

## REQUEST FOR DIRECTOR DECISION – DD1186

**Title: Mayor's Sports Legacy Programme (MSLP) – FreeSport Programme Phase II**

### Executive Summary:

This DD seeks authorisation to commit funds up to a maximum of £500,000 from the Mayor's Sports Legacy Programme (MSLP) towards delivery of the Mayor's FreeSport Programme 2014/15 and 2015/16. MD1119 authorised Phase II of the Mayor's Olympic/Paralympic Games Sports Legacy Programme, and delegated power to the Executive Director of Communities and Intelligence to approve all recommendations relating to its implementation.

### Decision:

That the Director approves:

- the award of a contract to an external organisation to manage and administer the FreeSport Programme in 2014/15 and 2015/16 (on behalf of the GLA), a programme of small grants to sports clubs and community groups, to allow them to deliver free sports coaching to Londoners, up to a maximum of £100,000);
- the award of and entry into funding agreements of up to £400,000 in small grants to sports clubs and community organisations through the FreeSport programme

### AUTHORISING DIRECTOR

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

It has my approval.

**Name:** Jeff Jacobs

**Position:** Executive Director,  
Communities and Intelligence

**Signature:**



**Date:** 25.03.14

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

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

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

##### Background

As part of our bid to host the Olympic and Paralympic Games, the UK made a commitment to establish a sporting legacy. In order to deliver that commitment in London, the Mayor published 'A Sporting Future for London' (his grassroots sports strategy<sup>1</sup>) in 2009 and made £15.5m available (Phase 1) to fund infrastructure development, skills and capacity building, and initiatives designed to increase participation in grassroots sports (refer to MD385). The full amount was committed and, as a result of match funding, a total investment pot of over £40m was realised.

Following the success of the Olympic and Paralympic Games, an additional £7m (Phase 2) was made available for the programme to invest to ensure gains made in Phase 1 of the programme are sustained (refer to MD1119). As with Phase 1, it was proposed that funding would be divided into three main categories:

'Facilities' – capital funding to support investment in community sports facilities;

'Skills and Capacity Building' – revenue funding to build capacity in the sport and active leisure sector, including training for volunteers;

'Participation' – revenue funding to support the expansion and growth of projects that provide opportunities for Londoners to take part in sport and stay active (including the 'FreeSport' small grants programme, and the 'Make a Splash' mobile pools initiative).

The FreeSport Programme falls primarily under the third of these headings.

##### Governance

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

To date, the LCSB has played a key role in the design and performance monitoring of the entire MSLP. The LCSB is a strong advocate of the FreeSport programme and remain supportive of its inclusion within the MSLP.

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

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

The Board of London Sport will be chaired by Kate Hoey and will be made up of nominees from Sport England and the Mayor, alongside some independent appointments. Ultimately, it will replace the Mayor's London Community Sports Board. Future governance of the FreeSport programme will therefore be provided by the Board of London Sport.

### Freesport

FreeSport allows sports clubs, organisations, youth groups and community groups to apply for grants of up to £1,500 to run free sport activities for Londoners, of all ages and abilities, to encourage more people to try sports.

Successful applicants must use the funding to put on a number of sessions of sporting activity which local people are able to participate in free of charge. There must be a sufficient number of sessions put on to allow each individual participant to take part in at least six hours' worth of activity.

FreeSport aims to target demographic groups who are traditionally less likely to participate in sporting activities, including: females; participants whose ethnicity is Black, Asian or Minority Ethnic; and those with disabilities.

All applications are assessed by a panel, to date comprising representatives from the GLA, Sport England, Interactive and the Pro-Active Partnerships (now London Sport); the recommendations of that panel being made to the GLA for approval. Grants are awarded to a broad range of organisations – both sporting and non-sporting – and cover a huge range of sports and physical activities.

### Programme Delivery

In previous years the programme has been managed and administered by Limelight Sports, originally under a contract with the LDA and subsequently under a contract with the GLA. Limelight Sports carried out a range of duties in relation to the delivery of the programme. The funding agreements themselves are with the GLA and all grants are made by the GLA directly to the applicants.

It is our intention to commission similar services of an external organisation to manage and administer the FreeSport Programme. The maximum contract value to be awarded is £100,000 and we will undertake a competitive tender process to award.

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

Based on previous performance the FreeSport Programme are expected to achieve the following approximate outputs:

- Up to 280 different clubs and organisations to receive FreeSport grants
- Approximately 17,000 unique participants
- Approx. 70% of overall participants will have taken part in at least 6 hours of activity
- Approximately 1/3 previously inactive participants (Sport England definition of 'inactive': a person who has participated in 'less than 1 x 30 minutes of moderate intensity exercise in the past four weeks)
- Approximately, 30% of participants across the programme to become members of clubs following participation in FreeSport activities

### 3. Other considerations

#### Key Risks

Risk	Description	Likelihood / Impact	Response
Risk 1	Project may not raise participation in sports and physical activity (i.e. deliver the outcomes as per funding agreements), meaning that the Mayor is unable to fulfil his commitment to deliver a lasting legacy from the 2012 Olympic and Paralympic Games	Low / Medium	<ul style="list-style-type: none"> <li>• Programme's track record to date has been very strong.</li> <li>• Robust selection of management and administration partner will ensure the programme is overseen effectively.</li> </ul>
Risk 2	Misplaced actions of delivery organisations / their staff may bring GLA into disrepute by association.	Low / High	<ul style="list-style-type: none"> <li>• Selection process of delivery organisations ensures that only reputable projects selected.</li> <li>• All delivery organisations required to work with Interactive to ensure that they are inclusive of disabled people</li> <li>• All delivery organisations are required to have appropriate public liability insurance cover</li> <li>• All regional press liaison to be done through GLA</li> </ul>
Risk 3	Project delivery delays. Potential result: benefits realisation and expenditure time lags.	Medium / Low	<ul style="list-style-type: none"> <li>• Close project monitoring</li> <li>• Allow slippage tolerance thresholds for projects – and ensure timely delivery is a condition of funding agreements.</li> <li>• Ensure close monitoring of project by the management &amp; administration partner.</li> </ul>

#### Links to Mayoral Strategies & Priorities

The subject matter of the approval sought will:

- support delivery of Goals 1, 3 and 4 set out in 'A Sporting Future for London', published in April 2009;
- support the aims of 'Inclusive and Active 2' strategy for increasing participation in sport and physical activity amongst disabled people in London;
- assist in meeting the objectives of the Mayor's Health Inequalities Strategy;
- promote social development;
- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games.

## Impact Assessments and Consultations

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

According to the most recent Sport England Active People survey, levels of participation in sport and physical activity are variable across different socio-demographic groups in London. Across all 33 London Boroughs, average figures indicate that 25% of men participate compared to 18% of women. 18% of Black Asian Minority Ethnic (BAME) people participate compared to 23% of people of white origin. 11% of disabled people participate compared to 22% of non-disabled people.

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

In writing 'A Sporting Future for London', the GLA Sports Unit consulted extensively with over 400 individuals from over 100 different groups and organisations including national governing bodies of sport, the Pro-Active Partnerships, senior representatives from local authorities and a wide variety of sports clubs and community organisations.

The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.

### **4. Financial comments**

- 4.1 This report is seeking approval for the FreeSport Programme; a programme of small grants to sports clubs and community groups, to allow them to deliver free sports coaching to Londoners in the 2014-15 & 2015-16 Financial Years. This includes the following:
- To award a contract to an external organisation to manage the first two rounds of the FreeSport Programme (on behalf of the GLA), in the 2014-15 & 2015-16 Financial Years for up to the value of £100,000.
  - To award and enter into funding agreements of up to £400,000 in small grants to sports clubs and community organisations through the FreeSport programme
- 4.2 The total cost of this proposal is £500,000 and is expected to span two financial years: £250,000 in both 2014-15 & 2015-16. The costs will be funded from the 2014-15 & 2015-16 Sports Programme budget as approved as part of the 2014-15 budget process and previously via MD1119. The 2015-16 budget allocation will still be subject to the Authority's budget setting process for 2015-16.
- 4.3 It should be noted while the preferred supplier (once procured) will manage the process of the grant awards; the GLA will be responsible for the payment of grants to the grant recipients. In addition and as detailed within the main body of this report, the Sports Unit are close to securing match funding to supplement the FreeSport Programme. Once secured, the receipt of the match funding and the associated expenditure will be subject to further approval via the Authority's decision-making process.
- 4.4 All appropriate budget adjustments will be made.
- 4.5 The Sports Unit within the Health & Communities Unit (Communities & Intelligence Directorate) will be responsible for managing this project and ensuring that all activities and associated expenditure

complies with the Authority's Financial Regulations, Contracts & Funding Codes, Expenses & Benefits Framework and Funding Agreement Toolkit.

## 5. Legal comments

### 5.1 Sections 1-3 of this report indicate that:

- i. the proposals in respect of which the Director's approval is sought may be considered to fall within the GLA's powers to do such things as are facilitative of or conducive to the social development in Greater London;
- ii. in formulating the proposals in respect of which a decision is sought officers have complied with the GLA'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 health of persons, health inequalities between persons and to contribute towards achievement of sustainable development in the United Kingdom; and
  - (c) Consult with the appropriate bodies.

### 5.2 Section 1 above indicates that the contribution of up to £400,000 amounts to the provision of grant funding and not payment for works, supplies or services. Officers must ensure that:

- 5.2.1 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; and
- 5.2.2 an appropriate funding agreement is put in place between and executed by the GLA and the recipient of the funding before any commitment to fund is made.

### 5.3 Officers must also ensure that:

- 5.3.1 any services or supplies required are procured by Transport for London Procurement who will determine the detail of the procurement strategy to be adopted in accordance with the GLA's Contracts and Funding Code; and
- 5.3.2 appropriate contract documentation is put in place and executed by the GLA and service providers before the commencement of any such supplies or services.

## 6. Next steps

Activity	Timeline
Open the quote process for potential management and administration partners to apply.	March 2014
Management and administration partner chosen and contract signed.	April 2014
Grant application process for summer funding round opened for 4 weeks.	May 2014
Assessment panel meets to decide which applications are to receive funding. Applicants informed of the outcome of their application.	June 2014
Round 1 funded activity delivered	July – October 2014
Decision taken regarding timing of round 2	August 2014

**Public access to information**

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

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

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

**Part 1 Deferral:**

**Is the publication of Part 1 of this approval to be deferred? Yes**

If YES, for what reason:

Publication must be deferred until the procurement exercise is completed as the information regarding the budget for the services is commercially sensitive until after the procurement process has been finalised.

Date: By 30/06/2014

**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:**

*PP.*

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

**Signature**



**Date**

*24.03.14*

