

A sporting chance

Improving opportunities for young Londoners

November 2003



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Chair's Foreword



This is our first brief overview of the availability and options for young people in our city to access sport. This report reflects the enthusiasms of the Committee and the projects which we have been lucky enough to visit. Our aim is to highlight some of the areas which local authorities, sports governing bodies and the London 2012 Olympic bid company should be focusing on if young Londoners are to enjoy real sporting benefits.

There were some clear strong messages to emerge that were common across funders, organisers and the young people who participate in the projects we examined.

- **Sport is a unifying force which brings together people from a range of backgrounds to share a common experience.**
- **Sport can be a catalyst for regeneration and crime reduction.**
We heard and saw some compelling evidence of how young people's self esteem is enhanced and their life chances altered through their participation. We were also impressed with the charisma and commitment of the volunteers and staff we met.
- **Investment in sport is not just about facilities.**
Many young people do not see sports centres as a place for them. For sport to really reach young people at the grass roots there needs to be investment in people. Volunteers, be they teachers or professional coaches giving of their spare time, prop up London sport. For many clubs their ability to provide more services is constrained by the time volunteers have to give.
- **We endorse the view, expressed by many we spoke to, that investment in professional training and better co-ordination of sporting activity would enhance the good work that is already going on.**

Investing in young people now is important for the Olympics. But sport for young people is not just about gold medals. The Government has a clear agenda to improve the health of young people and encourage physical activity. By investing sensibly we can create opportunities for young Londoners to have fun, learn skills and improve their health.

There is extraordinary enthusiasm and dedication from those we spoke to. I thank all those who gave their time to provide us with evidence and who hosted committee members on local visits.

A handwritten signature in blue ink that reads "Meg Hillier". The signature is fluid and cursive.

Meg Hillier

Chair of the London Assembly Culture, Sport and Tourism Committee

The Culture, Sport and Tourism Committee

The London Assembly established the Culture, Sport and Tourism Committee on 10 April 2002. It is one of eight committees that, between them, cover the range of policy areas relevant to London government.

The members of the Committee are:

Meg Hillier (Chair)	Labour
Angie Bray (Deputy Chair)	Conservative
Mike Tuffrey	Liberal Democrat
Brian Coleman	Conservative
Len Duvall	Labour
Noel Lynch	Green

The terms of reference of the Committee are:

To examine and report from time to time on-

- the strategies, policies and actions of the Mayor and the Functional Bodies
- matters of importance to Greater London

as they relate to culture, sport and tourism in London.

To examine and report to the Assembly from time to time on the Mayor's Culture Strategy, in particular its implementation and revision.

To take into deliberations the cross cutting themes of: the health of persons in Greater London; the achievement of sustainable development in the United Kingdom; and the promotion of opportunity account in its

To respond on behalf of the Assembly to consultations and similar processes when within its terms of reference."

Details of the Committee's work programme, reports, meeting agendas and minutes are available at www.london.gov.uk/assembly

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1 Introduction

- 1.1 Over summer this year, 21,000 young Londoners took to the track, pool and trampoline to compete in London's Youth Games. Should London win the bid for the Olympic Games, some of those young people may be vying for Olympic gold in their own city in less than a decade.
- 1.2 This report is about the benefits of participation in sport; not just for Olympians of the future but for all our city's 1.6 million young people.¹ The sheer fun that all levels of participation can bring as well as the more tangible physical and psychological benefits should not be underestimated or ignored.
- 1.3 Sport has a tremendous capacity to inspire young people and to encourage them to be active. However, health and entertainment are not the only benefits. Sport's appeal can also be a 'hook' to connect young people into education, employment and self-development opportunities. As we heard, 'sport is a fundamental tool to get kids back into society, get them jobs and make them confident again.' In a city with some of the most deprived areas in the country, the highest level of child poverty in Great Britain², and where a third of young people come from a minority ethnic background, sport's ability to inspire and unify is very valuable.
- 1.4 The idea for this report came from our investigations into the contribution of London's football clubs to their communities and our inquiry into how a bid for the 2012 Olympic Games should benefit Londoners.
- 1.5 This work, and involvement in our local communities, brought our attention to several innovative projects which use sport to develop young people's health, social interaction and self-confidence and re-connect them to education and employment opportunities.
- 1.6 Some of these projects were briefly referred to in other Committee reports. However, we felt that there was value in highlighting innovative approaches as well as exploring common difficulties and themes. As Lord Newby, Chair of Sport at the Prince's Trust noted:

A huge amount of positive things happen in little pockets. [As a group], we are very bad at getting best practice out in many areas, and I think sport is one of those areas. A lot of immensely dedicated people in sport are doing tremendous things, but they often feel pretty isolated.³
- 1.7 This report attempts to highlight some of the positive things happening in our city. It is not intended to be a comprehensive audit of all sporting projects for young Londoners. It is an opportunity to highlight examples of successful projects brought to our attention through visits by Members, written evidence and Committee meetings (see Appendix B for details).
- 1.8 We start by considering what more the Mayor could be doing and set out recommendations (see pages 5 & 6). Chapters three and four outline the current levels of participation and how community sports trusts, boxing gyms,

¹ Young people under the age of 18, *The Mayor's Draft Young People and Children Strategy*, GLA, April 2003. p.5

² After housing costs are taken into consideration, *London Divided: Income equality and poverty in the capital*, GLA, November 2002. p.15

³ Culture Sport and Tourism Committee meeting, 23 July 2003

fundes and sports authorities are striving to improve participation, despite the many constraints. Throughout the report, case studies provide more detail on specific initiatives and organisations.

- 1.9 In future reports, we hope to look at the success of other programmes which aim to increase participation in sport in London. For example, the proposal that school hours be extended in order to guarantee two hours sport per day which is to be piloted in five schools in the London Borough of Brent in September 2003.⁴
- 1.10 Issues relating specifically to sporting benefits from London's bid for the Olympics are addressed in the London Assembly's recent report on the Olympic bid.⁵

⁴ For more details, see Gardiner B., *Reforming the School Day: Guaranteeing children 2 hours of sport per day*. September 2002.

⁵ *Bidding for the Olympics: A contribution by the London Assembly*

2. What should the Mayor be doing?

- 2.1 As part of our inquiry, we asked organisations whether the Mayor should be doing more to promote young people's participation in sport in London.
- 2.2 It is important to bear in mind that neither the Mayor nor the London Assembly has significant funding powers. This year, for example, the Mayor's total budget for cultural events is £1.5 million. While some of these events include sporting activities,⁶ expenditure specifically on sport-related initiatives amounts to £87,000.⁷
- 2.3 However, his Culture Strategy and his Children and Young People Strategy can influence the approach to young people and sport across the Capital. Through his planning powers he can emphasise the importance of sporting facilities and playing fields. Finally, his political influence and support for events like the Olympics Games or the first stage of the Tour de France can help to generate enthusiasm for sport in London.
- 2.4 Final versions of the Culture and the Children and Young People Strategies are being prepared. As part of the public consultation on the Culture Strategy, Sport England (London) hosted an evening seminar for approximately 50 London individuals and organisations on the sporting aspects of the Strategy, in addition to a general invitation for comments.
- 2.5 However, we heard that some smaller sporting organisations did not realise they had an opportunity to comment on the Culture Strategy. We were also astonished to hear that no consultation was done with Sport England about the Children and Young People's Strategy.⁸
- 2.6 We stress again that the Mayor must consult extensively when developing his pan-London vision for culture, young people, planning and transport. The implications of his transport or planning policies are as relevant to young people's participation in sport as his Culture Strategy.
- 2.7 To assist the Mayor, we have included suggestions from those we spoke to.

What are the Mayor's policies in relation to promoting sport in London?

- 2.8 Consultation on the Mayor's draft Culture Strategy ended in September 2003 and a final version should be available early next year. The Mayor has accepted our comments that earlier drafts paid insufficient attention to the importance of sport to Londoners and that an overall vision for sport in London should be properly outlined.
- 2.9 In relation to sport and young people, the draft Culture Strategy, the Mayor's commitments include:
- promoting sports activity to Londoners through the Sport Action Zones, Active Communities Programme and other initiatives;

⁶ For example, the public launch of the draft Culture Strategy included Brazilian martial arts (capoeira) and street football exhibitions

⁷ Approximately £61,000 GLA contribution to LONDON Grand Prix and £26,000 for projects on Rough Sleepers football, older people's participation and Asian females participation in sport.

⁸ Melanie Rodrigues (Sport England), Culture Sport and Tourism Committee meeting, 23 July 2003

- endorsing the London Youth Games
 - developing a sports week for London; and
 - introducing pilot projects to increase sporting activity for Asian women.
- 2.10 The draft Children and Young People Strategy, which is scheduled to be published in December 2003, commits the Mayor to:
- promoting the access of young Londoners to a range of play, recreational and leisure services and cultural activities;
 - promoting sport activity to Londoners in partnership with Sport England, sports organisations and community groups; and
 - an immediate London-wide moratorium on the sale or the reallocation of children's play spaces for other purposes.

What was suggested?

- 2.11 The organisations we spoke to were looking to the Mayor and the Assembly to act as an advocate for sport's potential. As Sport England put it, the Greater London Authority should promote the power of sports to reach 'some of the difficult challenges of local government.'⁹
- 2.12 Suggestions included raising sport on the education agenda, emphasising the value of participation in sport to parents, encouraging parents to take part in sport and, as this report has started to do, highlighting good practice within London and elsewhere.
- 2.13 The City of London and 32 London Boroughs are responsible for leisure services. The London Sports Forum for Disabled Persons commented that the role of the local authority [in sport] is left purely to a local discretionary decision of Councillors' and suggested that the Mayor could play a part 'highlighting good practice and encouraging less progressive authorities to improve their commitment and performance in this area.'¹⁰ One organisation suggested that sport should become a statutory responsibility of boroughs. Another emphasised the need for boroughs to increase access for girls only sport (particularly swimming) and closer ties between health professionals and sports workers on issues affecting young people.¹¹
- 2.14 In an earlier report we noted that sport in London receives a much lower level of public funding than the arts or museums.¹² As we discuss later in the report, no amount of lobbying is likely to increase the lottery funding for sport in the near future. However, the Football Foundation, the largest sports charity in the UK, suggested that there was scope for greater partnership with the Greater London Authority (GLA) to improve awareness amongst local authorities, clubs and schools. It also suggested that the GLA could improve its understanding of the Foundation's funding streams for projects (totalling £53 million per year nationally). Jim Atkinson, suggested that even a small amount of funding could allow boxing gyms to put on fights which showcase young boxers within their community.

⁹ John Hadley (Sport England), Culture Sport and Tourism Committee meeting, 23 July 2003

¹⁰ Submission from London Sport Forum for Disabled People

¹¹ Submission from Westway Trust

¹² *Cultural Spending in London*, research report by J Sharples commissioned by GLA, June 2001 & further research summary, October 2002

- 2.15 The Mayor's powers may be limited but his position and influence through his strategies and relationship with the London Development Agency and Transport for London empowers him to contribute significantly to encouraging young Londoners to increase their participation in sport. We endorse the London Sport Forum for Disabled People's comment that -

Agencies responsible for sport...should be required to deliver some positive action around social inclusion through sport, rather than just having well meaning policies and public statements.

Copenhagen Youth Project	
<p>Background</p> <p>The Copenhagen Youth Project (based in Copenhagen Street, Islington) consists of five main strands of direct provision one of which is Estates Sports. These projects aim to have a significant impact on social and life skills, developing realistic goals and ambitions for the young people who participate.</p> <p>Sport Estates Sport funded by Sport England (ACDF) involves coaching and competition in local halls and pitches. These aim to develop skills and self esteem, channel energy and teach young people how to manage anger.</p> <p>During the second year of this project, it has become clear that it can also be used to generate community cohesion by getting the over 15s to play together enabling them to meet young people from different cultural backgrounds in a structured arena. The project feels that "sport provides a framework of equality which is not evident in their perception of ordinary life".</p>	<p>Examples of activities</p> <ul style="list-style-type: none"> • Football - training sessions for under 11s through to under 16s and womens football for 11-18 year olds; a community league and specific session for the Somali community • Table Tennis sessions 11-18 BME mixed • Box Fit /Citizenship is being piloted 11-15 M/F (funded by Kings Cross Partnership)

Recommendations

- 2.16 The role of the Mayor and the Assembly should be to promote existing good work and strongly advocate the benefit of sport for London. To this end, we suggest that:
- **The Mayor uses his Culture Strategy and Children and Young People Strategy to clearly articulate a strategic vision for sport in London. We stress again that the Mayor must consult extensively when developing his pan-London vision for culture, young people, planning and transport. The implications of his transport or planning policies are as relevant to young people's participation in sport as his Culture Strategy.**

- **The Mayor consider expanding his London Day award programme to include an award that specifically recognizes the efforts of the many volunteers who run sports programmes for London's young people.**
- **While we support the Mayor's promotion of cultural events, we would like to see greater support for sporting activities rather than the current focus on events. Even a small amount of money would make a big difference to London's sporting projects and funds invested will benefit all Londoners.**
- **The Mayor's draft Culture Strategy commits to 'promote best standards and improve access to mainstream cultural and sporting activities for disabled people.'¹³ We will be seeking tangible evidence of what the Mayor is doing to fulfil this ambition.**

2.17 We also recommend that

- **Sport England establish a good practice database to provide Londoners with a permanent source of good practice regarding funding and establishing new projects.**
- **Local and central government consider greater operational funding for existing projects rather than capital/start up projects.**
- **London's Olympic Bid Company, and its successor, consider establishing an Olympic Legacy Fund to ensure that sporting facilities for young people are maintained.**
- **London Olympic Bid Company ensure that, as part of the 'post Olympic Games' planning, ¹⁴adequate consideration is given to ensuring that facilities will benefit grassroots and local communities as well as elite sportspeople.**

¹³ *London Cultural Capital*, Mayor's draft Culture Strategy, June 2003, p.86

¹⁴ If successfully chosen as a candidate city, London will have to provide a detailed Candidature File to the IOC in November 2005. This will need to outline London's general approach to sport as well as 'Olympism and Culture'.

Leyton Orient Community Sports Programme

www.locsp.freeseerve.co.uk

Background

Operating from offices at Leyton Orient Football Club, a professional Football Club currently playing in Division Three of the Nationwide Football League, the project was initiated in May 1989 as a three-way partnership between the London Borough of Waltham Forest Arts and Leisure Department, Sport England and the football club, which was later extended to include Hackney. The structure of the organisation changed in 1997 when the project became a not for profit limited company with charitable status.

They estimate that they work with over 50,000 young people every year across East London being involved in 16 projects.



Examples of activities

- Activity based education and training for ex-offenders and young people at risk of offending

- Developing football for girls and women across East London, organising training sessions and establishing four representative sides at U11, U13, U14, U16 level (see photo).
- Working on estates, such as the Beaumont in Leyton, Teviot and Aberfeldy in Poplar and Shadwell Gardens where they have established teams and regular training sessions, which although in most cases are football, have now also expanded to include basketball, cricket and netball. These projects have included extensive liaison with The Youth Service and other local community groups.
- Working under the local authorities "Confident Communities" programme in the Isle of Dogs, the programme established netball-training sessions, tournaments and eventually a club for both adults and children.
- Establishing local projects under wider national schemes such as the Positive Futures Project in Barking and Dagenham and Woodberry Down organising tournaments and "learning through football" programmes.

3. London's young people and sport

- 3.1 Almost all young people of school-age in London participate in some form of sport. Across the country, young people are more inclined now to participate in sport or exercise in their free time than was the case eight years ago.¹⁵ Dig a little beneath these facts, however, and the picture is less optimistic.
- 3.2 Around half of young people in England receive less than two hours of PE per week and the amount of sport played by secondary school students in school is declining.¹⁶ Young Londoners' participation in sport is the lowest in the country.¹⁷
- 3.3 There continue to be significant disparities in participation between boys and girls and among minority ethnic groups. Furthermore, disabled young people tend to be under-represented in sporting activities with a quarter not participating regularly in sport in or out of school.
- 3.4 The decrease in playing fields in London and the reported decline in the availability of individual facilities in the last eight years, specifically cricket nets, tennis courts and outdoor swimming pools,¹⁸ are certainly factors which inhibit access to sporting opportunities in the Capital. Improved facilities for some sports, for example athletics, swimming and gymnastics, would help to increase participation.¹⁹ These facilities should be spread across London, not just located in the centre.
- 3.5 However, the solution is not simply more sports centres and swimming pools across London. Facilities can be costly to construct and maintain, expensive to access, difficult to get to on public transport and often have limited opening hours. Council leisure cards (where available) can help to improve access to facilities. However, the cost of gym membership or entry to private leisure facilities tend to mean that these kinds of venues are used by comparatively high-income young people who are already 'adept, committed and confident'.²⁰ In addition, as one representative pointed out, even with the facilities and time, 'an organization can only support the number of children at training sessions and through competition for which it has coaches and administrators.'²¹
- 3.6 If sporting projects are to reach out to all young people, an innovative approach needs to be taken which makes use of facilities in the community which are accessible and comfortable for all young people to use. This means bolstering what one organisation described as the 'appalling weak structure of sport provision in the wider community.'²² The need to put more resources into this area is recognised by Sport England who told us that they had targeted their grants programme towards the voluntary and informal sports sector because:

Over the past 8 years Sport England in London has invested 250million in community capital facilities and traditional sports, with limited evidence that it has increased sports

¹⁵ Although the majority of leisure time is still taken up with non-sporting activities. *Young people and sport in England: Trends in participation 1994-2002*, Sport England, 2003.

¹⁶ *Young people and sport in England: Trends in participation 1994-2002*, Sport England, 2003.

¹⁷ John Hadley (Sport England), Culture Sport and Tourism Committee meeting, 23 July 2003

¹⁸ *Young people and sport in England: Trends in participation 1994-2002*, Sport England, 2003

¹⁹ Submission from Westway Development Trust

²⁰ John Hadley (Sport England), Culture Sport and Tourism Committee meeting, 23 July 2003

²¹ Andy Sacha (Sport England), Culture Sport and Tourism Committee meeting, 25 June 2003

²² Submission from London Sports Forum for Disabled People

participation in the capital. In the future Sport England plans to revisit that investment and build partnerships between the public, and private sectors to develop multi-sports facilities to serve the needs of a new generation, new, accessible and sustainable multi-sports clubs, vibrant centres at the heart of the community.²³

Westway Development Fund	
www.westway.org.uk	
<p>Background</p> <p>Development trust that owns and manages 23 acres of land, including the Westway Sports Centre. The fund operates within Royal Borough of Kensington and Chelsea, Hammersmith & Fulham, Brent and Westminster. From 200 to 600 young people of secondary age participate in their activities every week.</p> <p>Examples of activities</p> <p>Sports projects for secondary school students include:</p> <ul style="list-style-type: none"> • One-off sports taster days • Grants for training courses for young people from 16 years old 	<ul style="list-style-type: none"> • health and fitness education sessions for young people from detached youth projects, drug projects, secondary schools and pupil referral units • Sports work with young people from migrant and refugee communities • Community tennis activities in partnership with Lawn Tennis Association and the Cliff Richards Tennis Trail • Work with the Royal Borough of Kensington and Chelsea's School Sports Partnership • Sports specific development schemes in climbing, football and tennis. • Weekends away with young people from youth projects

Funding

- 3.7 Most of the organisations we heard from rely on a mixture of sport-specific, health and regeneration funding. For example, the Copenhagen Youth Project (based in Islington) receives funding from Children in Need, Comic Relief, Connexions, the Guinness Trust and Sport England. The Westway Development Trust (see above) pays for its sports programmes from funding from the Lawn Tennis Association, the Royal Borough of Kensington and Chelsea and Sport England. Jim Atkinson, whose Fitzroy Lodge gym conducts boxing programmes for young people, relies largely upon corporate functions, boxing 'shows', to support its work. In common with other voluntary and community organisations, a recurring complaint is the emphasis on funding new programmes or special events²⁴ rather than funding which supports the organisation's core activities (eg. staff salaries, rent on premises).
- 3.8 From our discussions with Sport England, one of the biggest investors in sport projects in London, this situation is not likely to improve. The reduction in Lottery revenues has already led to all new funding of Sport England's programmes to be put on hold, including a two-year freeze on Sport England's Active Communities Fund²⁵ and expansion of Sport Action Zones (both discussed in Chapter 4).

²³ Melanie Rodrigues (Sport England), email to Culture Committee, 15 October 2003

²⁴ Submission from Westway Development Trust

²⁵ Melanie Rodrigues (Sport England), Culture Sport and Tourism Committee meeting, 23 July 2003

- 3.9 The Sport England Lottery Fund has now simplified its funding programme (with only two 'pots' of money: community and national funding be distributed on a regional basis). It will resume consideration of applications in early 2004.
- 3.10 However, if the decline in lottery sales continues, the result will be less money for supporting sporting initiatives in London. At present, London receives approximately 13 per cent of Sport London's total funding in the UK each year.²⁶ Sport England told us that '[sports funding for London] will not be as much as we have had in the past so it is not good news in that regard.'²⁷
- 3.11 To address the possible reduction, the Secretary of State has stressed that regional sports boards should start to use lottery money to lever in more money from the public sector, like regeneration initiatives, and give more thought to partnerships. In addition, the bid for the Olympics is also starting to yield results. In July, Tessa Jowell announced that £100m of Lottery money from the New Opportunities Fund would be committed nationally for grassroots sport and physical activity. She stressed that this decision was:
- A direct expression of our determination to use the Olympics and the ambition the Olympics will unlock to boost community sport and activity levels.²⁸
- 3.12 Further assistance may come from a Government amendment to the Local Government Bill, which proposes that community amateur sports clubs, not just registered charities, should be eligible for mandatory rate relief of 80% on their bills, a rate that could be increased to 100% at the discretion of the local authority.

Youth Sports Trust	
www.youthsporttrust.org.uk	
<p>Background</p> <p>Develops and implements, in close partnership with other organisations, quality physical education and sport programmes for all young people aged 18 months to 18 years in schools and their communities. Over 5 million young people nationally are involved with their activities.</p> <p>Examples of activities</p> <ul style="list-style-type: none"> • Offers a range of PE and sport programmes – including training for PE teachers 	<p>work with Nike to develop Girls in Sport project a project with BkyB to use PE and sport to assist 'challenging young people'.</p> <ul style="list-style-type: none"> • Also heavily involved in the delivery of support to the Government's national PE, School Sport and Club Links strategy – specialist Sports Colleges, SS Co partnerships, Step into Sport, Gifted and Talented and the professional development programme.

- 3.13 As part of the Government's changes to Lottery distribution, a £200 million Young People's Fund will be established and the Secretary of State for Culture, Media and Sport has asked that the new fund's priorities include 'attention to

²⁶ Andy Sacha (Sport England), Culture Sport and Tourism Committee meeting, 25 June 2003

²⁷ Andy Sacha (Sport England), Culture Sport and Tourism Committee meeting, 25 June 2003

²⁸ Sport Summit Speech by Secretary Of State, 14 July 2003

health and exercise for young people as well as the benefits of play for disadvantaged children.²⁹

- 3.12 Some relief may also come in the form of funding from the European Commission which has allocated 11.5 million Euros (approximately £8 million) for projects which 'increase co-operation between educational institutions and sporting bodies' to celebrate the European Year of Education through Sport 2004. London has bid for £80,000 funding to support an exchange programme between the London Youth Games and Ireland's Community Games.

London Sports Forum for Disabled People	
www.londonsportsforum.org.uk	
<p>Background</p> <p>The forum aims to increase the sporting choices and opportunities for young disabled people, as well as their level of participation in sport.</p> <p>Examples of activities</p> <p>It provides a 'first stop' shop for information about sporting programmes, advice on fundraising and it hosts networking days. In addition, the LSF works in partnership with other organisations to deliver sporting programmes. For example:</p> <ul style="list-style-type: none"> • 'One Small Step' project in which students with severe learning disabilities play and are coached in a range of sports by teaching staff as well as young leaders, coaches, and volunteers, some of whom are disabled themselves 	<ul style="list-style-type: none"> • 'Breakthrough Project', funded by the Department for Education and Skills. Through this project, seven schools in the London Borough of Islington co-operated to improve the way that pupils with special educational needs are included in their physical education programmes. As a result, there were stronger links between primary, secondary and special schools in the area, an inclusive PE Resource pack was produced for use in schools and inclusive PE programmes were supported through the School Sports Coordinator programme.

²⁹ Speech By The Secretary of State to The Lottery Monitor Conference, 3 July 2003

4. Increasing participation in London

4.1 From the previous chapter, three key lessons emerge for increasing participation in sport in London.

- Firstly, with decreased lottery funding likely to be available, there is increased pressure to maximise resources within London's local communities. This may mean greater emphasis on the voluntary and informal sports sector and innovative approaches which are less reliant on sports centres. As the British Olympic Association told us, good facilities are helpful but 'in terms of developing sport it is investing in people that is the key'.³⁰
- Secondly, greater political and financial support for sporting initiatives relies on making the case that sport is not solely a leisure activity but also a valuable means of improving the health and social well-being of young people.
- Finally, successful delivery of sporting programmes for young people requires a high degree of coordination and the presence of people dedicated to making links between schools, out-of-school sports infrastructure and local authorities.

4.2 Throughout the report we have highlighted projects that have come to our attention and below we put this work into context.

Maximising resources within London's communities

Professional sporting clubs

4.3 London is particularly fortunate to have 12 football professional clubs, 1 rugby league and 4 professional rugby union clubs and 2 large county cricket clubs. These professional clubs are involved in sport activity to a far greater extent than ten or twenty years ago.

4.4 Our report on London's football clubs and stadiums, *Away from Home*, outlined how the Capital's clubs deliver community and regenerative benefits to hundreds of thousands of Londoners, largely by making their facilities, personnel and players available for sporting programmes for young people.³¹ Charlton Athletic FC, Leyton Orient and Tottenham Hotspur FC were particularly impressive examples.

4.5 As Lord Newby, Chair of Sport for the **Prince's Trust**, explained:

Most professional sporting facilities are not being used much of the time. You cannot necessarily get onto the pitch, but they have rooms and other facilities. They also have large professional staffs doing nutritional fitness and a whole range of things that they can impart to people who are not part of the professional set-up relatively cost-free.

4.6 The aim of the Prince's Trust Volunteers Programme is not to train young people to become better footballers, cricketers, or rugby-players. Rather, it uses the 'power of sport' to motivate young offenders, the unemployed, students

³⁰ Stephen Martin (British Olympic Association), Culture Sport and Tourism Committee meeting, 25 June 2003

³¹ For more details and examples of specific support from clubs, see *Away from Home: Scrutiny of London's football stadiums*, GLA, June 2003.

and young people leaving care to find work or education opportunities to participate in a 12-week personal development programme. Through its partnership with London's football clubs,³² the Prince's Trust has assisted over 4,000 young people.

- 4.7 In April 2003, the Trust announced a similar partnership with cricket clubs in London - Surrey and Middlesex. By including cricket training, as well as personal development courses, it hopes to attract a larger ethnic minority group.

The Prince's Trust	
www.princestrust.org.uk	
Background Conducts personal development courses for young offenders, the unemployed, students and young people leaving care in cooperation with London's professional football and cricket clubs. On average, 73% of participants who were previously unemployed have gone on to find work or into further education.	Examples of activities <ul style="list-style-type: none"> In London, Arsenal, Chelsea, Crystal Palace, Fulham, Tottenham Hotspur and West Ham Football Clubs are all involved in the Prince's Trust Football Initiative.

- 4.8 The **Football Foundation** part-funds the Prince's Trust Football Initiative but also conducts a range of other activities which explicitly use the skills of London's clubs to assist young people. Sporting clubs and organisations in London have benefited from the Foundation's funding of £6.5m (£1.8m for community and education programmes, £4.7m for improving grassroots facilities). The Foundation also works closely with the London Sports Forum for Disabled People, the Football Association and English Federation of Disability Sport and several professional London clubs (Brentford, Charlton Athletic, Leyton Orient, Wimbledon, Fulham and Queens Park Rangers) as part of the One-2-One Ability Counts Football Project which helps increase playing opportunities for young disabled people and training for coaches.³³

³² Arsenal, Chelsea, Crystal Palace, Fulham, Tottenham Hotspur and West Ham football clubs are all involved in the Football Initiative.

³³ Annual Review 2001-2002, London Sports Forum for Disabled People, 2002. p.7


www.footballfoundation.org.uk	
<p>Background</p> <p>The Foundation funds facilities and community projects in all areas of London. To date, 50 clubs and organisations in London have benefited and they have impacted “thousands of players, coaches and volunteers.” The Foundation also funds national projects such as Prince’s Trust Football Partnership and Government’s Positive Futures Programme.</p> <p>Examples of activities</p> <ul style="list-style-type: none"> • Fitzrovia Youth in Action, to assist young people (boys aged 8-25 years and girls aged 12-18 years) in the Borough of Camden and City of Westminster and improve community cohesion between young people and the older generation of Bangladeshi families. 	<ul style="list-style-type: none"> • West Ham Asians in Football, based at Upton Park, which aims to encourage Asian youngsters (aged 6-13) to take up the game; • Significant improvement for 13 Regent Park’s football pitches as part of the Royal Parks £5 million redevelopment. This will enable Regent Park to expand its role as a focal centre for the Street Football League (for homeless, refugees and people in drug rehabilitation) and Arsenal and Queen Park Rangers community football schemes.

Contribution of amateur sporting clubs

- 4.9 There are 25,000 sports clubs in Greater London. As Sport England pointed out: That is just a massive community investment. However, it is 25,000 clubs whose capacity to deal with some of our wider social agendas is often ignored...
- 4.10 Releasing this capacity for the benefit of schools, young people and the local community requires some imaginative thinking.
- 4.11 In Newham, the Council has entered into service level agreements with several sports clubs in the borough, including the local Swimming Club, the Ascension Eagles Cheerleaders and the Newham and Essex Beagles Athletics Club. For example, in return for funding of £14,500 over the three years, the Newham and Essex Beagles Athletics Club has agreed to assist Newham Council to achieve its social objectives. This includes coaching within schools, assisting in training for London Mini-Marathon, increasing the number of athletics events held in Newham and holding training sessions for up to 250 people at a time.
- 4.12 As projects like the Herne Hill Harriers involvement with the healthy schools programme demonstrate, this kind of relationship can benefits all parties – the borough is helped to achieve its social outcomes, young people gain skills and confidence and the club gains new members.
- 4.13 Director of Youth Development for the **Victoria Park Harriers Athletics Club**, Pete Snell, brought to the Committee’s attention how had the club had managed to overcome a lack of resources and get hold of additional funding. He told us that “the volunteers who support such activities in outer London clubs are often former athletes and parents who take early retirement to support

the sport they love [but] all our coaches and team managers have full time day jobs. Natural talent does not get developed. “

- 4.14 However, the club has made major changes to allow it to provide more support. The club is now a Charitable Company and this has opened the way for funding from the London Marathon Charity and the Lottery funded Sports England Active Communities programme. In their first year of competing in the National Youth League Competition the Harriers were promoted to Division One and will soon have at their disposal one of the few UK youth athletics development workers directly employed by an Athletics Club.

Victoria Park Harriers Athletics Club	
www.vph.org.uk	
Background <p>Victoria Park Harriers and Tower Hamlets Athletic Club (VPH&THAC) covers Tower Hamlets and South Hackney in east London. VPH&THAC membership is open to anyone, regardless of standard, of 11 years or over.</p> 	Examples of activities <p>The Club provides numerous coached groups for a range of different athletic events and also brings in outside coaches in the few events it is unable to cover itself.</p> <p>In the last year the club have entered athletes in the under 20 championships in Finland, and entered youth teams for both boys and girls into the national Young Athletes League.</p>

- 4.15 Tapping the potential of London’s amateur clubs also means recognising and building on good work, wherever it is happening. As we heard, in some of the poorest parts of London, ‘amateur boxing is the best thing that is happen in terms of youth work’³⁴ yet they were often not viewed as part of the sports infrastructure within boroughs.³⁵
- 4.16 Evidence to the Committee indicates that the Kid’s Gloves Award Scheme,³⁶ a non-contact boxing programme for young people run by qualified coaches and supported by the Sports Council, can have beneficial effects in improving young people’s self-confidence and improve their connections to education and employment opportunities. For example, the Active Community Development Fund has recently funded a collaboration between the Southwark and Lambeth Sport Action Zone and Kickstart/Youth Offending Team to link Asian, Somalia and refugee communities with the Kids Gloves boxing programme at the Lynne, Fisher and Fitzroy boxing clubs in the area.
- 4.17 **Tony Cesay**, who runs a non-contact boxing programme for young people, explained:


³⁴ John Hadley (Sport England), Culture, Sport and Tourism Committee, 23 July 2003

³⁵ Jim Atkinson, Culture, Sport and Tourism Committee, 23 July 2003.

³⁶ For more information, see *Kids Glove Award Scheme*, Amateur Boxing Association of England

A lot of organisations are not really seeing how much sport can play a role in young people's lives. This is especially true in the inner city, where you either kick a ball or box...Kicking a ball or boxing are things an inner city kid can really understand.

- 4.18 Although the profile of boxing and numbers of amateur boxers in the UK have dwindled from 100,000 fifty years ago to 8,000 today, boxing still retains an ability to attract a diverse range of young people and encourage community cohesion. By way of illustration, Jim Atkinson, Honorary Secretary of the Fitzroy Lodge noted that in his gym there were 'one Sri Lankan, two Kosovars, two Columbians, one boy from the Congo, one boy from Uganda, one boy from Somalia, one Italian, four black British and four white British.'³⁷

www.sse.org.uk/people/tony.cesay www.fitzroylodge.com	
<p>Background</p> <p>Tony Cesay, an international boxer and ABA National Champion, teaches children about health, fitness and life through boxing training. The project is based in Beckton.</p> <p>According to Tony, 'the project will focus on sports education and difficulties which can be spotted early so help can be quickly given.'</p> <p>The Fitzroy Lodge, in Lambeth conducts boxing training for juniors as well as fitness training using boxing as a medium to the whole community. According to Jim Atkinson, Honorary Secretary of the Lodge, 'we seek to offer supportive role models to young people and use the power of sport to re-engage them with social structures which they have been in danger of rejecting.'</p>	<p>Examples of activities</p> <p>Tony conducts four training programmes a week, using the non-contact Kids' Gloves Boxing Scheme. Up to 30 kids attending a night.</p> <p>The Fitzroy Lodge currently works with the Sport Action Zone in Lambeth and Southwark.</p> <p>It is also in partnership with Positive Futures in Lambeth - offering boxing training to young people at risk of offending and, where appropriate, re-integrating them back into the community .</p> 

Recognising sport's potential in London

- 4.19 The projects described above demonstrate that sport is not just about giving young Londoners to be active. By exploiting sport's broad appeal and the glamour and respect invested in sporting organisations, it can also encourage young people to consider changes to their lifestyle and reconnect them with education and employment opportunities.
- 4.20 Sport England has specifically recognised this link by establishing the Active Communities Development Fund. Through the fund, Sport England supports projects that use sport as a catalyst for tackling social exclusion and under representation in sports participation amongst BME communities. The Active Communities Development Fund (ACDF) was £7.5 million in 2001/02 (of which

³⁷ Jim Atkinson, Culture, Sport and Tourism Committee, 23 July 2003

London received £1.76 million) and £9 million in 2002/03 (of which London received £1.87 million). It is also helping to address some of the inequalities that there currently are in terms of disabled people, women and girls, and black and ethnic minority communities.

Making the links

4.21 Of course, this more ambitious view of sport's contribution brings with it a greater degree of complexity. For it to fulfil its potential to assist young people, requires links to be made between health authorities, schools, clubs local authorities and regional sporting bodies.

4.22 As our inquiry and other studies have found, the presence of a coordinator to make these links is essential. Lord Newby told us that the presence of such a dedicated coordinator was the reason for the Prince's Trust's success. As Jim Atkinson pointed out:

Without [people who are in a coordinating and helping role], you are in such a state of disarray, that it is very difficult to see anything happening except particularly good examples of best practice that are person-dependent, or accidental...that is no way to plan for the future.³⁸

4.23 We heard that the Government's School Sports Coordinators programme is making promising inroads into structuring links between the voluntary community and the scholastic physical education community and 'ensuring that the programmes are not seen in isolation and that there are tangible benefits.' With the exception of the London Borough of Hillingdon, all London boroughs now have school sport coordinators, located in a number of their secondary schools; there should be 400 in London by the end of the year.³⁹ The Youth Sport Trust provides resources, advice and training for School Sport Coordinators.⁴⁰ It also draws on existing good practice to assist young people with disabilities. For example, inclusive PE programmes, developed as part of the London Sports Forum for Disabled People 'Breakthrough' Project, were supported through the School Sports Coordinator programme.

4.24 Sport England helped to establish Sport Action Zones (SAZ) in order that the delivery of sport and physical activity could be coordinated with regeneration, health, community safety and education initiatives. At present, the only SAZ in London is the Lambeth and Southwark SAZ. An audit of the zone, which is only two and a half miles around Elephant and Castle, revealed 'a number of voluntary community sports clubs, open spaces with low levels of uses and a large number of voluntary sports clubs with no profile.'⁴¹

4.25 In evidence to the Committee, Brian Dickens, Director of Lambeth and Southwark's SAZ, was commended for his work coordinating sport provision and assisting strategic delivery of sport and leisure activities within the area. In the first six months, the SAZ's involvement included:⁴²

- Appointing a Physical Activity and Sport Co-ordinator on an estate to promote social interaction and prevent health problems among residents

³⁸ Jim Atkinson, Culture, Sport and Tourism Committee, 23 July 2003.

³⁹ John Hadley (Sport England), Culture Sport and Tourism Committee meeting, 23 July 2003

⁴⁰ Submission from Youth Sports Trust

⁴¹ John Hadley (Sport England), Culture Sport and Tourism Committee meeting, 23 July 2003

⁴² 'Lambeth and Southwark Sport Action Zone: Six Months Review', Report by Director of Lambeth and Southwark SAZ.

- Bidding for funding to refurbish sports facilities at a local park
- Helping to develop sports programmes for local parks
- Promoting after school sports initiatives as part of crime diversion programme
- Supporting estate-based football programme and the Street League
- Developing Sport and Health activities in primary schools in the area.

4.26 Over summer, the SAZ piloted a range of sporting activities- traditional sports as well as games like deck quoits, and dance hopscotch – based on housing land. These ‘housing estate games’ were designed to require no specialist equipment and in a way that could be delivered by local people with appropriate qualifications. Approximately forty housing estates signed up to compete.

Annex A: Relevant evidentiary hearings, visits and written evidence

Evidentiary hearing, 23 July 2003

Witnesses:

- Jim Atkinson
- Tony Cesay
- Lord Newby – Chair of Sport, Prince’s Trust
- Melanie Rodrigues – Active Communities, Sport England

Evidentiary hearing, 25 June 2003

Witnesses:

- Andy Sacha - Head of Facilities, Sports England
- Stephen Martin - Deputy Chief Executive of the British Association
- Christine Double - North and East London Sports Network

Visits by Members:

- Visit to Tony Cesay’s boxing programme, 15 September 2003
- Visit to Leyton Orient Community Sports programme, 22 May 2003
- Copenhagen Play and Youth Partnership (including Copenhagen Youth Project), September 2003

Written evidence:

- London Sports Development Forum
- Sport England
- Youth Sport Trust
- Westway Development Trust
- The Football Foundation
- Fitzroy Lodge
- Copenhagen Youth Trust
- Leyton Orient Community Sports Programme
- Victoria Park Harrier’s Athletics Club

Annex B: Contact details for sporting projects discussed

Name	Address	Phone number	Web address
Copenhagen Youth Project	Blessed Sacrament Hall Copenhagen Street London	020 7837 4300	
Fitzroy Lodge Amateur Boxing Club	Archway 180, Lambeth Road London SE1	020 7928 0146	www.fitzroylodge.com
Football Foundation	25 Soho Square London W1D 4FF	020 7534 4210	www.footballfoundation.org.uk
Leyton Orient Community Sports Programme	Leyton Orient Football Club Brisbane Road Leyton London E10 5NE	020-8556 5973	www.locsp.freemove.co.uk
London Sports Forum for Disabled People	Ground Floor, Leroy House, 436 Essex Road, London N1 3QP	020 7354 8666	www.londonsportsforum.org.uk
Sport England	16 Upper Woburn Place London WC1H 0QP	020 7273 1700	www.sportengland.org.uk
The Prince's Trust	3rd Floor, Tribute House 120 Moorgate London EC2M 6TS	020 7382 5100	www.princestrust.org.uk
Tony Cesay			www.sse.org.uk/people/tony.cesay
Victoria Park Harriers Athletics Club	St. Augustine's Hall, Cadogan Terrace, Victoria Park London E9 5EG		www.vph.org.uk
Westway Development Fund	1 Thorpe Close London W10 5XL	020 8962 5720	www.westway.org.uk
Youth Sports Trust	1 st Floor, 73 Collier Street London N1 9BE	020 7278 7208	www.youthsporttrust.org.uk

Annex C: Orders and Translations

How to Order

For further information on this report or to order a copy, please contact Greg Norton, Scrutiny Manager, on 0207 983 4947 or email at greg.norton@london.gov.uk

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