sports Unit consulted extensively with over 400 individuals from over 100 different groups and organisations including national governing bodies of sport, the Pro-Active Partnerships, senior representatives from local authorities and a wide variety of sports clubs and community organisations.

The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.

In writing 'London: Home of World Class Sport', the GLA Sports Unit consulted extensively with various national governing bodies of sport in the UK, Sport England, UK Sport, London Sport, relevant Local Authorities, LLDC, Lee Valley Regional Park Authority, London & Partners, sports venue owners in London and Transport for London. The strategy has been greatly welcomed by all key London stakeholders and partners, as well as the key national agencies identified above.

5. **Financial comments**

- 5.1 The proposed programme will be up to the value of £750,000 and will be funded from the Sports Legacy Programme budget as approved by MD1119 and forms part of the phase 2 programme. The exact phasing of expenditure is currently being developed. However, based on current assumptions on major sporting events, the GLA's Sports Unit have provided an estimated phased budget for this programme as detailed below:

2015-16 - £200,000
 2016-17 - £220,000
 2017-18 - £150,000
 2018-19 - £120,000
 2019-20 - £60,000

- 5.2 Any changes to this proposal including budgetary implications will be subject to further approval via the Authority's decision-making process and any proposed re-phasing of the Sports Legacy Programme budget (phase 2 budget) to incorporate this programme spending plans will be subject to the Authority's budget process. All appropriate budget adjustments will be made.
- 5.3 The Sports Unit within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring that all activities and expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Funding Agreement Toolkit.

6. **Legal comments**

- 6.1 The foregoing sections of this report indicate that:
- 6.2.1 the proposals in respect of which the Executive Director's approval is sought may be considered to fall within the GLA's powers to do such things as are facilitative of or conducive to the social development in Greater London;

6.2.2 in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:

- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how the proposals will promote the health of persons, health inequalities between persons and to contribute towards achievement of sustainable development in the United Kingdom; and
- (c) consult with the appropriate bodies.

6.2 Sections 1 and 2 above indicates that the proposed contribution of funding amounts to the provision of grant funding and not payment for works, supplies or services. Officers must ensure that:

6.2.1 the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code; and

6.2.2 appropriate funding agreements are put in place between and executed by the GLA and the recipients of funding before any commitment to fund is made.

6.3 Officers must also ensure that:

6.3.1 any services or supplies required are procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code; and

6.3.2 appropriate contract documentation is put in place and executed by the GLA and service providers before the commencement of any such supplies or services.

7. Planned delivery approach and next steps

7.1 With the publishing of 'London: Home of World Class Sport' in April 2014, the GLA now has a formal set of criteria and an application process for affording city support to major sports events in London. All events to receive city support must present a broad outline of their community engagement proposals at application stage.

7.2 Once an event has been secured, the standard practice for events to secure investment from the Major Sports Events Engagement Fund is as follows:

- An initial legacy meeting is convened to scope the event's community engagement opportunities, attended by: the GLA Sports Team, Sport England, London Sport and the national governing body of the sport.
- The event must then engage with a variety of local delivery partners to formalise a written project proposal and funding application, to be submitted to the GLA and Sport England simultaneously.
- The funding application is then assessed independently by third-party sports development professionals appointed by Sport England. The GLA Sports Team marks the application and scrutinises the independent assessment.
- A funding recommendation is made by the GLA Sports Team, in collaboration with Sport England, and is ratified by the Mayor's Sports Commissioner. A funding agreement will be executed between

the GLA and the event covering the terms of the GLA funding (the funding agreement may cover both the Community Engagement Fund grant, as well as the GLA's contribution from the Major Sports Events Fund to host the event).

- 7.3 In situations where events are not seeking funding from Sport England, the GLA Sports team will assess the funding application independently before making a funding recommendation.
- 7.4 Funded projects will be required to submit regular monitoring data and will be subject to regular review meetings with the GLA Sports Team to report on progress.
- 7.5 There are currently more than 25 major sports events that form the GLA's major sports event portfolio, stretching through to the UEFA European Championships in summer 2020 and at different stages (bidding against other cities, secured for London, contractually supported etc).
- 7.6 Financial commitments from the Fund can only be made once an event has been secured for London; such is the nature of securing major sports events. Therefore, based on the events that have been secured to date, along with current assumptions about what events may come on stream in the coming months, the following table provides an estimate of annual expenditure on the project:

	15/16	16/17	17/18	18/19	19/20
Expenditure (£k)	200,000	220,000	150,000	120,000	60,000

Activity	Timeline
DD Signed	April 2015
Application form and guidance documents published in collaboration with Sport England	April 2015
Assessment of funding applications and execution of funding agreements	Ongoing
Monitoring of project performance	Ongoing

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Kevin Evans has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

Date