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## **Achieving an Olympic and Paralympic Legacy through improved local connectivity**

### **Purpose of report**

For discussion and direction.

### **Summary**

One of the Board's priorities for 2012 -13 is supporting councils to lead a local sporting and physical activity legacy from the Olympic and Paralympic Games.

Last year Sport England published its Youth and Community Strategy for 2012-17 and has been working with councils on its implementation including support for transformation of services.

A key element of the strategy is Sport England's work with National Governing Bodies of Sport (NGBs). Sport England recently announced its 2013-17 funding plans for National Governing Bodies of Sport (NGBs), which will result in almost £0.5 billion of investment in grass roots sport. Senior representatives from Sport England, the Football Association and England Netball will attend the Board to discuss with Members how best to achieve a local sporting and physical activity legacy from the Games.

**Annex A** gives Members some background information about the Football Association and England Netball.

### **Recommendation(s)**

Members are asked to:

Discuss and agree the suggested areas for the LGA to focus on, set out in paragraphs 22, 25 and 27.

### **Action**

To be taken forward by Officers as directed by Members.

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## **Achieving an Olympic and Paralympic Games Legacy through improved local connectivity**

### **Background**

1. As leaders of place, councils are central to securing a lasting local sporting and physical activity legacy from the 2012 Games. They are the biggest public spenders on community sport, spending £925 million per year (excluding capital spend) on the leisure centres, swimming pools and open spaces where the majority of this country's 9.5 million grass roots enthusiasts play sport. This infrastructure is also essential for the thousands of sports clubs, supported by National Governing Bodies (NGBs), where more formal participation takes place.
2. The sporting and physical activity landscape is changing rapidly in response to funding pressures and wider public sector reform. There is a more diverse mix of providers from different sectors, communities are playing a bigger role in running facilities and councils are increasingly commissioning sport to achieve wider community outcomes. In particular, councils taking on responsibility for public health in April 2013 offers a unique opportunity for them to address rising obesity levels, and other health problems which place a financial burden on public spending, by getting local communities more physically active. A thriving leisure offer also brings important economic benefits to a place as it attracts visitors and creates jobs.
3. Since the UK won the bid in 2005 to host the 2012 Olympic and Paralympic Games, achieving a step change in mass participation in sport has been a priority for councils and the LGA. Councils all over the country seized this opportunity, with 44% reporting an increase in people wanting to get involved in sport during the Games.
4. The government has set up a new Legacy Unit in the Cabinet Office, headed by Lord Coe, to provide national leadership on four legacy priorities – including sport. The LGA has established a positive relationship with the new team and made the case for a localist approach to legacy that recognises councils' leadership role. The government is also investing £125 million in elite sport over the next four years and £1 billion over the same period locally through Sport England's Youth and Community Strategy. NGBs receive almost half of this funding to grow and sustain participation in the sports they support.
5. The LGA and Sport England share a commitment to support strong local political leadership of sport and physical activity and for the last two years have jointly delivered a highly successful improvement offer for councillors. Together we have supported over 65 portfolio holders to lead transformational change of sport services and lock in legacy through leadership academies and action learning sets, with further joint activity planned for next year.

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**A sporting and physical activity participation legacy**

6. Boosting participation in sport and physical activity after hosting the Olympic and Paralympic Games is the holy grail of legacy and to date no host nation has achieved it.
7. The latest Sport England Active People Survey results are showing positive signs. During the period October 2011 – October 2012, 15.5 million people (age 16 plus) participated in sport at least once a week. This is over 750,000 more people than the previous year and a 1.6 million increase since the UK was awarded the 2012 Games in 2005.
8. Of the 15.5 million who play sport, some are elite athletes and some are members of sports clubs. They are supported by UK Sport, the British Olympic and Paralympic Associations, NGBs and DCMS. The majority – around 9.5 million – are grass roots enthusiasts who, for example, get together after work to play five a side football, who are supported by the local council and partners. **Annex A** shows the ten most participated sports in the country - the majority of which have substantial reliance on council/school facilities to deliver their activities.
9. Further, perhaps more important in legacy terms, there are the many more who want to get involved but haven't quite got around to it or who feel excluded. For example, although female participation has increased since 2005, it is still some 10 per cent lower than that of male participation. The percentage of young people aged 16-25 participating once a week has decreased slightly since 2005, and whilst there has been an increase in participation levels amongst disabled people, this is still well below that of non-disabled people.

**Local Leadership, Local Connectivity**

10. There is no shortage of evidence that major sporting events motivate people to want to play sport, but there is much less evidence of translating that motivation into sustained participation.
11. We believe that the best way to achieve this is by a team approach that recognises all of the national, regional and local bodies striving to increase sports participation from informal through to excellence.
12. Such an approach can be summarised as:
  - 12.1 Sport England provides strategic funding to increase and sustain participation through NGB whole sport plans. They also fund programmes open to a wide range of community organisations alongside providing advocacy, advice and support to local councils to increase the quantity and quality of opportunities to take part in sport;

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- 12.2 NGBs working with County Sport and Physical Activity Partnerships (CSPs) to broker relationships with those local authorities whose infrastructure, demographics and priorities fit closely with a particular sport; and
  - 12.3 Local delivery networks led by councils to help deliver increased engagement with sport working with local organisations, volunteers and voluntary sector bodies, sports clubs, the private sector, sponsors and facilities. It is here that a legacy of mass participation will be realised.
13. Within this team approach the leadership role of democratically elected councillors is crucial, especially when it comes to reaching people who play sport informally or who want to start playing sport. These are the people councils are reaching: they are the people for whom the 2012 Games holds the greatest inspirational potential, because they are often the hardest to motivate – councils are helping them to start playing sport, sustain participation and, if they want to, to move on to play more formal sport.
  14. The partnerships between councils and NGBs are particularly critical in bridging the gap between informal and formal participation. NGBs vary in size and resources, with some having multi-million pound turnovers and staff in many council areas, counties or regions; whereas other NGBs have modest turnovers and a small number of staff covering multiple regions or even having national remits. Such diversity has led to some NGBs developing good links with councils and others have relied on CSPs to provide the interface between them and councils or have no links with councils. As councils commission more sport and physical activity provision, and deliver less themselves, so the relationships with NGBs are shifting further from a focus on operational issues to a more strategic conversation about meeting the sporting needs of the whole population.
  15. In December 2012, Sport England announced a £493 million investment programme for 46 NGBs between 2013-17 to keep the inspiration of the Games alive and help achieve a legacy. It is vital that this significant investment in localities is embedded within, and supportive of, local strategic plans for sport and physical activity.
  16. Feedback from councils suggests that there is variation in the strength of partnerships between councils and NGBs, partly reflecting the different sizes and capacities of the NGBs, but also different levels of mutual understanding about roles and priorities. Where the relationship between councils and NGBs is strong, there are clearer pathways to nurture and develop talent, investment is channelled to meet local priorities, and there is a greater understanding of the wider benefits of sport and physical activity – especially improved health, which strengthens the case for continued local investment.
  17. Sport England is already working with cCLOA and the Core Cities to develop a more structured engagement process between localities and those NGBs who

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want to focus on those cities, and this is being tested in Leeds City Council over the next four months.

**Suggested LGA areas to focus on**

18. Our analysis has shown that:

18.1 Most people who play sport, do so informally in council owned and community sports facilities;

18.2 Councils are the biggest spenders on community sport; and

18.3 Elite athletes are already very well catered for by government and specialist bodies.

19. This suggests that the LGA can add most value by supporting councils to lead the local delivery networks where a legacy of mass participation will be achieved. A key element of this is strengthening the national and local strategic engagement between Sport England, NGBs and local government.

Strengthen local political leadership of sport and physical activity

20. Councillors can make sure that the 2012 Games and a legacy of mass participation continues to be given a high priority locally and use the £925 million councils spend every year on sport (excluding capital spend) to deliver the sporting opportunities local people want. They can secure the commitment of important public sector partners such as schools, embed sport within the new health landscape, and help to lever in additional funding, by articulating how sport can help to create stronger, healthier and safer communities. They can also lead the transformation of services to ensure they are sustainable for the future. This involves ensuring that services are provided as efficiently as possible – for example, by benchmarking, by transferring assets to community sports clubs, setting up trusts or equivalent structures, and encouraging the community use of school facilities.

21. Councillors can ensure that the voluntary sports sector, with its army of volunteers, expertise and facilities, is involved in strong local partnerships. Elected members can also build alliances with local businesses and local media to get the sports legacy messages across.

22. Recommended LGA actions:

22.1 With Sport England continue to offer a comprehensive leadership programme to all sport and physical activity portfolio holders, including Leadership Academies, Action Learning Sets and bespoke peer support. This will help councillors to take the lead in strategic discussions with NGBs.

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- 22.2 With the Community Wellbeing Board, support sport and physical activity portfolio holders to engage with health and wellbeing partnerships and clinical commissioning groups, so that sport is central to achieving local public health priorities.

Harness the local professional leadership of sport and physical activity

23. Council staff and volunteers running council and community sports facilities are the people out in places working with communities day in day out and are turning the high-level commitment to a legacy of mass participation into reality. Their knowledge about local communities and resources means they know best how to use the 2012 Games to excite and enthuse local people to start playing sport. We are already seeing lots of examples – from arranging for local Olympic and Paralympic athletes to visit schools to consolidating cultural and sporting links with nations who held a pre-games training camp in localities and giving residents the chance to try new sports at cultural festivals.

24. Council staff and volunteers are crucial to the maintenance of facilities and activities so that people who are inspired to play sport can do so and many sports clubs also make use of council facilities. This doesn't just mean formal coaching or elite facilities, but might be about making sure that council-owned pools, parks, gyms, schools and other facilities are as welcoming and accessible as possible to new participants inspired by the 2012 Games.

25. Recommended LGA actions:

- 25.1 With cCLOA, continue to share good practice case studies about how councils are achieving a local sporting legacy through KnowledgeHub;
- 25.2 With cCLOA and Sport England, support professionals leading sport to improve their understanding of the health and social care commissioning landscape through the commissioning resource pack, bespoke support and seminars; and
- 25.3 CTS Board representation at the seminar cCLOA is hosting to support professionals leading sport services to engage in the new health landscape (at the time of writing details are to be confirmed).

Improve the strategic engagement between Sport England, NGBs and local government nationally.

26. It is vital that NGBs understand the role and perspective of councillors – and vice versa. This Board is very much the start of developing a political dialogue nationally to complement the work that cCLOA is already leading. The more developed this national relationship is the more we can help each other address any future difficulties either within a particular sport, CSP or local authority. A direct conversation, recognising resource constraints, would help us scale up

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successes quicker and get messages out to councillors about where things are working well. It will also help us to develop common messages back to government about the local level at which legacy is delivered.

27. Recommended LGA actions:

- 27.1 Continued dialogue between the CTS Board, Sport England and key NGBs to maintain mutual awareness about the key issues facing councils and sports clubs, to develop shared messages about partnership working, identify and resolve blockages and share success; and
- 27.2 Support Sport England, cCLOA and the Core Cities to test new ways for NGBs to work in localities, and share the learning widely with other councillors.

**Financial implications**

28. There are no financial implications arising from this report.

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## **ANNEX A: Background information**

### **Football Association**

1. The FA Group Strategic Plan 2011-2015 is firmly laying foundations for a healthy future. Launched among The FA Group in autumn 2011, the Strategic Plan is intended to ensure The FA upholds its responsibility to all of English football.
2. The plan is based around three core goals, namely:
  - 2.1 Build winning teams;
  - 2.2 Football for everyone; and
  - 2.3 Govern the game effectively.
3. The grassroots game has people of all ages playing football in parks, on playgrounds and in organised league football. There are 1,100 such leagues, collectively totaling 29,000 clubs and 115,000 teams. Together, they see approximately two million diverse people play organised football at least once a week.
4. Helping run the grassroots game throughout the year are 400,000 volunteers, more than 300,000 coaches and 27,000 qualified referees from different backgrounds.
5. In 2013, The FA is commemorating 150 years of organised football with a year-long feast of football. This will include high-profile international matches, major events and legacy projects that underline the range, reach and relevance of The FA looking forward to another memorable 150 years.

### **England Netball**

6. England Netball's mission is to establish England Netball as a top performing, financially sustainable NGB that promotes 'Netball for life' and develops more world class athletes. It has the following strategic goals:
  - 6.1 Grow participation in the game by an average of 10,000 participants per annum;
  - 6.2 Deliver a first class member and participant experience;
  - 6.3 Establish England as the number one team in the world by winning the world championships; and
  - 6.4 Lead an effective and progressive infrastructure enabling all involved in the Netball experience to collaborate as one team aligned behind one dream.



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7. In partnership with Sky Sports, netball is still the only women's team sport which enjoys weekly television coverage.
8. Levels of participation are growing. There are 75,000 affiliated members, and according England Netball at least one million women and girls play netball every week.
9. England Netball has shown that understanding what women want from sport is key to getting more women involved and plans to add to its success with a new *love Netball* campaign to inspire more teenage girls to take part.

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**ANNEX B: Top ten of the most participated sports in UK**

	<b>Sport</b>	<b>Numbers participating ( 1 * 30 minutes per week)</b>
1	Swimming	2,933,100
2	Football	2,126,800
3	Athletics	2,033,700
4	Cycling	1,962,000
5	Golf	850,500
6	Badminton	544,200
7	Tennis	445,100
8	Equestrian	331,000
9	Squash and Racketball	263,200
10	Bowls	214,100

**Source: Sport England Active People Survey (Oct 2011 – Oct 2012)**