

**Written evidence received for the Economic Development,
Culture, Sport and Tourism Committee's investigation:**

The London 2012 Olympic and Paralympic Games Sporting Legacy

As of September 2010

Contents

Central Council for Physical Recreation	1
Havering Disabled Sports Association	6
John Amaechi	7
Leyton Orient Community Sports Programme	11
London And England Athletics	14
London Swimming	17
Pro-Active	21
Women's Sport and Fitness Foundation	25
Kate Hoey	33
Sport England	39
LOCOG	50
Deloitte	53
Cadbury	56
BP	59
Central YMCA	60
Lee Valley Park	63
Interactive	75
The Olympic host boroughs	91
Tower Hamlets School Sport Partnership	103
Panathlon Challenge	107
Ebony Horse Club	108



London Assembly Economic Development, Culture, Sport and Tourism Committee's investigation towards the sporting legacy of the 2012 Olympic and Paralympic games

CCPR Response

CCPR is the national alliance of governing and representative bodies of sport and recreation. Our 317 members represent 150,000 clubs across the UK and some 8 million regular participants. CCPR exists to promote the role of sport and recreation in healthy and active lifestyles, to encourage a policy and regulatory environment in which sport from grassroots through to elite level can flourish, and to provide high quality services to help its members to continually improve and progress.

CCPR represents the full scope of sport and recreation – from football to folk dance, from rambling to rounders - and is interested in the welfare of both Olympic and non-Olympic sports. To CCPR and its members, the hosting of the Olympic and Paralympic Games in London in 2012 represents first and foremost a tremendous opportunity to inspire and sustain a step-change in participation in sport and recreation throughout the UK. Indeed, this was a fundamental part of London's successful bid. CCPR therefore welcomes the opportunity to submit information to the Committee.

What should the Olympic and Paralympic sporting legacy mean for Londoners?

The legacy should mean increased opportunities and greater encouragement for Londoners to get involved in sport and start leading more active lifestyles. The Games should be an inspiration to individuals, clubs, organisations and businesses which can utilise the positive messages of an Olympic movement built on excellence, friendship and respect, in order to encourage people to achieve things they did not think they were capable of. The Olympic and Paralympic Games coming to London is a source of great pride to Londoners and it is this tangible power of sport as a catalyst for positive change that should be remembered.

Sports organisations should use the Olympics to raise their own profiles and offer opportunities to volunteers by using programmes such as Youth Net and Volunteering England's "Inspiration and Legacy" movement, while non-sporting organisations should also join in and embrace the cultural Olympiad. Businesses too should welcome the Olympic ideal by providing time off for Olympic inspired volunteering, promoting current schemes such as the Government's Cycle to Work initiative or investing in shower and changing facilities at work.

In conjunction with the efforts made by the individuals and business, the City of London too can help create a more active capital. With the Barclay's London Cycle Hire scheme proving a success, it is clear that Londoners embrace a more active and greener lifestyle if given the opportunity to do so. As building and reconstruction

continues at pace in London, new builds should reach an Olympic standard ensuring workers have space to exercise and areas to change. Likewise current facilities such as London's parks or pedestrianised areas could include dedicated running tracks and exercise routes as seen in cities such as Sydney and, much closer to home, the new SportPark at Loughborough.

Of course, there are many stakeholders in the London 2012 Games, and each group is likely to have a particular outcome in mind with regard to legacy. For those living in the East End, the most pressing legacy need may be around physical and economic regeneration, whilst for CCPR the most pressing need is to deliver an increase in grassroots sporting opportunity.

The park itself must play a key role in delivering this social and economic legacy. The remaining venues and park lands must be managed such that the park becomes a vibrant site offering employment and infrastructure to local residents as well as providing sport and recreation opportunities.

What progress has been made so far in achieving a sporting legacy in London?

It is already clear from the advanced construction work in the Olympic Park that there will be a physical legacy from the Games within the host boroughs. However, for this physical legacy to be lasting it must be closely tied to the social and economic elements of legacy.

The post-games management of the Olympic Park will fall to the long-established Lee Valley Regional Park Authority (LVRPA) and the recently formed Olympic Park Legacy Company (OPLC). The LVRPA already manages a significant part of the Olympic Park, making this available for sport and recreation usage. As a result CCPR believes it is well placed to manage those venues that will fall within its ambit, which include the whitewater centre, tennis centre and velo-park. It is important to note that whilst LVRPA charges appropriately for use of its facilities, it also benefits from core funding from a levy on those local authorities within which the park falls. For the year 2009 / 10 this stands at around £12m.

The remainder of the park will be managed by the Olympic Park Legacy Company. The company is currently in the process of recruiting the staff it will need to manage the park in legacy mode, and has begun discussions with potential future tenants of the park and possible management contractors. CCPR has assisted this process by surveying its members to identify those which might wish to relocate to the Olympic Park post-games. If the park is able to provide affordable and fit for purpose accommodation for sporting bodies this would be a key contribution to sporting legacy, and help to retain a sporting ethos within the park post-games.

More important than the use of office space is the use of the games-time venues and park open-space post games. CCPR is aware that OPLC wishes to ensure that the park remains a key venue for those wishing to participate in sport and recreation beyond the games, and CCPR fully supports this aim. It is crucial that discussions with future venue operators are concluded as early as possible so that their input with regard to viable legacy usage is gained, and a swift post-games transformation secured. The biggest challenge in this respect is the main Olympic stadium. It is clear that a key tenant is needed in order to make this venue financially viable, and all options must be considered.

With regard to increasing participation, Sport England is the non-departmental public body charged with implementing the government's strategy to increase participation in grass-roots sport. Sport England invests in 46 sports and a range of other strategic partners in order to achieve its targets. It measures progress via the annual Active People survey. Overall, the number of adults (aged 16 and over) participating in sport at least three times a week for 30 minutes has increased by 635,000 from 6.295million in 2005/06 to 6.93 million in 2008/09.

However, the results from this survey show an unsurprisingly mixed picture. The greatest increase in participation has been seen amongst men, whilst participation amongst women and those with a disability has actually decreased. Participation in minority sectors is also well below average. This shows that the challenge is not just to raise levels of participation, but particularly to increase participation amongst those less likely to participate.

Sport England, the national governing bodies of sport and other partners through which they work are undertaking a range of development programmes to increase participation in these under-represented groups, but the work required to overcome the barriers faced by some individuals must not be underestimated.

What impact will funding from the Mayor have on a sporting legacy in London?

CCPR's primary concern is to achieve a lasting legacy of increased sporting participation. Funding from the Mayor could establish a series of projects in specific localities designed to stimulate and inspire interest in sport and recreation as a result of the 2012 Games.

The success of these projects, which might include both capital projects such as walkways or outdoor table tennis, and revenue programmes such as come-and-try-it days or coach training schemes, should then be assessed in order to create a series of models which can be implemented nationwide. Funding should then be made available to London boroughs to devise participation strategies and commission delivery programmes that are relevant to their locality, preferably with capital investment to ensure a true physical legacy.

To help the success of such start-up projects, it would be very useful if the London Assembly or Greater London Authority could highlight pilot projects tried and tested in London boroughs already. Identifying programmes that individual boroughs could copy and implement would provide a head start for communities looking to implement projects in the run up to the Olympics. Hosting a website which gave details of such good practice and recommending projects which would make a difference in the last 18 months before the Olympics would be hugely beneficial.

CCPR's ambition is for the Olympics to be just as significant for communities as the millennium and the work of the Millennium Commission. As part of this scheme, villages and towns all over the country benefitted from specific millennium funding streams for capital and revenue funding which left a lasting and tangible benefit for those concerned. In much the same way, CCPR would welcome Olympic cycle-ways built as part of every major new road system, Olympic basketball hoops constructed in every leisure facility, etc. Fields in Trust (formerly the National Playing Fields Association) expresses a similar vision through its '2012 fields' campaign. Securing the future of 2012 playing fields as a result of the games would be a clear, tangible and long lasting legacy from the games.

Strong Olympic participation programme branding would also raise the profile of the efforts by governing bodies, sports groups and clubs by creating a higher level of consciousness around the Games and the legacy organisers promised to create. The Inspire Mark has only been made available to a very few sports projects and its nature means that it can't be awarded to any projects which attract any degree of private funding. As such, its penetration is minimal. Branding such as that enjoyed by Millennium projects would create a link in people's minds between the Games and local and community programmes and would greatly improve the visibility and credibility of efforts to get people into sport and activity.

How should progress be measured following the removal of targets from the Coalition Government and the Mayor?

The means of measuring legacy will necessarily vary according to the element of legacy in question. The Sport England Active People survey provides a management tool for the desired legacy of increased sporting participation. Should a national sporting legacy programme be initiated, the Active People survey would be able to measure the impact of projects in terms of increased participation.

However, any increase in participation must be considered with caution as causality is impossible to prove. Sport England's targets for participation are long standing, and it cannot be claimed that both Sport England's long term strategy and an Olympic legacy are responsible for increases in pre- and post-games participation. The Olympic legacy must strive for additionality and differentiate itself from current targets in order to be measurable. By creating specific projects to empower people to be more active by providing facilities and opportunity to do so would be a more tangible and measurable legacy than a participation increase.

With regard to the regeneration and social legacy CCPR believes that existing national and local indices of employment and educational attainment would be appropriate measures.

How can sport participation rates be increased with less public money available?

CCPR understands the difficult economic situation that exists, however, every effort should be made to secure additional funding to help increase participation rates for this once in a lifetime opportunity to inspire more people to get involved in sport and get active. While there may be less public money available, what public money there is should be directed efficiently and existing resources need to be used to their maximum potential. The recent report published by the Facilities Inquiry (2010) called on local authorities to rationalise facilities where they were no longer fit for purpose or located in the wrong place, and asked for schools to be obliged to open their premises for out of hours sporting use. Both of these recommendations makes use of existing facilities but uses them in a smarter way.

The Minister for Sport has asked CCPR to conduct a review of regulatory burdens facing sport clubs which limit their ability to deliver their sport. Reducing the amount of resources required to do non-sport related activities is a key way of allowing clubs to focus on increasing participation for less money. Sports clubs are heavily reliant on volunteers to deliver their work and even small increases in administrative burdens can have a devastating effect on a club's ability to recruit and retain volunteers. CCPR will have completed the report by February 2011 and will offer key recommendations to help increase sport's efficiency. A true legacy from the Olympics would be an Olympic Legacy Act which directly addresses the regulatory burdens

which will be highlighted in the report. Many of the recommendations will be centred around the unintended consequences of other pieces of legislation which are likely to be cost neutral.

In summary, what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

As shown in this paper, there can be many elements to an Olympic legacy. For the 2012 Olympics it is important that the elements are not temporal, but have a lasting effect. The legacy should not have a reliance on pilot projects and temporary schemes, but should be achieved through long term investment in London. This should include capital investment, but can also include long term investment, in ideas, aspirations and policies. Ensuring that future building in the City of London is planned with sport and the needs of the citizens or reducing the regulatory burden on sports clubs do not have a significant cost barrier, the only hurdle is the determination of the policy setters to force through change.

CCPR welcomes the opportunity to respond to this consultation, and would be happy to follow up on any issues that arise from this response.

*James MacDougall
Head of Policy
September 2010
jtmacdougall@ccpr.org.uk
0207 976 3932
www.ccpr.org.uk*

MR LEN DUVAL OBE AM

MR D WILTSHIRE
HAVERING DISABLED SPORTS ASSO
47 KINFARNS AVE
HORNCHURCH

DEAR SIR

23-8-10

ESSEX RM11 2AN

THANK YOU FOR YOUR LETTER HOPE SOME OF MY
POINTS ARE OK.

1 WE ARE LOSEING MORE FACILITIES THOUGH PRICE
INCREASE AT MOST SPORT CENTERS, CLUBS CAN NO
LONGER AFFORD RENTS AND EQUIPMENT. WE NEED
SUDGES THEY ARE IN SHORT SUPPLY

2 THERE ARE MORE PEOPLE TALKING ABOUT THE GAMES
PUBLISH WHAT SPORTS ARE GOING TO HAPPEN, NOT MANY
PEOPLE KNOW ABOUT BOCCIA ITS AN OLYMPIC SPORT

3 IT DEPENDS HOW IT CAN GET OUT TO THE CLUBS AND
TO PEOPLE WHO NEED IT

4 LET THE COUNCIL SPORTS DEPARTMENT'S HANDLE IT

5 CUT DOWN PRICES MAKE IT AFFORDABLE

6 FOR DISABLED ITS TRANSPORT, PLACES TO TRAIN
THAT ARE NOT TO EXPENSIVE

YOURS SINCERELY

CHAIRMAN

HAVERING DISABLED SPORTS ASSO

D Wiltshire

John Amaechi Chief Executive Amaechi Performance Systems

1. What should the Olympic and Paralympic sporting legacy mean for Londoners?

What should hosting the Games result in? For example, The nature of the perception of legacy to Londoners is inevitably bittersweet at this point. It is not a question of their being no legacy, there have been fairly amazing pieces of work done by LOCOG - especially when we look at issues of procurement and hiring focussed on proactively bringing on board the greatest cross-section of diversity I imagine there has ever been for any Olympic games. There are also a number of very good primary and secondary school programmes already in place across the UK as well as being implemented in (mostly sub-Saharan) Africa. Sadly, most of this good work is invisible to the general public, as much due to an unwillingness by LOCOG comms departments as a lack of things to report.

The main issue with the Olympic legacy and it's meaning to Londoners (and indeed the country as a whole) is that the games was won on the back of a vocal promise of a visible, non-bricks and mortar legacy and a parade of pretty black and brown faces in Singapore, while people in charge now attempt to either claim legacy is not their department (as LOCOG has done.) Indeed, in what passes for talk of legacy now, the legacy promised in one currency during the bid, is being offered to London in another form - and frankly it takes more coal than we can offer to make up for the gold that was promised.

Another difficulty in strictly sporting legacy is the fact that being able to see the Olympic venues from your house is not in of itself, a legacy. Most of these people will never enter the venues either during the Olympics or afterwards in "legacy mode."

What should be the increase in sport participation at both the elite and grass roots level?

Some people will be inspired by the sports they see (probably on TV) during the Olympics and when they go to seek out places to take up their new passion, they will find what exists now: poorly qualified, if well-meaning, amateur coaches operating cottage industry club sport at a cost that is prohibitive to many and with an expertise limited to the most mainstream of the community, in venues that are not fit for purpose. The pathways to excellence will be as obscure as ever, and those who wish to participate will find themselves disenfranchised with the levels of coaching expertise, cost for participation, opportunities for advancement and numerous other roadblocks that have existed forever in all sports apart from the big four.

The very top of the elite will be found if they are lucky, but as is happening now, a wealth of top-flight talent will fall by the wayside due to the lack of infrastructure, coaching and personal development expertise. Grass roots participation will see a rapid rise, the system as it stands will become overwhelmed, some of the elite will be skimmed from that groundswell, but most new participants will not find a rung on the ladder at a height suitable for them to make a start in sport, they will be doubly disappointed by the fact that once again an opportunity will have been shown to them, tantalising their senses, only to be rudely removed, while many of them still have to pass the landmarks that describe their opportunity lost, every day on the DLR.

How many more sports facilities and clubs should be built?

A club is only as good as it's coaches and current coaching qualifications in most minority sports and many of the big ones are so unsuitable it is a joke. Qualifications designed as essential income streams for smaller NGB's - so they are neither challenging enough to ensure quality or long-term enough to ensure ongoing learning, simply to make sure enough "coaches" are willing to spend a weekend qualifying and pay the requisite fee. That being said, my centre only exists (now delivering ALL the basketball in Greater Manchester) because we have a central venue from which to administer, operate, coach and play. The lack of quality venues and the under-utilisation of current venues in London and beyond is criminal - almost as criminal as the cost of hiring a court for an hour in London, and the fact that most gyms are built "multipurpose" simply because that means that Badminton and 5-a-side will always be included as the easiest way to make money; often excluding sports like basketball where even with 10 players the cost per individual is prohibitive. My centre is

single purpose with only basketball inside (2,300 people per week going through our doors in both elite and community aspects) because if you do sport right - there will be no room for multiple sports done averagely.

For the record, the new handball arena in the new Olympic park could house basketball in legacy mode, with a professional team, national team, local community and excellence basketball streams to the tune of 4,000 - 5,000 per week with ease (those numbers being those in need). It will be sold off to the highest bidder who won't have that in mind because it won't make money that way just be sustainable.

How many more coaches could we expect to be trained?

Literally thousands of new coaches will "qualify" with the current coaching awards. My assessment of these awards is that they do not sufficiently up-skill participants to deal with either the needs of elite-track athletes, or to work with contemporary youth in a way that increases sustainable participation or parses out any significant tangential benefits to young people who come in contact with them through sport. We are still in a situation where most succeed in sport despite the (lack of) competence in fundamental-level coaches, and most don't succeed and are indeed left jaded by their early experiences with sport. It is a fact that in Britain, we define the success of our sporting pathways by the outstanding exceptions, like Kelly Holmes, Tanni G-T, and the like. We should be changing the way we teach coaches, increasing the demands we make of coaches to allow for the outcomes we suggest (mostly through conjecture and anecdote) should come through a young persons initial contact with sport.

2. What progress has been made so far in achieving a sporting legacy in London?

I want to repeat the part I wrote above about current invisible, "currency-exchange" legacy aspects: there have been fairly amazing pieces of work done by LOCOG - especially when we look at issues of procurement and hiring focussed on proactively bringing on board the greatest cross-section of diversity I imagine there has ever been for any Olympic games. There are also a number of very good primary and secondary school programmes already in place across the UK as well as being implemented in (mostly sub-Saharan) Africa. Sadly, most of this good work is invisible to the general public, as much due to an unwillingness by LOCOG comms departments as a lack of things to report.

What would you have expected to happen by now?

I would have expected a comprehensive plan and an Olympic Legacy Organisation that was more than invisible. I would have expected to see clear pathway deficits for certain Olympic sports identified and a plan to fill those gaps developed and implementation begun. I would have expected to see a totally new coaching framework put in place that reflected the increasingly therapeutic demands placed on youth sport participation and I would have expected to be contacted, just once, by anyone in the Legacy "business" around the Olympics since the methodology in place at my centre; an integrated, holistic, research-based approach to coaching and youth development done on a shoestring budget might have a few pointers to offer. I recognise my style is abrupt, but my day job as an occupational psychologist is creating environments where transformative change, personal and group development and high performance are most likely...I have applied those theories to sport at my centre.

What more needs to be done?

I can't imagine how a recognisable, meaningful legacy for the games can be achieved without a radical rethink of the way forward, a reframing of the role of sport, and a change in the "HOW" of coaching." The use and availability of current and prospective venues also needs fully re-evaluating.

What has been done well?

3. What impact will funding from the Mayor have on sporting legacy in London?

The Mayor has allocated £15.5 million from 2009 to 2012 to invest in

grass roots sport.

I have no idea what this means, but such a figure can't possibly be extrapolated from any meaningful, proven change mechanism for any sport I recognise. It is money that can easily be spent and accounted for, but unlikely to cause any tangible change if spread across London (6 million youth?) over 4 years.

What should be done with this funding?

What should be done must be a reflection of the goals of the sports and sporting programmes supported. If the target is Sport England's ridiculous participation target for 2012 then it too will be money wasted. Children don't need more "taster sessions" they need sustainable, high-quality coaching and learning environments where sport and athletics are treated as they should be - simply one aspect of their identity.

In Manchester, we have one central venue, and we have refurbished other venues in return for access along with gaining access to others through extended schools to create a network with a cohesive, research-based, coaching style that focusses on the individual as a person, not just an athlete

How will it be best targeted?

If you are looking to target the most disenfranchised, the most in need of sports participation and contact with positive role models, I might draw your attention to the Centre for Social Justice working group on how to draw the best return on investment from sporting provision, especially for the most disadvantaged. I am on the working group and responsible for the chapter on "people" and although the report is not due for some time, it has become clear to me that creating potent "micro-climates" for the very best coaching candidates to bring participants to is a key. Well-trained, emotionally literate (especially men), technically-skilled people, with facilities to back their vision is the pathway to sustainable, even therapeutic, change in the most disadvantaged out there. I can't think of a sport in the UK that has a modern far-reaching coaching philosophy that expects skills beyond basic child protection along with their technical knowledge. Given the results I know most local governments expect from sports investment, this is not a philosophy that can promise more than marginal success.

4. How should progress be measured following the removal of targets from the Coalition Government and the Mayor?

The previous Mayor's target was to increase the number of Londoners participating in sport by 275,000 people by 2012. This target was not adopted by the current Mayor. Press reports state that Ministers are no longer committed to the previous government's target to get two million people more active.

To me, simple participation goals are electoral gimmicks, not meaningful measures of success. By definition, most participation increase is achieved by engaging the most affluent and easiest to reach of youth who are by definition, not the more is enfranchised, disillusioned or disadvantaged where intervention can be most meaningful. If you want these young people then the skills required by coaches, the programme design and the venues for participation are hugely different. Relying on "some coaches" to possess the natural interpersonal skills, charisma, temperament and will to achieve success in disadvantaged populations is like asking a kind-looking stranger on the street to babysit your 5 year old daughter. You can, but I wouldn't.

5. How can sport participation rates be increased with less public money available?

Is London's legacy still achievable given the current budgetary pressures?

If London's legacy is participation, London has already been failed. But yes, this money could do a great service if targeted correctly, using the sports that best attract the groups in question (i.e. Not rowing, not sailing, not pistol-shooting; not most of the sports we do well with in the Olympics.) Training a core group of coaches and either refurbishing or building suitable venues that give the groups in question a home to be proud of...

6. In summary, what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

This really is a more massive question than can be answered here briefly. The barriers are a function of many things: The British sporting mindset that “well meaning is good enough” when it comes to programming excellence and coach standards; the current social backlash mentality that we should not be providing “goodies for baddies” through sport or otherwise; Sport England’s ruinous search for mythical participation figures and the idea that sport in-of itself is some kind of panacea for social inclusion and youth behaviour modification.

Ironically, programmes can fairly easily be created, coaches easily trained and venues easily created to create the microclimates I discussed that resonate change throughout neighbourhoods, wards, cities and eventually countries, but the pathway to that change are science, not anecdote, and require an examination of the actually achievable goals of social and elite sport without the current myth-tinted glasses.

Economic Development, Culture, Sport and Tourism Committee
London's Sporting Legacy from the 2012 Olympic and Paralympics Games

Leyton Orient Community Sports Programme Response September 2010

Further to our submission in 2006 we remain totally committed to, supportive of and enthusiastic about the forthcoming London Olympics and its short, medium and long term impact.

Since we last submitted our views we have continued, from our perspective, to make great inroads into the Olympics and are now seeing the results of our endeavours.

As with all major regeneration and structural projects delivered on a macro level there are many opportunities created which require positive responses to making sense of it at a micro level. Our experience so far of London 2012 is no different and we have adopted the approach of the more pro active we are and the more we contribute the more we will get out of it. We also recognise that no one else is going to do this for us or make it happen on our behalf.

As will be recalled from our previous submission we are a dynamic and innovative charity based at Leyton Orient Football Club in East London. The overall aim is to strengthen communities through sport and over the past 21 years we have developed sports, health and educational projects in partnership with local authorities, regeneration agencies, schools, London's Trusts and Central Government

The **Olympics** offers us a fantastic opportunity to galvanise enthusiasm and potential with our immediate communities and to act as a conduit between us and the wider Olympic Family. As such we have made great strides in promoting the Olympic spirit and working with the Olympic Family.

This has included:

- Working with **CLM** on a staff and contractors football league and receiving funding for wider community initiatives for the past two years
- Working with the **ODA** on delivering four Open House Weekends based at SCORE
- Working with Olympic sponsors including BT and Lloyds TSB on creating volunteering opportunities
- Working with **LOCOG and National Olympic Committees** on training venues

- Working with **Newham and Waltham Forest** on delivering a sports action zone and other community based Olympic themed sports activities in particular in Handball
- Advising the **LDA** on potential legacy usages of the sports facilities and delivering the **SPRINT** project – a two year comprehensive training and support programme for the Community Sports and Youth sector
- Working with the **5 Borough Strategic Regeneration Framework Sports Group** on developing legacy sports plans
- Working with **England Handball** on promoting the sport, developing structures and part funding a development post for East London
- Being awarded LOCOG **Get Set Network** status

From our perspective we can see that a great deal is happening and beginning to fall into place. However we also recognise that legacy has to be realistic and achievable.

To address the points that the Committee are therefore seeking views on our thinking is this:

That the sporting legacy should mean more opportunities opened up to improve participation which could be physically through new or improved facilities or better qualified and trained professionals supported by sustainable organisations. It is difficult to define a figure nor should there be one necessarily but more of a joined up framework with everything in place which will create the potential. Specific outputs may therefore not be useful but there still needs to be milestones and qualitative outcomes that are measurable.

However barriers are emerging which may reduce the impact of legacy. This is due to a lack of clear leadership and direction which is resulting in statutory and voluntary agencies and organisations competing with each other for resources.

This can be seen in sport in particular with a number of agencies technically working together but with gaps emerging which could result in failure. From our perspective the right agencies at the right level in the right places needs to be the focus. There is therefore a role for everyone from the Mayor through to the boroughs and then the community and voluntary sector including charities such as ourselves and clubs. For whatever reason the resources are not reaching where they need to, to have an impact on for example increasing participation or planning how to use the Olympic Park.

The Mayors Legacy Fund gives everyone the opportunity to redress this and channel resources to the front line. The Fund could therefore go two ways either a free for all or a more strategic and joined up approach recognising the partnership approach that is required.

It can also act as a conduit pulling in all of the existing resources and partnerships that exist – or be another fund that everyone competes for.

From our work with the Five Host Borough SRF Sports Group we know that resources are there and are currently being expended through existing staff and projects. Rather than pursuing new resources the current one's need to be made to work, joined up and pulled together. What is needed is a change in cultural and organisational mind set. This is beginning to be recognised and we see it slowly moving in the right direction. We therefore remain optimistic that a sporting legacy can be achieved.

Neil Taylor
Chief Executive
Leyton Orient Community Sports Programme
September 2010

Tony Shiret, Chair London Athletics
Mike Summers, CEO England Athletics

L.Duvall, OBE AM
Chair, Economic Development, Culture, Sport and Tourism Committee,
London Assembly,
City Hall,
The Queen's Walk,
London SE1 2AA

6th September, 2010.

Dear Mr Duvall,

2012 London Olympic and Paralympic Games Sporting Legacy

In response to your letter dated 12th August 2010 to Ed Warner, Chairman of UK Athletics we write to set out the position from the point of view of the sport of athletics in London in our capacities as Chair of London Athletics, the elected regional Council of England Athletics., and Chief Executive of England Athletics.

In this connection we have also taken the opportunity to attach copies of the London Strategy Plan for Athletics and the Executive Summary thereto. This document was prepared following consultation with the running and athletics clubs in London in late 2009 and early 2010.

For context athletics has reorganised itself within England under a plan agreed with Sport England covering the period 2009-13. UK Athletics is the National Governing Body in the UK recognised by the IAAF. England Athletics is responsible for delivery of national strategy within England. London is one of nine regions in England where the volunteer bodies largely responsible for the delivery of grass-roots athletics have elected a Regional Council (designated "London Athletics").

National strategies principally focus on providing funding to groups of athletics clubs, organised into Networks under a joint funding scheme between Sport England and McCains, a national sponsor of athletics, and increasing the skill base of the coaching community. London has seven McCains Athletics Networks.

These strategies are intended to increase long-term capacity. EA operates under agreed KPIs relating to participation levels and quality of service. Athletics witnessed statistically significant increases in participation levels both in England in total and in London over the period 2007/08 to 2008/09.

At London level London Athletics has worked closely with the Mayor's Commissioner for Sport and her staff in preparing the London Strategy Plan. The Commissioner (along with the Chair of LOCOG Lord Coe and the CEOs of UKA and EA) has endorsed the London Strategy Plan.

The principal aims of the Plan are to be prepared as a sport within London for the elevated levels of participation around the 2012 Olympic and Paralympic Games, to capture the legacy benefits of the OG and PG within the sport by using them as a catalyst for improving existing delivery mechanisms and finally to extend the provision of athletics to the Inner City boroughs. Here we estimate that 1.5-2.0m Londoners in the most deprived boroughs have very limited current access to the sport because of a very low level of coverage of traditional athletics clubs.

London Athletics has recently finalised the initial planning for its Run! programme, a Community Athletics Participation scheme, targeting these boroughs. World and European Triple Jump Champion Phillips Idowu has agreed to be the face of this programme, which is intended to combine Activators in the target boroughs, a series of Access Events and the establishment of two new Inner City clubs. London Athletics has recently commenced application for funding the programme.

As may be seen from the above London Athletics and EA can show evidence of progress towards securing legacy benefits from the OG and PG. This has been achieved to date working in a collaborative fashion with the multiplicity of organisations in London tasked with provision of athletics as all or part of their remit.

With the benefit of the knowledge that we have accessed in the process so far we would make the following points in direct response to the questions that you raised in your letter to Ed Warner (we exclude from our comments any consideration of how the Olympic Park will contribute to the delivery of legacy benefits):

1. We sense a growing enthusiasm for the OG and PG among Londoners and a real desire that they should have the chance to benefit. The main issue in achieving these benefits seems to us to be the fragmentation of delivery channels because of the complexity of the organisational structures of sporting bodies and the sheer number of different local governmental agencies and low levels of communication that result from this combination.
2. We have set out our approach to achieving legacy benefits above in conjunction with the Mayor's Commissioner for Sport. We believe that legacy benefits need to be sustainable and must be achieved within a structural framework that is transparent and adequately communicated.
3. We expect the Mayor's funding to have a material impact on driving legacy benefits. However, it is accepted that this will have to be a collaborative effort and that the funding will have to drive longer term self-sustaining solutions. Our own view is that the effectiveness of the legacy programmes will be greatest if they are organised so as to leverage existing investment more effectively.
4. Regarding measurement of benefits our schemes will have KPIs covering them – for example we would expect Run! to increase participation by 50,000 Londoners per annum at least.
5. We believe that the only way in which participation rates in London are likely to be increased with less public funding is through better cross-borough organisation. Drawing on existing volunteer based expertise in particular sports would allow provision on a more efficient basis as well as better access to existing sport-wide resources in areas such as Coach Education. This is the

basis upon which we have planned Run! There is clearly a cost to providing expert resource but it should be highly productive and leverage existing investment in national programmes as we demonstrate in athletics. We would also point out that in areas with elevated levels of social deprivation increased access to sports is clearly going to be very difficult to achieve with reduced public funding given the deficiencies of the existing provision. At this stage we cannot express a view on the likelihood of supplementing public investment with private funding.

6. So far as barriers to achieving a successful sporting legacy are concerned our principal concern currently is the effect of tightening spending by the London Boroughs on OG and PG Legacy projects. We also believe that the Olympic movement in particular should focus some of its fund-raising on Legacy as well as funding the Games themselves.

We hope that you find this helpful. Please feel free to contact either of us if you wish to discuss any of these matters further.

Yours sincerely,

Tony Shiret
Chair, London Athletics.

Mike Summers,
CEO, England Athletics.

Elizabeth Williams, Scrutiny Manager
London Assembly
Elizabeth.Williams@london.gov.uk

17.08.2010

Dear Elizabeth,

Thank you for your letter as a recipient of funding from the GLA under the Play Sport London programme for the Make A Splash Campaign to take mobile swimming pools to areas of Aquatic deprivation across the capital I think we in a excellent position to make comments to your investigation.

The Committee would be interested to learn more about the following points:

1. What should the Olympic and Paralympic sporting legacy mean for Londoners?

What should hosting the Games result in? For example, what should be the increase in sport participation at both the elite and grass roots level? How many more sports facilities and clubs should be built? How many more coaches could we expect to be trained?

Legacy for Londoners should mean an improved sporting offer geographically close to them. In many case this is simply highlighting the plethora of competing opportunities that already exist. In other area it is improving the sporting offer so that it reaches further. It is difficult to justify that additional public funding should be ploughed into areas where local councils have prioritised other activities for years but this is more a philosophical point. It would be easy to be distracted down the press release route with figures of X number of coaches trained and X number of 5 a side pitches opened. Strategically the biggest difference that could be made to improve the sporting offer to Londoners is to invest in sporting opportunities in parks and to open up more school facilities to the local community.

2. What progress has been made so far in achieving a sporting legacy in London?

What would you have expected to happen by now? What more needs to be done? What has been done well?

I had expected us to have made lot more progress by now. A Sporting Future for All was launched in April 2009, a board was created, the first mobile pool was delivered in September 2009 in Ealing, and a number of other pilot projects have taken place. However, it has taken a long time before the facilities round was launched, the training round is live for quick wins but not launched officially and the 'other intervention' pot has not been launched yet.

Having experienced this first hand as a grant recipient my view is simple. The processes and procedures from LDA to GLA do not seem to have worked or even exist. For example we got our contract for the mobile pools in September (we had committed to delivery in July) and we got paid in December (having been exposed to costs since July).

The London sports board has brought together some of the key people to drive forward sport in London. However, these individuals look like they are not sitting on their hands due to the slowness of the system.

3. What impact will funding from the Mayor have on sporting legacy in London?

The Mayor has allocated £15.5 million from 2009 to 2012 to invest in grass roots sport.¹

What should be done with this funding? How will it be best targeted?

I think we need to be realistic what 15.5 million even if matched funded would give you in terms of a legacy. 15 million would not even buy you a single leisure centre with swimming pool. Therefore this funding needs to be used to point the way – set a direction for sport in the capital and unlock potential e.g. lack of community use for school sites and investments in parks.

A competitive bid process is the only fair way to allocate the funding and the themes of facilities, training and intervention feels right.

However, more could be done to work with LOCOG to get some of the tier one sponsors surrounding the games to invest more into grass roots legacy and even help brand some of the really good activities taking place now.

4. How should progress be measured following the removal of targets from the Coalition Government and the Mayor?

The previous Mayor's target was to increase the number of Londoners participating in sport by 275,000 people by 2012. This target was not adopted by the current Mayor. Press reports state that Ministers are no longer committed to the previous government's target to get two million people more active.²

Obviously the new government is in the process of reviewing all targets. The legacy should be judged on the sense of satisfaction Londoners have with sporting opportunities now against an annual check. Such work is conducted across all sports by Sport England and could be further tailored for London.

The Mayoral legacy should be judged against the projects its sponsors and the additional funding its helps to release from other parties.

5. How can sport participation rates be increased with less public money available?

Is London's legacy still achievable given the current budgetary pressures?

Yes. By focusing on opening up existing facilities closed to the community for a large proportion of time e.g. schools. This costs relatively little and could be a cultural shift by governors, head teachers, local authorities and local sporting clubs / champions. This needs to be taken as part of the policy direction of the new government to give schools more autonomy (as long as they open up?).

Yes. By investing in our green spaces and parks to do more informal / non-traditional sporting activity. By bringing swimming pools into parks on a permanent basis to increase usage e.g. London Fields Lido in Hackney is a 50m heated outdoor lido which costs less than 2.5million to build (the average 50m site costs 30million) but because it is a key part of Hackney London Fields green space it has the highest usage of any swimming pool in the capital at a fraction of the cost. DCMS will potentially own 5x 50m swimming pools posts games that could be redeployed into London parks to enhance provision and bring a real sense of legacy to London. This could be a really tangible legacy for London council tax payers in at least 5 London Boroughs.

Yes. By showcasing existing provision to more potential participants. I would site the Get Active London (GAL) project as an example of poor practice. The belief that if we build a single website without a marketing budget that lists existing provision across London will increase participation is really last century thinking. You need to be able to answer simple questions in a format that the user wants e.g. where is my nearest pool, can i swim. An example of good practice would be the Splash Path www.splashpath.com website and i-phone application that has been developed using funding from Channel 4 Innovation rather than yet more public money.

6. In summary, what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

The main barrier to legacy is not the economic situation we all find ourselves in but our approach to legacy. We think that someone has to 'own legacy', control it and set up a committee to make something happen. Legacy should be like 'open source' software lots of people taking some basic tools, adapting them, showcasing what works and throwing it back into the pot for others to use.

If we were able to create a simple legacy brand that linked to the games but the IOC were comfortable with and allowed this to be used creatively and collaboratively by anyone to promote a sporting legacy it would spread like wild fire. This doesn't need a huge budget but it does need leadership to get things out in the public domain so they can be used. Once out there you will find the creative nature of Londoners will take over and you won't be able to move without stepping on a legacy event in London.

If you wish to follow up on any these comments I would be more than happy to clarify or meet to discuss further.

Regards

Colin Brown
Director
London Swimming

3rd September 2010

Len Duvall OBE AM
Chair of the Economic Development, Culture, Sport and Tourism Committee
London Assembly

Dear Mr Duvall

London's Sporting Legacy from the 2012 Olympic and Paralympic Games

I am pleased to write in response to your letter of 12th August and in connection with the Committee's investigation.

PRO-ACTIVE Central London is one of five PRO-ACTIVE London Partnerships each operating in one of London's sub-regions; East, North, South, West and Central London. Each partnership consists of a network of organisations committed to working together to increase participation in physical activity and sport.

Our overarching strategic objective is:

"To improve the health and well being of Londoners and contribute to the London 2012 legacy through sport and physical activity".

Our aims are to:

- increase participation in sport and physical activity by adults
- widen access to sport and physical activity by under represented groups
- engage more young people in sport and physical activity and reduce the drop out as they get older
- create better sport and physical activity development pathways

In response to your questions, I would offer the following comments, which – as a result of the limited time to respond – I have kept to a very high level:

1. What should the Olympic and Paralympic sporting legacy mean for Londoners?

The hosting of the Games should result in an increase in sports participation; in the widest sense of sport (ie the European Council definition) with a particular focus at a grass-roots community level. The legacy should be a London in which all sectors of the community understand the benefits of an active lifestyle and have the motivation and opportunity to undertake activity across all aspects of the 'sporting' spectrum; from physical activity as part of their daily lives, through all forms of recreational activity to structured and organised sports. A participation legacy will result in a healthier, more active and productive population and also contribute to local, regional and national objectives for economic development, social cohesion and inclusion, and education. This is why a focus on grass-roots participation should be a priority above elite performance.

It is clear that more sports facilities are required to support higher levels of participation. Current work being undertaken by Sport England for the GLA has shown that there are facility deficits, especially in certain parts of the capital. Particularly with limited and reducing funding available, a strategic approach is needed in terms developing facilities – both generalist and specialist – and the

GLA's initiative to start this planning work is to be lauded. What is now needed to be developed is a facility strategy which is able to steer investment in the most progressive way possible.

In addition sports participation is driven by people and so further investment is needed into the workforce that instigates and supports participation. This is needed in all the areas where people might participate; not just sports coaches and volunteers (although they are the lifeblood of local sport and many more are required in club environments) but also sports leaders and activators in school, youth clubs and community organisations (that have greater reach into the community) staff in gyms, sport and leisure centres, and 'activity champions' in workplaces and in the healthcare system where advice and support on active lifestyles can be promoted effectively. An effective legacy requires the right people with the right skills and training to be in place in all these environments.

2. What progress has been made so far in achieving a sporting legacy in London?

There is a distinct lack of a national plan for a sporting legacy and whilst government has provided some high profile initiatives there has been a lack of leadership to ensure that there are clear targets and a system through which all the potential partners who could help deliver a sport legacy are pulling in the same direction. It is disappointing that this national leadership has not yet set the direction and as a result different partners – local authorities, schools, sports etc – have tended to plan their own strategies for legacy in isolation.

In this respect the Mayor's initiative to develop a London plan, to consult and gain partner support for that strategy and secure and make available funds is to be welcomed. The establishment of a strategic lead body – the London Community Sports Board – and the legacy funds for facility planning, Skills and Sports Projects have already had a positive impact for London.

However more needs to be done to develop agreed London wide policies and priorities that bring together local partners under the umbrella of the LCSB and ensure that all available resources, beyond those being made available through the Mayor's funding, are used in the most effective way. An opportunity here is to use the existing local infrastructure that has already developed in London (and nationally) to lead the effective local development of sport and physical activity and in particular the Community Sport & Physical Activity Networks (CSPANs) in each borough. Each CSPAN is typically a partnership between the local authority, schools sports partnership, primary care trust and voluntary sector bringing together all local partners to create the local strategy, join up resources, improve collaborative delivery and communication. These local networks know best where to place resources and can therefore assist in delivering legacy.

It should also be noted that there are currently considerable difficulties for community sports 'delivery organisations' (clubs/community groups) in accessing funding and facilities. Funding for community sport is limited, the application process is often complex, requires significant amounts of match funding and comes with (often unnecessary) and complicated bureaucratic burdens. Facilities, including the anticipated number of schools who have been funded to provide community access to their sporting facilities, are frequently impossible to access. They can also be prohibitively expensive for a club and there are often clubs that are supported by their local authority but that cannot afford to pay for the facilities owned by that authority.

3. What impact will funding from the Mayor have on sporting legacy in London?

This funding should have a very positive effect on sporting legacy especially with the lack of resources being made to assist legacy plans.

Firstly it is being proposed that the funding is allocated in a strategic way – utilising the current strategic direction and partnerships that exist in the capital.

Secondly the funding should be able to support London wide, projects and programmes that can have the greatest impact across the capital across facility, skills and project development. This should include local projects that can provide a realistic model that others could replicate.

The funding should therefore support existing or developing partnerships because the partnership approach has the greatest chance of maximising all available resources and being sustained beyond the funding period. Existing and developing partnerships should be supported to acknowledge those that have a proven track record of delivery and those that have innovative ideas.

4. How should progress be measured following removal of targets from the Coalition Government and Mayor?

At a strategic level the Active People Survey has been established to provide a consistent means of tracking participation at sport and provides the means to analyse different geographical areas and demographical trends on an annual basis.

In addition the Mayor's funding needs to be associated with a consistent set of measures against which all funded programmes can report, the aggregation of which will give an impact of the funding applied.

Progress measures should include information which enables the Mayor to learn from the projects it funds, supporting further development to maximise the contribution to the wider legacy outcomes.

5. How can sporting participation rates be increased with less public money available?

In the climate of restricted funding partnership working becomes increasingly important. There are a great range of agencies and organisations that can play a part in delivering sporting legacy from the public, private and voluntary sectors. All of them have and probably will continue to have staff and funding resources and there is great benefit in ensuring that all of these resources are deployed in a co-ordinated way that maximises impact and avoids duplication or unnecessary competition.

There is a challenge to engender and support partnership working at a regional and local level and it is often easier for organisations to work to their own agenda and for their own, rather than the collective, good. In terms of legacy planning there is still more to do to ensure that sport, health and other sectors are working in partnership at a strategic level and that partnership working is fostered through funding and commissioning of services. At a local level, whilst Community Sport & Physical Activity Networks have made a start, they need to be recognised and supported to continue to deliver best value.

Increased utilisation of existing facilities, particularly schools and other community venues could be achieved with better management and partnership working arrangements.

6. In summary, what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

In summary the following are the main barriers identified to a sporting legacy:

- The lack of a comprehensive lead strategic partnership for London across all areas of sport and physical activity legacy; can be overcome by collaboration between regional agencies that have a stake in sport/physical activity legacy and the development of a consolidated London plan for grass roots participation.
- Limited finance – to support grass roots sporting participation; needs further investment to support grass roots projects
- Insufficient partnership working across the whole of the sector; needs a greater culture of joint planning and collaboration both at a regional and local level. Need to recognise and work through existing infrastructure, including CSPANs and sub-regional partnerships.
- Excessive administrative and cost barriers for grass roots sports organisations; needs a more progressive approach to making sports facilities (including schools) available and affordable to community groups/clubs and reduced bureaucracy in terms of delivery organisations accessing funding.
- Need for greater awareness of existing activities currently on offer – funding and support for proposed London web portal collating all activities across London and a variety of diverse methods of communicating those activities to Londoners.

I hope the committee finds these comment useful.

Yours sincerely

A. Robertson

Angus Robertson
Partnership Director



London Assembly Economic Development, Culture, Sport and Tourism Committee

Investigation into successful sporting legacy of the 2012 Olympic and Paralympic Games in London

Response from WSFF

The Women's Sport and Fitness Foundation welcomes the opportunity to respond to the London Assembly Economic Development, Culture, Sport and Tourism Committee. We give our response to each of the six consultation questions in turn. Key points in our response include:

- Women are particularly inactive, but they represent 51 per cent of the population they should be core business for sport and activity deliverers.
- The Olympic and Paralympic sporting legacy for Londoners should mean an increase in participation in sport and physical activity, particularly for women who are currently disproportionately inactive. Thus far the legacy has emphasised the use of facilities after the Games.
- New and creative ideas for getting more people involved in sport and physical activity have not been fully explored.
- WSFF would like public investment which aims to increase activity levels should benefit those that are disproportionately inactive the most.
- The Mayor should work towards increasing the amount of men and women who are regularly active year-on year to 2020.
- There are a number of tactics that can be use to help create a soft legacy from the Games which do not require more public investment and will equally benefit women, including better utilising the power of the brand, better engagement with local authorities and the Department of Health, using 'one year to go' as the catalyst for the 'festival effect', creating a sporting sub-brand of the Big Society and focusing on key disciplines for an increase in participation.

Introduction: Inequality in activity levels between men and women

The Mayor's Sport Plan¹ rightly identifies young women as a group that are particularly inactive. This problem can be identified across London boroughs that have varying demographics. In Barking and Dagenham, for example 24 per cent of men are regularly active^a compared to only nine per cent of women.² In Greenwich 30 per cent of men are regularly active compared to 16 per cent of women.³ Across England, there is currently a crisis in women's activity; four in five women (16.7 million) do not do enough physical activity to benefit their health. Just 19 per cent take part

^a Defined as taking part in at least three 30 minute sessions of sport per week.

in regular activity for thirty minutes three times per week.⁴ There are stark inequalities in participation, particularly among young people. At 15 young women are half as likely as young men to reach the recommended levels of activity.⁵ Women are also less likely to take part in sport than men; only 12.7 per cent of women compared to 20.6 per cent of men regularly exercise.⁶ Worryingly, fewer women are taking part while men's participation is increasing.

WSFF would caution against target women with small-scale, time-limited and discrete initiatives in the misguided belief that women are a 'hard to reach group', however. Women are 51 per cent of the population, and therefore should be part of sport and activity's core market. Their motivations and preferences need to be embedded at every stage of policy-making and delivery.

Crucially, however, policy makers and deliverers should recognise that women are not a homogenous group. The needs of young women, who are more likely to be put off activity because they aren't confident about their appearance, are going to vary from mothers, for example, who struggle to find the time to fit activity into their lives.

All too often, sport and physical activity is delivered through a 'one-size-fits-all' approach, which fails to recognise that women and girls are a different audience: they take part in different activities, have different motivations and face specific barriers to participation. Not surprisingly, this approach leads to women participating less frequently than men do. In our response to the final consultation question, *what are the main barriers to achieving a successful sporting legacy and how can these be overcome?*, we will detail the particular barriers that women face. We will structure the rest of our response in the order that the consultation questions were set.

1. What should the Olympic and Paralympic sporting legacy mean for Londoners?

WSFF believes that the Olympic and Paralympic sporting legacy should include a rise in participation in activity. As part of the promotional materials for the London 2012 Olympic Bid the claim was made that, if the Bid was successful, grassroots participation would be boosted and an already sports mad nation would get fitter and healthier.⁷ The new Coalition Government has made it clear that delivering a participation legacy from the Games is a key priority. The Olympic and Paralympic Games has given us a once in a generation opportunity to promote activity in a coherent national strategy, which is needed to ensure that the benefits of the Games are felt by all sections of society and ensure NGBs and other deliverers capitalise on the 'Olympic effect.'

WSFF believes that a participation legacy should include all sections of society. In particular, special effort should be made to ensure those groups who are currently disproportionately inactive are included. There is also a clear business case for growing the sport market to currently

untapped audiences. WSFF believes that women show the biggest potential for growth in participation. There is latent demand among women to get active. Over half of women say that they want to participate in more sport than they currently do. Among young women, where the inequality in participation is starkest, over 70 per cent want to be more active. The top five sports that women want to do more of are swimming, cycling, tennis, athletics and badminton.⁸

London's particular urban environment offers advantages to women who want to get more active. London arguably has the greatest number of choices and opportunities for activity. There are many leisure centres, parks, waterways and sports facilities available. Londoners are also most likely to benefit from the 'festival effect' generated by being the host city for the Games.

Therefore, the Olympic and Paralympic sporting legacy for Londoners should mean an increase in participation in sport and physical activity, particularly for women who are currently disproportionately inactive.

2. What progress has been made so far in achieving a sporting legacy in London?

WSFF believes that the sporting legacy for London thus far has emphasised the use of facilities after the Games. WSFF agrees that this is an important aspect of the sporting legacy. The hard legacy left by the Games can have an impact on participation for Londoners and in these times of austerity it is crucial to ensure public money is spent with a long term view. That said, we believe that greater attention needs to be paid to the soft Olympic and Paralympic legacy.

In answering this question, WSFF would also like to highlight the activity we believe still needs to be done to achieve a sporting legacy in London. The Mayor's Sport Plan states, 'The excitement and activity generated in the build-up to 2012 should produce new and creative ideas for getting more people involved in sport and physical activity.'⁹ Thus far, WSFF believes this has been lacking. There is little Olympic branded activity that is capitalising on any festival effect. For example, Sport England are driving an increase in participation via NGBs' Whole Sport Plans, but WSFF believes that this should be business as usual for Sport England, and there is nothing particularly 'Olympic' about this activity.

3. What impact will funding from the Mayor have on sporting legacy in London?

WSFF would like the five biggest, most commercially viable national governing bodies that receive the largest amounts of funding from Sport England - the Football Association, the England and Wales Cricket Board, the Lawn Tennis Association, Rugby Football Union and Rugby League – to have stricter requirements on growing participation in their sport among those that are disproportionately inactive built into their Whole Sport

Plans.^b In this time of austerity WSFF believes that all public investment needs to benefit those that are most in need of it. This is particularly true if public money is being granted to commercially viable organisations.

With this in mind, WSFF is calling for any funding from the Mayor which aims to increase participation to be aimed at those that are in most need, namely groups in society that are disproportionately inactive.

4. How should progress be measured following the removal of targets from the Coalition Government and the Mayor?

WSFF believes that success is not easy to claim if clear, measurable benchmarks are not set. The previous Government's legacy target of two million more people active, one million through sport, has been dropped, and a new vision, which can be owned and delivered by the new Coalition Government and the Mayor should be laid out. WSFF would argue that the Mayor should work towards increasing the amount of men and women who are regularly active^c year-on year to 2020.

WSFF believes that is an achievable vision. The Active People Surveys have shown a sustained increase in the amount of men achieving 3x30, raising from 18.9 per cent,¹⁰ to 20.0 per cent,¹¹ and finally to 20.6 per cent¹² in 2009. Women's participation has fluctuated slightly, raising from 12.3¹³ to 13.1 per cent¹⁴ between 2007 and 2008, and declining to 12.7 per cent in 2009.¹⁵ WSFF believes however that with sustained efforts that meet women's needs (see below) this figure can be increased at least in line with the growth we have seen among men. And uniquely, this will be an inclusive vision, as the previous Government's target did not explicitly include women.

5. How can sport participation rates be increased with less public money available?

WSFF believes that all tactics to create a participation legacy from the Olympic and Paralympic Games should be developed with the current economic context in mind. Crucially, however, we also believe that all tactics should be designed with the various needs of women and girls in mind. The power of the Games to inspire a generation of girls to be active must not be underestimated. 40 per cent of girls say hosting the Games in London in 2012 will encourage them to do more.¹⁶ The Olympics is a sporting event that is particularly good at reaching women and girls: more

^b Despite being commercially viable organisations, the 'big five' NGBs, mentioned above received the following amounts from Sport England for the period 2009-13:

FA (football)	£25.6 million
ECB (cricket)	£37.8 million
LTA (tennis)	£26.8 million
RFU (rugby union)	£30.7 million
RFL (rugby league)	£29.4 million

^c Defined as achieving at least three sessions of physical activity of at least moderate intensity lasting at least 30 minutes per week.

women watched the Beijing Games than men worldwide.¹⁷ The successes of elite female sport stars can be drawn upon to help generate more demand from girls to be active. Having sporting role models is very important to girls; over 60 per cent agree that watching sports stars win trophies and medals inspires them to be more active.¹⁸ We should be taking advantage of this once in a generation opportunity to create a nation of active women. WSFF would like to suggest a number of tactics that can be used to generate a soft legacy from the 2012 Games which do not require new public investment.

a. Power of the brand

WSFF believes that the power of the Olympic brand should be used to inspire more people to be more active. We appreciate that there needs to be some restrictions of the use of the brand to retain the value for sponsors to invest in the Games. However we believe the balance between protecting the brand and using it to generate a 'festival effect' and inspire the nation to be more active is not right. Addressing this imbalance requires the initiative of government and engagement and commitment from the British Olympic Association. WSFF would like national governing bodies of sport (NGBs) and local authorities to be given more freedom to use the brand to put on particular 'Olympic inspired' events to generate more participants.

b. Engagement with other sectors

Local authorities spend an estimated £1 billion on sport and leisure every year, more than half of the total resources available to sport. They are also responsible for a wealth of sport assets in terms of facilities and staff. Local authority engagement in the Olympic legacy and delivering an increase in participation is crucial to its success. Similarly, the Department of Health is responsible for physical activity and health professionals and therefore have a key role in promoting active lifestyles to their communities. WSFF believes that both local government and the health sector should be more fully engaged in delivering an Olympic legacy. We feel there needs to be a better understanding of what their role is in delivering a legacy and how their work can be linked to the wider Olympic legacy strategy.

c. One year to go

WSFF believes that a year to go before the opening ceremony of the London Olympics in July 2011 should be used to formally launch the soft legacy of the Games. WSFF would like to see a festival effect created on the nearest weekend to the one year to go landmark. We believe this can be done by engaging local authorities and NGBs to deliver special events across the country. Ideas include:

- Olympic branded fun runs across major UK cities.
- School children running a relay of the marathon route around London.
- A family cycle ride around the triathlon cycle route in Hyde Park.
- A 'come and try an Olympic sport' fete in parks across the UK.

- A 'create your legacy' website launched, where families and individuals can log the sporting activities they are taking part in, as well as find new one they can try in their local communities.
- Sports clubs opening their doors for free for the weekend.

d. Sub-brand of the Big Society

The new Coalition Government wants to create a big society, a concept which is particularly important to Prime Minister David Cameron. WSFF would like sport and physical activity to become a sub-brand of the Big Society. We believe this will help to give the participation legacy longevity after 2012. We believe that sport and physical activity can deliver social action and community empowerment to the Big Society, two of its three strands.

WSFF believes that this can be done by encouraging volunteering programmes around sport. Volunteering is an aspect of major events that can lead to a strengthening in social capital. Volunteers can also develop skills as well as 'give something back.' Volunteering around sport can involve coaching, bussing children to sport sessions, and even manning facilities, such as school PE halls, to extend opening hours so they can be enjoyed by the whole community.

Volunteering may also arguably lead to an increase in participation, where those who may be more accustomed to volunteering but have previously seen sport as an activity that isn't for them, feel increasingly familiar and comfortable with the customs and rules.

e. Focusing on key disciplines for an increase in participation

WSFF would like to suggest that efforts are focused on particular disciplines to rise participation, much like 'the Wimbledon effect.' We would like to suggest that the Government chooses swimming, cycling and athletics / running to drive up activity levels. These are mainstream Olympic disciplines that team GB is likely to have medal success in, and are popular with both men and crucially women. They are also relatively cheap and easily accessible, reducing some barriers to activity.

WSFF would suggest that a particular 'inspired by the Games' strand be added to ASA, British Cycling and UK Athletics' growth strategies. This should include tactics to attract non-traditional audiences such as families, complete newcomers and novices, and / or previously active people. We also feel that local authorities should be engaged to help deliver on these strategies. Many facilities need for these sports, such as swimming pools and cycle lanes, are maintained by local authorities. WSFF would like to suggest that the proposed increase in Lottery funding for sport should be used in the run up to 2012 to grow these particular sports.

6. In summary, what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

WSFF's consultation response has highlighted the fact that women are disproportionately inactive. This can be explained by women's particular needs not being met or understood by policy makers and deliverers. When active, women and men tend to take part in different ways. Men are twice as likely than women to play organised competitive sport¹⁹ while three in five women prefer 'exercising' as opposed to playing sport.²⁰ Less than 10 per cent of women take part in any organised competition, whereas the same number of men regularly play football.²¹ When active, most women choose physical activities that do not require joining a team and that are flexible in the time commitment needed.

The single biggest reason women cite for not being more active is a lack of time – in today's society where most women work as well as provide the majority of care, women themselves say they feel more time-squeezed than men. Other barriers like cost, choice of activity and the quality of facilities also all play their part too. But alongside these practical concerns, there are some deeper social and cultural norms that are affecting women's confidence and motivation.

Still today, children grow up thinking that some activities are only for boys and others for girls. Although there is some evidence that this is beginning to change, sport is still very 'gendered' in our society not helped by a sports press coverage that still devotes between just 3-5 per cent of its coverage to women's sport.^{22,23,24}

As they get older, girls learn that our culture puts a higher premium on their appearance than their health leading many young women to develop critically low levels of body confidence. Nine out of ten people think there is too much pressure on girls to be thin and 40 per cent of 11 to 14 year olds say "they don't like members of the opposite seeing me exercise or taking part in sport".²⁵ By the time they reach secondary school, girls' participation has started to lag behind that of boys'.

Having not developed the skills at school, and with an eye on a culture that puts a huge emphasis on the body beautiful, many adult women simply lack the confidence to get involved. In addition, women tell us they need more information about how much activity they should be doing, what activity would best suit them and where they can find out more about what is locally available.²⁶

However, the vast majority of women want to do more – 78 per cent of women say they would like to be more active,²⁷ showing there is a huge latent demand among the women's market – making it, in our view, the biggest space for sport to grow. If deliverers incorporate women's needs into their core offer, participation will grow.

-
- 1 Mayor of London *A Sporting Future for London*, 2009
 - 2 Sport England *Active People 3* 2008/09 (APS3)
 - 3 APS3
 - 4 APS3 & ONS Mid Year Population Estimates 2008-09
 - 5 Health Survey for England 2008
 - 6 APS3
 - 7 DEMOS and IPPR *After the Gold Rush: A sustainable Olympics for London*, 2004
 - 8 APS3
 - 9 Mayor of London *A Sporting Future for London*, 2009 pp24
 - 10 Sport England *Active People 1* 2006/07 (APS1)
 - 11 Sport England *Active People 2* 2007-08 (APS2)
 - 12 APS3
 - 13 APS1
 - 14 APS2
 - 15 APS3
 - 16 WSFF *Social Attitudes Omnibus Survey* 2010, unpublished
 - 17 http://www.nytimes.com/2008/08/19/sports/olympics/19adco.html?_r=1 [accessed 10 Aug. 10]
 - 18 WSFF *Social Attitudes Omnibus Survey* 2010, unpublished
 - 19 APS2
 - 20 APS3 – those who took part in the sport at least once in the previous week at moderate intensity
 - 21 APS3
 - 22 Women's Sports Foundation *Media Evaluation* 2003
 - 23 Women's Sports Foundation *Media Evaluation* 2006
 - 24 WSFF *Women in Sport Audit: Backing a winner: unlocking the potential in women's sport* 2007/08
 - 25 WSFF *Social Attitudes Omnibus Survey* 2010, unpublished
 - 26 WSFF/MVA Omnibus Survey, 2010 unpublished
 - 27 WSFF/MVA Omnibus Survey, 2010 unpublished

Mayor's Office

City Hall
The Queen's Walk
More London
London SE1 2AA
Switchboard: 020 7983 4000
Minicom: 020 7983 4458
Web: www.london.gov.uk

Len Duvall OBE AM
London Assembly
City Hall
The Queen's Walk
London
SE1 0AA

Date: 7 October 2010

Dear Len

Follow-up to EDCST Committee Hearing

Thank you for your letter of September 17th. I greatly welcomed the opportunity to talk to you and the EDCST Committee and I hope that this additional information assists you in producing your final report.

1. Details of grants given out to date and how much match funding has been secured

Details of grants given out so far and the match funding that accompanied them is attached as Appendix A.

2. Administration costs for each financial year of the £15.5m programme

There are three primary areas of the Mayor's sports legacy programme in which administration costs have/will be incurred. Due to the structuring of the programmes, the information is best presented as follows

- Playsport London Facility Fund. The programme runs from March 2010-March 2013 and the management contract was awarded to the Football Foundation after open tender. The Football Foundation will charge a maximum management fee of £662,029 over this period (approx 10% of the programme budget). This fee covers far more than just straightforward administration and grant management – due to the nature of a facilities programme, programme management is extremely intensive and specialised. It requires significant expertise in planning, architectural assessment, site assessment and long-term (up to 20 years) monitoring of the usage and maintenance of funded facilities. It would not be possible to run this programme in-house.
- Playsport London Skills Fund. The programme runs from April 2010-March 2012 and the National Skills Academy will charge a maximum management fee of £272,810 over this period.

- Playsport London: Freesport. This was an LDA programme that was taken over by the GLA for the year 2010/11 in the wake of the LDA's decision to cease funding all sport-related activity. It is managed by Limelight Sports, whose current contract expires in March 2011. Management costs incurred by the GLA in the year 2010/11 will be £100,000. If this programme is to continue once the current LDA contract expires, we will of course be looking to significantly reduce such costs.

It is worth noting that our £4 million Participation Fund is being managed and delivered in-house by the GLA Sports Unit, thereby incurring no administration costs at all.

3. How the Mayor's strategy is increasing participation amongst groups including women, ethnic minorities and young Londoners.

There are a number of ways in which our programmes are helping to address poor rates of participation amongst these groups.

The Participation Fund requires successful applicants to engage significant numbers of inactive people in their programme. Evidence shows that women and ethnic minorities, for example, have higher rates of inactivity and as such will be targeted through this fund. In addition, for later rounds of this fund, we may look to target particular groups further through the application process.

The Skills Fund will also have a significant effect on increasing participation amongst these and other groups. Every appropriately-trained coach and volunteer will allow another 20, 50 or even a hundred Londoners to participate in formalised physical activity each week. This fund has been designed to ensure that London gets maximum value for money by harnessing a 'multiplier effect'. Every person that is trained through this fund not only has to provide some match-funding to the cost of the course, they also have to pledge a fixed number of hours (usually 25 or more) of volunteering in sport and physical activity in London.

We have recently concluded the first round of our Facility Fund. Thirteen awards, totalling approx £1.2 million are to be made and the full list of recipients will be made public within the next two weeks. Throughout what was a rigorous application and assessment process, all the successful applicants have demonstrated how they will use their particular facility to engage underrepresented groups.

In addition to these three funding streams, Mayoral-funded projects from June 2009-March 2011 will have directly engaged a total of over 18,500 young Londoners. Our pilot projects also tell a particularly positive story:

- Street Athletics: Of the 2211 participants, over 75% came from BAME groups
- Panathlon Challenge: All 1100 participants were disabled young people
- Make A Splash: Whilst data is still being collected, the community element of this programme has proved particularly popular with groups traditionally underrepresented in sports participation – older people, women, ethnic minorities

4. Details of facilities in London; how they will meet demand should participation increase; any serious gaps in provision.

In partnership with Sport England, we have produced a document entitled 'The Development of a Needs and Evidence Based Approach to Planning for community Sport in London'. This document sets out the current picture, highlighting some particularly relevant gaps in provision and setting out the potential impact of increased population on demand all the way up to 2021. Liz Williams has been provided with a copy of this.

I am of course aware of the major issues posed by the gaps in London's stock of sporting facilities. Our own Facility Fund is seeking to play a part in the solution by filling funding gaps in major projects and taking an innovative approach to localised facility provision. However, long-term progress can only be achieved in partnership with other agencies, most notably local authorities and Sport England.

5. Progress on Sports Oyster Card

There is continued agreement within the GLA and London Councils on the value of creating an integrated 'London card' for use by the broadest possible spectrum of Londoners, to specifically increase uptake of cultural, sporting and leisure activities. This is preferable to attempting to establish a card specifically for sport and then another specifically for cultural activities etc.

Over the past year, work undertaken on this by GLA colleagues has focused on three distinct options:

- Borough cards with Oyster functionality
- Oyster Cards with added value
- ITSO-enabled smartcards

This work continues, whilst other options – including potential partnerships with the private sector are being considered. This is being done with the hope of delivering a solution in 2011.

We will continue to work with the various other GLA teams involved in this process.

6. Proposal the every housing estate should have a sports facility

I maintain that this is something to which all local authorities, housing associations and other relevant agencies should aspire. I encourage any of these agencies to apply to future rounds of the Mayor's Facility Fund for funding for such projects. The next round will open in November 2010 and we remain keen to fund this type of local community facility.

Additional information

In addition, I think it is worth repeating that, overall, I am pleased with the progress that we are making, especially considering where we started from. This has always been about building up to 2012 and ensuring that there is a strong legacy in place that continues to deliver once the Olympic and Paralympic Games are over. To date, several significant milestones have been reached:

- We now have all three of our major funding streams fully operational;
- We have already allocated over £2.5 million of investment;

- We have produced 'Inclusive and Active 2', a comprehensive strategy for increasing participation amongst disabled Londoners;
- We have established the London Community Sports Board to oversee both our own programme of investment and London's wider sporting legacy.

Now that these tasks have been completed, and the Mayor and the GLA are established as key players in community sport in London, our focus will begin to shift towards what we see as our wider role.

It was never expected that the Mayor alone would deliver programmes and policy that would contribute to an Olympic Legacy. Such a legacy can only be delivered by a partnership between, amongst others, the Mayor, central government, Sport England, local authorities, the private sector, community groups and national governing bodies of sport. Our increasing focus moving forward will be on using the Mayor's position in community sport to support, strengthen and influence the wider sporting legacy that is being delivered by all these agencies.

This wider role includes, of course, securing the maximum possible community benefit from the Olympic Park and stadium post-2012. It is very important that community sport features in any decision making process and, as we discussed, I believe that both you and I have an important part to play in that respect.

If there is any further information you require, please do not hesitate to contact either me or my team.

Yours sincerely

Kate Hoey
Commissioner for Sport

APPENDIX A GRANTS GIVEN OUT TO DATE
--

PLAYSPORT LONDON: MAKE A SPLASH
MOBILE POOLS

- Funding to deliver 6 mobile pool programmes in different London Boroughs
- GLA investment: £326,000
- Match funding: £300,000
- Breakdown of match funding:
Variety Club/MWBex: £100,000
Host local authorities (total) £100,000
Amateur Swimming Assoc (by income generation): £100,000 approx

PANATHLON

- Funding to deliver programme of training and competitive sport to seriously disabled young people.
- GLA investment: £86,000
- Match funding: £94,500
- Breakdown of match funding:
Football Foundation: £81,000
Jack Petchey Foundation: £10,000
Other charitable donations: £3,500

STREET ATHLETICS

- Funding for 2009 London regional programme and London Final
- GLA investment: £120,000
- Match funding: £122,500
- Breakdown of match funding:
Gaz de France Suez: £20,000
Sony: £27,500
Nike: £40,000
Swatch: £10,000
England Athletics: £25,000

LONDON BOXING ACADEMY

- Funding towards the costs of opening the Academy's second site in Hackney
- GLA investment: £60,000
- Match funding: £213,536
- Match funding breakdown:
Hackney Free and Parochial School: £145,152
Hackney Learning Trust: £48,384
Met Police Safer Communities: £20,000

BEYOND SPORT

- A prize for best community sports programme as voted for by Evening Standard readers
- GLA investment: £30,000
- Match funding: £30,000 from Beyond Sport

BRITISH TRIATHLON

- Grant of £50,000 to assist in delivery a legacy of increased participation in triathlon from the 2010 ITF World Series event staged in Hyde Park in April 2010
- Matched by investment from British Triathlon

PLAYSPORT LONDON: FACILITY FUND

- £184,000 paid to the Football Foundation for programme management costs
- £1,263,077 allocated to 13 projects, with a total project cost of £16,588,031

PLAYSPORT LONDON: SKILLS FUND

- £13,000 paid to National Skills Academy for initial programme startup costs
- Further £24,000 for management costs currently being processed
- £43,386 allocated so far on delivering training to 534 individual recipients

PLAYSPORT LONDON: FREESPORT

- £535,000 allocated to pick up the cost of the 2010/11 Freesport small grants programme.
- Approx 300 organisations to be funded to deliver free sports coaching to approx 20,000 unique individuals.
- This was an LDA programme that was to be cancelled in the recent round of cuts.

INCLUSIVE FITNESS INITIATIVE

- £180,000 allocated to pick up the cost of the 2010/11 programme that will see approx 50 public gyms and leisure centres become accredited centres for provision for disabled people.
- This was another LDA programme that was to be cancelled in the recent round of cuts.

The London Assembly's Economic Development, Culture, Sport and Tourism Committee investigation into the progress made by the Mayor towards ensuring a successful sporting legacy of the 2012 Olympic and Paralympic Games in London.

**Sport England Submission
12 October 2010**

Background

Sport England

Sponsored by the Department for Culture Media and Sport (DCMS), our ambition is to create a world-leading community sport environment, as part of the legacy of the 2012 Olympic and Paralympic Games.

We aim to grow and sustain levels of adult sporting participation and to nurture those with talent to achieve their potential. Our remit covers all sport except in- school (including curriculum PE) and elite level sport.

Working with our partners at a national, regional and local level we are building a sporting infrastructure of clubs, coaches, programmes, organisations and facilities that not only encourages new participants but also generates excellent sporting experiences that retain those already involved.

This includes encouraging children and young people to participate in sport in their own time in their local communities.

It also means nurturing those with talent to fulfil their potential, creating pathways to provide more people with the opportunity to achieve success at international level.

We receive approximately £250 million per annum, which is made up of £135 million Exchequer and £116 million National Lottery funding.

Sport England's relationship with the GLA Sports Unit

Sport England enjoys an extremely positive working relationship with the GLA's Sports Unit, at both operational and strategic level. Most noticeably we collaborated with the GLA to develop the Mayor's legacy plan in 2009.

At a strategic level the London Community Sports Board (established by the GLA), which has the responsibility for the strategic overview of sport in London and also implementation of the Mayor's legacy plan includes Shaun Dawson, Regional Champion for Community Sport (who was appointed by DCMS and is deployed by Sport England).

At an operational level, Sport England is a member of the Development and Implementation Group (DIG) and all the implementation groups derived from DIG. We also advise the Mayor's Fund regarding investment into capital projects.

Furthermore, and more generally, our partnership facilitates opportunities for interested parties to deliver sport in London, whether they are from the commercial, public or voluntary sectors. This collaboration is vital. It helps seize opportunities in the lead up to 2012 and help organisations navigate through the London sporting landscape.

This partnership approach enables us to derive greater value for money on the investment made by both organisations and ensures that investment complements rather than competes, maximising opportunities across the capital.

Question 1: What should the Olympic and Paralympic sporting legacy mean for Londoners?

For London, as well as the rest of the country, the sporting legacy goes beyond 2012. Our focus is to fundamentally change the sporting behaviours of a nation – ensuring more people are taking part and reaching their potential. We believe that a true Olympic legacy should be judged over a much longer term, as we begin to see the benefits of the considerable investment made in to sport in this country really take effect.

If the right investment has been made in the right places to deliver genuine sustainability, we will see a community sport environment developed in this country which has the capacity to handle levels of participation which far outstrip the current figures and targets that we have in place today. This will take shape in the form of sustainable facilities, more high quality coaches and volunteers and more sporting participants.

One example of this can be seen in the progress that is being made in the East of London. In 2005, when London won the bid, sports participation in East London was amongst the lowest in the country. With high levels of social and economic deprivation, poor transport infrastructure and a dearth of adequate sports facilities, growing participation in East London was one of the biggest challenges facing the legacy partners.

We believe a true sporting legacy is one which reverses this trend, so that people across all communities in London enjoy more sporting opportunities in their communities, and we are starting to see progress with the numbers of adults participating three times a week increasing by nearly 80,000 from the baseline in 2007/08.

However, our aspiration goes beyond the work done in East London. We want the legacy to reach every aspect of society within the capital. This will

be seen through improvements in sports facilities in individual communities and not just those with iconic status. Moreover we want to see a participation legacy, whereby all members of the public have the opportunity to take part in sports across the capital, whatever their background. We want to inspire a generation and raise their aspirations to take part.

The legacy of the Olympic Park is also a key aspect of this vision. We want to ensure the design and development of the facilities is both sustainable and accessible to the community once the Games are over.

When the games are over, the current proposals suggest that the park will be redeveloped for community use meaning it will be closed to the public until 2013/14, which has the potential to disengage the local community. We believe that consideration should be given to the transition from when the games' finishes to when the park will be available for the community to use. Our suggestion is that events and activities for the local community be incorporated within the plans for redevelopment, so that local people immediately reap the benefits of the park.

Ensuring various national governing bodies of sport have permanent stadia in the park to and that their facilities are built to the governing body standard for club and elite development is also important. For example, we recently supported England Hockey's concerns for adequate hockey facilities for competition post games. Through our influence and evidence we were able to ensure that the specification for Eton Manor gave hockey a suitable post-games competition venue.

Just as importantly, it will be necessary for the park facilities to complement other facilities in the five host boroughs and genuinely increase participation without displacing users from existing sites. An excellent example of partners working together is the sports plans produced by the five host boroughs group who are focusing on delivering a legacy across their area.

Question 2: What progress has been so far in achieving a sporting legacy in London?

Through the work that has already been carried out in the run up to the Olympics we are confident that the foundations of a sporting legacy have been built. However there is more to be done to deliver continued growth in participation, changing sport from a minority to a majority pastime. We believe that in order to achieve this more attention needs to be focussed on reaching every part of society, ensuring that individuals throughout the capital, and specifically those from traditionally under-represented groups, will have the ability to access and participate in sport.

Sport England currently measures participation outcomes at a regional level. The Active People Survey (APS), the largest ever survey of sport and active recreation to be undertaken in Europe, provides the measurement for two of

Sport England's key strategic outcomes - getting one million people taking part in more sport and reducing the drop-off in participation among 16-18 year olds.

Our latest APS figures show that participation levels in the capital are going up and that positive progress is being made. In London specifically, the current participation levels show a statistically significant increase in the number of people playing sport. Between Active People Survey 2 (08-09) and Active People Survey 3 (09-10) there has been an increase of 76,800 adults taking part in at least 30 minutes of sport of moderate intensity a week. These results demonstrate a sustained increase in sports participation across London.

Sport England has also recently developed a new web based tool which creates detailed profiles for every London local authority. The 'Local Sport Profile' tool has been developed to help local authorities in England to generate a sporting profile for their area in the form of charts and tables, bringing together data on sporting participation and provision. This data is fundamental to local authorities and other partners involved in developing and delivering sporting opportunities in their communities.

The tool provides up-to-date information including local demographics, health levels, sports participation figures, data on market segmentation as well as facilities data with regional and national comparators. As a result there are detailed profiles of all of the London boroughs. Due to the diverse nature of London's communities this tool will be of direct use to the Mayor's fund when assessing the areas of greatest need.

What has been done well?

Working in partnership

We believe the key sporting agencies have built a strong partnership – Sport England, the GLA, the National Governing Bodies of sport (NGB)s, LAs and the Pro-Active partnerships - to make the most of the unparalleled opportunities for sport created by 2012.

There is close consultation around various funding streams which helps to make the most of the funding that is available. Collaboration also allows for the partnership to identify those areas where investment should best be targeted, allowing for the money to be invested in those places that will deliver the greatest impact.

Facilities investment

A strong sporting infrastructure of clubs, facilities and infrastructure is being put in place across London. We have invested in many state of the art and iconic facilities across the capital such as the Phoenix Centre, Mile End Sports stadium, the West Way Centre and the recently opened the 50m Hillingdon swimming pool in West London for example. Sport England

invested a total of £8,778,720 for capital extension of facilities at the Westway Sports Centre. Additionally, the mobile pools funded by the GLA / LDA are engaging many more participants and have been well received in the boroughs where they have been situated.

It should also be noted that significant investment has been made into a number of the key facilities at the Olympic and Paralympic park which will secure a direct legacy from the games for generations to come (full figures below).

The Mayor's Legacy

We welcome the release of the 'prospectus' outlining how the Mayor's Legacy Fund will be spent. This provides a useful 'one stop shop' summary to how to access the £15m. We expect the Sports Participation Fund to connect well with NGB interventions to drive sports participation in the capital. Sport England has been involved in the discussions around the criteria and parameters of the Fund and supports the identified way forward.

We are also aware that a number of organisations previously funded by Sport England are seeking to apply to the Mayor's Fund to help build on their success and expand to reach more people. If they are able to secure additional funding from the Mayor then this will be a positive step to increase participation levels further.

What more needs to be done?

Strong partnerships are essential to achieving lasting behavioural change. Partnership enables funding to be targeted in the most efficient way.

We also encourage our partners to take a market based approach investment, meaning that investment should be targeted and the sporting offer specific. Identifying the target market, how to reach them and packaging sport in a way which is engaging is critical if we are to make sport meaningful to people and sustain participation in the long-term. Therefore it is necessary that the providers understand their target market and look to market their provision in a more effective and sophisticated manner.

One example of this is the innovative work which some of the NGBs are delivering, such as England Netball's 'Back to Netball' scheme and England Athletics' 'Run in England' programme, which look at new ways of engaging participants.

Another vital area is engaging with local authorities to address the funding challenges, helping them to make informed strategic decisions on future and existing sporting provision.

Looking forward we want to ensure that the funding will be used to help those from traditionally under-represented groups within society. Sport England looks to address some of the barriers to sport through our themed round funding, for example the Active Women themed funding round which looks to encourage women to take up sporting activity.

Question 3: What impact will funding from the Mayor have on the sporting legacy in London? The Mayor has allocated £15.5m from 2009-2012 to invest in grass roots sport. What should be done with this funding? How will it best be targeted?

In relation to this fund, we believe there is an opportunity to reach across all aspects of society. London is a diverse area with a cross section of communities throughout. This fund can help add to the success which has already been made by targeting those groups that are normally hard to reach.

The GLA have made good progress to ensure that investment is made strategically. It has undertaken a thorough needs assessment prior to the distribution of significant funding. This work has recently been completed in respect of sports halls, swimming pools and artificial grass pitches via the London wide Facilities Planning Model (FPM) which the GLA commissioned Sport England to undertake.

This extremely robust needs and evidence based assessment will help to ensure that any monies from the capital element of the fund spent on these three facility types can be targeted to meet the 'hot spots' of need, identified by the FPM. This will further ensure that the fund can be targeted locally where there is the greatest need, whether this is a need to improve facilities or increase participation. In taking this approach the GLA gives itself the best chance of ensuring it gets the greatest return on investment and delivers a sustained sporting legacy.

Furthermore, the GLA is uniquely placed to sit above the 33 boroughs, taking a strategic position whereby it can make a needs and evidence based decision in relation to funding. Working in partnership with Sport England and building on our expertise in sport, there is an opportunity to combine the GLA's local knowledge with our technical tools and understanding of the sporting arena therefore maximising the opportunities to improve London's sporting legacy.

What progress has been made in setting up the legacy fund?

Sport England has worked closely with the GLA sports unit, sharing our experience of setting up funding streams from a standing start. The key focus is to put the foundations in place for an effective distribution of their funding. The below details some of the progress which has been made:

1) A strong board with representation at a senior level from NGBs, commercial sport, voluntary sector and senior administrators, which has been achieved

2) A comprehensive procurement procedure to ensure the appropriate management of the fund is in place. Without this process, the GLA was at risk of funds being distributed in an inappropriate manner without proper controls in place.

3) A strategic facility needs assessment across the whole of London. Commissioned, in partnership with the GLA Strategic Planning team, Sport England undertook this needs assessment for the three main facility types affecting spend and provision. To make the most effective use of the funding available, it was advantageous for the GLA to undertake this piece of work before a significant proportion of the grants were distributed.

This helps to ensure that investment into facilities is made in the right places and for the right reasons (based on a thorough needs assessment). This strategic needs assessment is extremely comprehensive – no other region in the country has undertaken this level of detail to understand their facility needs. This provides the GLA with a clear picture of where investment in London, across the three facility types, is most needed – thereby helping to deliver a stronger legacy.

Question 4: How much funding has been allocated and spent on London's sport legacy to date and how much is allocated for future years?

Our investment is made across a wide range of bodies – including national governing bodies (NGBs), county sports partnerships (CSPs), local authorities, community groups, further and higher education and local clubs, coaches and volunteers.

Investments are made and measured by each organisation's ability to meet outcomes - to increase the number of people playing and enjoying their sport, or to create development pathways for those with talent.

All individual constituencies throughout the country benefit from our investment made either directly by us or through our partner organisations, however, we do not require our partners to report regional or local spending (particularly NGB and national partner investment). Rather, we monitor their progress against programme delivery – coaches, clubs, volunteers – that relate to the overall outcome.

Sport England funding streams currently delivered are:

- £480m (National Lottery and Exchequer investment) over four years into 46 NGB whole sport plans.

- £10m (Exchequer) a year in national partners whose specialist skills, knowledge and services help NGBs tackle a range of specific issues such as equality and diversity, coaching, volunteering and female participation.
- £10m (National Lottery) a year in County Sports Partnerships/ Pro-Actives, whose local knowledge and sporting expertise ensures that sport is delivered effectively at a local level.
- Themed Rounds (open funding) £30m a year National Lottery investment aimed at specific low participation areas – women and girls, universities, disability, rural areas.
- Sustainable Facilities Fund (open funding) invests up to £10m a year (National Lottery and Exchequer investment) into new and existing sports facilities.
- Children and Young People investment is made into a range of programmes specifically aimed at encouraging children and young people to get involved with community sports clubs. £23m (Exchequer investment) including £4.1m of ring-fenced NGB funding into 34 sports to deliver an extra half million junior club participants and volunteers by 2012/13.
- The Innovation funding stream (open funding) invests £5m a year (National Lottery) into projects that have genuine potential to revolutionise the way people engage with sport to drive participation.
- The Small Grants programme (open funding) distributes grants of £7m a year National Lottery funding worth between £300 and £10,000 to small sporting projects across the country.
- The SportsMatch programme (open funding) invests £3m a year (Exchequer) to match sponsorship pound for pound up to a maximum value of £100,000.

One example of a recently funded Sport England project is *Ping!* which was supported through our Innovation Fund. *Ping!* was launched in August 2010 and saw 100 table tennis tables set up across London's Landmarks. The project was a great success and attracted over 30,000 people to make 124,000 visits. The aim of the Innovation fund is to get more people playing sport as part of the sporting legacy of the 2012 Olympic and Paralympic Games.

Facilities

Since 2004 a total of £27,113,015 has been committed to date directly into London, through Sport England's Communities Investment Fund. This has

gone to fund a number of facilities across the capital, including a recent investment of £500,000 into Hackney Marshes, as well as a £1,000,000 investment to improve facilities in Redbridge Sport and Leisure Trust. The Leisure Trust now houses the sports of Badminton and Netball under one roof, and is now recognised as a centre of sporting excellence.

Moreover, as part of our commitment to deliver a 'hard' legacy, we have worked with the organisations responsible for the London 2012 Olympic and Paralympic Games to ensure that the purpose-built venues will serve sport and the local community long after the 2012 Games.

We have invested directly into three Olympic and Paralympic facilities:

- £39m into the Aquatics Centre – ensuring the 50-metre pools can be adapted in size and depth, allowing elite training and children's swimming lessons to take place at the same time.
- £10.5m into the VeloPark - where modifications post-games will create a superb hub for track, bmx, off-road and road cycling.
- £900,000 into the white-water canoe course in Broxbourne - which will provide a challenging and enjoyable experience for tens of thousands of community users every year.

Future Spending

Until the outcome of the Comprehensive Spending Review in October and Government's response to consultation on the National Lottery, we are unable to provide a definitive forecast for planned levels of funding. It should be noted that funding will continue to be delivered primarily through the National Governing Bodies of Sport and open funding rounds.

Question 5: How should progress be measured following the removal of targets from the Coalition Government and the Mayor?

At Sport England our progress is measured across a number of different areas. Currently we are still working towards a target of getting one million people playing more sport and therefore this target still remains the measurement vehicle for assessing progress relating to participation.

Furthermore, we believe that people will only keep playing sport if they enjoy it, so Sport England has developed an innovative satisfaction survey which helps us measure satisfaction levels within individual sports. We are also able to adopt a market based approach to delivering sports provision using our market segmentation data, which provides information on sporting behaviours, looking at the barriers and the motivations for increasing participation. We also record the level of investment into facilities and the quality of those facilities.

Question 6: How can sport participation rates be increased with less public money available? Is London's legacy still achievable given the current financial pressures?

At this point in time we are unable to speculate on future levels of funding available until the outcome of the Comprehensive Spending Review in October and National Lottery Consultation later this year. However this does not detract from Sport England's role to deliver a community sports legacy, something which we strongly believe is achievable.

Sport England has continually strived to achieve more with the money we have. This means strategic investment, investing in areas where we will have greatest impact, tailoring investment to meet demand and working with partners to ensure that every pound spent is maximised. If the maximum amount of funding is available for front line community sport development we believe the sporting legacy can be achieved.

In addition, there is an expectation that our funding will be match-funded ensuring public money goes further. For example the investment we make into sports facilities secures an additional £2 from other sectors for every £1 spent by Sport England. Similarly, our investment into County Sports Partnerships (CSPs) derives an increased investment for sport, through developing local networks. In 2009/10 CSPs attracted nationally, an investment of approximately £61.7m into sport through advocacy and influence. This breaks down as approximately £200,000 per annum over the 3 year period 2008-2011.

We have also managed to secure more investment through commercial partnerships such as Facebook and Justgiving, leveraging in over £20million over four years.

Question 7: In summary, what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

One of the key challenges facing London is to ensure that the various funding streams are coordinated to ensure the best sporting outcomes. If the sporting partners can continue to work efficiently then there is every reason that a lasting sporting legacy can be delivered. The GLA and Sport England can play a key brokerage role in this process. A recent example is the GLA hosting an engagement session between NGBs, LAs and the Pro-Active partnerships to accelerate delivery of NGB 09-13 interventions and investment into London.

We have already witnessed sporting investment having an impact in various communities across London, as recognised by a growing number of innovative community sports projects across the country. The challenge with future investment will be ensuring that this is spread throughout the capital, and more communities experience the benefits. We also appreciate that the

GLA may face some barriers in terms of their capacity to deliver the Mayor's Fund, however we are confident that through their expertise and partnership working the best outcomes will be delivered. We commend the appointment of the Football Foundation as a third party to share expertise and considerable experience of grants management.

One of the key targets to achieving the mass participation sporting legacy will, in part, be ensuring that those groups currently under-represented in sport have the opportunity to take part. It is fair to say that certain groups – particularly women, black and minority ethnic groups and people with a disability - have long been under-served in terms of opportunities to participate in sport. There are also many communities who have not benefitted from funding, and who encounter significant barriers to doing so. Funding from the Mayor's Sports Fund will help to address under-representation of minority and harder to reach groups.

To conclude we consider that the GLA has undertaken the process to distribute their funding in a considered manner which takes account of the available resources. We have confidence that the funds will be managed in an appropriate manner and that the funds will reach the successful applicants at an increasing rate in the not too distant future.

As you know, LOCOG is responsible for the staging of the Olympic and Paralympic Games in London in 2012. Policy responsibility within the capital for maximising a sporting legacy from hosting the Games rests with the Mayor of London and the Greater London Authority. However, there are many ways in which LOCOG's activity contributes or supports this aim, which may be useful to draw to the EDCST Committee's attention as it looks at sports legacy:

- **LOCOG staging spectacular Games – to inspire people to take up sport**

For most of us, the summer of 2012 will be the only opportunity in our lives to see the world's greatest sporting event on our doorsteps. 10 million tickets will be available to see 46 Olympic and Paralympic sports first-hand, while millions more will witness it at Live Sites, broadcast and online. Everything that LOCOG does is about connecting people, and especially young people, with the power of the Games. That counts across all our activity – not only the sport in our venues, but also across our cultural programme, our Get Set education scheme, the Torch Relay plans and our Games Maker volunteering programme.

- **Training Camps – bringing the community closer to athletes and teams; and new investment**

There are over 90 sites that have been identified in London as potential Pre-Games Training Camps. LOCOG recognises the benefits to local communities in having elite athletes training in their areas, and so produced an online guide to facilities at trainingcamps.london2012.com. LOCOG offered a financial award of £25,000 to spend at facilities selected from the guide by National Olympic Committees or National Paralympic Committees. In addition, ODA and LOCOG have both also announced £10m to be invested in facilities as Games-Time Training camps. The investment is to make these venues world-class standard, and communities will benefit from them post-Games.

- **'Get Set' Education Programme – connecting young people to sport**

Over 1,500 London schools, colleges and other education providers have signed up to LOCOG's Get Set education programme, bringing Olympic and Paralympic values to students. The scheme inspires young people in a number of ways with 'PE & Sport', and 'Healthy & Active Lifestyles' being two key of its key strands. Great examples include Redriff Primary School in Southwark (which is working with other schools to involve children in multi-sports, triathlon and water sports) and Bishop Challoner Catholic Collegiate College, Tower Hamlets (which is using sport to develop student leadership throughout the school, with young people heading up projects including festivals, and competitions). Schools that go the extra mile can join the Get Set Network, which gives them the right to use the London 2012 education logo and access to exclusive prizes and opportunities such as tours of the Olympic Park and visits from athletes.

- **The Inspire Mark Programme – supporting projects genuinely inspired by the Games**

The Inspire Mark is a version of the London 2012 brand specifically created for the community and voluntary sectors. The brand is awarded to non-commercial projects that can use the mark to promote their activity – on literature, posters, websites etc. Each project gets support from LOCOG, such as sharing information with other projects at Inspire conferences. In London, the 'London Walk' project has won the Inspire Mark to encourage Londoners to enjoy walking as a past-time, while

'StreetGames' uses a door-to-door approach in deprived areas to engage people in sport.

- **London2012 Open Weekends – challenging the public to push beyond their personal**

Each year, LOCOG promotes a London 2012 Open Weekend to encourage people to participate in new experiences – especially sports or other forms of exercise. Examples from 2010 included the 'Passport to Pingland', with table tennis tables set up across the capital, beach volleyball in Barking, and a Triathlon challenge in Purley as well as Borough-wide initiatives such as the 'Inspiring Brent' sport awards.

- **Partnerships with Sponsors and rights-holders**

LOCOG now has 34 commercial partners signed up. Each provides funding and support to stage the Games, and gains the right to associate themselves with the Games. Many are activating their sponsorship in sport and leaving a legacy:

- adiZones

adidas, the Official Sportswear Partner for London 2012, has created 8 'adiZones' - multi-sport outdoor facilities in London, based on the London 2012 logo. Free to the community, they include basketball, football and tennis areas, a climbing wall, an outdoor gym and an open area for dance, aerobics and gymnastics.

- Lloyds TSB National School Sport Week

Held this year, Lloyds TSB National Sport Week enabled three million children across the UK to organise their own opening and closing ceremonies, torch relays and inter and intra-school competitions. An example of how the scheme worked in London was in Harrow Schools Partnership that encouraged gifted athletes to try non-mainstream sports.

- Channel 4 and the Paralympic Games

LOCOG has appointed Channel 4 as Host Broadcaster for the Paralympic Games. This will raise the profile of disabled sport massively between now and the Games, in a way not seen before – and with the largest marketing push that Channel 4 has ever undertaken. Together with the Mayor's activity to invest in sporting opportunities for disabled people, this will help drive sports participation.

- **Physical Legacy – providing venues in legacy for elite and community**

In addition to LOCOG, the ODA's public-sector funding package is creating much-needed world-class sports facilities for athletes to train, and for Londoners to enjoy - a VeloPark as a cycle hub with a Velodrome, BMX circuit, road cycle circuit and mountain bike course; an Aquatics Centre with two international-standard 50m swimming pools and a 25m diving pool; various multi-sport indoor and outdoor community sports facilities at both Eton Manor and the Games-time Handball venues. Together, these represent a complete transformation of sporting opportunities for Londoners of all abilities. Not only will they have access to the best facilities in the world, but they will recently have seen their role-models compete there. In addition, the Queen Elizabeth Olympic Park, as one of Europe's largest urban parks, will encourage the local community to cycle, jog and walk long after the Games have finished.

Many thanks.

Yours sincerely,

Craig Beaumont
London Organising Committee of the Olympic Games and Paralympic Games



Deloitte LLP
3 New Street Square
London EC4A 3BT
Tel: +44 (0) 20 7936 3000
Fax: +44 (0) 20 7583 1198
LDE: DX 599
www.deloitte.co.uk

Mr. Len Duvall OBE AM
Chair of the Economic Development, Culture, Sport and Tourism Committee
City Hall
The Queen's Walk
London
SE1 2AA

Direct phone: 0113 292 1621
Direct fax: 0113 243 5744
Email: hhancock@deloitte.co.uk

15 October 2010

Dear Mr Duvall,

London's sporting legacy – Deloitte response

We would like to thank you for the opportunity to input into the review of London's sporting legacy. The approach being taken to ensure that the benefits from the London 2012 Games leave a lasting legacy is warmly welcomed. As the Official Professional Services Provider to London 2012 Deloitte is committed to both supporting and driving sporting legacy and we are delighted to respond to your request.

Deloitte Disability Sport is the largest programme of its kind in the UK. Since 2007, our goal has been clear: we aim to lead the way in corporate support for disability sport, driving participation and performance to secure more podium finishes at future Paralympic Games. Deloitte has invested £1.7m to develop disability sport in the UK before 2012, a sum that is match-funded by the Government – bringing the total value to £3.4m.

Deloitte Parasport (www.parasport.org.uk) is a website created in 2007 with ParalympicsGB to drive participation in Disability Sport, in response to the need to signpost people to clubs and sports that suit their ability. Deloitte Parasport receives on average 30,000 hits a month with 50% of users using the 'find a club' function, identifying local clubs across different sports. **Over 2,000 Disability Sport Clubs are listed on Deloitte Parasport, of which 115 are in London.**

Deloitte Parasport hosts the Playground to Podium programme, driving grassroots participation in schools, and is delivered through an online service called 'MyLogBook'. **All 5 of the London County Sports Partnerships signed up to deliver a County Athlete Assessment Day (CAAD).**

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 2 New Street Square, London EC4A 3BZ, United Kingdom.

Deloitte LLP is the United Kingdom member firm of Deloitte Touche Tohmatsu ('DTT'), a Swiss Verein, whose member firms are legally separate and independent entities. Please see www.deloitte.co.uk/about for a detailed description of the legal structure of DTT and its member firms.

Member of Deloitte Touche Tohmatsu

Out of 56 School Sports Partnerships (SSP) in London 33 delivered Ability days for 2009/10 and a total of 40 ability days took place from the 33 SSP. 45 SSPs have signed up for 2010/11. In total over 300 school children with a disability have attended CAAD days.

We understand that once people are active in sport they require additional support to develop their performance. Deloitte is the disability sport partner for the Talented Athlete Scholarship Scheme (TASS). The programme is managed by SportsAid and supports talented athletes while they continue their education. Deloitte has doubled the financial support available to disabled athletes since 2007, a 5 year commitment. To date we have supported in excess of 400 individual Deloitte TASS athletes, 33 of which competed in Beijing. **40 TASS athletes have been from London.**

Having a successful GB team in the London 2012 Paralympic Games will inspire a generation to take up sport and work towards changing the perception of disability in the UK. In 2010 we launched our new annual corporate challenge Deloitte Ride Across Britain – a 1,000 mile end to end cycling event over 9 days. 600 people took part, including 100 Deloitte riders, with the aim of raising £1million for ParalympicsGB by 2013. The money will go towards sending the best prepared team to the Games. **Over 50% of the Deloitte riders were from London. Another 100 riders have signed up to take part in June 2011. To date £375,000 has been raised for ParalympicsGB.**

In addition, since 2008 we have run a successful school sports mentoring programme in **Tower Hamlets**, with the overarching objective of keeping more students in sport post secondary education. We use the skills and expertise of our people in sport, as athletes, coaches and professionals to provide one-to-one mentoring for **14-16 year olds at Morpeth School.**

The business contribution to legacy is also an area we are leading. Deloitte set up and lead the Chairman's Club – an exclusive club of the most senior executives of the London 2012 TOP, Tier 1 and Tier 2 partners. We are currently undertaking research across the Chairman's Club members – in collaboration with Think London – to assess the legacy impact from our combined activation programmes. This includes the number of people participating in sport as a result of London 2012, and the **numbers of programmes sponsors are currently running/supporting in the 5 Olympic host boroughs.**

We would be happy to provide a case study on any of the points above to be used to support the review and evidence the contribution to sporting legacy across London, in particular with regard to Deloitte Disability Sport – an award winning programme that has sporting legacy at the very heart of its objectives.



We would welcome the opportunity to meet with you to discuss in more detail our sporting legacy contribution; with regard to both the business and community benefits in London. If you have any questions about any of the above activity, please do contact us as we would be delighted to support the investigation further.

A handwritten signature in black ink, appearing to read "Heather Hancock".

Heather Hancock
Managing Partner



Cadbury UK

Cadbury House
Sanderson Road, Uxbridge
Middlesex UB8 1DH
t 01895 615000
f 01895 615001
w www.cadbury.com

Len Duvall AM
Chair, Economic Development, Culture, Sport and Tourism Committee
Greater London Authority
City Hall
The Queen's Walk
SE1 2AA

18th October 2010

Dear Mr Duvall,

Re: Inquiry into London's Sporting Legacy

Many thanks for contacting my colleague Matthew Rathbone, Cadbury's London 2012 Programme Manager, in reference to the above inquiry. He has asked me to respond.

As you may be aware, Cadbury is the Official Treat Provider to the London 2012 Olympic and Paralympic Games and has launched Spots v Stripes, an ambitious campaign that aims to encourage people of all ages and walks of life to play games again. While the emphasis of this campaign is on play, rather than specifically on sport, we believe that it is of relevance to your inquiry for the reasons set out below.

In order to build a legacy of game playing beyond 2012, Cadbury is putting in place a national network of Spots v Stripes Games Ambassadors and 2,000 volunteers. Together they will bring Spots v Stripes to the nation, including hard to reach and disadvantaged groups, using playing games as a catalyst to help build stronger communities.

They will activate local voluntary organisations, community groups, tenant associations, youth and staff clubs to organise imaginative games events in their areas. The aim is for millions of people to have organised or played games in their areas by 2012 and to use the power of playing games to unite and strengthen communities - leaving the nation with the ideas and inspiration to continue playing games in the future.

While this is a nationwide approach, as we believe that the Games are for Britain and not just for London, we are of course focusing a great deal of our efforts in this area on the capital. As you may have seen, we held a large scale Spots v Stripes event in London in September to get the city playing. As part of this event, we took games to The Mayor's Thames Festival, Leicester Square, Victoria and Brockwell Parks, and Westfield London, and were delighted that over 58,000 people took part.

creating brands
people love





Like you, we have an interest in the Olympic and Paralympic Games delivering for London, not just for the period of the Games themselves, but long into the future. We are pleased to be playing our part through the Spots v Stripes campaign.

If you would like any further information on Spots v Stripes, please do not hesitate to get in touch. In the meantime, we wish you the very best of success with your inquiry.

With very best wishes,

Alexandra Chilvers
London 2012 Corporate Affairs Manager

Further evidence received from Cadbury

In addition to the information on the website, here is some background on the Spots v Stripes programme.

To celebrate Cadbury becoming the Official Treat Provider for the London 2012 Olympic and Paralympic Games we created Spots v Stripes, an ambitious programme that aims to get millions of people across the UK and Ireland playing games by 2012 - leaving a lasting legacy of community spirit across the UK and Ireland. The concept has been in development for nearly two years and was born out of a belief that the spirit of play needed to be reignited in the UK and Ireland leading up to the Olympic Games. We are inviting the entire country to divide into two teams, Spots and Stripes, sign up to the website (www.spotsvstripes.com) and begin playing games. Over the next two years, players will be able to win points for their team by organising and playing games in their schools, workplaces and neighbourhoods, to see whether Spots or Stripes are the ultimate team.

Spots v Stripes started with a nationwide tour in summer 2010, with large city events in Glasgow, Leeds, London and Birmingham. In order to build a lasting legacy of game playing beyond 2012, we are putting in place a national network of Spots v Stripes Games Ambassadors and 2000 volunteers. Together they will bring Spots v Stripes to the nation, including hard-to-reach and disadvantaged groups, using playing games as a catalyst to help build stronger communities. They will activate local voluntary organisations, community groups, tenant associations, youth and staff clubs to organise imaginative games events in their areas.



Mike Sharrock

Partnership Director, London 2012

BP International Ltd
Chertsey Road
Sunbury-on-Thames
Middlesex
TW16 7LN

18th October 2010

Mr Len Duvall OBE AM
London Assembly
City Hall
The Queen's Walk
London
SE1 2AA

Switchboard: +44 1932 762000
Mobile: +44 7500 990766
Email: mike.sharrock@bp.com
www.bp.com

Dear Len,

Thank you for your letter of 23rd September and the opportunity to contribute to your investigation into London's sporting legacy.

As a Tier 1 Partner of London 2012 and as a Sustainability Partner and Premier Partner of the Cultural Olympiad, BP aims to play a wide role in supporting LOCOG to deliver a successful Games. We believe that a successful Games, combined with a successful performance of Team GB and Paralympics GB, will encourage more people, in particular young people, to take up sport. Whilst not specifically targeted at sport, we believe that the programmes we are putting in place for London 2012 will contribute to the wider sport participation agenda.

Our programmes are aimed primarily at helping LOCOG to deliver a more sustainable Games, making the Games more accessible to millions of people across the UK and supporting young people.

We would be happy to provide further information on our London 2012 plans if that would be useful.

With Best Wishes

A handwritten signature in black ink, appearing to read 'Mike Sharrock'.

Mike Sharrock



Economic Development, Culture, Sport and Tourism Committee Meeting: Olympics consultation

Response on behalf of Central YMCA

1. What should the Olympic and Paralympic sporting legacy mean for Londoners?

What should hosting the Games result in? For example, what should be the increase in sport participation at both the elite and grassroots level? How many more sports facilities and clubs should be built? How many coaches could we expect to be trained?

The Games were won on the basis of a legacy promise to the people of the UK and London, of both the regeneration of East London and of participation levels in both London and across the UK. The aspiration must be that both these promises are met.

While the previously agreed macro targets may no longer be seen as relevant, locally specific targets are needed – ‘what gets measured gets done’ – in order to ensure that efforts are focused on this area. The CSPANs work to a **1% increase in participation levels year on year**, both through engaging the ‘low-hanging fruit’ but also targeting those hardest to engage who have most to gain from such participation. Such a target allows local decisions about where priorities lie whilst delivering overall increases across the country. Strategically we must ensure that there are adequate facilities and trained coaches/instructors to support such programmes.

The legacy should not just focus on traditional sport but must aim to engage people through the whole range of physical activity, sport and active travel – which in reality are inseparable on the ground, particularly within more disadvantaged communities. Support to engage such communities relies more than just trained coaches but need to provide a broader range of engagement and support skills, through peer-led programmes such as the YMCA Activator approach.

2. What progress has been made so far in achieving a sporting legacy for London?

What would you have expected to happen by now? What more needs to be done? What has been done well?

The legacy activity from the Games started much later in the process than envisaged. As such, progress seems limited across much of the city. While the Boroughs and their CSPANs have sought to focus activities on maximising the opportunities that the Games might offer (through running such programmes as Community Games Etc.), the absence of specific funding streams to support this to date, and the imminent impact of the major cuts to local authority funding are likely to further undermine the opportunities available.

Likewise, the lack of clarity as to responsibility for the sporting legacy has proven a real barrier, with no one body being held accountable for delivering this (while Sport England remains responsible nationally for sporting legacy, particularly through the NGB Whole Sport Plan

funding, there is no London-based focus for sport; whilst for physical activity there seems to be a complete vacuum in terms of delivery of a physical activity legacy).

By now, one would have expected there to be a strong, joined up plan across London as to the full range of legacy-focused programmes being carried out at local and regional level, with clear funded programmes through the Mayor's fund and national resources to provide additionality to this. There is no evidence of any shared approach, other than within the 5 Olympic Boroughs (and even this has apparently proven a challenge).

However, in the absence of such a strategic plan, funders such as the Mayor's fund seem to have been forced to take a much more piecemeal approach, funding projects that seem to be a 'good idea' rather than having a strong evidence base as to what is needed and for whom.

The development of the Olympic Park itself seems to have gone well, with construction well ahead of plan. However, the legacy of the Park itself is still unclear, and has been further undermined by the removal of the OPLC as an independent body driven by a strong and clear understanding and experience of the regeneration issues the Park embodies.

3. What impact will funding from the Mayor have on sporting legacy in London?

The Mayor has allocated £15.5 million from 2009 to 2012 to invest in grassroots sport. What should be done with this funding? How will it best be targeted?

See above for an initial response regarding the importance of the Mayor's Fund taking a strategic view to meet well-evidenced gaps in existing provision rather than the current apparently piecemeal approach. It must focus not just on traditional sport but on the full range of physical activity, sport and active travel programmes. It should add value to the locally driven CSPANs strategies.

The Fund also needs to focus on ensuring resources go into London's more disadvantaged communities, building the capacity of local people to run and sustain such programmes themselves.

4. How should progress be measured following the removal of targets by the Coalition Government and the Mayor?

The previous Mayor's target was to increase the number of Londoners participating in sport by 275,000 people by 2012. This target was not adopted by the current Mayor. Press reports state that Ministers are no longer committed to the previous Government's target to get two million people more active.

See answer to 1 above.

5. How can sport participation rates be increased with less public money available?

Is London's legacy still achievable given the current budgetary pressures?

It is inevitably going to be even more of a challenge in the face of such major cuts. We would suggest that the only way to drive participation rates upwards in a sustainable way is to work

with and through the existing infrastructures locally, the CSPANs – they are the only bodies that bring together all existing local providers and budget-holders to collaborate on increasing physical activity levels.

It is imperative that the Legacy builds on existing community resources such as the 17 YMCAs which work in London, often with those who are most disadvantaged.

6. In summary what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

Clear responsibility and accountability for delivering this legacy, to increase both sporting and physical activity participation levels.

Development of a shared, joined-up plan as to what is already planned for London, including programmes that locally, regionally and nationally led.

Targeted funding streams that add real value to current plans, particularly the CSPAN strategies.



GLA Economic Development, Culture, Sport and Tourism Committee

Investigation into Progress Towards Delivering a Successful Sporting Legacy for London from the 2012 Olympic and Paralympic Games

Submission from Shaun Dawson Chief Executive of the Lee Valley Regional Park Authority and Regional Champion for Community Sport for London

22nd October 2010

Introduction

1. This submission has been prepared by Shaun Dawson in his capacity both as Chief Executive of Lee Valley Regional Park Authority (LVRPA) and as the Regional Champion for Community Sport for London. Part of the RCCS remit involves an active role on the London Community Sports Board. This submission is a response to a letter from the Chair of the EDCST on 28 September 2010, requesting views on the sporting legacy of the London 2012 Olympic and Paralympic Games.
2. I have considered responses to all of the questions from both perspectives so before dealing with each question I think it is worth outlining the remit of both of these roles.

Lee Valley Regional Park Authority

3. LVRPA was established by Act of Parliament in 1966. The 26 mile, 10,000 acre Lee Valley Regional Park stretches from Hertfordshire through Essex, North and East London, Olympic Park, down to the River Thames. We are the only statutory leisure development and management organisation of its kind in the UK, with a remit covering all forms of sport, leisure, entertainment and nature conservation. We were set up to create this diverse and attractive destination for the communities of London, Essex and Hertfordshire – and it is important to remember that while others (local authorities for instance) may provide some of these services at their discretion, doing this is our statutory obligation.
4. The Park is a mosaic of award-winning open spaces, sports venues, heritage sites, country parks, farms, golf courses, lake and riverside trails, campsites, marinas, angling and boating locations attracting more than 4.5 million visitors a year. The Park has nine Green Flag awards. We host around 500 local, regional and national events every year including education and community projects.
5. The Authority has a representative Board structure with elected councillor Members nominated by their own councils from across the regional constituency – London, Essex and Hertfordshire, including individual Members from the four Lower Lee Valley Olympic Boroughs. We have just instituted a new governance structure with a six strong Executive Committee to provide more effective Board leadership, with half from London and half from Essex and Herts.
6. We leverage money from the private sector and government grants to enhance the Park, so do not rely solely on the contribution from the taxpayers of our regional

constituencies. £51 million of capital investment has been made in the Lee Valley Regional Park over the past five years.

7. We have committed to run the Lee Valley White Water Centre (LVWWC), the VeloPark and the Lee Valley Tennis and Hockey centres (LVTHC) at Eton Manor in the north of Olympic Park in legacy. The Authority has been the legacy client for these venues since the bid stage for the 2012 Games. As result it has applied its expertise along with a sense of ownership from the very start.
8. The LVWWC is just north of the M25, near Waltham Cross, Hertfordshire in the heart of Lee Valley Regional Park and only 40 minutes, door to door, from Liverpool Street station. It will open to the public in Spring 2011, a full year before the Games, for white water canoeing and rafting.
9. This “pre-Games legacy” is important for the committee to note, especially as this is the **only** brand new sports venue being constructed for the Games outside Olympic Park and the only one to open to the public ahead of the Games. The public will be able to book a rafting experience from the end of 2010 via the existing website www.gowhitewater.co.uk
10. We have pledged to host a school group from every London borough at the LVWWC during the summer of 2011 for a FREE white water experience, as part of our commitment to sporting legacy.
11. As a consequence of its statutory role and funding base the LVRPA has a duty to ensure that Olympic venues for which it is responsible do reach out and benefit communities from across London.

London Community Sports Board

12. Sport England enjoys an extremely positive working relationship with the GLA's Sports Unit, at both operational and strategic level. Most noticeably we collaborated with the GLA to develop the Mayor's legacy plan in 2009.
13. At a strategic level the London Community Sports Board (established by the GLA), which has the responsibility for the strategic overview of sport in London and also implementation of the Mayor's legacy plan includes the Regional Champion for Community Sport (who was appointed by DCMS and is deployed by Sport England).
14. At an operational level, Sport England is a member of the Development and Implementation Group (DIG) and all the implementation groups derived from DIG. We also advise the Mayor's Fund regarding investment into capital projects.
15. Furthermore, and more generally, our partnership facilitates opportunities for interested parties to deliver sport in London, whether they are from the commercial, public or voluntary sectors. This collaboration is vital. It helps seize opportunities in the lead up to 2012 and help organisations navigate through the London sporting landscape.
16. This partnership approach enables us to derive greater value for money on the investment made by both organisations and ensures that investment complements rather than competes, maximising opportunities across the capital.

Question 1 – What should the Olympic and Paralympic sporting legacy mean for Londoners?

17. For London, as well as the rest of the country, the sporting legacy goes beyond 2012. Sport England's focus is to fundamentally change the sporting behaviours of a nation – ensuring more people are taking part and reaching their potential. We believe that a true Olympic legacy should be judged over a much longer term, as we begin to see the benefits of the considerable investment made in to sport in this country really take effect.
18. If the right investment has been made in the right places to deliver genuine sustainability, we will see a community sport environment developed in this country which has the capacity to handle levels of participation which far outstrip the current figures and targets that we have in place today. This will take shape in the form of sustainable facilities, more high quality coaches and volunteers and more sporting participants.
19. One example of this can be seen in the progress that is being made in the East of London. In 2005, when London won the bid, sports participation in East London was amongst the lowest in the country. With high levels of social and economic deprivation, poor transport infrastructure and a dearth of adequate sports facilities, growing participation in East London was one of the biggest challenges facing the legacy partners.
20. We believe a true sporting legacy is one which reverses this trend, so that people across all communities in London enjoy more sporting opportunities in their communities, and we are starting to see progress with the numbers of adults participating three times a week increasing by nearly 80,000 from the baseline in 2007/08.
21. However, our aspiration goes beyond the work done in East London. We want the legacy to reach every aspect of society within the capital. This will be seen through improvements in sports facilities in individual communities and not just those with iconic status. Moreover we want to see a participation legacy, whereby all members of the public have the opportunity to take part in sports across the capital, whatever their background. We want to inspire a generation and raise their aspirations to take part.
22. The legacy of the Olympic Park is also a key aspect of this vision. We want to ensure the design and development of the facilities is both sustainable and accessible to the community once the Games are over.
23. When the games are over, the current proposals suggest that the park will be redeveloped for community use meaning it will be closed to the public until 2013/14, which has the potential to disengage the local community. We believe that consideration should be given to the transition from when the games' finishes to when the park will be available for the community to use. Our suggestion is that events and activities for the local community be incorporated within the plans for redevelopment, so that local people immediately reap the benefits of the park.
24. Ensuring various national governing bodies of sport have permanent stadia in the park to and that their facilities are built to the governing body standard for club and elite development is also important. For example, we recently supported England Hockey's concerns for adequate hockey facilities for competition post games.

Through our influence and evidence we were able to ensure that the specification for Eton Manor gave hockey a suitable post-games competition venue.

25. Just as importantly, it will be necessary for the park facilities to complement other facilities in the five host boroughs and genuinely increase participation without displacing users from existing sites. An excellent example of partners working together is the sports plans produced by the five host boroughs group who are focusing on delivering a legacy across their area.

LVRPA: Delivering a Sporting Legacy for Londoners.

26. LVRPA will provide sporting opportunities across the whole sporting continuum from grass roots introductory activity through to more elite programmes, ensuring its facilities cater for all abilities and all communities. This is already reflected at the Lee Valley White Water Centre where the 2 courses are suitable for both beginners and Olympic champions. The management team is already in place and includes the captain of Team GB for rafting.
27. Engaging school children in sport is also vital in increasing both access to sport and the lasting desire to get involved and this is an area that has been a huge success at the award winning Lee Valley Athletics Centre which opened in 2007. This popular world class training and event venue provides an excellent template for delivering an inclusive and diverse programme for the elite athletes and communities from across London.
28. The usage targets for the VeloPark, Hockey and Tennis Centre and the LVWWC have been outlined below. These have been created in partnership with the National Governing Bodies including the British Canoe Union and British Cycling as part of the detailed business planning for these venues. Sports Development activity at our Olympic and Paralympic venues will support the current work of National Governing Bodies and complement their sporting programmes and Whole Sport Plan priorities.

Venue	Estimated annual usage	Mix of use	Programmes
VeloPark	200,000 per year	Split between the velodrome, road track, BMX track, Mountain Bike track	<ul style="list-style-type: none"> • Community and Family • Education and school development • Public use including taster sessions and track skills across all age groups • Club development at all levels including disabled • International, national and regional elite training • Regional, national and international events programme
LVWWC	80,000 per year	Split between the Olympic course and the intermediate	<ul style="list-style-type: none"> • Community canoeists and kayakers • Education and school

		course	development <ul style="list-style-type: none"> • Club development at all levels • Home to the NGB performance squad • Corporate use programme • International, national and regional elite programmes
LV Tennis and Hockey Centre	120,000	Split between hockey, tennis and 5 a side football	<ul style="list-style-type: none"> • Community tennis • Community 5 a side football • Education and schools development • National and regional elite training for hockey • Regional, national and international hockey events programme • Hockey club development at all levels

29. As you can see, through these venues we hope to engage 400,000 new participants in sports each year. This is in addition to the current 550,000 users from the LVRPA's other regional sports venues- LV Ice Centre, LV Riding Centre and LV Athletics Centre.

Planning for Major Events post 2012

30. Major international events play an important role in raising the profile of a sport and through showcasing the very best athletes from that sport inspire a new generation of participants.
31. The planning for major events post 2012 is well underway. On the 19th Oct London launched its bid for the 2014 Hockey World Cups (women and men) which if London is successful will take place at the Lee Valley Hockey Centre. The British Canoe Union is currently considering bidding for the 2015 Canoe Slalom World Championships which would take place at the LV White Water Centre.

Question 2 – What progress has been made so far in achieving a sporting legacy in London?

32. Through the work that has already been carried out in the run up to the Olympics Sport England is confident that the foundations of a sporting legacy have been built. However there is more to be done to deliver continued growth in participation, changing sport from a minority to a majority pastime. We believe that in order to achieve this more attention needs to be focussed on reaching every part of society, ensuring that individuals throughout the capital, and specifically those from traditionally under-represented groups, will have the ability to access and participate in sport.

33. Sport England currently measures participation outcomes at a regional level. The Active People Survey (APS), the largest ever survey of sport and active recreation to be undertaken in Europe, provides the measurement for two of Sport England's key strategic outcomes - getting one million people taking part in more sport and reducing the drop-off in participation among 16-18 year olds.
34. Our latest APS figures show that participation levels in the capital are going up and that positive progress is being made. In London specifically, the current participation levels show a statistically significant increase in the number of people playing sport. Between Active People Survey 2 (08-09) and Active People Survey 3 (09-10) there has been an increase of 76,800 adults taking part in at least 30 minutes of sport of moderate intensity a week. These results demonstrate a sustained increase in sports participation across London.
35. Sport England has also recently developed a new web based tool which creates detailed profiles for every London local authority. The 'Local Sport Profile' tool has been developed to help local authorities in England to generate a sporting profile for their area in the form of charts and tables, bringing together data on sporting participation and provision. This data is fundamental to local authorities and other partners involved in developing and delivering sporting opportunities in their communities.
36. The tool provides up-to-date information including local demographics, health levels, sports participation figures, data on market segmentation as well as facilities data with regional and national comparators. As a result there are detailed profiles of all of the London boroughs. Due to the diverse nature of London's communities this tool will be of direct use to the Mayor's fund when assessing the areas of greatest need.

What has been done well?

Working in partnership

37. We believe the key sporting agencies have built a strong partnership – Sport England, the GLA, the National Governing Bodies of sport (NGB)s, LAs and the Pro-Active partnerships - to make the most of the unparalleled opportunities for sport created by 2012.
38. There is close consultation around various funding streams which helps to make the most of the funding that is available. Collaboration also allows for the partnership to identify those areas where investment should best be targeted, allowing for the money to be invested in those places that will deliver the greatest impact.

Facilities investment

39. A strong sporting infrastructure of clubs, facilities and infrastructure is being put in place across London. We have invested in many state of the art and iconic facilities across the capital such as the Phoenix Centre, Mile End Sports stadium, the West Way Centre and the recently opened the 50m Hillingdon swimming pool in West London for example. Sport England invested a total of £8,778,720 for capital extension of facilities at the Westway Sports Centre. Additionally, the mobile pools funded by the GLA / LDA are engaging many more participants and have been well received in the boroughs where they have been situated.

40. Since 2004 a total of £27,113,015 has been committed to date directly into London, through Sport England's Communities Investment Fund. This has gone to fund a number of facilities across the capital, including a recent investment of £500,000 into Hackney Marshes, as well as a £1,000,000 investment to improve facilities in Redbridge Sport and Leisure Trust. The Leisure Trust now houses the sports of Badminton and Netball under one roof, and is now recognised as a centre of sporting excellence.
41. Moreover, as part of our commitment to deliver a 'hard' legacy, we have worked with the organisations responsible for the London 2012 Olympic and Paralympic Games to ensure that the purpose-built venues will serve sport and the local community long after the 2012 Games.
42. We have invested directly into three Olympic and Paralympic facilities:
- £39m into the Aquatics Centre – ensuring the 50-metre pools can be adapted in size and depth, allowing elite training and children's swimming lessons to take place at the same time.
 - £10.5m into the VeloPark - where modifications post-games will create a superb hub for track, bmx, off-road and road cycling.
 - £900,000 into the white-water canoe course in Broxbourne - which will provide a challenging and enjoyable experience for tens of thousands of community users every year.

Future Spending

43. Until the outcome of the Comprehensive Spending Review in October and Government's response to consultation on the National Lottery, we are unable to provide a definitive forecast for planned levels of funding. It should be noted that funding will continue to be delivered primarily through the National Governing Bodies of Sport and open funding rounds.

The Mayor's Legacy

44. We welcome the release of the 'prospectus' outlining how the Mayor's Legacy Fund will be spent. This provides a useful 'one stop shop' summary to how to access the £15m. We expect the Sports Participation Fund to connect well with NGB interventions to drive sports participation in the capital. Sport England has been involved in the discussions around the criteria and parameters of the Fund and supports the identified way forward.
45. We are also aware that a number of organisations previously funded by Sport England are seeking to apply to the Mayor's Fund to help build on their success and expand to reach more people. If they are able to secure additional funding from the Mayor then this will be a positive step to increase participation levels further.

What more needs to be done?

46. Strong partnerships are essential to achieving lasting behavioural change. Partnership enables funding to be targeted in the most efficient way.
47. We also encourage our partners to take a market based approach investment meaning that investment should be targeted and the sporting offer specific.

Identifying the target market, how to reach them and packaging sport in a way which is engaging is critical if we are to make sport meaningful to people and sustain participation in the long-term. Therefore it is necessary that the providers understand their target market and look to market their provision in a more effective and sophisticated manner.

48. One example of this is the innovative work which some of the NGBs are delivering, such as England Netball's 'Back to Netball' scheme and England Athletics' 'Run in England' programme, which look at new ways of engaging participants.
49. Another vital area is engaging with local authorities to address the funding challenges, helping them to make informed strategic decisions on future and existing sporting provision.
50. Looking forward we want to ensure that the funding will be used to help those from traditionally under-represented groups within society. Sport England looks to address some of the barriers to sport through our themed round funding, for example the Active Women themed funding round which looks to encourage women to take up sporting activity.

LVRPA Progress to date in achieving a sporting legacy for London

51. As noted above, LVRPA is particularly proud that, as a result of incredibly effective partnership working between the Authority, the ODA, CLM and others, it will be possible to open the Lee Valley White Water Centre to the public before the Games. It will be the only new London 2012 venue to do so and this can be counted as a major success on the part of all those involved.
52. LVRPA also anticipates great success in finalising the post Games programme for other venues. These are being consulted on at the moment, however, just as with the LVWWC, good working partnerships will ensure that within six months after the Games the venues will become an asset for everyone in London, the wider region and the country beyond to use and enjoy.
53. Though perhaps not strictly an achievement of Olympic Legacy, it is worth mentioning that the Lee Valley Athletic Centre (LVAC) that opened in 2007 has gone from strength to strength with visitor numbers of 140,000 per year including 6,000 from schools across London and 10,000 from clubs. Here school children train alongside the very best athletes in the world and we are pleased to note that LVAC hosts 10 of the medal winning athletes from last summer's World Championships and 13 from the Commonwealth Games that has just finished in Delhi.

Question 3 – What impact will funding from the Mayor have on sporting legacy in London?

54. The Mayor has allocated £15.5m from 2009-2012 to invest in grass roots sport. What should be done with this funding? How will it best be targeted?
55. In relation to this fund there is an opportunity to reach across all aspects of society. London is a diverse area with a cross section of communities throughout. This fund can help add to the success which has already been made by targeting those groups that are normally hard to reach.

56. The GLA have made good progress to ensure that investment is made strategically. It has undertaken a thorough needs assessment prior to the distribution of significant funding. This work has recently been completed in respect of sports halls, swimming pools and artificial grass pitches via the London wide Facilities Planning Model (FPM) which the GLA commissioned Sport England to undertake.
57. This extremely robust needs and evidence based assessment will help to ensure that any monies from the capital element of the fund spent on these three facility types can be targeted to meet the 'hot spots' of need, identified by the FPM. This will further ensure that the fund can be targeted locally where there is the greatest need, whether this is a need to improve facilities or increase participation. In taking this approach the GLA gives itself the best chance of ensuring it gets the greatest return on investment and delivers a sustained sporting legacy.
58. Furthermore, the GLA is uniquely placed to sit above the 33 boroughs, taking a strategic position whereby it can make a needs and evidence based decision in relation to funding. Working in partnership with Sport England and building on our expertise in sport, there is an opportunity to combine the GLA's local knowledge with our technical tools and understanding of the sporting arena therefore maximising the opportunities to improve London's sporting legacy.

What progress has been made in setting up the legacy fund?

59. Sport England has worked closely with the GLA sports unit, sharing our experience of setting up funding streams from a standing start. The key focus is to put the foundations in place for an effective distribution of their funding. The below details some of the progress which has been made:
 - 1) A strong board with representation at a senior level from NGBs, commercial sport, voluntary sector and senior administrators, which has been achieved
 - 2) A comprehensive procurement procedure to ensure the appropriate management of the fund is in place. Without this process, the GLA was at risk of funds being distributed in an inappropriate manner without proper controls in place.
 - 3) A strategic facility needs assessment across the whole of London. Commissioned, in partnership with the GLA Strategic Planning team, Sport England undertook this needs assessment for the three main facility types affecting spend and provision. To make the most effective use of the funding available, it was advantageous for the GLA to undertake this piece of work before a significant proportion of the grants were distributed.
60. This helps to ensure that investment into facilities is made in the right places and for the right reasons (based on a thorough needs assessment). This strategic needs assessment is extremely comprehensive – no other region in the country has undertaken this level of detail to understand their facility needs. This provides the GLA with a clear picture of where investment in London, across the three facility types, is most needed – thereby helping to deliver a stronger legacy.

Question 4 – How should progress be measured following the removal of targets from the Coalition Government and the Mayor?

61. At Sport England our progress is measured across a number of different areas. Currently we are still working towards a target of getting one million people playing more sport and therefore this target still remains the measurement vehicle for assessing progress relating to participation.
62. Furthermore, we believe that people will only keep playing sport if they enjoy it, so Sport England has developed an innovative satisfaction survey which helps us measure satisfaction levels within individual sports. We are also able to adopt a market based approach to delivering sports provision using our market segmentation data, which provides information on sporting behaviours, looking at the barriers and the motivations for increasing participation. We also record the level of investment into facilities and the quality of those facilities.

Question 5 – How can sport participation rates be increased with less public money available?

63. At this point in time we are unable to speculate on future levels of funding available until the outcome of the Comprehensive Spending Review in October and National Lottery Consultation later this year. However this does not detract from Sport England's role to deliver a community sports legacy, something which we strongly believe is achievable.
64. Sport England has continually strived to achieve more with the money we have. This means strategic investment, investing in areas where we will have greatest impact, tailoring investment to meet demand and working with partners to ensure that every pound spent is maximised. If the maximum amount of funding is available for front line community sport development we believe the sporting legacy can be achieved.
65. In addition, there is an expectation that our funding will be match-funded ensuring public money goes further. For example the investment we make into sports facilities secures an additional £2 from other sectors for every £1 spent by Sport England. Similarly, our investment into County Sports Partnerships (CSPs) derives an increased investment for sport, through developing local networks. In 2009/10 CSPs attracted nationally, an investment of approximately £61.7m into sport through advocacy and influence. This breaks down as approximately £200,000 per annum over the 3 year period 2008-2011.
66. We have also managed to secure more investment through commercial partnerships such as Facebook and Justgiving, leveraging in over £20million over four years.
67. This submission is being finalised just as the Comprehensive Spending Review results are announced. Everyone accepts that securing a successful and lasting participation legacy will be more difficult with less money. However, London has already benefited hugely – and will continue to benefit – from the Olympics commitment from Government which remains secure.

68. With resources tight and getting tighter, effective and efficient partnership working will be paramount to success. All of us who are working towards a successful sporting legacy will need to collaborate to ensure that we are not competing for participants who are already engaged but rather attracting and retaining new interest in sport.
69. In East London in particular we need to work together with local authorities, schools and National Governing Bodies to target communities who struggle to access sports opportunities or are difficult to engage and develop targeted programmes aimed at women and girls, young people, BME communities and people with disabilities.
70. The schools and higher / further education sector will be a high priority at all the Authority's facilities. The Authority will support the 5-hour offer and school to club links by providing specific time slots for schools activity. We will work closely with colleges and universities to allow them access to our Olympic facilities and will offer well qualified and experienced coaches to deliver quality activity. The Authority will aim to work closely with universities and colleges to look at recruiting students as coaches and also offer practical work based opportunities.

LVRPA: Looking to deliver more with less public funding

71. LVRPA is eager to introduce new people to the sports of canoeing, cycling, tennis and hockey and by increasing the amount of people taking part in these sports at a grass roots level, it is likely that more people will continue activity into club provision, development programmes and elite level sport. The Authority will develop mass participation events such as 'Go-paddling' days and Sky Ride projects aimed at providing the community with a taster in each sport.
72. A key part of LVRPA's business plan for the next three years is to lessen the demand on the taxpayer by maximising commercial opportunities through corporate sponsorship and an exciting events programme.
73. Private Sports Clubs are vital in the development of sports participants and are critical in terms of developing our future top level stars. Where possible the Authority will support clubs with 'Club Mark' status to ensure levels of quality and good practice. Facilities at the LVWWC and Velopark will be made available for clubs to hire, offering them the opportunity to access world class sporting provision. We envisage that new clubs will develop out of our facilities, and we will provide them with the support required to develop further.
74. Partnership with the third sector will also help to address the increased pressure on public funds. LVRPA will establish a volunteer development programme aimed at providing participants with the necessary skills required to staff major events and competitions and will also offer more long term volunteer placements within our facilities.

Question 6 – In summary, what are the main barriers to achieving a successful sporting legacy and how can these be overcome?

75. One of the key challenges facing London is to ensure that the various funding streams are coordinated to ensure the best sporting outcomes. If the sporting partners can continue to work efficiently then there is every reason that a lasting

sporting legacy can be delivered. The GLA and Sport England can play a key brokerage role in this process. A recent example is the GLA hosting an engagement session between NGBs, LAs and the Pro-Active partnerships to accelerate delivery of NGB 09-13 interventions and investment into London.

76. We have already witnessed sporting investment having an impact in various communities across London, as recognised by a growing number of innovative community sports projects across the country. The challenge with future investment will be ensuring that this is spread throughout the capital, and more communities experience the benefits. We also appreciate that the GLA may face some barriers in terms of their capacity to deliver the Mayor's Fund, however we are confident that through their expertise and partnership working the best outcomes will be delivered. We commend the appointment of the Football Foundation as a third party to share expertise and considerable experience of grants management.
77. One of the key targets to achieving the mass participation sporting legacy will, in part, be ensuring that those groups currently under-represented in sport have the opportunity to take part. It is fair to say that certain groups – particularly women, black and minority ethnic groups and people with a disability - have long been under-served in terms of opportunities to participate in sport. There are also many communities who have not benefitted from funding, and who encounter significant barriers to doing so. Funding from the Mayor's Sports Fund will help to address under-representation of minority and harder to reach groups.
78. To conclude we consider that the GLA has undertaken the process to distribute their funding in a considered manner which takes account of the available resources. We have confidence that the funds will be managed in an appropriate manner and that the funds will reach the successful applicants at an increasing rate in the not too distant future.
79. The main barriers to successful sporting legacy are touched upon in the answers above. A successful legacy rests on the efficient use of resources, effective and efficient partnerships, robust and comprehensive sports programmes and participation targets, and, crucially, fantastic venues.
80. LVRPA will run four world class 2012 venues for the people of the UK after the Games (and one before the Games). They are all being developed in partnership with each National Governing Body and will be long lasting, of the highest quality and will open up sporting opportunities and inspiration for thousands of people every year.
81. It also worth remembering that the Olympic Park will become one of the most exciting visitor destinations in the UK, as well as home to thousands of people. These people are core targets for sports participation and LVRPA is looking to work with OPLC to establish the best way to activate the Olympic Park and the opportunities that will lie within it.

Shaun Dawson

www.sportengland.org

www.leevalleypark.org.uk

www.gowhitewater.co.uk

1. **What progress has been made so far in achieving a Paralympic sporting legacy in London?**

I think there are two points that need to be made here, in advance of trying to answer the question posed. Both of these can be seen to be semantics but both are of major importance when looking at what actually we are trying to achieve. The first question is what do we mean by 'Paralympic legacy' and supplementary to that 'are we confusing a Paralympic legacy with a legacy for disabled People'.

The simple fact is that the Paralympics is not the disability Olympic Games and nor does it claim to be. It is an elite competition structure parallel to the Olympic Games that contains certain specific sports that are designed for participation in by particular impairment groups and classifications. It does not cater for, nor seeks to cater for, all disabled people. In fact barely twelve percent of people who would be classed as a disabled person within the social model of disability would be eligible to participate in the Paralympics.

There are no events that contain deaf athletes, there are no sports involved that cater specifically for individuals with mental health conditions and there are no classifications that take on board neuro diverse conditions and those within the autistic spectrum or with impairments such as Asperger syndrome. Learning Disabled athletes have been re-admitted but under such strict classifications that it will only benefit a small percentage of the learning disability world.

I am not stating this in order to argue that the Paralympics should be opened up; I am stating this in order to prove that the Paralympics does not in any way represent all disabled people and to illustrate that speaking of a Paralympic legacy actually alienates a large component of disabled people. The disabled community is not a homogenous group, unlike other equalities based communities where there is, for an example, shared common heritage etc. The only defining factor that we all have in common is that society disables against us. Our actual impairments are all different and in many cases contradictory. Therefore to assume that an event featuring a person with cerebral palsy will inspire a person with dyspraxia is wrong and misguided.

Essentially this about what the legacy of London 2012 will be for disabled people, not just the Paralympics but the games as a whole. If we talk about a Paralympic legacy we are essentially talking about a legacy that is aligned to a small grouping of impairments and a small grouping of specific sports. Semantics yet, but still incredibly important because the vast majority of disabled people would not necessarily align themselves to the Paralympics because they happen to be disabled, but would align themselves to the London 2012 as a whole because they view themselves as Londoners.

The second point is what is actually meant by legacy. This is an overused and misunderstood phrase and in the context of the question is not clear what it is actually referring to. A specific Paralympic legacy would be in regard to how the 2012 Paralympic games impacts on how this particular elite competition is viewed and what increases in opportunities there are in London in specifically within the sports and disciplines featured in the Paralympic game. However Interactive and the mayor's office would argue that if this is the legacy, then this is the role of Paralympic GB and the national governing bodies of those specific Paralympian sports and disciplines.

What we are both more interested in (Interactive and the Mayor), and what we would prefer for the London Assembly to refer to, is the legacy for disabled people from the games. This is in regard to both the larger legacy in how the games can change the way that disabled people are viewed in London and how it can be a catalyst for change in regard to access and other issues, but also in regard to the specific issue of participation in sport and physical activity.

The larger overall legacy is being lead on by the Mayor's office in regard to their work on the Disability Equality Scheme and will also be lead by a specific Paralympic advisor who has recently come into post at the GLA. The legacy component we at Interactive are focused on, with the Mayor's Office, is the one of sports and physical activity participation. How do we ensure that we use the opportunities of the games to get more disabled Londoners active? One of the key issues is to ensure that this work is done as an embedded part of the work undertaken to ensure that the game's results in an increase in participation levels for all Londoners. Disabled People are not a separate group; they are an integrated part of society.

In terms of the questions posed:

What would you have expected to happen by now?

Interactive is very aware that an increase in sport and physical activity participation rates of disabled people will not be achieved by simply providing more opportunities. This is proved by the fact that since 2007 there are at least 300 new or enhanced opportunities across London for disabled people to participate in sport and physical activity and that over 1,000 clubs and providers have been provided with expert advice on how to include disabled people, yet participation rates (as shown in Sport England's active people survey) have stayed constant at around 9% for the last three years. This shows more needs to be done and this will be addressed in the next question.

The move to increase participation rates is about cultural change and amending people's perception about who disabled people actually are, how they can participate and what the actual barriers to participation are. Key to this cultural change is getting those who set strategy and policy to see the bigger picture and understand that participation will not be increased by focusing just on exclusive disability provision or by working with small groups.

There are approximately 1.5 million disabled people in London. Which means that 1.125 million disabled Londoner are completely inactive (75%) and an additional 240,000 are not reaching the recommended level (3x30 mins). Therefore only 135,000 are achieving the recommendations meaning that work needs to be undertaken to get the other 1.365 million either more active or active in the first place.

To achieve change on this scale we need to ensure that disabled people's inclusion is seen as a fundamental part of all provision and to reach a point where the inclusion of the disabled people is seen as every provider's responsibility. For this to happen we need to move away from the perceived notion that simply more wheelchair basketball (as an example) or having additional support workers will actually make any fundamental difference. Even a one percent increase in participation levels is 15,000 people so logically the only way of achieving and sustaining that level of increase is with the existing sport and physical activity structures and opportunities.

In regard to what has already happened there has been a real shift in the way the agencies view disabled people and we have seen many key organisations really buy into the agenda. The success of the first Inclusive and Active and the interest that has been created by second strategy, 'Inclusive and Active 2', really illustrates that. Policy has been changed and the culture (at least within sport and physical activity) is beginning to shift. A key element to this has been how the Mayor's office has embraced the concept of responsibility for all and how they are ensuring that everything that they fund and everything that they endorse has inclusion as a key thread.

What more needs to be done?

There is a fundamental barrier that needs to be addressed and that is ensuring that disabled people view being active as a viable lifestyle choice for them. This is the work that still needs to be done and this can only be achieved by working with the disability sector and with Disabled People's Organisation (DPO's). During the delivery of the first Inclusive and Active it was identified that the area of creating and stimulating demand was not being focused on. The leading issue and drive of the first plan was the creation of new opportunities for disabled people to be active and supporting existing opportunities to become inclusive. This was being based on a 'build it and they come' ideology, i.e. the mentality was that if new opportunities were developed then there was a ready-made audience for them.

The lack of any identifiable increase in participation shows that this has not worked and we need to look at how we advocate being active as a viable lifestyle choice for disabled people and how we dispel the assumptions across the disability sector that sport and physical activity is not for them and that there are not the opportunities on offer. The discussions we have had with literally hundreds of disabled people are almost identical:

Disabled Person: I would be active but my local gym/club/provision will not be able to cater for me

Interactive: Have you tried your local gym/club/provision

Disabled Person: No but I am a disabled person therefore my local gym/club/provision will not be able to cater for me.

Therefore much more emphasise needs to be put on how we empower disabled people themselves to influence the supply. If we simply develop the provision without changing the attitudes of those we wish to access those provisions, then we will just be catering for those who already active and there will continue to a stability of numbers rather than an increase. We need to stimulate the demand side so that it forces an increase in supply of appropriate provision. This can be achieved by viewing disabled people's involvement in sport and physical activity not as a good cause, a charitable endeavour or a 'nice to have' additionality but as a fundamental disability right.

This, as expressed, is where the disability sector comes. We are working with agencies such as Rader, Inclusion London, Scope and Leonard Cheshire to look at how they advocate activity and how they spread the word that being active is a personnel choice and that disabled people have the right to expect to be included rather than waiting for the provision to come to them. It is our belief that if mass demand is created then appropriate supply will follow. This is the approach that has worked in regard to culture and to the arts.

As an example if disabled people on mass demand to be allowed to take part in certain activities or access certain facilities then experience tells us that those opportunities will quickly adapt to include that market. The economic argument is key to this and we need to shift from viewing disabled people as a supplementary market that needs to be provided to for free. 48% of disabled people in London are in some form of paid employment (720,000 people) and therefore have some level of disposable income. All of these issues are clearly addressed within Inclusive and Active 2.

What has been done well?

A clear success over the last three years has been the impact of the first Inclusive and Active and the fundamental shifted that has occurred in how sport and physical activity policy makers and providers view disabled people. This has been achieved through influencing, lobbying and clear articulation of the issues. This has been achieved because of the role that Interactive has taken as the custodians of archiving equality for disabled people in sport and physical activity.

A few examples of what has been achieved and the impact of this are:

- a) **Playsport London.** Through influencing work with the London Development Agency, Interactive achieved the outcome that they (LDA) agreed to set a specific disability participation figure for every project funded from the playsport London pot. The figure of 10% of participants being disabled people was placed on every project and the support to achieve this was then provided by sub-regionally based Interactive staff. Whilst there was initial scepticism about mainstream clubs being able to meet that requirement, figures have proved that it can be achieved. In 2008/9 the participation figures for disabled people were an average of 18% across all Playsport London projects.
- b) **Local authorities.** Half of London's 33 local authorities committed to the first Inclusive and Active. This commitment was achieved at executive level and the results were that links started to be forged between the different components of a local authority that have responsibility for disabled people. Within the committed local authorities there has been a visible shift away from the responsibility to achieve increased level of disabled people's participation being seen as primarily the role of the leisure department.
- c) **Supporting clubs and providers.** Within all five Pro-active sub-regions work has been ongoing to support mainstream clubs and opportunities to be inclusive in the activities that they provide. Since the creation of the first Inclusive and Active around 100 grass root providers have been supported to become inclusive. This means that they have moved from having no disabled participants to providing inclusive opportunities for the first time. Over 200 further clubs and opportunities have been supported to expand and increase their provision, many of these creating pathways from disability specific provision to inclusive mainstream opportunities.
- d) **Sub-regional Steering Groups.** A fourth and final example has been the creation of five robust and influential Inclusive and Active steering groups, one in each sub region. These groups have been in existence for three years now and play a clear and pivotal role in bringing together local authorities, national governing bodies of sport

2. What impact will funding from the Mayor have on sporting legacy in London?

The Mayor has allocated £15.5 million from 2009 to 2012 to invest in grass roots sport.¹

The first point to make is that Interactive feel that the provision of legacy funding is only a part of the role that the Mayor can and is playing in regard to creating a clear participation legacy for disabled people in London. Whilst any investment into increased opportunities is welcome, we cannot fool ourselves into thinking a short term injection of cash will actually solve all the issues that cause non-participation rates amongst disabled people.

What is much more important in Interactive's eyes is that fact that the Mayor and the sports unit at the GLA have taken on board the issue of inclusion and have embedded it within all their initiatives and undertakings. The fact that the Mayor and the sports unit have got fully behind Inclusive and Active 2 and have decreed that all opportunities that they support and that they endorse will have to have inclusion at their core will have far more impact than short term funding.

A key undertaking has been the fact that the London Community Sports Board have adopted inclusive and Active 2 and see it sitting alongside 'A Sporting Future for London' as a strategy that they own and endorse. We believe this is vital because the issue is how we ensure that all resources and investment into sport and physical activity benefit disabled people rather than just the mayoral investment.

What should be done with this funding?

In regard to the funding, we would say what should be done with it is what is planned to be done with it, which is, as we understand, to fund projects that provide additional opportunities for inactive people to be active.

How will it be best targeted?

¹ Mayoral documents show that "to date, in excess of £1 million has been spent, with a further £15 million to be invested by 2012. With matched funding, this will see a total in excess of £30 million invested in grass roots sport. Source: <http://www.london.gov.uk/priorities/sport/funding-and-projects>

The clear issue here is the creation of sustainable opportunities that do not require continued investment. It can be argued that the issue is not the lack of investment or resources but how those resources are best used. It can be argued that if disabled people make up one fifth of the total population in London, then one fifth of the total sport investment in London should be targeting disabled people.

Therefore the key needs to be the inclusivity of all projects that are funded through the mayoral fund. This has already been achieved by the fact that an adherence to the principals of Inclusive and Active 2 is seen as a key criteria and by the fact that all success agencies will need to adopt the strategy.

3. During its investigation in 2006, the Committee highlighted barriers which prevented people with disabilities *(It is kindly requested that the London Assembly do not use 'people with disabilities' as a term and replace it in all documents and communications with disabled people. This is recognised terminology and fits in the social model of disability)* **from achieving their sporting potential. Could you please set out what progress has been made to remove these barriers as set out below?**

a. the sidelining of children with special needs in mainstream school sports provision with a lack of appropriate training for their teachers;

Interactive acknowledge the fact that the Committee felt that 'the sidelining of children with special needs in mainstream school sport provision with a lack of appropriate training for teachers' was a key barrier. This was included as a key target within the first Inclusive and Active. However it became clear that this was not an area that could be tackled or changed on London specific basis. Work was undertaken to try influence teaching training qualifications but this was not achievable by a London agency such as Interactive. However this area has been taken on by Youth Sports Trust and through initiatives such as 'playground to podium' they have sought to provide specific training to PE teachers in regard to including disabled pupils.

It should be noted that whilst Interactive acknowledge that ensuring that disabled children in schools have adequate opportunities to be active this is an area that is specifically the responsibility of Youth Sport Trust and they are very clear in their assertion that this is an area that they are developing within London.

b. an inadequate and uncoordinated system of public, community and door-to-door transport services;

Whilst not meaning to be in anyway conflictual, Interactive has concluded that this is not a priority issue and that as a barrier it is not actually one that is a major contributory factor. The simple fact is that London actually has the most accessible public transport system in Europe, whilst there are still access issues this is not something that Interactive can necessarily influence. It is our belief that simply the introduction of improved transport systems would not result in increased participation rates. This can only be achieved changing perceptions both within the sports and disability sectors.

c. the absence of a clear pathway from grassroots to elite activity;

Again Interactive would argue that it this is actually not the barrier that needs to be addressed. Participation rates will not actually be affected or changed by providing clearer pathways from grassroots to elite as this assumes that all disabled people will want to take part in elite opportunities or that all opportunities have or need to have an elite angle. The issue of increasing participation is one of ensuring that people view being active as being a viable lifestyle choice for them and the simple fact is that will not be achieved through increased opportunities to achieve elite status. Interactive has moved to focus on grass root opportunities, ensuring that what is already provided is done so in a way that is inclusive and accessible.

The other issue is that there is there is a myriad of pathways, some the same as the ones for non-disabled people, some fundamentally different (for instance Paralympian disciplines). However just stating that the absence of a clear pathway from grassroots to elite activity is a barrier is dramatically over simplifying the matter in hand. The key is getting National Governing Bodies of Sports to view the pathways for disabled people (where separate) as being as of equal importance as the pathways of non-disabled people and to view the pathways for non-disabled as being open

to (where appropriate) disabled people. So the issue in hand becomes not the pathways themselves, but National Governing Bodies of Sport viewing themselves as responsible for all elements and areas of disabled people's involvement in their sports and viewing that responsibility as being equally valued as their responsibility for non-disabled people.

This is an area where we have had much success and where Inclusive and Active has made large inroads. Athletics, Football and Swimming as three examples have begun to really grasp that disabled people are not an additional or extra responsibility but are actually a core component of their functions.

d. sports clubs that did not meet the needs of athletes with disabilities;

As stated the term *athletes with disabilities* is not appropriate and not in line with the social model of disability. We should be referring to disabled athletes, and even here there is a discussion to be had if the term athletes is appropriate. The term athletes reinforce the impression that this is about elite performance or at the least competitive opportunities. What we are essentially talking about is clubs and opportunities being open to all disabled people. The fact is that there is not one discernable 'need of' a disabled participant and actually the types of reasonable adjustment that are required are as broad and varied as the terms of impairments that may be displayed. Essentially what a person 'needs' is unique and individual to them.

Therefore the issue is clubs not taking on the responsibility of providing for disabled people and not seeing themselves as a potential place a disabled person could be active within. One of the major reasons for this assumption is the belief in the falsehood that all disabled people require specialised equipment, coaches and provision. This is the area that Interactive has worked on and as described over 300 clubs can now be described as having become inclusive.

e. Inadequate data at a borough level on sports participation among people with disabilities.

This again is an area that has been moved into the mainstream. This is not just about inadequate data at a borough level on sport and physical

participation for disabled people but for participation as a whole. So the issue is now not about collecting separate disability data but instead about how we collect data on everyone's participation and how we ensure that includes information about a person's impairment.

The other area where things have moved on is in regard to the Active People Survey. Rather than collecting their own data, local authorities are now using the active people survey as the vehicle for showing the level of participation within their borough.

4. Could you show what progress has been made to implement the Committee's recommendations from its investigation, that were referenced in the first Inclusive and Active strategy, and how they have been incorporated into the second version?

The Committee recommended that:

- **London Boroughs should be encouraged to do more to help people with disabilities participate in sport and to share best practice across London:**

This has been one of the areas of most success. However a few words need to be said about the language. The agenda has shifted from being about 'encouraging boroughs to do more to help disabled people participate in sport' which places it as a non-mandatory and additional requirement, to actually being part of the disability equality responsibility. This is now not about helping disabled people be active (which in its self could be viewed as patronising). This is about providing opportunities that are inclusive and accessible and providing it in such a way that it views and places the disabled person as a central part of the prospective customer base.

There has been a real shift across the boroughs towards the idea that everything they do and provide should include disabled people. All 33 boroughs have been encouraged to view the provision of inclusive sport and physical activity as part of their equality duty rather than a separate provision. Therefore this immediately opens up more opportunities because what is already there becomes inclusive, rather than setting up new separate opportunities.

In regard to sharing good practise, five Inclusive and Active steering groups have been set up that provide an opportunity for local authority representatives (from across the portfolio of each authority) to discuss opportunities and to look at replicating successful approaches. Also over half the CSPAN's in operation have been supported to have a disability sub group (around 14 in operation) to again share good practise on a borough specific basis. Lastly, there is the club resource pack which has been produced by Interactive and provides clear guidance about good practise and clear examples to follow.

In terms of how this has been incorporated into Inclusive and Active 2, the adoption by local authorities is still a central component. The strategy is that all 33 local authorities will have adopted the strategy and have the associated action plans in place by 2012. The action plans will contain borough specific objectives in regard to how the services they provide, in regard to sport and physical activity, can be provided in an inclusive manner. This therefore will continue to ensure that local authorities understand their responsibility to inclusively provide for disabled people and that this responsibility is embedded within their structures and policies at a senior level. Support has been provided by the Mayor's office, through the deputy Mayor Richard Barnes, to influence local authorities at a Chief Executive level to adopt Inclusive and Active 2.

- **Teachers must be better equipped to teach physical education to children with special needs;**

By children with special needs we are assuming that this refers to all disabled children rather than just those with what would be referred to as having special educational needs. We agree that teachers need to be better equipped, but for this to become sustainable this needs to be part of the mainstream support to and provision for teaching staff. This would be in the form of continuing professional development.

Interactive would argue that providing courses that sit outside of the mainstream provision will only attract those who are already persuaded of the need to be better equipped to support the physical activity needs of disabled children. Therefore the strategy has been to continually influence Youth Sport Trust in regard to the portfolio of support services they provide mainstream teachers and to ensure that this includes physical education for disabled children as a core component. To a degree this has been

successful and the advent of the playground to podium's initiative has seen more PE teachers supported to include disabled children.

In terms of the ongoing strategy, there is a clear priority within Inclusive and Active 2 to ensure that those who provide sport and physical activity opportunities have the appropriate training to both understand the potential issues faced by disabled people and to provide their opportunities in an inclusive and appropriate manner. This includes teachers and the expectation is that this will feed into the action plans of the local authorities in a manner where the education departments take on the responsibility to ensure that the schools cover provide the adequate support to teachers.

- **Funding should only be made available to sports clubs that had achieved, or were working towards, accreditation for the service they provide to people with disabilities;**

This requirement has evolved over the last few years. Funding is recognised as an appropriate conduit to achieve inclusion and all mayoral funding will require successful agents to adopt Inclusive and Active 2, this will be the same with play sport London. There is also an aspirational outcome within the strategy for all present and future funding streams that relate to sport and physical activity to have specific disability participation targets.

It has been decided that setting disability participation targets is a more functional aim to put before clubs than reaching a specific accreditation. One of the reasons that has been decided is the lack of an appropriate accreditation in London. Club mark does not presently provide an adequate level of requirement to show the actual inclusiveness of a club (all it asks is for them to have an equal opportunities policy) and Inclusive Fitness Initiative accreditation only relates to fitness environments.

Interactive feels that if an inclusion 'kite mark' were to be created for clubs that it needs to be a national initiative. This is because of the national focus of NGB's who would have to buy into it. Therefore it feels that the adoption of Inclusive and Active 2 fills the gap, as it requires all adopted bodies to create a robust and organisation specific action plan that will be influenced to create clear commitment to inclusiveness of offered opportunities.

- **Information should be provided on the opportunities for sports people with disabilities.**

This is another area where successful work has been undertaken. 'Get Active London' is a web portal that has been developed by the five Pro-active partnerships and Interactive has seen this as the best vehicle to provide clear information on the opportunities that are available for disabled people in regard to sport and physical activity. This web portal is linked with the 33 local authorities and provides information on where clubs and other opportunities are available in London. Through Interactive's influence this portal ensures that all entries list the inclusiveness of their opportunities. At present a quarter of all entries state which impairments their club or opportunity can cater for and work is ongoing to ensure that by 2012 all entries provide information on their inclusiveness of and accessibility for disabled people. The desire has been to ensure that there is not a separate list of disability providers would be seen to strengthen the belief that disabled people need to be catered for separately.

There is also a clear aspirational outcome in Inclusive and Active 2 that inclusive sport and physical activity opportunities are adequately mapped. This is presently undertaken by Interactive's team of four strategic development officers who on a yearly basis undertake a thorough audit of the opportunities that exist within their relevant sub-regional areas. This involves mapping what specific and inclusive sport and physical activity opportunities exist. However the expectation is that responsibility will be moved across to mainstream agents and as part of the creation of action plan's agents (such as with national governing bodies and local authorities) they will be expected to put in place objectives ensuring that details of the inclusive nature of opportunities will be captured alongside the other information that they collect.

5. How should progress be measured following the removal of participation targets from the Inclusive and Active strategy?

The first 'Inclusive and Active Action Plan' set out the aim of a one per cent increase in sport and physical activity each year for five years.

Progress will be measured by a number of indicators.

- **The number of Bodies adopting Inclusive and Active 2 and creating organisational specific action plans with clear objectives and targets.**
- **The success and achievement of the objectives and targets within the organisation specific plans**
- **An increase in participation levels of disabled people within Active People.**

It should be noted that a participation target still exists but it has not been defined as it was within the first Inclusive and Active. The target is now to create an increase rather than to hit a pre-ordained percentage. The reason for this is that this is about creating equality that is sustainable and that is embedded in the way organisations operate and the strategies and policies that they set. The view was that a set percentage that needs to be achieved within a certain time limit can and did lead to fake activity, it encouraged activity that was about unsustainably meeting a specific deadline and provided one off activity that provided the numbers but did not change the landscape.

The participation of disabled people will only increase through the stimulation of the demand side and this will take time and development. Putting short term targets will only encourage short term solutions that will not sustain participation. The target is that organisation's operate in an inclusive manner and change the way that they regard disabled people, rather than identify easy and non-sustainable ways to achieve numbers.

6. How can sport participation rates be increased with less public money available?

Is London's legacy still achievable given the current budgetary pressures?

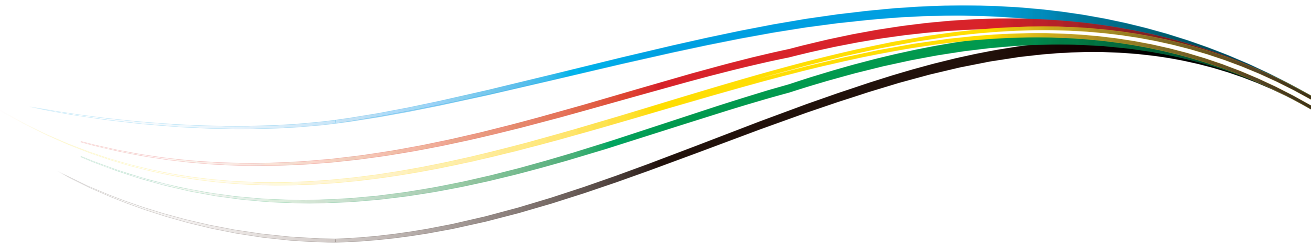
The simple answer is yes. This is not amount new money and this is not about new resources and this about the equalitarian and fairer use of existing money. Inclusion is about including disabled people in what is already being provided and will be provided within a decreased budget. Additional and what can be described as 'nice to have' activity will be danger in of budget cut, but the simple fact is that no matter what the budget cuts sport in London will continue to happen and continue to be provided.

What Inclusive and Active 2 and Interactive seek to do is to ensure that the core offer is Inclusive and that providers take on the clear responsibility to include disabled people in all that they, no matter what cuts they face. The more we make this about money the more that money becomes an excuse for not doing things. This has to be about a co-ordinated approach and a change in attitude.

Secondly the demand side has to be crucial. Provision will always be available if a demand is there. So we need advocate to disabled people that they have the right to be active, even if being active is just going to the local park. If we continue to entrench the ideal that disabled people can only take part in sport if someone comes along and provide an impairment specific opportunity (and takes them to and from that activity) we will not achieve a legacy because those types of activities will be the first to be cut. Therefore people will do less and less. However if we empower disabled people to feel that they have a right to be active and it is their responsibility to articulate and push that right, funding is not an issue or a requirement.

Finally, the Committee would welcome any further information you have to show the progress made so far in increasing sporting participation for disabled Londoners.

Interactive would state that the initial London Assembly was the catalyst for what has been a monumental change in the way that sport and physical activity for disabled people is viewed. If it was not for the report then Inclusive and Active would not have been created and we would not have started down this road. London is now leading the way in the regard to how you effectively and sustainably increase participation levels for disabled people and this is thanks to the committee.



convergence

(kuhn-ver-juhns) n:

Within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London

Olympic and Paralympic Legacy

Strategic Regeneration Framework

Summary Document

Stage 1 October 2009



“The most enduring legacy of the Olympics will be the regeneration of an entire community for the direct benefit of everyone who lives there”

Foreword by the Mayors and Leaders of the Olympic host boroughs

London's five host boroughs for the Olympic and Paralympic Games are Greenwich, Hackney, Newham, Tower Hamlets, and Waltham Forest.

This is our Strategic Regeneration Framework – it has one aim: creating economic convergence with the rest of London. This means that within 20 years the communities who host the 2012 Olympic and Paralympic Games will have the same social and economic chances as their neighbours across London.

Beyond being London's hosts, the five boroughs have other unique traits which deserve the nation's attention. If you are one of the 1.25 million residents in the host borough area you are less likely to do well at school, get a good job or earn a decent wage than residents in any other area of London or the UK. Unfortunately, you're more likely to live in a family which is in receipt of benefits, suffer from obesity in childhood and die early.

The social outcomes that many residents experience in the host borough area are far worse than that of our London neighbours. The scale of poverty and deprivation experienced by the host boroughs is an embarrassing, though often hidden, reality of life in our nation's capital. London's Olympic generation must not suffer the same economic blight.

We are delighted that the Mayor of London, the Secretary of State for the Olympics, and the Secretary of State for Communities and Local Government have all signed up to our vision and are already working with us to make it a reality.

It is not just the families in the host borough area who

will benefit from a reduction in the inequalities which hold back our boroughs, but the whole of London and the national economy too.

Despite the poverty that affects the host borough area, the place we call home is one of the most culturally vibrant and dynamic areas of the UK. Our residents are determined to do all that they can to help host an Olympics which showcases all that is brilliant and unique about London and the UK as a whole.

We have come together to work on this vision as a direct result of hosting the Olympic and Paralympic Games. We believe that we are collectively responsible for ensuring a better future for our boroughs and the people who live in them. We know that we can achieve more by working together.

Sir Robin Wales

Mayor of Newham

Chair of the Host Boroughs Joint Committee

Cllr Chris Roberts

Leader of Greenwich

Jules Pipe

Mayor of Hackney

Cllr Lutfur Rahman

Leader of Tower Hamlets

Cllr Chris Robbins

Leader of Waltham Forest

Introduction

The five host boroughs for the 2012 Olympic and Paralympic Games are Greenwich, Hackney, Newham, Tower Hamlets, and Waltham Forest.

Together they have created a Strategic Regeneration Framework (SRF) which aims to use the Olympics as a catalyst to improve the social and economic conditions of the area.

The host boroughs are home to 1.25 million people, approximately a sixth of London's total population. Collectively, they have twice the population of Glasgow, three times the population of Manchester, and half again the population of Birmingham.

Our boroughs are already great places to live. They're home to the UK's biggest and most exciting regeneration area, including the Olympic Park.

But residents in these boroughs are poorer and have worse social outcomes than any of their London neighbours.

The host boroughs area wants to become an economic powerhouse which contributes to the whole UK economy. At the moment they're not competing on a level playing field.

They're working towards an Olympic legacy which means that within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London.

This is harder than it sounds – improvement in many areas will have to be two to three times the pace of the London average.

A partnership approach

Partnership is at the heart of achieving the SRF's ambition. The Framework has been developed as part of a multi-agency project across all of the host boroughs, central and pan-London government. The host boroughs will need the support of all sectors and, most of all, their communities if they are to deliver lasting change.

The SRF has the active support of all tiers of government. The Secretary of State for Communities, the Minister for the Olympics, the Mayor of London and the Mayors and Leaders of the host boroughs have all committed to its aims and are working to reflect these in their plans and priorities for the area.

“The Mayor will work with partners to develop and implement a viable and sustainable legacy for the Olympic and Paralympic Games to deliver fundamental economic, social and environmental change within East London, and to narrow the deprivation gap between the Olympic host boroughs and the rest of London. This will be London's single most important regeneration project for the next 25 years.”

Mayor of London Draft London Plan

The deprivation gap

It was always known that the host borough area suffered from the severe deprivation that you would expect to find in an area which has been blighted by over a century of economic decline.

However, key research commissioned in early 2009 by the host boroughs, the Government and the Mayor of London has revealed a stubborn and persistent gap between the social outcomes in the host boroughs and the rest of London.

In fact, together the five host boroughs account for the greatest cluster of deprivation in England and Wales.

Changing this will be an immense challenge. On almost every indicator available, the fate of residents living in the host boroughs is on average worse than other communities in London. For example:

- 64.2% of the population are employed in the host boroughs area compared with 70.4% in London. This means 77,000 fewer people are in employment in the host boroughs.
- The percentage of households who live in overcrowded conditions is between 18% and 38% in the five host boroughs. The London average is under 7%.
- 17% of adults in the host boroughs have no qualifications, compared to 11.6% in London. This gap means 67,000 more people have no qualifications in the host boroughs compared with the London average.

- 36% of adults in the host boroughs have National Vocational Qualification Level Four (NVQ4) qualifications (equivalent to degree level and above) compared to 40.6% in London - a gap equivalent to 51,000 less people.
- There is almost an 8% gap in GCSE attainment from the London average.
- An extra 15 people per 100,000 of the population die prematurely in the host boroughs than in London overall.
- One in four children are classified as obese by Year Six, above the London average.

The situation is getting better, with a significant increase in the levels of attainment and a reduction in violent crime, but the gap with London persists.

The Olympic and Paralympic Opportunity

The Olympics were sited in east London with the aim of regenerating an entire community for the benefit of everyone who lives there.

Over the coming years, the centre of London will move eastwards. The Olympics will mean a huge amount of investment in the host boroughs. Large tracts of deindustrialised and undeveloped land mean that the host boroughs are London's biggest development area.

The expansion runs from the Olympic Park and Stratford City in the north, to the planned developments in the Lea Valley and the Royal Docks, the implementation of the planning approval for the Wood Wharf extension of Canary Wharf, and the completion of the developments on the Greenwich and Woolwich waterfront. With the addition of new major transport infrastructure in Crossrail and other schemes, it is estimated that over 200,000 new jobs will be created.

The host boroughs are also a major area for housing growth, creating great opportunities for improved housing but huge challenges in the face of quickly growing new communities.

The area will be physically transformed on an unprecedented scale. The host boroughs are determined that this investment should be harnessed for the benefit of the local community.

How will the Strategic Regeneration Framework work?

The Framework sets out how the host boroughs will use the physical changes in the area to deliver a social and economic Olympic legacy which improves the lives of local people. It describes what the boroughs are going to do to make changes in people's lives as a result of the Olympic regeneration in the area.

It provides a strategic, cross-borough blueprint for improvement. The framework aims to make the area a better place for everyone who lives here through opportunities for new jobs, better housing, a changed public realm and huge economic growth.

The SRF will work by improving the co-ordination and delivery of policies which affect the social and economic life of the host boroughs. It is not about money. Instead it is a defined approach for all of the agencies who work in the area. Written with the host borough communities at its heart, it will influence all aspects of the regeneration of the host borough area for the next 20 years.

It has been developed to be a policy document which is both flexible enough to be responsive to changing times while keeping a focus on the key aim – that in 20 years time the communities who host the 2012 Olympic and Paralympic Games will have the same social and economic chances as their neighbours across London.

The first stage of the SRF sets out the issues facing the area, defines the approach to the physical regeneration of the region, outlines the targets for improvement in key deprivation indicators, and describes the next steps for all partners.

It will be followed in March 2010 by a second stage which sets out further legacy benefits, the economic prospects for the sub region, and the detail of the first five-year action plan.

Aims

The aim is that in the next 20 years, residents in the host boroughs will equal the London average in a range of the life indicators which you would expect to find in a successful community:

- Employment rates will increase to the London average
- Average incomes in the bottom two fifths of earners in the host borough area will be increased to the London average
- Young people in the host borough area will have improved GCSE results to at least the London average

- Host borough 11 year olds will have at least the same educational attainment as the London average
- The number of families in receipt of benefits in the host boroughs area will fall to no more than the London average
- The rate of violent crime will continue to fall and reflect the London average
- Residents in the host boroughs area, particularly men, will have increased life expectancy to the London average

The challenge for improvement is immense – in many areas the host boroughs will have to improve at 2 – 3 times the average London improvement rate.

If the host boroughs are successful, serious numbers of residents will see dramatic improvements to their lives and the country as whole will benefit from increased tax levies, a lower benefits bill and a new economic powerhouse driving the UK economy.

Measures of success

The SRF will deliver real transformation for residents in the area. By 2015, work on the SRF will deliver:

- 120,000 more residents in jobs
- 99,000 fewer residents who have no qualifications at all
- 185,000 more residents with degree-level qualifications
- 21,000 fewer children living in poverty
- 1,800 more children will achieve 5 A*-C GCSEs, including Maths and English
- An additional £155 million pounds invested in the local public realm
- 12 000 new affordable family homes
- 25,000 more adults doing weekly physical activity
- 44,000 fewer people are affected by reported burglaries

The host boroughs are determined that they will meet the challenge and ensure that London's Olympic generation have better opportunities to succeed.

London neighbours

The host boroughs are a key part of London and, whilst their collective social outcomes are worse than the London average, they recognise that other adjoining areas of London experience similar challenges.

The area enjoys both advantages and responsibilities from hosting the Olympics. They are working with neighbouring boroughs and the Thames Gateway to make sure that their regeneration brings benefits to the areas that surround them.

A cross-London approach will be developed by:

- Consulting with neighbouring areas that may be affected by developments in the host boroughs;
- Develop host borough plans in a way that allows benefits to be spread over a wider area;
- Recognising interlocking opportunities.

How will we deliver?

The SRF is a very strategic and, by necessity, technical document. It aims to improve partnership working across all of the boroughs to make sure that they can take advantage of the Olympic opportunities.

The aim is convergence. This means that within 20 years the communities who host the 2012 Olympic and Paralympic Games will have the same social and economic chances as their neighbours across London. The first SRF document lays out plans and priorities until 2015.

Below are some of the key targets and areas for change.

1. Delivering high quality regeneration

By 2015, the host boroughs will:

- narrow the gap between London and the host boroughs performance for people satisfied with their local area by 1.5 – 3.5 % points
- deliver new and better places to live and work, including planning for 50,000 homes, and the schools, health centres and other social infrastructure required to support them
- work to help complete the early stages of the Olympic Park redevelopment as a lasting legacy

Outcomes:

Based on today's population and data, this would mean:

- 275,500 more people satisfied with their local area as a place to live

We will do this by:

- ensuring that physical development supports the aim of economic and social convergence with London
- improving how the area is physically connected to the rest of London
- making all of our places high quality destinations of choice
- planning for development which provides local economic growth
- developing a clear investment plan

The challenges to achieving convergence include:

- The average percentage of residents in the five host boroughs who are satisfied with the area in which they live is 8% points less than the London average.

2. Educational attainment and skills

By 2015, the host boroughs will:

- achieve convergence with the rest of London for pupils achieving at least level 4 in English and Maths at Key Stage Two (KS2)
- narrow the gap for five A*-C GCSEs including English and Maths to 3-4% points
- achieve convergence for the percentage of people without qualifications
- narrow the gap for 19 year olds achieving a NVQ3 (equivalent to two A levels, three or four AS levels or BTEC National Diploma) to 2% points
- narrow the gap for adults qualified to at least an NVQ4 (equivalent to degree level or BTEC National HNC/HND) to 3-4% points

Outcomes:

Based on today's population and data, this would mean:

- 1,800 more young people achieve five A*-C GCSEs, including Maths and English
- 99,000 fewer adults will be without any qualifications
- 213,000 more adults have NVQ Three qualifications
- 185,000 more people have degree-level qualifications (NVQ4/5)

We will do this by:

- shaping education and training provision to provide clear route to work in ways that meet the future needs of the economy
- developing more effective and coordinated links between education and business
- tackling barriers to pupils achievement, and using the opportunity of 2012 to raise pupils aspirations and confidence
- encouraging high achievement and supporting pupils to realise their full potential
- exploiting the opportunities for school improvement offered by a strategic approach to best practice

The challenges to achieving convergence include:

- improving GCSE attainment to the London average means that the host boroughs area will need to improve at 35-50% above the estimated annual London improvement rate
- improving Key Stage Two attainment to the London average means that the host boroughs area will need to improve at 15-25% above the estimated annual London improvement rate

3. Reducing worklessness, benefit dependency and child poverty

By 2015, the host boroughs will:

- narrow the gap for employment rates by 1-5% points
- narrow the gap for unemployment rates by 0.5-1% points

Outcomes:

Based on today's population and data, this would mean:

- 120,000 more people will be in employment
- approximately 21,000 fewer children will be living in poverty

We will do this by:

- working to strengthen the links between public sector services which deal with worklessness and child poverty to create a more effective system
- continuing to develop commissioning, funding and benefit flexibilities with national and regional Government to create an employment and skills system which meets our local needs
- developing flexible and supportive recruitment practices and workplaces to widen local access and take up of employment opportunities
- planning and delivering skills provision to more closely match the future demands of employers and the evolving local economy
- targeting specific groups by tailoring services and exploiting the opportunities offered by major housing and estate renewal to tackle large concentrations of workless residents

The challenges to achieving convergence include:

- increasing employment rates to the London average will mean that the host boroughs area will need to improve at over twice the estimated annual London improvement rate
- improving income levels to the London average means that the five host boroughs area will need to improve at almost 10% above the estimated annual London improvement rate
- reducing child poverty to the London average means that the five host boroughs area will need to improve at up to twice the estimated annual London improvement rate

4. High quality homes

By 2015, the host boroughs will:

- Provide for 50,000 more homes, and aim to deliver 12,000 additional affordable homes.

We will do this by:

- reducing overcrowding, homelessness and social housing waiting lists
- increasing employment rates amongst social tenant families
- increasing prosperity in the boroughs
- ensuring better private sector housing provision to meet local needs
- mitigating fuel poverty and unaffordable fuel bills and helping to reduce climate change
- ensuring that we secure the highest quality of housing, inside the homes and in the neighbourhoods

The challenges to achieving convergence include:

- in order to deliver the targets we will have to raise the delivery of affordable homes above the levels achieved prior to the recession
- we need to ensure that levels of affordability are maintained in order to meet local needs

5. Increasing health and wellbeing

By 2015, the host boroughs will:

- narrow the gap to 1% point for people not participating in sport or physical activity
- narrow the gap to 1% point on childhood obesity
- narrow the gap to 2.5% points for male life expectancy
- narrow the gap to 0.5% points female life expectancy
- narrow the gap to 25% points for circulatory disease mortality

Outcomes:

Based on today's population and data, this would mean:

- 25,000 more adults currently doing no activity will be taking some physical activity each week and 4,000 more adults will be doing at least 30 minutes three times per week

- approximately 450 fewer people will die prematurely from circulatory diseases
- a reduction in health inequalities so that life expectancy will no longer drop by a year for every stop eastwards on the Jubilee line from Westminster to Canning Town

We will do this by:

- maximising the cross-cutting opportunities offered by the wider SRF to deliver health gains, through better-informed and health-focused partnership working
- tackling the major causes of premature deaths through a focus on prevention and/or earlier access to treatment
- providing for and encourage people to live healthier lifestyles by influencing planning policy and by developing joint action plans to deliver positive health benefits
- supporting vulnerable groups to enable people to engage fully in community life
- delivering a 'world class' service that improves access to and the quality of primary care facilities and services
- ensuring better access to a range of therapies and treatments for patients with mental ill health through primary care

The challenges to achieving convergence include:

- significant health inequalities exist between neighbourhoods across the boroughs: female life expectancy varies by over eight years between different wards across the area
- increasing male life expectancy to the London average will mean that the host boroughs area will need to improve at 25% more than the estimated annual London improvement rate

6. Reducing crime and anti-social behaviour

By 2015, the host boroughs will:

- reduce violent crime rates
- reduce the number of residents that view anti-social behaviour as a problem locally

Outcomes:

Based on today's population and data, this would mean:

- 44,000 fewer people will be victims of burglaries
- 41,000 fewer people will be victims of robberies
- 5,500 fewer people will be victims of violence against the person

We will do this by:

- tackling youth and gang crime
- developing a joint sub-regional work programme
- producing a joint action plan with partners to reduce re-offending rates
- establishing more locally focussed and shared longer-term targets with the Metropolitan Police and Home Office to support convergence
- identifying key priorities for short-term and medium-term action

The challenges to achieving convergence include:

- Reducing rates of violent crime to the London average will mean that the five host boroughs area will need to improve at two to three times the estimated annual London improvement rate.

7. Maximising the sporting legacy and increasing sports participation

By 2015, the host boroughs will:

- narrow the gap on adults exercising for 30 minutes three times a week to 0.5% points
- narrow the gap on adults not taking any physical activity to 1% point
- ensure that nearly all children will be participating in school sport

Outcomes:

Based on today's population and data, this would mean:

- 15,000 more adults will be taking a healthy level of physical activity each week
- 25,000 adults currently doing no physical activity will be taking some exercise each week
- approximately 48,000 more children participating in high quality school sport

We will do this by:

- implementing sports plans across the five boroughs, but allied to Olympic venues, which foster talent, cater for performance athletes, and encourage sports participation by residents of all ages, income levels and backgrounds
- encouraging people who undertake no or little physical activity to be more active
- promoting and celebrating the Olympics and Paralympics in the run up to, during and after the Games
- using sport and physical activities to build community cohesion and ensure young people choose positive pathways
- working collaboratively to develop and promote the sports and visitor offer to attract national and international events

The challenges to achieving convergence include:

- the annual rate of improvement on active adults will need to increase by four times the current rate for boroughs' to meet London's 2007/08 position, and by more than six times to meet London's 2005/06 position

Next steps

This framework for is a long-term project requiring sustained commitment from all levels of government. It sets outcomes that need to be realised over a 20-year period and requires:

- a shared commitment to long-term outcomes
- a shared commitment to working in partnership to achieve those outcomes
- an effective system for monitoring progress and revising plans
- a mutual accountability of each partner to all others
- a consistent and enduring political commitment and engagement at national, regional and local level
- an effective long-term system for engaging and involving communities, the private and the third sector
- a robust structure to give effect to governance

Whilst the framework is owned by the host boroughs, many of its targets and aspirations need the active support of a wide range of government and non-government stakeholders.

In the coming months, the host boroughs will be working with the range of service providers in the area to explain the challenges facing the host boroughs and the impact of the SRF on local priorities. Work has already started on wider plans and strategies to ensure that they reflect the aims of the SRF.

Progress will be reported regularly.

In very general terms I think people are unaware about the work of **School Sport Partnerships and their particular importance in inner London.**

The general work and achievements of School Sport Partnerships up and down the country have been to:

- Increase the amount of physical activity children get access to, particularly through the curriculum
- Improve the quality of PE teaching
- Introduce more specialist coaches into schools
- Improve standards in swimming
- Vastly increase the amount of competition at schools
- Develop links between schools and local clubs
- Identify talent young people in sport through school activity
- Advise schools on facility developments
- Improve inclusion in PE and lay down provision for disabled pupils
- Train older pupils in sports coaching and leadership, whilst providing them with an array of volunteering opportunities

All of this is done in School Sport Partnerships in inner London too of course and it has particular importance here as young people get the vast majority of their access to sport and physical activity through school.

Two elements of that list also look slightly different in inner London boroughs than they do elsewhere in the UK though, certainly in Tower Hamlets where I am the School Sport Partnership Manager. School Sport Partnerships have different roles in club links and talent identification than they do elsewhere.

Just consider Tower Hamlets and some of our sporting context:

- Little open space and very few sports clubs
- Extreme deprivation with some of the poorest wards in the UK
- Many restrictions at home (family make up, new to country, recreation a low priority)
- Little tradition or value of sport
- Health and obesity issues (particularly prevalent in Tower Hamlets)
- Other commitments (cultural/religious, carers for younger or older family members, workers from a young age to contribute to family income)
- High number of NQTs and teachers with little experience/confidence in teaching PE
- High crime, particularly gang and drug related which lead to safety fears from home
- Small voluntary workforce in sport

Unlike more affluent, suburban areas littered with sports clubs and non-school opportunities for recreation and physical activity it is very difficult for our young people to access sport outside of school. Parents in some areas have the means and inclination to support their children to access sport even if it requires them to drive miles outside of their own neighbourhoods or towns. If you consider the majority of our families socio-economic circumstances and that car ownership is the lowest of anywhere in the UK here too, our children rarely experience this privilege.

This is most frustrating of course, when it comes to the most talented of children. Talent does not recognise location or personal circumstances, but unfortunately opportunity does.

That is why 4 or 5 years ago I modified our School Sport Partnership to address this very

issue. Sick of whipping up enthusiasm for sport in schools and identifying exciting talents across our borough that remained stifled and eventually wilted in the unchallenging company of their classmates, I decided we would employ a set of sport-specific development officers to work in and around our 90 odd schools. Chief amongst their responsibilities was:

- To work in and around all schools
- Assess for talent wherever possible
- To set up a club in their sport where there was none
- To actively support the most talented pupils through elite player programmes, bursaries etc.

The basic concept of course, was to collect the best young performers in each sport from across Tower Hamlets together for training and competition.

A small amount of anecdotal evidence from some of the main sports we have specific staff in to highlight how invaluable this has been:

- Judo: There was no judo club in Tower Hamlets before, now we have one working across 3 sites with over 50 young people regularly attending. A 14 year old boy who had done no judo before our Judo Development Officer did a session at his Primary School 4 years ago has just got into the GB squad. He is taken to Sheffield to train with the GB squad every other Saturday by our Judo Development Officer.
- Cricket: There is no cricket club in Tower Hamlets. We started a district cricket team 4 years ago which took the best young players from across our schools at U13 age group initially. We organised friendlies with clubs, other districts and private schools, having to play all games away. That expanded to U11, U15 and U17 age groups and this year also has a girls U13 and U15 side. Over 50 young people are also supported to play at Blackheath Cricket Club in Greenwich, our nearest cricket club. That link has won national awards and recognition for good practice and last season 6 of our boys played county age group cricket for Middlesex or Kent. All of these boys are taken to club training and games and county trials, training and games by our cricket development officer and other coaches.
- Golf: Clearly there are no golf clubs in Tower Hamlets and very few students here ever play outside of school but golf in schools has been tremendously popular here in recent years. 3 years ago an 8 year old boy was identified as an extremely talented golfer through a school session. Even though he had never played before he was taken to play at a proper course by our Golf Development Officer within a few months and shortly after he was invited to join the Blackheath Golf Club Academy, his place paid for by a local philanthropist. Last year he was admitted to Whitgift's School in Surrey on a golf scholarship as a 10 year old, and he currently plays off 11.
- Hockey: There is no junior hockey club in Tower Hamlets so similar to the cricket we started a district team last year which caters for our most talented players from across all schools. This includes U14, U12 and U10 boys and girls. they are currently playing in the Essex Alliance Youth League against various clubs and are handily placed in 2 or 3 age groups to challenge for league honours. 3 children were nominated for county trials, again taken by our Hockey Development Officer.
- Badminton: There was no badminton club in Tower Hamlets but now we have a thriving club working over 6 sites that has close to 100 members. This was set up and run by our two Badminton Development Officers and is directly linked to schools activity. This year we have 5 Tower Hamlets students involved in Middlesex County Squads all taken to trials and training by our Badminton Development Officers.
- Table Tennis: There was no Table Tennis Club in Tower Hamlets and junior table tennis is not a big operation nationally. Despite this our School Sport Coordinator at Morpeth Secondary School set up a club which is now thriving with around 60

members. The club has won various honours and has numerous members ranked in the top 10 of their age groups nationally. The club has also been the basis for Morpeth Secondary School's and a local primary School's dominance of the UK schools competitions in recent years.

We also have staff in Volleyball, Rugby, Athletics, Fencing and most recently Water Polo who all have similar stories of setting up clubs, setting up talent support schemes and supporting young people from their first try of a sport through to their first representative game.

Tower Hamlets is now well represented in county elite squads, national rankings and in the latter stages of national school and club competitions. Tower Hamlets was a barren sporting landscape before and none of this happened because the young people here lacked the necessary support, encouragement and guidance.

Potentially all of that will now go along with all of the massive gains made in school sport generally and for the relatively small amount of around £350,000 that is spent by the Department for Education on School Sport Partnership in Tower Hamlets. That works out at about £1 per month, per pupil.

PLEASE take a look at these video clip:

- <http://www.towerhamletsschoolsport.org/index.php?id=421&showArticle=41>
- <http://www.ossian.tv/download/thssp/>

The other fantastic thing about our scheme is that we can harness the truly inspirational talents and energies of our local young people. It isn't all about shipping in experts in certain sports or improving the skills of teachers who quite often have origins outside of Tower Hamlets. We are dedicated to improving the skills and qualifications of local young people so that they can become the next generation of coaches, teachers, sports administrators, officials and supporters, as well as performers. We are also conscious that they will become the next generation of parents and so to really see a shift change in attitudes towards sport and physical activity, their experiences of sport whilst school age is vital.

We have a massive Sports Ambassador and Leadership programme which now involves of 250 local young people. They will have demonstrated generic leadership traits and a keen interest in contributing back to their local community and they do this through the borough's Stepping Stones Programme, managed by the School Sport Partnership.

These young people run 30 mini, multi-sport clubs at various locations across the borough, often in parks or on estate ball-courts. To see safe, positive, structured activities running in these spaces has been exceptionally pleasing for local residents and over one thousand 7-11 year olds are now active in these clubs for a few hours a week when they were doing no sport or physical activity outside of school beforehand.

The positive recreation in itself is admirable but when you consider that it is completely run by local 16-21 year olds, often at college, in part time work or even out of work, it is breath-taking.

As well as that, 7-11 years old is when most young people from more affluent backgrounds and with greater support from home are beginning to take up sport outside of school. So often our young people fall behind at this stage because they have to wait until they are more independent at 13 and 14 years old and can use public transport to get to a club that is a bit further away. Then not only have they missed out on the experience of additional training and match-play in the often more challenging environment of club sport, but their

confidence, social skills and ability to penetrate a tightly formed group that has been playing together for 4 or 5 years makes it a very difficult transition.

The Stepping Stones programme is changing that. Children get used to taking part in their own time, outside of school. They get used to meeting and mixing with new children, often from different backgrounds and cultures and they regular interact with coaches and leaders who can help and support them in moving into mainstream clubs at an earlier age. Parents and guardians also develop a confidence in their children leaving the house and being in someone else's care outside of school hours.

All of these things are in place and thriving. The Mayor is tasked with ensuring a legacy for the 2012 London Olympics, presumably in particular in the 5 host boroughs of which Tower Hamlets is one. THIS IS THE LEGACY. Provision for all, support for the best. And it is not expensive.

Yet through a short-sighted, ideological-driven, rushed and non-consulted decision by the Secretary of State for Education this will disappear all over the UK.

Well, I can't speak for the UK, but I can speak for Tower Hamlets and the Mayor would be mad if he let this slip away from boroughs like ours. In fact, I'll go a step further and say with a reasonable degree of confidence that the entire concept of a legacy (and particularly a youth legacy that would turn a generation on to sport as was promised) will disappear along with School Sport Partnerships.

I beg the Mayor to look at this further. Send your staff. Come to Tower Hamlets and meet our staff, meet our young people. Let us explain to you why David Cameron and Michael Gove are wrong about their claims around competitive sport and misleading everyone about the funding. See what we do with your own eyes. You will not be disappointed.

Regards,

Chris Willetts

Chris Willetts
Tower Hamlets School Sport Partnership Manager

Information received from Panathlon Challenge.

1. Our project's aim was to increase the number of severely disabled young people participating in sport. This was to increase the number of coaching sessions undertaken and the number of multi-sport competitions competed in. As you will see from the attached report, we over achieved on these targets, by increasing the number of coaching hours by 72% to 767, growing the number of young disabled people receiving coaching by 83%. A 71% increase in the number of competitive opportunities delivered and a 10% increase of the number of inactive people now being active. Through the Pilot programme, Panathlon involved 1,383 young disabled people in 2010.

2. What should Legacy mean for Londoners?

Legacy should mean that grass roots organisations that are cost effective and are delivery agents, not strategic, should thrive and be able to deliver opportunities direct the general public. The biggest Legacy of the Olympics and Paralympics should be that services and funding should go directly to those that deliver, and the vast swathe of strategic bodies that have grown in the last 10 years, should NOT receive any funding. Less strategy more delivery!!

Funding for coaches, volunteers and clubs would be welcome as a Legacy.

3. What progress has been made so far?

The £15m Mayors fund is a major step forward in that funds are directed to grass roots organisations. Legacy is happening here and now as we delivered 1,383 young disabled people in 2010 through "Legacy" monies from the Mayor.

4. How can sport participation rates be increased with less public money available?

Corporate partnership funding is crucial to enable groups to rely less on public funds. Legacy is achievable still and positive PR stories should be used more often.

5. What are the main barriers to achieving a successful sporting legacy and how can these be overcome ?

Main obstacle is bureaucracy and too many strategic bodies that don't deliver other than reports.

Facilities are important, but I believe we have enough of those, what we need more is access to those facilities by community groups.

Long term funding for those grass roots organisations that deliver, should be put in place to remove uncertainty.

Sustainability is the key.

Dear Len Duvall

sorry it has taken so long to reply to your letter of 28th October we have ben so hetic as from middle of Sept until end of Nov is bsiest time of our year. Here are replies to your points

1) We are NOT a pliot project of the mayor although City Hall keeps telling people we are. we started plans to build an equesrian centr in Brixton in 2003 and are about ito build in Feb 2011. we have been running horse riding lessons for children in Coldharbour ward Brixton since 1996 we currently have 50 children on our programme at any time. We have never had any help from the LDA or City hall apart from the fact that one of our patrons is Valerie Shawcross in a personal capacity. The only connection we have is that in 2009 we won a competition at the Beyond Sport conference which was £60,000 over 3 years. Boris Johnson committed £30,000 of this money but equally it would have gone to any project which won the prize it was just by chance it was us by public vote. ff£50,000 of this money will go to our build out of a total of £1.75 million.

WE ARE the offiical Olympic Legacy project of the british Equestrian Federation and they have contributed £200,000 which they got from the Govt, We have also been granted £600,000 from Sport England but this was from the Social Investment fund which is nothing to do with Olympic legacy and pre-dates it by quite a few years.

2) IT is too late to be asking this question .we as a community have been pulling together since 2003 to get this done, to build an equestrian centre for Brixton and we hope it will be open in Jan 2012 . we were so advanced in our plans thats why BEF wete able to adopt us as their legacy project. (and becuase we are bringing horse riding to a whole generation of children mainly from ethnic minorities who would have had the chance otherwise) There has been so much talk about Olympic legacy but doesnt seem to be much action we dont know of any other legacy projects in south London so we just plough on with ours . Apart from the BEF money (£200,000)out of £1.4million raised so far and another £270,000 pending none of this is connected to legacy directly although we do mention the Olympics in our appliactions and that we are a BEF legacy project.

3) I do not know the ansa to this question as we are too busy keeping to our own timetable and preparing to change from being a club using other peoples facilities to one having our own and expanding the number of children involved by two thirds by 2015.

4. we have a business plan for running costs but we are looking at a number of other options as the economic cicumstances have now changed. we have had some funding from Lambeth Council in recent years but public money accouts for less than one third of our annual income so we have been very diligent in sourcing money from many sources and have never ben dependent on Govt or council funding.

5) In Summary the only connecition we have with the London Assembly and Olympic Legacy is the money it contributed to the Beyond Sport Prize and olympic Legacy was not mentioned at alll at that time. It was the Beyond Sport confernce London Legacy award nothing to do with olympic legacy Main barrier seems to be too much talking and not enough action also there seems to be litle understanding that Legacy actually means LASTING which is actually different from increasing

participation which is not necessarily lasting. Lasting comes from changing attitudes as well as providing facilities

From where i work in Lambeth the council has been very supportive of our project for 7 years but I dont see much happening on Olympic Legacy London wide except talking but that maybe because firstly we are too busy to notice anyone elses project and Lambeth is not an Olympic borough ?

yours sincerely

Ros Spearing
Ebony Horse Club