

REQUEST FOR DIRECTOR DECISION – DD1137

Title: Mayor's Sports Legacy Programme (MSLP) - Sports Participation Fund 2013

Executive Summary:

This DD seeks authorisation to award up to £875,000 in grants to six projects that applied successfully to the Sports Participation Fund 2013, and up to £30,550 for the formal monitoring of these projects. MD1119 authorised Phase II of the Mayor's Olympic/Paralympic Games Sports Legacy Programme, and delegated power to the Executive Director of Communities and Intelligence to approve all recommendations relating to its implementation.

Decision:

Director to approve an award up to £875,000 in grants to the six projects outlined in section 2 below as a contribution to the proposed recipients' costs of achieving their objectives which support Goals 1 and 3 of 'A Sporting Future for London 2009', and expenditure of up to £30,550 for the formal monitoring of these projects.

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: Executive Director for Communities and Intelligence

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Background

As part of our 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' (his grassroots sports strategy¹) in 2009 and made £15.5m available (Phase 1) to fund infrastructure development, skills and capacity building, and initiatives designed to increase participation in grassroots sports (refer to MD385). The full amount was committed and, as a result of match funding, a total investment pot of over £40m was realised.

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 (refer to MD1119). As with Phase 1, it was proposed that funding would be divided into 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).

The Participation Fund 2013 falls primarily under the third of these headings and was launched in June 2013. This DD seeks to secure approval to fund the six projects selected via the competitive bidding round, which completed in September 2013.

Governance

The London Community Sports Board (LCSB) was established as a non-statutory advisory group by the Mayor in 2009 (refer to MD385) with the aim of advising on the delivery of his sports legacy programme and supporting and coordinating the delivery of sport across London. The LCSB is chaired by Kate Hoey, the Mayor's Commissioner for Sport, and all of the board members have strong knowledge of the strategic and local issues relating to community sport in London.

To date, the LCSB has played a key role in the design and performance monitoring of the entire Mayor's Sports Legacy Programme. For the Participation Fund 2013, the LCSB advised on the commissioning process, signed off the overall approach, and two members of the board were on the panel that interviewed shortlisted projects and identified the six recommended for funding.

¹ The full document can be downloaded via the following link:
<http://www.london.gov.uk/sites/default/files/A%20Sporting%20Future%20for%20London.pdf>

Selection of Recommended Projects

Applicants were invited to apply for amounts of between £100k and £200k over two years. A funding prospectus (see Appendix 1), setting out the programme's themes, priorities, and selection criteria was produced and made available online along with the application form. Applicants had 6 weeks in which to apply and 47 applications were received. These were each scored according to the criteria set out in the prospectus. Each application was scored twice and then moderated by the Sports Team before a final process review with the Assistant Director of Health and Communities. The 11 strongest applications were shortlisted and invited to present to a panel chaired by the Mayor's Commissioner for Sport comprising two members of the LCSB. Independent comment on the shortlisted applications was also provided by Interactive and the Pro-Active Partnerships. From the 11 shortlisted projects a portfolio of six was recommended for funding.

2. Objectives and expected outcomes

Strategic Objectives

'A Sporting Future for London' set out to deliver a grassroots sporting legacy from the London 2012 Olympic and Paralympic Games by: (i) securing a sustained increase in participation in sport and physical activity amongst Londoners, (ii) using sport to assist in tackling social problems including ill health, crime, academic underachievement and lack of community cohesion. The strategy was underpinned by four goals, two of which are of particular relevance to the Participation Fund 2013:

Goal 1 - Get more people active by tackling inactivity and inequality of access to sport and physical activity; and supporting local initiatives and innovative approaches to increasing participation.

Goal 3 - Build capacity and skills by recruiting, retaining and up-skilling the workforce; and supporting local sports clubs and volunteering.

Objective of the Participation Fund 2013

The Participation Fund 2013 set out to fund the expansion of projects designed specifically with a focus on increasing regular participation in sport, with a strong focus on people who are currently classified as 'inactive'.

The notion of 'expansion' was a crucial consideration; the intention was to support established projects able to demonstrate a clear plan for growth – rather than projects simply looking to continue existing activity. In addition, projects were required to show how they will encourage participants to sustain their involvement and take part in regular sport or physical activity. With 'regular participation' defined as: taking part in at least one 30 minute (minimum duration) session of moderate intensity sport or physical activity per week.

Expected Outcomes

Over the two year funding term, the portfolio of six projects is expected to deliver the following outcomes: approximately 30,000 new participants, 9400 previously inactive participants, and 8100 regular participants. In addition, all projects will also provide training to volunteers, and/or club development support to local delivery partners in order to aid sustainability and continuity of activity into the future. Specific targets for each project will be documented in individual funding agreements.

Project Monitoring

Objectives for each project and measures of success will be individually specified for all recipients. These will include the following indicators which will be monitored as standard:

- the number of project participants;
- the percentage and number of participants in each project who were previously classed as 'inactive' before joining the project;
- the percentage and number of regular participants; and
- whether agreed milestones have been met throughout delivery.

All projects will use the 'Views' software monitoring package from Substance to ensure that the data we receive is as consistent, timely and reliable as possible.

The cost to purchase a two year 'Views' license for each project, training, and IT support for the new portfolio is up to £30,550.

Table 1 - Projects recommended for funding

Applicant Organisation	Project Name	Recommended Grant (up to)
Access Sport	BMX Legacy Project Phase II	£160,000
London Youth Federation	Getting Ready West	£150,000
StreetGames	YUSportII Project	£140,000
Fight4Change	South London Boxing Partnership	£150,000
Reach and Teach Sports Network	London School of Basketball Expansion Project	£175,000
Special Olympics GB	Special Olympics London Development Project	£100,000
Total		£875,000

3. Other considerations

Key Risks

Risk	Description	Likelihood / Impact	Response
Risk 1	Investment in grassroots sport from other public agencies may decline as budget cuts take effect. Potential result: the Mayor's investment does not yield notable increases in participation but instead is only able to preserve the	Medium / High	Accept. However all funded organisations were required to provide at least 50% match-funding and demonstrate: (i) that they have clear expansion plans, (ii) that they have funding to support the continuation of existing activity, and (iii) that GLA funds and associated match funding is to be invested solely to support the

Risk	Description	Likelihood / Impact	Response
	status quo or plug the gaps left behind by the withdrawal of funding from other sources.		<u>expansion and growth</u> of their initiative.
Risk 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	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 Autumn 2011 issued the programme with a 'Substantial Assurance' rating.
Risk 3	Project delivery delays. Potential result: benefits realisation and expenditure time lags.	Medium / Low	Accept but monitor closely. Allow slippage tolerance thresholds for projects – and ensure timely delivery is a condition of funding agreements. Ensure close monitoring of project progress through quarterly review meetings and use of 'Views' monitoring software provided by substance.

Links to Mayoral Strategies & Priorities

The subject matter of the approval sought will:

- support delivery of Goals 1 and 3 set out in 'A Sporting Future for London', published in April 2009;
- 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;
- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.

Impact Assessments and Consultations

An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme.

According to the most recent Sport England Active People survey, 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 25% of men participate compared to 18% of women. 18% of Black Asian Minority Ethnic (BAME) people participate compared to 23% of people of white origin. 11% of disabled people participate compared to 22% of non-disabled people.

Sports programmes supported by the Mayor's Sports Legacy Programme (Phase I) engaged significant numbers of women, disabled people and BAME people, both via sports participation programmes and training opportunities. Equally, we are seeking to continue providing participation opportunities for these groups through the six projects recommended for funding in this paper.

It is expected that all projects that receive funding from the GLA will be able to demonstrate the steps that they are taking to ensure equality of access to provision of sport and physical activity.

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.

4. Financial comments

4.1 Approval is being sought for the following:

- To award up to £875,000 (aggregate total) in grants to the six projects as a contribution to the proposed recipients cost of achieving their objectives that support the goals outlined within the project prospectus (A Sporting Future for London).
- To allocate up to £30,550 for the formal monitoring of the grant awards, which will be in the form of procurement of 'VIEWS' Software Monitoring Package.

4.2 The total cost of this proposal will be up to £906,550 (£875,000 for the grant awards and £30,550 for the monitoring package), which will be funded from the Sports Programme budget for 2013-14 and 2014-15 as approved by MD1119. It should be noted that currently £850,000 has been committed upon the Phase 2 of the Sports Programme budget approved by MD1119, specifically £350,000 for the 'Make A Splash' Programme (DD1120) and £500,000 for the World Class Hockey project (MD1265); thus meaning that there is currently sufficient budget provision available to fund this proposal. All appropriate budget adjustments will be made.

4.3 The proposed grant awards are detailed in table 1 within the main body of the report. It should be noted that the grant awards will span two years and negotiations are currently underway to finalise the milestone payments, which will be incorporated into the funding agreement which will govern the grant awards.

4.4 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process.

4.5 The Sports Unit (Health & Communities Unit) within the Communities & Intelligence Directorate will be responsible for managing this programme and must ensure that all expenditure adheres to the Authority's Financial Regulations, Contracts & Funding Code and Funding Agreement Toolkit.

5. Legal comments

5.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act'), the GLA is entitled to do anything that it considers will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment.

- 5.2 Furthermore, section 34 of the Act allows the GLA to do anything that is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA. In this case, the awarding of grant funding to six organisations to fund six London-based sports legacy projects may be viewed as calculated to facilitate social development in Greater London.
- 5.3 The proposed grants of between £100,000 and £175,000 constitute a conditional gift rather than a contract for services and supplies. Paragraph 4.8 of the GLA's Contracts and Funding Code requires that grant funding be distributed fairly, transparently and in accordance with the GLA's equalities obligations. To this end, the officers have set out in paragraph 1 above a description of the selection process. The said process included a call for applications by way of the publication of a prospectus. The applications were then evaluated in relation to published evaluation criteria, whereafter the shortlisted applicants were invited to present their projects to a panel of judges. In light of this selection process, the awarding of the funding may be viewed as falling within the requirements of paragraph 4.8 of GLA's Contracts and Funding Code.

6. Next steps

Activity	Timeline
Complete funding agreement negotiations for all six projects	Dec 2013
Finalise contract with Substance for 'Views' monitoring software	Dec 2013
All projects to commence delivery	By Jan 2013
Performance management reviews	Quarterly
Interim evaluation	Dec 2014
All projects complete	Dec 2015

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? YES**

If YES, for what reason: YES

Until what date: Until February 28 2014 –or earlier– according to formal announcement of the successful projects by the GLA and its stakeholders.

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:

Mandu Reid 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