

**REQUEST FOR DIRECTOR DECISION – DD1342**

**Title:**        **Make a Splash 2015-2017**

**Executive Summary:**

This DD seeks approval to commit £430,000 from the Mayor's Sports Legacy Programme towards delivery of the Make a Splash mobile swimming pools programme for 2015-16 & 2016-17. The Make a Splash programme has been running since 2009 and is a central part of the Mayor's Sports Legacy Programme.

**Decision:**

That the Executive Director for Communities and Intelligence approves expenditure of up to £430,000 in grant funding to the Amateur Swimming Association as a contribution to its costs of delivering its Make a Splash programme in London for 2015-16 & 2016-17

**AUTHORISING DIRECTOR**

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

It has my approval.

**Name**    Jeff Jacobs

**Position**        Executive Director for  
Communities and Intelligence

**Signature**

**Date**

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

##### **1.1 Background**

1.1.1 As part of the UK's bid to host the Olympic and Paralympic Games, the UK made a commitment to establish a sporting legacy. In order to deliver that commitment in London, the Mayor published 'A Sporting Future for London' in 2009 and made £15.5m available (Phase 1) to fund the Mayor's Sports Legacy Programme (MSLP), focussing investment on infrastructure development, skills and capacity building, and initiatives designed to increase participation in grassroots sports (MD385).

1.1.2 Following the success of the Olympic and Paralympic Games, an additional £7m (Phase 2) was made available for the programme to invest to ensure gains made in Phase 1 of the programme are sustained (MD1119).

1.1.3 Investment in the MSLP is focussed on three main categories:

- 'Facilities' – capital funding to support investment in community sports facilities;
- 'Skills and Capacity Building' – revenue funding to build capacity in the sport and active leisure sector, including training for volunteers;
- 'Participation' – revenue funding to support the expansion and growth of projects that provide opportunities for Londoners to take part in sport and stay active (including the 'FreeSport' small grants programme, and the 'Make a Splash' mobile pools initiative).

##### **1.2 Make a Splash – Progress to date**

1.2.1 The Make a Splash programme is run by the Amateur Swimming Association (ASA) in partnership with Total Swimming Ltd (Company Number: 05529904), a commercial mobile pool operator.

1.2.2 The ASA is the National Governing Body (NGB) for swimming and is not a commercial organisation. As the NGB for the sport, the ASA are the only viable partner for this programme – they are responsible for providing the NGB-accredited swimming teachers who staff the pools. As such, an open procurement process is not required for this programme.

1.2.3 The project involves the deployment of stainless steel temporary swimming pools (12m x 6m and 18m x 6m) in locations across London for approximately 12 weeks at a time. The project delivers courses of swimming lessons to both school groups and community groups at each deployment location.

1.2.4 Pools are deployed (usually in schools) in areas that satisfy at least one of the following criteria: significant levels of socio-economic deprivation in the local catchment area; lack of access to other swimming facilities; or high Black and Minority Ethnic (BME) populations locally.

1.2.5 The GLA has supported three different phases of the Make a Splash programme to date. The initial programme ran between September 2009 and December 2010. Through DD190, the GLA granted £325,562 to the ASA as a contribution to its costs of delivering the programme.

- 1.2.6 Under cover of DD424 the Executive Director for Communities and Intelligence approved the GLA's grant of £700,000 to the ASA as a contribution to its costs of delivering phase two the programme between April 2011 and March 2013.
- 1.2.7 Under cover of DD1120 the Executive Director for Communities and Intelligence approved the GLA's grant of £350,000 to the ASA as a contribution to its costs to continue delivering the programme between April 2013 and March 2015. DD1273 also approved expenditure of £79,200 as a contribution to its costs associated with a pilot 18 metre pool deployment.
- 1.2.8 To date, mobile pools have been deployed in 27 locations throughout London, in 19 different boroughs. More than 31,000 individuals have received a course of swimming lessons through the project, either learning to swim for the first time or significantly improving their swimming skills.
- 1.2.9 The programme has consistently met or exceeded its targets and receives highly positive feedback from the host schools.

### 1.3 Proposed Extension

- 1.3.1 Following the success of the Make a Splash Programme 2013-15, the Amateur Swimming Association has proposed the extension of the programme for a further two years.
- 1.3.2 The extension will comprise the delivery of nine 12 metre x 6 metre mobile swimming pools across London for 12 weeks each, as well as one 18 metre x 6 metre mobile swimming pool for a period of up to six months.

### 1.4 Project costs –

- Total project cost: £1,110,000
  - GLA contribution: up to £430,000 (39% of the total project cost)
  - Public Partnership Contribution (including Local Authorities): £144,000
  - Amateur Swimming Association swimming teachers: approx. £220,000.
  - Private Sector Sponsorship (including Local Authority Leisure Providers): £300,000
- 1.4.1 The GLA contribution has increased to £430,000 for the 2015-17 programme from £350,000 for delivery of the 2013-15 programme. This is owing to the addition of one larger 18m x 6m pool deployment that will significantly boost participant numbers for the overall programme.
- 1.4.2 It is felt that for the quality of the facility and the intensity of the teaching programme that participants will receive, this represents extremely good value for money at a cost to the GLA of £24.50 on average per head for a course of swimming lessons (usually five or six lessons).

## 2. **Objectives and expected outcomes**

- 2.1 The Programme will contribute to the delivery of a sporting legacy from the 2012 Olympic and Paralympic Games by supporting the Mayor's grassroots sport strategy, 'A Sporting Future for London'.
- 2.2 The programme is expected to:
- Deliver nine 12 metre x 6 metre mobile swimming pools between April 2015 and March 2017 each being in place for 12 weeks;
  - Deliver one 18 metre x 6 metre mobile swimming pool for a period of up to six months.

- Engage approx. 17,500 unique participants into a course of swimming lessons.

### 3. Equality comments

- 3.1 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme.
- 3.2 According to the most recent Sport England Active People survey (APS 8 published in January 2015), levels of participation in sport and physical activity are variable across different socio-demographic groups in London. Across all 33 London Boroughs, average figures indicate that 43% of men participate in sport at least once a week compared to 32% of women. 37% of Black Asian Minority Ethnic (BAME) people participate weekly compared to 39% of people of white origin. 19% of disabled people participate weekly compared to 40% of non-disabled people. 17% of people over the age of 65 participate weekly compared to 52% of those between the age of 16 and 25. 41% of people from socio-economic groups 1 to 4 participate weekly compared to 25% from of from socio-economic groups 5-8 (based on the National Statistics Socio-economic classification system).
- 3.3 Sports programmes supported by the Mayor's Sports Legacy Programme engage significant numbers of women, disabled people, BAME people and people from lower socio-economic groups, both via sports participation programmes and training opportunities.
- 3.4 The Make a Splash Programme deploys swimming pools that are accessible to communities experiencing significant levels of socio-economic deprivation, as measured by the English Indices of Deprivation 2010. Pools will be located in boroughs where schools and communities encounter barriers in accessing time at permanent local authority swimming pools. The deployments include provision of disability access solutions.

### 4. Other considerations

#### 4.1 Key Risks and Issues

#	Risk	Mitigating Action
1	Project may not raise participation in sports and physical activity	<ul style="list-style-type: none"> <li>• The reports submitted to the GLA from previous Make a Splash Programmes highlight the success of previous projects undertaken and the programme is deemed worth extending</li> <li>• More than 31,000 individuals have participated in the programme to date, exceeding the targets set at the outset of the programme.</li> <li>• Quarterly monitoring meetings with project managers</li> <li>• Grant instalments only payable upon evidence of milestone completion</li> </ul>
2	Funding is not used for the purpose it is intended (i.e. fraud). Potential result: reputational damage, failure to hit pre-agreed objectives.	<ul style="list-style-type: none"> <li>• Across the breadth of projects commissioned to date there have been no known instances of fraud or misuse of the Mayor's funding.</li> <li>• All projects are subject to performance monitoring and have to provide evidence of</li> </ul>

		<p>delivery and spend before payments can be processed.</p> <ul style="list-style-type: none"> <li>• The internal audit review carried out in December 2014 issued the programme with a 'Substantial Assurance' rating.</li> </ul>
3	Misplaced actions of partner organisations/ their staff may bring GLA into disrepute by association.	<ul style="list-style-type: none"> <li>• All project staff working with young people required to have up to date CRB checks</li> <li>• Deliverers required to have £5m liability insurance cover</li> <li>• All press liaison to be done through GLA.</li> </ul>

## 4.2 Links to Mayoral Strategies & Priorities

The subject matter of the approval sought will:

- support delivery of Goals 1 and 2 set out in 'A Sporting Future for London', published in April 2009,
- support the aims of 'Inclusive and Active 2', a strategy for increasing participation in sport and physical activity amongst disabled people in London,
- assist in meeting the objectives of the Mayor's Health Inequalities Strategy;
- promote social development
- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games, particularly through increased sports participation and access to sports facilities for Londoners

## 4.3 Impact Assessments and Consultations

- 4.3.1 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme. Further information is available at Section 3 of this document.
- 4.3.2 In writing 'A Sporting Future for London', the GLA Sports Unit consulted extensively with over 400 individuals from over 100 different groups and organisations including national governing bodies of sport, the Pro-Active Partnerships, senior representatives from local authorities and a wide variety of sports clubs and community organisations.
- 4.3.3 The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.

## 5. **Financial Comments**

- 5.1 Approval is being sought for the award of and entry into a funding agreement of up to £430,000 in grant funding to the Amateur Swimming Association as a contribution to its costs in the delivery of the Make a Splash programme for two years from April 2015.
- 5.2 The indicative profiling over financial years is expected to be £215,000 per financial year (2015-16 & 2016-17) and will be funded from the Sports Legacy Programme budget as approved by MD1119 and forms part of the Phase 2 programme.
- 5.3 Any changes to this proposal including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.

- 5.4 The Sports Unit within the Communities & Intelligence Directorate will be responsible for managing this grant award and ensuring that all activities and expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Funding Agreement Toolkit.

## 6. Legal Comments

- 6.1 Sections 1 – 4 of this report indicate that:

- 6.1.1 the decision requested of the director and which may be made in accordance with his delegated authority granted under cover of MD1119 fall within the GLA's statutory powers to do such things considered to further the promotion, within Greater London, of social development; and
- 6.1.2 in formulating the proposals in respect of which the decision is sought officers have complied with the Authority's related statutory duties to:
- a) pay due regard to the principle that there should be equality of opportunity for all people;
  - b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
  - c) consult with appropriate bodies;
- 6.1.3 the contribution of £430,000 to the Amateur Swimming Association ("ASA") amounts to the provision of grant funding and not payment for services. Officers must ensure that the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code.

- 6.2 Officers must ensure that an appropriate funding agreement is put in place between and executed by the GLA and recipient before any commitment to fund is made. The ASA is an unincorporated association and it is understood that their Chief Executive and Chair are empowered by their constitutional regulations to act on behalf of the ASA and were indemnified in respect of such acts. Officers are therefore advised to obtain a letter from the ASA confirming these arrangements and level of insurance held in this regard before execution of the agreement. Officers are advised that the funding agreement should be drafted so that it is entered into between the GLA and "The Chief Executive and/or Chair of the Amateur Swimming Association" (as appropriate).

- 6.3 Officers must ensure (by use of the GLA's standard form funding documentation) that:

- 6.3.1 GLA funding is not used for any activities or overheads incurred in respect of activities for which recipients charge and a clear operational limit is placed on their use of funds for the administration of the project in this regard;
- 6.3.2 recipients are required to have a separate account for the receipt and use of GLA funding, or if this is not possible, that they show the funding and related expenditure as a restricted fund in their accounts under a clear identifier, e.g. "GLA Make a Splash Funding"; and;
- 6.3.3 any award by recipients of funding to sub-recipients (if permitted) under the funded projects are made in accordance with EU "de minimis" principles.

## 7. Planned delivery approach and next steps

- 7.1 Delivery of nine 12 metre x 6 metre mobile swimming pools between April 2015 and March 2017 each being in place for 12 weeks;
- 7.2 Delivery of one 18 metre x 6 metre mobile swimming pool for a period of up to six months.
- 7.3 A temporary housing structure will be available for eight projects, with the ninth to be located either indoors or delivered as an open air project.
- 7.4 PR/Media launch day to celebrate the opening of each pool will be available for each pool, attended by an Olympian and to celebrate the project and provide public relations value for all partners.
- 7.5 Production of monitoring report for each project, breaking down key usage statistics for both the school and community swimming programmes.
- 7.6 Local partnerships will be built to signpost swimming pathways for participants following completion of each project.
- 7.7 Given that this project extends into a new Mayoralty, the Funding Agreement will allow for a break clause to be activated following the Mayoral Election in May 2016.

Activity	Timeline
DD Signed	May 2015
Funding Agreement Signed	May 2015
Deployment of Pools 1 & 2	May 2015
Deployment of Pools 3 & 4	September 2015
Deployment of Pools 5	January 2016
Deployment of 18 metre pool	March 2016
Deployment of Pools 6 & 7	April 2016
Deployment of Pools 8 & 9	September 2016
Monitoring of project performance	Ongoing
Submission of programme monitoring report	March 2017

**Public access to information**

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

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

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

**Part 1 Deferral:**

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

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

**Is there a part 2 form – NO**

**ORIGINATING OFFICER DECLARATION:**

Drafting officer to confirm the following (✓)

**Drafting officer:**

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

✓

**Assistant Director/Head of Service:**

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

✓

**Financial and Legal advice:**

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

✓

**EXECUTIVE DIRECTOR, RESOURCES:**

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

**Signature**

**Date**