

23 May 2012

Item 4

Join In Local Sport and Community Games

Purpose of report

For discussion and direction.

Summary

David Moorcroft OBE, Chair of the West Midlands Leadership Group for the 2012 Games, and Director of the Join In Trust, will present to the Board on two 2012 Games initiatives highly relevant to local government – Join In Local Sport and Community Games.

This report provides a brief overview of the projects, which David will expand upon in his presentation.

Information in the report accompanying the Sport England item, such as the latest participation figures and public health reforms, is not repeated here.

Recommendation

Members are asked to comment upon the issues raised in this report and agree how the LGA can support Join In Local Sport and Community Games.

Action

To be taken forward by officers as directed by Members.

Contact officer: Laura Caton
Position: Senior Adviser, LGA
Phone no: 020 7664 3154
E-mail: laura.caton@local.gov.uk

Join In Local Sport and Community Games

Background

1. The UK secured the 2012 Olympic and Paralympic Games on the back of a promise to increase participation in sport; something no other host nation has achieved. Whilst there is much good work happening across the country and much enthusiasm to capitalise on the Games, the latest participation figures, continued financial pressures and the national survey of sports clubs highlight the scale of the challenge. **Appendix A** is a small snapshot of how councils are working with partners to increase participation in sport and Members might also like to refer to the CLOA case studies paper at **item 7**.
2. There are a number of different initiatives aimed at capitalising on the 2012 Games. Two of the most recent and relevant to local government are Join In Local Sport – which is focussed on sports clubs, and the Community Games – which is focussed on informal sport and culture.
3. There are approximately 150,000 sports clubs in the UK and they come in many different sizes and forms and receive varying degrees of support and funding from councils and organisations such as Sport England. Some of the ways councils support sports clubs include access to facilities, discretionary rate relief, advice on fundraising, volunteers, safeguarding and marketing, small grants and connecting up sports clubs to other local partners through County Sport Partnership Networks.
4. According to the 2011 Sports Club Survey, more than one quarter of sports clubs are running at a loss; 20 volunteers are involved in the average running of a sports club; adult membership levels have declined by 11% since 2008; 64% of clubs are concerned about attracting new members; 61% are concerned about generating sufficient income and local authorities and educational institutions provide 71% of all hired facilities.¹
5. Official figures do not always capture informal grass roots participation in community sport, which often takes place in local government facilities – for example friends who play five-a-side football after work, or who meet for walks around the local park. In many places councils – through their membership of County Sport Partnership Networks – are working with National Governing

1

http://www.sportandrecreation.org.uk/sites/sportandrecreation.org.uk/files/web/Sports%20Club%20Survey%202011%20Final_lowres2.pdf

Bodies to provide opportunities for people to progress from informal to club sport, if they want to.

Join In Local Sport

6. The Join In Trust is a charitable trust set up to encourage a sporting and cultural legacy from the 2012 Games. It is chaired by Sir Charles Allen (also Chair of the Nations and Regions Group) and David Moorcroft is the Director of Sport. The Trust has seed funding from the Cabinet Office and is a facilitator and encourager of community action, as opposed to a grant-giver.
7. On 4 May the Join In Trust launched Join In Local Sport – a campaign to encourage people to connect and get involved with local sports clubs over the weekend 18/19 August; the first weekend in between the Olympic and Paralympic Games.
8. The Trust believes that the weekend will help to convert the once-in-a-generation interest in sport prompted by the Games into a sustainable future of help, support and membership from their local community. The campaign will be a powerful reminder that the greatest sporting stars all started in local sports clubs.
9. There will be a website for sports clubs to advertise volunteering, participation opportunities and events during the weekend, and the Join In Trust will use a marketing campaign and social media to increase awareness. Activities could range from fixing a leak, painting a fence or cleaning the car park through to registering as a coach.

Community Games

10. £2 million of funding from the Big Society Fund is supporting a national Community Games programme. Organised by the County Sports Partnership Network (CSPN) and the YMCA, the programme is providing support and resources for communities to organise around 2,000 local sporting and cultural events in celebration of the Diamond Jubilee and 2012 Games. Local funding will depend upon what individual County Sports Partnerships (CSPs) are able to secure.
11. The CSPN and YMCA are also working with partners to develop a nationally-accredited training and mentoring programme, designed to create a lasting legacy of community volunteers with the skills and confidence to activate social change. The YMCA will provide additional mentoring support in 18 areas with the lowest levels of engagement.
12. The Community Games is based upon a very successful model in the West Midlands, which David Moorcroft led in his capacity as Chair of the West Midlands Leadership Group for the 2012 Games. Since June 2010 the West Midlands CSP, with funding from the UK Legacy Trust, has supported 200 community events in the West Midlands, which have reached over 150,000 participants and 4,000 volunteers.

13. Community Games will take place between now and Autumn 2012 across the country. Events that fall on the Join In Local Sport weekend will also be eligible to be a part of that programme. Anybody can register a Community Games on a dedicated website – the only conditions are that events must support community participation and they should reflect the Olympic and Paralympic venues. Organisations will receive access to toolkits and promotional activity to support local activities, which could take place in a range of venues – from a park to community centre, depending upon the time of year and the type of event.
14. From 2013 it is planned to link the Community Games with the 2014 Commonwealth Games in Glasgow.

The Role of Councils

15. The Join In Local Sport weekend and Community Games have tremendous potential to build upon and shine a light upon the work that local councils and their partners are already doing to encourage participation in sport.
16. Many councils are already supporting the Community Games. For example, Cannock Chase Council has joined forces with the Wigan Leisure and Culture Trust to develop the Chase Community Games with the support of local community groups. A number of events will be taking place across the district including Walk 2 Win, Party in the Park and the Paralympic Torch celebration. Buck Sport (the CSP) and South Bucks Council are offering community groups £250 to help towards the costs of hosting Community Games. Telford & Wrekin Council is organising a Disability Community Games.
17. Some of the other ways councils are supporting Join In Local Sport and Community Games are:
 - 17.1 Promoting Join In Local Sport and the Community Games to local partners, sports clubs and communities;
 - 17.2 Working with communities to ensure that events are successful and safe – the LGA has recently launched an events handbook for councils;
 - 17.3 Whenever possible, making it as easy as possible for communities and sports clubs to use council-owned facilities for events and activities;
 - 17.4 Connecting and making links with broader agendas, such as volunteering, health and local efforts to deliver a lasting legacy from the Games.

Potential Issues to explore

18. Members might like to discuss the following issues with David Moorcroft:
 - 18.1 Raising the profile of local sports clubs and generating new interest through Join In Local Sport is very welcome, but how are sports clubs being supported to ensure that they have the capacity to make the most of this opportunity?

- 18.2 The mix of sport providers is increasingly diverse, with a growing number of trusts and social enterprises, and the private sector plays an important role too – how are they involved with Join In Local Sport and Community Games?
- 18.3 How is the YMCA working with local councils in the areas where it is providing additional mentoring support?
- 18.4 How can we use both of these initiatives as a catalyst to strengthen further the relationship between councils and County Sport Partnerships, so that it is consistently strong across the country?
- 18.5 How can we ensure that these are not one-off events but contribute to lasting change in local areas? And what's the relationship with other national Games-inspired participation programmes, such as Local Leaders?
- 18.6 How are organisers of Community Games being encouraged to notify their local council and find out about any licensing implications of events?

Conclusion and next steps

19. Local government support will be crucial to the success and longevity of Join In Local Sport and the Community Games. The LGA can help to raise awareness of the initiatives amongst councils, for example through the CTS e-bulletin. The LGA would also welcome continued dialogue with the Join In Trust and the County Sport Partnership Network to identify and help to resolve any issues or challenges that arise over the next few weeks.

Financial Implications

20. None. This work can be taken forward within existing resources.

Item 4

Appendix A

1. Essex County Council and the Salvation Army plan to combine the Hadleigh Farm and Country Park with the new mountain bike course built specifically for the 2012 Olympics. Plans for the beauty spot include adapting the mountain bike course for the public, improving trails and paths around the site, creating animal habitats, protecting sensitive environmental features and installing new facilities, including new signs and seating. There will be 'traffic-free' links to the site from Hadleigh Town Centre and Leigh-On-Sea train station. Proposals also include a Salvation Army 'hub' to provide training, which will include community spaces, changing rooms, a cafe and a shop.
2. Durham County Council held a Sportsability week in February which aimed to celebrate achievements and encourage as many people as possible with a disability to try a new sport, learn a new skill and meet new people. The initiative offered a wide range of sporting opportunities for all ages for anyone with a disability, learning or physical, including wheelchair basketball, boccia, new age kurling, swimming, and zumbatomic. It culminated with a free Junior Sportsability Festival for youngsters aged between eight and 16 years.
3. Kent County Council is hoping its Kent School Games 2012, organised in partnership with local sports clubs, schools, sports colleges and national governing bodies, will be bigger and better than in previous years and engage more young people in competitive school sport than ever before. There will be more than 30,000 young people aged from four to sixteen years of age taking part, from more than 500 schools, with 7,000 competitors reaching the finals. Overall, there will be 87 finals events in 36 sports, held between February and the end of June at 15 venues across the county. All 30,000 participants and each school taking part will receive certificates and there will be more than 2,000 medallists overall.
4. More than 950 young people in Oxfordshire have been inspired to do sport in their own time in the first six months of Sport England's Places, People, Play legacy initiative, Sportivate. One such project was the Oxford City Council Street 3 v 3 basketball. This project, a partnership comprising of Oxford City Council, England Basketball, Oxfordshire Sports Partnership and Oxford Hoops basketball club provided informal basketball competition to four areas of Oxford throughout last summer. Forty per cent of the 112 young people took part subsequently joined local clubs. Football and netball players across the city are also now benefiting from a new state-of-the-art multi-sports hub at Oxford City Football Club. Comprising a full size floodlit artificial grass pitch, six floodlit netball courts and a new changing pavilion, the Community Arena received a total of £1.59 million of funding from the Football Foundation, Sport England, The Football Association, England Netball, Oxford City Council and the Oxford

Sport Council - adding to the £550,000 raised by the football club and Oxfordshire netballers.

5. Aylesbury Vale District Council has agreed to set aside up to £87,000 to ensure the area's role in celebrating this year's Paralympic Games in London goes with a bang. The council funding will be used to support the Paralympic Flame Festival on 28 August, which will take place at Stoke Mandeville Stadium. Discussions are also underway on extending the celebrations to include Aylesbury town centre so that as many people as possible can share in the occasion.