

GREATER LONDON AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2232

Title: SportsAid Partnership

Executive Summary:

This decision form seeks approval for providing £100,000 funding to SportsAid for the first-year pilot of 'Performance Pathways'.

This £100,000 funding will be delivered in partnership with SportsAid to award small grants to talented young athletes in London, particularly those from low-income backgrounds, to help them overcome the financial obstacles often faced when pursuing a sporting career. The funding will help young, aspiring athletes achieve their sporting potential and provide them with additional opportunities such as workshops, mentoring and community ambassador opportunities.

The funding will be made under the "Performance Pathways" strand of the Mayor's new multi-million-pound sports programme, Sport Unites, referenced in MD2244.

Decision:

That the Executive Director of Communities and Intelligence approves the expenditure of up to £100,000 funding to SportsAid from the Sport Unites budget for the first year pilot of the 'Performance Pathways' investment strand.

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 of Communities and Intelligence

Signature:



Date:

13.4.18

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and Background

Sport Unites

- 1.1 Sport Unites is a new, ground-breaking, multi-million-pound, community sport programme which has been developed by the GLA to enable sport and physical activity initiatives to contribute to the long-term vision of making London the most active and socially integrated city in the world.
- 1.2 Sport Unites will invest up to £5.8m of GLA funding into community sport in London (under MD2244) from April 2018 – March 2021 across the three strands: (i) Sport for Social Integration, (ii) Active Londoners, and (iii) Workforce and Capacity Building.
 - 1.2.1 Strand 1 – Sport for Social Integration – Community sport has a role to play in realising the three facets of the Mayor’s vision for a socially integrated city, Equality, Participation and Relationships. Our investment through the Sport for Social Integration strand will support initiatives that use sport to bring Londoners from more than one community or faith group together and/or cater specifically for Londoners who are isolated or lonely. This will contribute to improved social integration, reduced prejudice between communities, and isolated Londoners feeling better connected and supported.
 - 1.2.1.1 Part of this strand will consist of “Performance Pathways”. Performance Pathways is a ring-fenced investment to support talented young Londoners, particularly those from disadvantaged backgrounds, by providing them with opportunities to train and compete in appropriate settings to realise their sporting potential.
 - 1.2.2 Strand 2 – Active Londoners - The GLA’s investment will provide more opportunities for Londoners to take part in sport and physical activity in their local area and fund initiatives that cater specifically for inactive Londoners. This will result in improved physical and mental health and improved wellbeing and quality of life of participants, as well as helping to reduce health inequalities across London.
 - 1.2.3 Strand 3 – Workforce and Capacity Building - To maximise both engagement with Londoners and the sustainability of outcomes delivered via the initiatives funded through Sport Unites, we will also invest in workstreams of ‘enabling’ activity to provide additional support for the initiatives funded under Themes 1 and 2.

SportsAid

- 1.3 As part of Performance Pathways, the GLA has ring-fenced £100,000 funding per year to provide small grants to young, promising athletes in London to help them progress their careers. This will be delivered through a partnership with SportsAid. The second year £100,000 funding will be dependent on the success of the first year of Performance Pathways.
- 1.4 SportsAid is a leading national charity that helps the next generation of British sports stars by giving them financial support and recognition during the critical early stages of their careers as well as additional opportunities such as workshops and mentoring. Between 60-70% of UK sport funded athletes were initially funded by SportsAid until they were able to secure lottery funding. In addition to cash awards to athletes, SportsAid also provides valuable support and guidance to family members where parents can attend workshops and receive tailored advice as to how to support their child through their journey into elite sport.
- 1.5 SportsAid has a nationwide brief with a ‘hotspot’ in London. Through the Performance Pathways, the GLA would like to improve the reach of SportsAid in London and increase their ability to fund the new generation of athletes from London, in particular those athletes from disadvantaged backgrounds who may not otherwise be able to achieve their sporting potential due to financial barriers.

- 1.6 SportsAid provide financial aid in the form of £1,000 grants to young, promising athletes aged between 12-20 years old. Each athlete receives £1,000 per year. Typically, athletes are funded by SportsAid for 3 years, however, grants are awarded on a yearly basis, given the changing nature of the sports competition sector. Athletes are only eligible if they are already representing Great Britain, but receiving no other funding. SportsAid provides both financial support to athletes, and also supports parents through workshops that introduce families to the world of high performance sport.
- 1.7 The funding of £100,000 will be provided directly to SportsAid by way of grant agreement. SportsAid will use the funding as follows:
- £70,000 – 70 grants of £1,000 to 70 young athletes in London
 - £10,000 – held in reserve to fund up to a further 10 athletes in return for value in kind from high profile athletes and celebrities who support other GLA projects
 - Up to £10,000 – hosting of events and workshops for athletes and their families
 - Up to £10,000 – SportsAid management costs including the development of workshop content, training syllabus, event and grant management costs

2. Objectives and expected outcomes

- 2.1 The aim of the Performance Pathways and the SportsAid partnership will be to provide grants to young athletes to ensure that financial constraints are not a barrier to achieving their sporting potential and contribute to the Mayor's ambition of making London the sporting capital of the world.
- 2.2 Objectives of the £100,000 funding to SportsAid:
- Award grants to young, promising athletes once a year who have been nominated by their NGBs (National Governing Body) to receive a SportsAid Award. An emphasis will be on funding those athletes who are from lower income or underprivileged backgrounds
 - To ensure that each family of the funded athlete receives relevant information and advice so that they can support their sporting career
 - To support young athletes in becoming role model and to increase community engagement through inspiring people to take part in sport and physical activity in their local community
 - To promote the Mayor of London and work towards his goal of making London the sporting capital of the world through ensuring that Londoners can fulfil their sporting potential no matter what their background
- 2.3 Expected outputs of the £100,000 funding to SportsAid:
- A minimum of 70 young, aspiring athletes to be awarded a £1,000 grant. Criteria will be established to decide which nominated athletes will be successful in gaining the award and to ensure that we are targeting those most in need of financial support
 - A minimum of one celebration event where successful, nominated athletes are awarded their secured funding
 - A minimum of one support event comprising of up to 5 workshops for athletes and their family to provide valuable support, guidance and tailored advice as to the world of elite, high-performance sport

- Up to 10 visits of SportsAid Alumni at GLA sports events and other GLA events to feed into the wider Sport Unites programme and other GLA teams. These athletes will be athletes who are/have competed for Team GB

2.4 Expected outcomes of the £100,000 funding to SportsAid:

- Improved support network for aspiring athletes which will include other aspiring athletes, athletes who are currently competing and athlete mentors
- Improved understanding of athlete friends and family of how to support aspiring athletes achieve their full sporting potential
- Increased number of athletes representing Great Britain in international sporting events who come from London
- Improved understanding of athletes of how they can cope with the pressures, expectations and responsibilities that come with elite and performance sporting careers
- Increased number of positive role models in local communities through successfully funded athletes attending local events and inspiring others in their local community to take part in sport and physical activity
- Increased profile of the Mayor of London and his ambition to make London the sporting capital of the world

3. Equality Comments

- 3.1 Under section 149 of the Equality Act 2010, as a public authority, the GLA must have 'due regard' of the need to:
- Eliminate unlawful discrimination, harassment and victimisation; and
 - Advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not
- 3.2 Equal opportunities are enshrined with the Sport Unites programme, which will be reflected in Performance Pathways. The programme will provide all Londoners with opportunities to access sport and physical activities which will contribute to improved social integration, reduce prejudice between communities and enable isolated Londoners to feel better connected
- 3.3 The Sport Unites programme is open to all, regardless of race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment. Performance Pathways will adhere to these values.
- 3.4 The GLA Sports Team has consulted stakeholders and partners to ensure that as many Londoners as possible, including those with protected characteristics, have been considered in the planning of the Sport Unites programme and that they will have the chance to be involved in some way, be that through participating, training, project delivery or volunteering
- 3.5 Sport Unites embraces London's diversity by connecting Londoners from a variety of demographic and geographic backgrounds in support of common causes and activities. The portfolio of athletes that are supported through Performance Pathways will reflect London's diversity, in particular those from disadvantaged backgrounds by providing them with opportunities to train and compete in appropriate settings to realise their potential

4. Other Considerations

- 4.1 Key risks and issues

	Risk	Likelihood / Impact	Response
1	Insufficient number of athletes available to fit criteria	Low/High	Athletes are nominated to SportsAid through an individual sport's NGB. SportsAid have identified London as a 'hotspot' of potential sporting talent. Nominations for 2018 have already been submitted by NGBs and SportsAid know that they are oversubscribed in London for 2018.
2	Insufficient level of talent available	Low/High	Athletes are nominated to SportsAid through an individual sport's NGB and aspiring athletes must already be beginning to represent Great Britain to be nominated for an award. This ensures that all nominated athletes have proven their talent and are already showing potential to compete in elite sport.
3	Project Slippage	Medium/Medium	Timescales for mobilisation of this funding for 2018 are tight. A robust mobilisation/delivery plan has been established to ensure timescales are adhered to. Regular scrutiny of the plan will take place to minimise project slippage
4	Unable to secure SportsAid Alumni appearances	Medium/Medium	A further 10% of this funding will be unlocked following SportsAid Alumni athlete appearances for wider GLA Events. There is a risk that we are unable to secure the appearance of SportsAid Alumni which would lessen the publicity of this fund. SportsAid have ensured that if events are confirmed well in advance, athletes' appearances will be able to be secured.

4.2 Link to Mayoral Strategies and Policies

4.2.1 This decision is linked directly to the "Performance Pathways" strand of the Mayor's community sports programme, Sport Unites (MD2244). This strand will provide support for talented young Londoners, particularly those from low-income backgrounds, providing opportunities for them to train and compete in appropriate settings to realise their potential

4.2.2 The SportsAid partnership will contribute towards:

- Providing Londoners with opportunities to participate, improve health and reduce inequalities by taking part in sport and physical activity
- Encouraging more Londoners to get involved in volunteering for, and connecting with, others in their community

4.2.3 This decision also supports one of the Mayor's manifesto commitments to rebuild our Olympic Legacy, turning around the failure of the last four years, promoting and supporting sport for more people of all ages

4.3 Impact assessment and consultations

- 4.3.1 The development of the Sport Unites programme and subsequent strands, which includes Performance Pathways, has been informed by what we have learned previously from what has been set out below:
- The Mayor’s Sport Legacy Programme (MSLP) which ran from 2009 to 2018. This was a key part of London’s commitment to create a sporting legacy for the city from the London 2012 Olympic and Paralympic Games. The primary aims were to secure a sustained increase in participation in sport and reduce inactivity across London. The programme saw £25m of GLA funding invested across three funding streams: The Participation Fund, The Skills and Capacity Building Fund and the Facilities Fund
 - Ongoing consultation with GLA policy teams and the community sport sector in London. This has included workshops, an advisory group meeting and bilateral meetings with a range of individuals and organisations. Discussions with stakeholders have focussed on the area of work that is new to the GLA and the sport sector in London – our ambition to use sport as a tool to achieve social integration outcomes
- 4.3.2 We will continue to work with GLA teams and key stakeholders to ensure a joined-up approach as other strands of the Sport Unites programme are further developed and implemented
- 4.3.3 Sport Unites will signal a shift away from focusing primarily on funding participation-centric initiatives, towards using sport to deliver social outcomes. Therefore, we will need to evolve and enhance our approach to monitoring and evaluation by investing more into it and factoring it into our planning from the beginning. This will include undertaking formative as well as summative evaluation on projects that will run for an extended period. Formative evaluation takes place during a project’s implementation with the aim of improving the project’s design and performance – it requires more than monitoring performance, but also analysing and understanding what is happening and why – so that lessons can be learned and improvements made within the lifetime of a project. Summative evaluation takes places after the project’s activities have been completed

5 Financial Comments

- 5.1 Approval is being sought for expenditure up to £100,000 for the first-year pilot of the ‘Performance Pathways’ investment strand. This will be delivered in partnership with SportsAid with expenditure including the award of small grants to young promising athletes in London, hosting of events and workshops and SportsAid event and grant management costs
- 5.2 This expenditure will be funded from the 2018-19 Sport Unites programme budget within the Team London and Sports unit

6 Legal Comments

- 6.1 The foregoing sections of this report indicate that:
- a) The requested of the director concern the exercise of the GLA’s general powers, falling within the GLA’s statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation, social development or the promotion of the improvement of the environment in Greater London; and
 - b) In formulating the proposals in respect of which a decision is sought officers have complied with the Authority’s related statutory duties to:
 - Pay due regard to the principle that there should be equality of opportunity for all people;

- 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
 - Consult with appropriate bodies.
- 6.2 In taking the decisions requested, the director must have due regard to the Public Sector Equality Duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and foster good relations between persons who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the director should have particular regard to section 3 (above) of this report.
- 6.3 Paragraph 1.7 above indicates that the contribution of £100,000 to SportsAid amounts to the provision of grant funding and not payment for services. Officers must ensure that any 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.
- 6.4 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.

7 Planned delivery approach and next steps

Activity	Timeline
Grant Agreement Signed	April 2018
Nominated Athletes Submitted	April 2018
GLA Approval of final athlete portfolio	April 2018
Notify successful athletes	May 2018
Celebration event for successful athlete and workshops	May 2018
Assessment and review of pilot	March 2019

Appendices and supporting papers: None

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:

Elizabeth Stanton has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Laura Cordingley 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.

✓

Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 16 April 2018.

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature *M. J. Ellis*

Date *17.4.18*