

REQUEST FOR DIRECTOR DECISION – DD1201

Title: Mayor's Sports Legacy Programme (MSLP) – 'Get into Dance' Project

Executive Summary:

This DD seeks authorisation to commit funds up to a maximum of £125,000 from the Mayor's Sports Legacy Programme (MSLP) towards delivery of the 'Get Into Dance' project due to run over financial years 2014/15 and 2015/16. 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:

That the Director approves:

- the allocation and expenditure (via the award grant of grant funding to the Exercise Movement and Dance Partnership- EMDP) of up to £125,000 from the Mayor's Sports Legacy Programme as a contribution toward EMDP's costs of its Get Into Dance project due to run over financial years 2014/15 and 2015/16.

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,
Communities and Intelligence

Signature:

Date: 13 May 2014

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 projects that provide opportunities for Londoners to take part in sport and stay active.

The Get Into Dance project falls primarily under the third of these headings.

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.

In November 2012, the LCSB agreed that appropriate opportunities should be sought to partner with other GLA departments to support projects that use sport/physical activity to promote other policy areas and that funds should be ring-fenced to enable this. It was in this context that the proposal for the Get Into Dance project was developed and submitted by the GLA Culture Team.

Currently, the regional and sub-regional sporting infrastructure in London is undergoing a significant transformation. The five sub-regional county sports partnerships (known as Pro-Active Partnerships) are being dissolved and replaced by a new, single entity to be known as London Sport. London Sport will bring together national policy from Sport England and London policy from the GLA and Mayor of London's office.

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>

The Board of London Sport will be chaired by Kate Hoey and will be made up of nominees from Sport England and the Mayor, alongside independent appointments. Ultimately, it will replace the Mayor's London Community Sports Board. Future governance and top-level oversight of the Get Into Dance project (alongside other recently commissioned participation projects) will therefore be provided by the Board of London Sport.

Get into Dance – Project Overview

The aim of the 'Get Into Dance!' programme is to encourage people to become more physically active through dance and dance fitness. The project will deliver a series of events and follow-on participation opportunities over a two year period that will engage new participants into dance and dance-exercise. Events will be clearly linked to ongoing participation opportunities and participants will be signposted to local provision. Key project partners include: the Big Dance and Big Dance London Hubs, the GLA Culture Team, Maloca, Zumba Fitness, London Sport (previously the ProActive Partnerships), and Local Authorities.

The primary purpose of the 'Get into Dance' project is to use dance as an entry point into physical activity. The programme is distinct from the Big Dance programme, but uses the Big Dance's annual 14 week festival period to direct participants into regular participation in the year-round 'Get into Dance' project. 'Get into Dance' therefore complements the existing Big Dance programme, but maintains its own objectives and events with a clear purpose to create sustainable routes into regular sports participation.

The project will deliver at least 29 flagship events in a minimum of 12 London Boroughs over the two year period. It aims to engage at least 5400 individual participants, including at least 35% previously inactive people and 20% who take part regularly.

This project offers an opportunity for the Sport and Culture Teams to work collaboratively across their portfolios to increase participation in sport and physical activity amongst young Londoners (particularly females).

Project Management & Monitoring

The day-to-day project management of 'Get Into Dance' will be carried out by the Exercise Movement and Dance Partnership (EMDP), the National Governing body of the sport, recognised by Sport England. The GLA Culture and Sports Teams will be responsible for ensuring the project runs effectively and that all requirements set out in the funding agreement are met.

The funding agreement stipulates that, as a minimum, the following indicators will be monitored at quarterly intervals for the duration of the project:

- The overall 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;
- the percentage and number of disabled participants; and
- whether agreed milestones have been met throughout delivery.

Each participant will be required to complete a compulsory pre-activity questionnaire and the project will use the 'Views' software monitoring package provided by Substance to record participant information and attendance records. This will ensure that the monitoring and reporting is carried out in a reliable and consistent manner.

2. Expected outputs

The 'Get Into Dance' project has committed to deliver the following outputs:

- A minimum of 29 events across at least 12 boroughs over the two year period;
- At least 5400 individual Londoners as active participants on the programme;
- 35% (at least 1890) previously inactive participants (Sport England define inactivity as a person who has participated in 'less than 1 x 30 minutes of moderate intensity exercise in the past four weeks);
- 20% (at least 1080) regular participants (defined as a person who has attended the project once a week, for at least nine weeks, over any 12 week period);
- At least 10% disabled participants.

These outputs represent a good return on investment when compared with other projects within the MSLP Participation portfolio.

In addition, the project expects to engage a significant majority of female participants. This is of particular strategic importance due to the higher likelihood of women and girls being inactive relative to their male counterparts. As such, the 'Get Into Dance' project is a complementary addition to the recently commissioned portfolio of participation projects (refer to DD1137).

3. Other considerations

Key Risks

Risk	Description	Likelihood / Impact	Response
Risk 1	Project may not raise participation in sports and physical activity thus potentially jeopardising the MSLP's strategic goal of delivering a lasting participation legacy from the 2012 Olympic and Paralympic Games and reducing inactivity across London.	Low / Medium	<ul style="list-style-type: none">• Quarterly monitoring by the GLA Culture and Sports Team, with the option of terminating the project should it persistently fail to deliver against milestones.
Risk 2	Actions of delivery organisations / their staff may bring GLA into disrepute by association.	Low / High	<ul style="list-style-type: none">• The MSLP has worked with EMDP partnership on a previous occasion without incident.• The GLA Culture Team has established relationships with the key stakeholders in the delivery network and will ensure the necessary relationship management takes place to mitigate against this risk.• All funded partners are required to have appropriate public liability insurance cover.• Key press liaison to be done

Risk	Description	Likelihood / Impact	Response
			through / in partnership with the GLA.
Risk 3	Project delivery delays. Potential result: benefits realisation and expenditure time lags.	Medium / Low	<ul style="list-style-type: none"> • Close project monitoring with the stipulation that timely delivery is a condition of funding. • Reasonable slippage will be allowed – to ensure that monitoring and performance management is proportionate.

Links to Mayoral Strategies & Priorities

The subject matter of the approval sought will:

- support delivery of Goals 1, 3 and 4 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;
- support delivery of objectives set out in the Mayor's Cultural Strategy.

Impact Assessments and Consultation

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. This project has been designed to appeal to female participants and similar initiatives have, in the past, demonstrated their ability to attract participants from BAME groups – in addition, the project has been set a target of ensuring it engages with at least 10% disabled participants.

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.

4. Financial comments

- 4.1 Approval is being sought for the allocation of up to £125,000 from the Mayor's Sports Legacy Programme towards the 'Get Into Dance' project due to run over financial years 2014/15 and 2015/16 and the entry into a funding agreement with the organisation Exercise Movement and Dance Partnership (EMDP) to deliver the project.

- 4.2 The proposed grant award of up to £125,000 will be phased during the 2014/15 and 2015/16 financial-years (2014-15 - £70,250; 2015-16 - £54,750) and will be funded from the Sports Legacy Programme budget for 2014-15 and 2015-16, with the 2015-16 budget being subject to the Authority's annual budget process. Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 4.3 The Culture and Sports Teams within the Communities & Intelligence Directorate will be responsible for managing this grant award and ensuring that all activities and associated expenditure adheres to the Authority's Financial Regulations, Contracts & Funding Code and Funding Agreement Toolkit.

5. Legal comments

- 5.1 The foregoing sections of this report indicate that the decision sought relates to the meeting of priorities set out in a variety of GLA strategies including the Mayor's Cultural Strategy. The Mayor has a duty to prepare and publish the Cultural strategy under section 376 of the Greater London Authority Act 1999 ("the Act"). The general power under section 30 of the Act enables the GLA to carry out activities, which implement the culture strategy to the extent that such activities promote one, or more of the principle purposes set out in section 30 of the Act and which are referred to in section 5.2 below.
- 5.2 Section 30 of the Act provides the GLA with the power to do anything which is considered to further one or more of its principal purposes, which are: the promotion of economic development and wealth creation, the promotion of social development and the promotion of the improvement of the environment in Greater London. This report indicates that the GLA's proposed involvement in the programme falls within the scope of promoting social development under section 30 of the Act as the 'Get into Dance' project is a cultural initiative intended to promote culture and tackle issues relating to health and the social inclusion of Londoners.
- 5.3 Should the director be minded to make the decisions sought officers must ensure that they adhere with the GLA rules relevant to proposed expenditure including (without limitation) ensuring that:
- 5.3.1 any proposed award of grant funding is distributed fairly, transparently, in accordance with the GLA's equalities and in a manner which affords value for money in accordance with the GLA's Contracts and Funding Code and appropriate funding agreements are put in place between and executed by the GLA and EMDP before any commitment to fund is made; and
- 5.3.2 any supplies and services which may be 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 appropriate contract documentation is put in place and executed by the successful bidder(s) and the GLA before the commencement of such supply/services.

6. Next steps

Activity	Timeline
Confirm DD and Funding Agreement	May 2014
Confirm Year 1 event schedule	May 2014
Service Level Agreements confirmed with local delivery partners	May 2014
Delivery of flagship events	June–October 2014
Participant comms and engagement plan executed	June–October 2014
Follow-on activity/sessions delivered and monitored	June 2014–March 2015
Year 2 programme commences	April 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? No**

If YES, for what reason:

Date:

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