

April 2009

## A Sporting Future for London



**MAYOR OF LONDON**

April 2009

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**Greater London Authority**  
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# Mayor's Foreword

Now that the spectacular Beijing Olympics are fading in the collective memory like a firework on closing night, the eyes of the world turn to London as we prepare for the 2012 Games.

One of the main reasons we were awarded the Games was that we made a firm commitment to use them to transform the sporting landscape – providing a lasting legacy of engaging people in sport and providing the infrastructure and support necessary for them to enjoy it.

There are now just over three years remaining until 2012, and this document outlines how we intend to achieve this. We will be doing so because sport for sports sake should be celebrated. But we will also be doing so because of the huge benefits that it brings to our community. Sport can act as a great leveller – allowing people from all backgrounds to come together and join in positive activity. It can help our young people stay healthy, and it can help tackle issues such as obesity, academic underachievement, and crime.

I am personally committed to making sport and physical activity accessible to all, and this is a rallying call for all those involved with their delivery to



work together – the 33 boroughs, Sport England, the national governing bodies of sport, and all those groups and organisations already doing wonderful things in our communities.

With a co-ordinated effort from all of us our goals can be realised, and a genuine legacy can be assured that will last long after the Games have drawn to a close, securing London in its position as the true home of sport.

A handwritten signature in black ink, appearing to read 'Boris Johnson'.

**Boris Johnson**  
Mayor of London



# Foreword by Kate Hoey

Throughout my long involvement in sport in London, I have been humbled by the dedication, innovation and enthusiasm of the people at the grass-roots – those who go far beyond the call of duty; giving up many hours of their time to provide opportunities for participation to people of all ages. With this document, we are seeking to highlight some of this good work and to set us on a path that will allow these people to do what they do best, bringing the great joy of sport and physical activity to every single Londoner.

From day one, the Mayor pledged to provide new investment for grass-roots sport in London and now he is delivering on that pledge. At least £30 million will be invested into London over the next three years. As Commissioner for Sport, I recognise that this commitment is unique – not just in terms of the investment, but also in terms of the high priority that he has given to grass-roots sport.

This document has been supported by every key stakeholder. For perhaps the first time, everyone is pulling in the same direction, determined to grasp the unique opportunity afforded by the 2012 Olympic and Paralympic Games. We believe that we can do what no other Olympic City has ever done:

bring about a sustained increase in participation in sport and physical activity.

The reality is that, despite all that has gone before, we face huge challenges of rising obesity and falling participation. Our objective must be to find new ways to engage people of all ages, and to empower our communities and clubs, acting as a catalyst for genuine change. This plan provides a foundation on which we all can build.

The new London Community Sports Board will provide a strategic forum to be the driving force. The key people from the public, private, voluntary and charitable sectors will ensure that the proposals are delivered. It will also be a focal point for sport in London and an independent-minded forum with the best interests of Londoners at its heart. With this in place; with the Mayor's investment; and while sport speaks with one clear voice, I am confident that when the curtain comes down on 2012, every Londoner will feel that they have gained something worthwhile.



**Kate Hoey**  
Commissioner for Sport



## 1. Why we are publishing this document

London's successful bid to host the 2012 Olympic and Paralympic Games was in no small part based around a commitment to using the Games to transform the sporting landscape of this country.

It was hoped that the Games would be used as a catalyst to drive up participation across the country and help to tackle issues such as obesity, ill health and crime.

There are now just over three years remaining until the Games start. With this document, the Mayor of London is seeking to play his part in ensuring that the commitment is fulfilled.

## 2. Aim

To deliver a grass-roots sporting legacy for Londoners from the 2012 Olympic and Paralympic Games by:

- securing a sustained increase in participation in sport and physical activity amongst Londoners
- using sport to assist in tackling social problems including ill health, crime, academic underachievement and lack of community cohesion.

## 3. The Mayor's investment in grass-roots sport and physical activity

In January 2009, the Mayor directed the London Development Agency to

ring-fence £15.5 million over the next three years for investment in programmes associated with this plan.

To maximise the benefits associated with this investment recipients will be required to provide match funding. This means that we will deliver more than £30 million of investment into grass roots sport and physical activity in London.

## 4. Strengthening the link between sport and physical activity

This plan is about increasing participation in sport and physical activity.

Whilst there are definitions of what each of these mean, on the ground the division is far more blurred.

We recognise that for many people, particularly older people, physical activity is an easier and more appropriate avenue. Initiatives such as the Green Gym programme<sup>1</sup>, which encourages outdoor activity, are hugely valuable in terms of improving health, building self-confidence and, in some cases, providing a pathway into sport.

The nationwide NHS programme, 'Change for Life'<sup>2</sup>, which focuses on getting more people active is

supported by the GLA and by Sport England.

The NHS has also produced a promoting activity toolkit aimed at increasing levels of physical activity.<sup>3</sup>

NHS London is currently developing a health legacy plan aimed at increasing levels of physical activity amongst Londoners. Throughout the consultation process, we have worked closely with NHS London to ensure that our approaches are complementary. This will continue as we move forward towards 2012.

### **5. Moving forward in partnership**

There is much good work going on already in London. Local Authorities, Sport England, UK Sport, the LDA, the BOA, the five Pro-Active Partnerships<sup>4</sup>, the Youth Sport Trust, the national governing bodies of sport, voluntary groups and a number of other organisations all have plans affecting grass roots sport in London.

Primary Care Trusts are also growing more aware of the value of investing in sport and physical activity as a means of 'preventative medicine'. The Mayor has already initiated discussions aimed at developing the role of PCTs in this area.

This document is a call to work in partnership and to give added impetus to ongoing work.

It is clear from consultation that there is a need for greater co-ordination and collaboration across London. A new strategic forum, the London Community Sports Board, will be established by the Mayor to improve co-ordination of ongoing activity, drive delivery and monitor progress towards meeting the legacy goals set out in section four. This will be chaired by the Mayor's Commissioner for Sport and will have representation from local authorities, Sport England (in the form of a Ministerial nominee) and other key stakeholders. Further details are set out in section three.

There is likely to be a flurry of activity between now and 2012 at a national and local level, with new initiatives being developed and launched. More widely, the landscape in the lead up to 2012 is likely to change considerably. We will be flexible in our approach and regularly review and update what we do to reflect the changing picture across the UK and London.

# 2 The current picture

## 1. Ongoing work

### Department for Culture, Media and Sport (DCMS)

The DCMS document 'Before, during and after: making the most of the London 2012 Games'<sup>5</sup> sets out key objectives for London 2012 partners:

- making the UK a world-leading sporting nation
- transforming the heart of east London
- inspiring a generation of young people
- making the Olympic Park a blueprint for sustainable living; and
- demonstrating the UK as a creative, inclusive and welcoming place to live in, to visit and for business.

In January 2009, the DCMS published its 'London 2012 Olympic and Paralympic Games Annual Report'. In respect of sport, key progress areas included:

- the DCMS Free Swimming Programme for the over 60s and under 16s, to commence in April 2009
- national governing bodies Whole Sport Plans to be implemented from April 2009 using Sport England funding
- the Premier League 4 Sport scheme, involving the 20 Premier League clubs, that will begin work to get 25,000 more children and young people participating in

badminton, judo, table tennis and volleyball by 2012

- the second National School Sports Week and the fourth School Games, to be held in summer 2009; and
- 'International Inspiration' – a global programme aiming to get more children participating in sport.

### Local Authorities

London's local authorities fund and deliver more sport than all the other 'sporting' agencies put together. They have increased their spending on sport and recreation from £83<sup>6</sup> million in 2006/07 to £93 million in 2008/09. In addition, they invest huge sums on the renovation and development of facilities.



Amongst other things, London boroughs are the primary funders of the annual London Youth Games where 20,000 boys and girls represent every borough in thirty sports.

London Councils is also a primary funder for the London Sports Forum for Disabled People.

Local authorities are investing a large amount of their own budgets in delivering the government's Free Swimming Programme.

Thirteen boroughs have signed up to NI 87, on adult participation in sport and active recreation; an additional two boroughs having signed up to local targets.



### **Voluntary and Charitable sectors**

The many voluntary sports clubs, coaches and other community organisations already deliver huge sporting opportunities to Londoners at little or no cost to the public purse, either independently or in partnership with local authorities on whose facilities they play.

Clubs are the delivery arm of the governing bodies of sport and work together in London through the London Federation of Sport and Recreation and organisations such as London Community Sports Network and London Active Communities.

There are also many independent charities, such as Greenhouse, that draw resources into grass roots sport and deliver invaluable programmes that increase participation and provide sport-based interventions both locally and Londonwide.

### **The Private Sector and Sponsorship**

Despite the recession many private sector companies continue to support grass-roots sport, both financially and with services in kind. Many of them have been consulted in relation to this document and the Mayor is looking forward to seeing their continued engagement as we move towards 2012.



### Sport England

In June 2008, Sport England published its 2008-2011 strategy. This set out an overarching aim to build the foundations of sporting success through 'the creation of a world leading community sport system in England'. The key outcomes were identified as:

- Excel: developing and accelerating talent
- Sustain: tackling the drop off in sport
- Grow: increasing participation

As part of its strategy, Sport England is committed to delivering:

- one million people doing more sport by 2012-13
- a reduction in post-16 drop off in at least five sports by 2012-2013
- a quantifiable increase in satisfaction (measure to be determined)
- a major contribution to the delivery of the Five Hour Offer engaging more 5-19 year olds in sport.

Each year £120 million has been allocated to national governing bodies to deliver these outcomes up

to 2012-13. This will be achieved through activities identified in their 'Whole Sport Plans', which have been agreed with Sport England and became operational from April 2009. Sport England has also set aside around £55 million per annum for other funding activities including facilities, small grants, innovation and some 'themed rounds'.

We estimate that the national target of one million people doing more sport by 2012 means around 150,000 people in London.

### Youth Sports Trust

The Youth Sports Trust (YST) and Sport England are responsible for delivering the 'Five Hour Offer' to all school pupils in England. The five hours is made up of two hours each week of sport and physical activity within curriculum time and a further three hours per week outside school hours.

Sport England works very closely with the YST to deliver the 'out of curriculum' elements of the Five Hour Offer.

With the School Sports Partnerships and Sport England the YST has identified five key themes to help deliver a sporting legacy from 2012. They are:

- coaching
- competition
- school/club links
- young people leading the way; and
- innovation in delivery.

Many of the goals and objectives set out in this plan are closely aligned with these five themes and the GLA will look to add value to the work already being done by the YST and Sport England.

## 2. The London context

London has many characteristics that make it challenging for the delivery of grass roots sport and physical activity:

- Social: a high population density and an extremely diverse range of citizens and communities
- Economic: areas of wealth alongside areas of deprivation
- Political: an elected Mayor and a London Assembly, 32 local authorities and the Corporation of London who work together on matters of common interest via London Councils.

In terms of the impact on time for sport, the population is significantly transient and commuting consumes

time that might otherwise be used to play sport.

## 3. Participation rates in London

There is a wide variation in levels of participation across London (see participation map below). Overall, adult participation in sport and active recreation is at 20.2 per cent<sup>8</sup>, whilst participation in sport alone is 16.6 per cent. Almost half of the population is classified as being 'inactive' (less than 30 minutes moderate intensity exercise in the last 4 weeks). In a national context, the London region has the second lowest levels of participation of any region.

## 4. Overweight and obesity

In London, 20.8 per cent of 10-11 year olds in London are obese. The concentration of prevalence is in the inner London and east London boroughs.

Forty two per cent of men and 26 per cent of women in London are overweight, whilst 17 per cent of men and 20 per cent of women are obese. Similar inequalities between London boroughs also exist.<sup>9</sup>

The Mayor is currently developing a Health Inequalities Strategy aimed at tackling these issues. The proposals set out in this strategy will help to shape the Mayor's investment in grass roots sport and physical activity.





# 3 Delivering the Mayor's commitment

## 1. A new strategic forum for London

A new forum, the London Community Sports Board, will supersede Sport England's London Sports Board. The Mayor's Commissioner for Sport will act as chair.

Its key roles will be:

- collaborating with key delivery partners on the development of action plans for delivery
- monitoring progress on the implementation of these plans
- supporting the delivery of stakeholders' existing aims and objectives
- identifying further ways to align policies, activities and resources
- providing advice to the Mayor to shape policy and decision making at national 2012 forums (eg the Olympic Board and the new National Sport Legacy Board)
- advising the Mayor about GLA policies and future sporting priorities for London.

Membership of the board will be confirmed by 31 May 2009.

The Mayor's Commissioner for Sport will convene the first meeting in June 2009. Its first task will be to finalise recommendations to the Mayor on the arrangements for the appointment of key delivery partners.

## 2. Key delivery partners

The GLA is a strategic body, not a frontline delivery agency. Equally, there is no plan to expend valuable resources on establishing any new delivery bodies to implement the Mayor's ambitions for grass roots sport.

With this in mind, the next stage will be the appointment of key delivery partners, with a proven track record and an understanding of the sector, which will be tasked with:

- delivering programmes associated with the principles set out in this document
- supporting existing networks and building new ones to ensure better, more co-ordinated provision of grass roots sport in London.

Selected partners will work with the GLA Sports Unit and the London Community Sports Board to develop detailed action plans and timescales, setting out exactly how and when the Mayor's investment in grass roots sport will be delivered.

Delivery partners will report directly to the London Community Sports Board and will be required to ensure ongoing monitoring and evaluation of the tasks they are to undertake.



### 3. New Media

Key to the delivery process is ensuring that information is disseminated as effectively as possible to specific target groups. In recognition of this, the GLA is exploring a number of possible means of using new media to engage with Londoners and encourage participation.

The Mayor has given his support to the Active London web portal being developed by the five Pro-Active Partnerships. This will provide a comprehensive database of sports clubs and facilities in London.

The Mayor is also in discussions regarding the roll out across London of the PLINGS programme<sup>11</sup>, which has been contracted by the Department for Children, Schools and Families to

deliver information on opportunities for participation in sporting and cultural activities to people of all ages.

The GLA will actively promote the Department of Health's physical activity toolkit as a means of disseminating information about physical activity.

The Mayor recognises the huge potential of social media outlets for disseminating targeted information to specific groups of people and for building participation networks. Sport England is engaged in discussions with Facebook on this issue. The GLA will support Sport England in the development of this partnership and will look to add value where possible.

# 4 London's legacy goals

The Mayor has four key goals, which underpin his commitment to increasing participation in sport and physical activity:

## GOAL ONE

Get more people active

## GOAL TWO

Transform the sporting infrastructure

## GOAL THREE

Build capacity and skills

## GOAL FOUR

Maximise the benefits of sport to our society

With a co-ordinated effort from all London's sporting and physical activity stakeholders, these goals can be realised and a genuine sporting legacy for London established.

The GLA is not a front-line provider of sport and physical activity. However, the Mayor is committed to adding value to ongoing work, co-ordinating activity, helping fill gaps in provision and taking a strategic lead on Londonwide issues affecting sport and physical activity.

## GOAL ONE

### Get more people active

In support of achieving this goal, the Mayor will:

- 1.1 tackle inactivity
- 1.2 tackle inequality of access to sport and physical activity
- 1.3 take steps to generate increased participation from the staging of major events
- 1.4 support local initiatives and innovative approaches to increasing participation
- 1.5 support national campaigns to increase participation.

#### 1.1 Tackling inactivity

Nearly 50 per cent of Londoners are currently defined as ‘inactive’. NHS London puts the cost of this inactivity at £105 million per year<sup>12</sup>. Furthermore, the positive societal impact of sporting activity extends far

beyond public health. The involvement of young people in structured sporting activity can build self-discipline, self-respect and self-confidence<sup>13</sup>.

The Mayor intends that £15.5 million he is making available will be particularly targeted to help currently inactive people get active. Where appropriate, therefore, programmes to receive funding from the GLA will be required to attract a pre-determined percentage of previously inactive people. The exact percentage will be determined according to the potential of the particular programme, but it will be a minimum of five per cent.

The Mayor will use his influence to lobby other funding bodies to incorporate this principle into their own funding requirements. The London Marathon Trust, for example, has already agreed to incorporate it in relation to its future funding strategy.

The GLA will also work with national governing bodies of sport to help deliver the London element of their Whole Sport Plans – again on condition that they agree to incorporate the ‘inactive people’ requirement into their work.

The GLA will work with national governing bodies, which, like British Judo have identified London as a key strategic priority.



So far, a number of other sports have expressed a desire to work with us, including boxing, athletics, rowing, basketball, rugby, table tennis and gymnastics.

The Mayor's transport strategy, which seeks to encourage walking and cycling, will also play a key role in encouraging inactive people to take the first step towards a healthier, more active lifestyle.

## 1.2 Tackling inequality

The Mayor is committed to ensuring that every Londoner has an equal opportunity to participate in sport and physical activity and this commitment will form a key element of his equality framework for London, 'Equal Life Chances for All'.

Currently, some people within certain groups feel excluded from sporting activities and/or have particularly low rates of participation in London. They include those in lower socio-economic groups, young women aged 14 to 24; older people, black and minority ethnic people, disabled people, lesbian, gay, bisexual and trans people.

### British Judo

In their Whole Sport Plan, British Judo has identified increasing participation in London as a key strategic priority. With only 37 clubs and 1,000 licence holders, they recognise that there is huge scope for growing the sport here.

Judo is better suited to inner cities than many other sports, due to the variety of spaces that can be used as a dojo. It is a relatively inexpensive sport to play and judo clubs often subsidise the mat fees for people unable to afford them.

British Judo has targeted London as an expansion area. With this in mind, a full time London development manager has recently been appointed. British Judo has a fully developed London strategy and is working with a number of London boroughs to improve coverage and develop clear pathways to keep people active and allow them to progress.

There are a number of programmes that are addressing the issue of participation amongst some of these groups, such as Street Athletics<sup>14</sup>. Across this programme in 2008, 74 per cent of participants were from BME groups.

It is expected that all organisations that the Mayor works with show what steps they are taking to ensure equality of access and opportunity.

As a priority, the London Community Sports Board will establish a target for increasing participation amongst disabled people in London. This will take into consideration the guidelines set out in 'Inclusive and Active'<sup>15</sup>

### **AHOY Centre, Greenwich, an Inclusive Sports Provider.**

At AHOY, they use the medium of sailing to break down barriers and bring people together from many different walks of life. Through the activities and courses at AHOY, they teach people not only how to sail or row but also about helping others, so that they can then go on to teach and help others.

Their primary objective is working with disadvantaged young people and disabled people. However, the centre caters for the needs of people from all backgrounds.

The centre believes that disabled people and non-disabled people should be actively encouraged to interact and be treated as peers in participation, leadership and volunteering roles.

The centre is a recognised Royal Yachting Association (RYA) teaching establishment and 'Sailability' Centre and provides professional training towards recognised qualifications. The AHOY centre offers its disabled and non-disabled volunteer members the opportunity to train for a career in water sports and to compete in sailing and boating events.

Initiatives that look to remove barriers and actively engage and motivate particularly hard to reach groups will also be welcomed. The Panathlon Challenge, which focuses only on the most profoundly disabled children and young people in special schools, is an example of this.

The London 2012 Equality and Diversity Forum has been established as the primary vehicle through which the Olympic bodies and stakeholder organisations will work jointly to support, champion and monitor the progress that is being made on the delivery of national and regional equality commitments and objectives for the Games. The Mayor will use this forum to promote equal access to sport and encourage increased physical activity.

### **1.3 Increasing participation through major events**

Over the next decade, an unprecedented number of international sporting events are coming to the UK – many of them to London (see the 'Decade of sport' chart below).

Working with Visit London, the relevant national governing bodies of sport and other relevant stakeholders, the Mayor will look at ways to ensure that the organisers of any events to be hosted in London can demonstrate a co-ordinated strategy for using events to generate a sustained increase in participation in sport – again, with a particular focus on inactive people.

## **‘Decade of Sport’ – events to be staged in England; or being bid for by England:**

### **2009**

Twenty/20 World Cup

The Ashes

ATP World Tour

World Gymnastics Championships

Triathlon World Championships

FINA Swimming 10k/5k event

Modern Pentathlon World Championships

### **2010**

Table Tennis (English Open)

### **2011**

Badminton World Championships

Champions League Final

Olympic and Paralympic test events

### **2012**

Olympic & Paralympic Games

Olympics test events

NBA ‘All Star’ event

Track Cycling World Cup test event

### **2013**

Beach Volleyball World Championships

Basketball European Championships

### **2014**

Tour de France ‘Grand Depart’

Hockey World Cup

BMX World Cup

### **2015**

Rugby Union World Cup

Women’s Football World Cup

ABA Boxing World Championships

### **2016-2019**

Table Tennis World Cup (2016)

Solheim Cup (2017)

Football World Cup (2018)

Youth Olympic Games (2018)

Cricket World Cup (2019)

The Ashes (2019)

### 1.4 Supporting local initiatives and innovative approaches

The excitement and activity generated in the build-up to 2012 should produce new and creative ideas for getting more people involved in sport and physical activity.

Sport England has established an innovation fund to identify and pilot such new ideas in community sport.

In addition to the £15.5 million being made available by the Mayor over the next three years, there is already £430,000 per annum ring-fenced by the London Development Agency for distribution in small grants to grass-roots initiatives aimed at increasing participation in sport and physical activity. Cross-borough

and Londonwide panels will assess applications and decide on awards.

In recognition of the diverse interests of Londoners, the Mayor will consider joining others in funding alternative and less traditional sporting activities, such as dance, skateboarding and BMX.

The GLA has in recent years been at the forefront of engaging people of all ages in dance, through the Big Dance event. In consultation with a number of partners including the Women's Sport and Fitness Foundation, we will look to build long-term programmes in schools and workplaces around the current Big Dance structures, as well as helping to develop other ongoing programmes

#### **Dare2Dance**

Dare2Dance is an example of a project which aims to increase participation in physical activity through the medium of Street Dance using Hip Hop Dance Techniques. It is led by Pro-Active Central, North and South and Independence in collaboration with a number of other partners from the public, private and voluntary sector.

This project aims to attract young women through a medium that they can engage with. Hip hop is a dance form that has become the voice of young people, breaking down racial, ethnic, gender, class, language and regional barriers.

In terms of other physical activity, dance also continues to reach out to girls and young women many of whom enjoy the more creative physical activity that dance offers.

The project is made up of several strands including a competition, a participation programme and training.

### 1.5 Supporting national campaigns

Campaigns using the theme of the Olympic and Paralympic Games will be a major factor in inspiring people, particularly young people, to take part in sport. Work is ongoing at a national level on such campaigns and the Mayor will play his part in ensuring they are successful in London by drawing on relevant expertise from within the GLA.

With this in mind, we will continue to work with the government, Sport England, LOCOG and key stakeholders in London to ensure there is a joined up and agreed approach to these issues.



## GOAL TWO

### Transform the sporting infrastructure

In support of achieving this goal, the Mayor will:

- 2.1 work to secure maximum access for Londoners to the Olympic Park and training facilities beyond 2012;
- 2.2 initiate a Londonwide facilities strategy;
- 2.3 invest in community sports facilities;
- 2.4 explore ways to ensure more effective usage of existing facilities;
- 2.5 encourage use of London's parks as sporting facilities;
- 2.6 play an active role in the protection of playing fields and other existing facilities.

#### 2.1 The Olympic Park and training facilities

The London Development Agency has launched the Olympic Park Legacy master-planning process, to develop plans for the transformation of the park site after the Games and its relationship with the surrounding areas. A base plan for the Legacy Master Plan was published in March 2009 for public consultation.

Through his influence with the new Olympic Park Legacy company and his role on the Olympic Board, the

Mayor will seek to protect the best interests of all Londoners.

He will work towards ensuring that the aim of 90 per cent community usage of the park facilities once the Games have passed is met; and pushing to make sure that aspiring elite athletes from London have the best possible access to the park facilities, to all Games training facilities in London and to any additional resources and expertise that is to be housed on the Olympic Park.

#### 2.2 A Londonwide facilities strategy

As a priority, the Mayor will initiate a facilities strategy for London.

This will build upon the work already being done by Sport England with a number of London boroughs who are developing a robust needs and evidence base for the strategic planning for community sport. The report produced by the London Assembly Economic Development, Culture, Sport and Tourism Committee on the provision of swimming pools and diving facilities<sup>16</sup> (in conjunction with London Swimming) will also be considered. The Mayor will encourage all authorities that have yet to undertake a needs and evidence based approach to planning for community sport to do so by the end of 2012.



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An assessment of the gaps in provision will allow a co-ordinated approach to investment for the benefit of all Londoners – bearing in mind that most Londoners do not recognise borough boundaries in any meaningful way.

Using the expertise of the GLA planning team, we will work to ensure that the forthcoming Sport England design guide on access for disabled people is applied to all new facilities in London.

A Londonwide strategy would of course need to be endorsed by all key agencies and agreed with local authorities so they can build capital investment into their own programmes to match fund investment from other sources.

### **2.3 Investment in facilities**

The Mayor will work with local authorities, national governing bodies, the Football Foundation, the London Marathon Trust, the private sector and others to provide

new facilities or refurbish existing facilities. The focus will principally be on small, community, park or estate-based projects.

#### **Mobile swimming pools**

Mobile swimming pools can be erected in a wide variety of locations such as school halls, gymnasiums and industrial units. They are not standard size or depth, but they provide extremely convenient and cost-effective opportunities for people of all ages to learn to swim and to swim recreationally.

Coaching programmes can be embedded around the pools, catering for local schools and for community use. Deploying two pools in London could mean 10,000 more children learning to swim and 5,000 more adults swimming recreationally each year.

In partnership with public sector and private organisations, the Mayor will invest in two mobile pools, to be deployed in sites (usually schools), located in areas identified as being in need, for twelve-week periods. If it meets expectations in the first year, the Mayor will look at expanding the programme in future years.

## 2.4 Existing facilities

The GLA will explore ways to maximise community usage of sports facilities in schools (state and independent) and in the further and higher education sectors.

The Building Schools for the Future programme offers a great opportunity to develop and open up sports facilities for both schoolchildren and the wider community. We will work with Sport England's BSF team to help maximise the opportunities for London.

We will also work with the Independent Schools Council and its affiliates to ensure that their willingness to open up their facilities is capitalised upon.

The Mayor will continue to engage with the Fitness Industry Association (FIA) over opportunities for broadening use of their members' facilities.

We will seek to help those who wish to use other facilities, such as community centres and church halls for sport and physical activity.

## 2.5 London's parks and open spaces

London's parks are already hosts to a huge amount of 'informal' sport and physical activity. Through the Mayor's Priority Parks programme, £6 million is to be invested in ten parks across London, making them even more

attractive places to spend time and engage in sport and physical activity.

### Green Gyms

The environmental charity BTCV runs 'Green Gyms' throughout the UK. Green Gyms groups meet once a week. Gym sessions are free and last for up to three hours during which participants do gardening and environmental conservation or restoration work – digging allotments, cutting back invasive plants, laying paths, clearing water courses or building community gardens.

The gyms give people the chance to do physical work outdoors, improving strength and stamina, giving practical skill training and boosting self-confidence and improve parks and green spaces at the same time. Green Gyms are particularly good at engaging people less likely to participate in competitive sports or other kinds of physical activity.<sup>17</sup>

The East London Green Grid is an exemplary project, with the Mayor investing £10 million to provide accessible green space and infrastructure for Londoners and promote positive opportunities for health and physical activity.

In many cases, parks also provide more formal sporting facilities, in particular tennis courts, football pitches, or basketball courts. The Mayor will support ways to make these facilities as accessible and as attractive to use as possible.

## 2.6 Protecting playing fields and other existing facilities

The existing London Plan policy 3A.18 calls upon boroughs to resist the net loss of sports and leisure facilities, and to seek increased provision to deal with population increases and to meet existing deficiencies.

The Mayor is reviewing the London Plan in order to strengthen, amongst other things, the protection of social infrastructure, community facilities and local amenities.

The Mayor has made clear his commitment to safeguarding London's playing fields and outdoor spaces and he fully supports the recent government action to reduce the minimum size of field at which local authorities are required to consult with Sport England from 0.4ha to 0.2ha.

He is also supportive of the programme being initiated by Fields in Trust (formerly the National Playing Fields Association) to identify and protect 2012 outdoor spaces for sport and play between now and 2012. The GLA will

### Tennis in the Community

The Tennis Foundation has embarked on a national programme of making park tennis courts free to use, as well as establishing 'beacon' parks in each local authority area around which coaching programmes and competition structures will be built.

The website, [eparktennis.com](http://eparktennis.com), will become the online community for people playing in parks and for the local authorities and coaches operating park tennis courts.

The Mayor will assist such London-based programmes and work with the Boroughs to increase access to and maintenance of London's park tennis courts.

work with Fields in Trust to establish how best to roll the programme out across London.

The London Playing Fields Foundation (LPFF) is leading work to establish multi-sport hub sites on playing fields in London. A working group has recently been established comprising the LPFF, the GLA, London Councils, Sport England, the Football Foundation, Fields in Trust, the London Marathon Trust, the LDA and a number of national governing bodies of sport. This will ensure a strategic Londonwide approach to establishing a number of multi-sport hubs by 2012.

## GOAL THREE

### Build capacity and skills

In support of achieving this goal, the Mayor will:

3.1 recruit, retain and upskill the ‘workforce’

3.2 support local sports clubs

3.3 support volunteering.

#### **3.1 Recruit, retain and upskill the ‘workforce’**

The goals set out in this document will not be delivered unless there are sufficient well trained, committed and motivated people within the sector – both paid and voluntary.

Retaining people and fully utilising their skills is also vital. With this in mind, the Mayor will work with partners to provide support, through both mentoring and brokerage, to match people with skills to sports clubs and other organisations that can best benefit from their services.

The presence of a high performance training environment in the Olympic Park will provide an ideal opportunity

to share the benefits of top level coaching and sports science across the whole of London. We will work with the Olympic Park Legacy Company to spread learning and link this to existing courses.

We will also look at ways of ensuring that young people can move from being receivers of sports coaching to providers – investing in sustainable programmes such as Move It<sup>18</sup> encourage young people to gain qualifications in their field of interest and become young sports leaders.

As a priority we will work with recognised leaders such as SkillsActive, sportscoach UK, National Governing Bodies, the LDA and Local Authorities to ensure a coordinated system of training, qualification and placement is put in place across London, benefiting all sectors of the community.



### **Personal Attainment/Community Training (PACT)**

As the power of sport as a lever for positive change is recognised, the demands on coaches grow significantly. Unfamiliar environments with potentially unwilling, unsure or volatile participants are now par for the course. Coaches are regularly required to work with young offenders, excluded pupils or Black and Minority Ethnic communities who have previously been denied access to mainstream provision. How do we establish a dynamic workforce that is well equipped to take on these challenges?

The Football Foundation, Rio Ferdinand Live The Dream Foundation, Premier League, Amateur Boxing Association, London Active Communities and the Sport Action Zone, have created the Personal Attainment/Community Training programme (PACT). Initially piloted in 2007, it has now been rolled out across four training sites in the capital. It trains those who already work in the community, but also looks to the long-term by developing coaches from within the communities themselves, focusing on young people not in education, employment or training giving them the opportunity to gain qualifications and self-confidence and reintegrate into the mainstream workforce.<sup>19</sup>

### 3.2 Support local clubs

London's network of voluntary sports clubs is responsible for a huge amount of grass roots sports delivery. The Mayor's investment in grass roots sport will benefit these clubs in a number of ways.

Existing clubs will be supported and capacity developed on a sport-by-sport basis through partnerships between the GLA and individual national governing bodies.

The five Pro-Active Partnerships are already helping clubs to build capacity. The Mayor's commitment to supporting the Pro-Active Partnerships will see voluntary clubs benefit further.

The Mayor also recognises the role played by the London Federation of Sport and Recreation – as a fundamental driver of communication between local voluntary clubs and national governing bodies and other stakeholders; and also as the 'voice' of voluntary sport in London.

The Federation will play a key role in advising the Mayor and the new London Community Sports Board on how best to support and empower voluntary sports clubs and communities so that they are equipped to increase participation in London.

### 3.4 Support volunteering

The Mayor recognises the importance of volunteering and will use the forthcoming National Volunteering Week to further champion it to Londoners. The London Assembly has also made clear the value of young people volunteering in sport. The GLA is currently in the process of developing a co-ordinated approach to the issue.

The Olympic Games provide a massive opportunity to galvanise the existing volunteer base and also to grow the number of volunteers significantly. With this in mind, the GLA is already working with LOCOG and other partners to ensure that potential London 2012 volunteers are given encouragement and opportunities to volunteer in sport between now and the when the Games start.

Further work is also being done to develop the Volunteer London<sup>20</sup> web portal as a key tool for the recruitment and placement of volunteers across the city.



## GOAL FOUR

### Maximise the benefits of sport to our society

In support of achieving this goal, the Mayor will:

- 4.1 use sport to equip young people for the future and prevent violence, as proposed in 'Time for Action'
- 4.2 engage with key partners to deliver sport-based intervention programmes.





### 5.1 Time for Action

The Mayor published Time for Action, his proposals to equip young people for the future and prevent violence, in November 2008.

In Time for Action the Mayor commits to building the number of sporting activities available to all young people, not just those that offend.

Diverse, high quality, community-led, accessible sporting opportunities can play an important part in teaching self-discipline, self-respect and self-confidence; which are all essential in diverting children and young people from criminality and violence and encouraging personal and vocational development.

We will invest in programmes that use sport to meet the goals set out in Time for Action.

### 5.2 Sport-based interventions

There is growing evidence about the benefits that regular involvement in sport and physical activity can have on individuals and communities including reducing anti-social behaviour and tackling crime<sup>21</sup>.

As mentioned in the introduction to this plan, suitably tailored and targeted, co-ordinated sporting programmes can only contribute to the wider social agenda when accompanied by other interventions. Through the Young Londoners' Fund, the Mayor has committed over £1.5 million to be spent in the next two years in this area.

## Sport and the Young Londoners' Fund

Through the YLF, the Mayor is supporting the following programmes:

Project/ Organisation	Themes/Activities	Area/s	Amount
The Peabody Trust	Football and education programme for young people at risk of dropping out or being excluded from school	Islington, Hackney, Westminster, Southwark and Tower Hamlets	£399,990
The Federation Of London Youth Clubs	Community action and sports based project for young people who are NEET, LDD, refugees and asylum seekers, homeless etc.	Pan-London	£587,677
Beatbullying Limited	Anti-bullying, conflict resolution and anger management sports based programme in schools	Newham, Tower Hamlets, Merton, Wandsworth, Redbridge, Bexley, Barnet, Waltham Forest and Enfield	£407,660
Highgate Newtown Community Centre Ltd	Sports and Business training for young people at risk of offending	Camden, Islington, Haringey	£158,114
		<b>Total</b>	<b>£1,553,441</b>

The Mayor is committed to supporting further innovative programmes that deliver sports-based interventions as well as building on programmes currently ongoing at a local level.

## Street Athletics

Street Athletics is a highly effective community-focused youth engagement programme targeted at estates in deprived areas. It attracts many disengaged, disaffected young people with low self-esteem. It targets youngsters who are not engaged in mainstream sports and who can benefit from the confidence and motivation that comes from taking part in a positive community sports experience.

We will look to roll out a street athletics-type programme across London by 2012, as well as developing a related community athletics programme that would aim to increase grass roots participation in athletics amongst those groups that historically do not engage in this sport. This programme focuses on 10-19 year olds.

The programme would look to both complement and extend any existing provision by:

- developing a community-based model for increasing participation via Athletics Community Days.
- extending existing programmes onto pathways into mainstream provision and gifted and talented programmes
- bringing together a strategic group of partners and funders to develop an ongoing programme that will develop a best practice community participation model for athletics that will ultimately assist the national governing body in terms of increasing participation and widening access.
- ensuring the programme is a holistic model that incorporates a co-ordinated pan-London

approach to education, vocational training, community safety initiatives as well as the opportunity for volunteering in sport and other areas.

Following the success of the Kickz programme<sup>22</sup> the Mayor will continue to work with the Metropolitan Police and relevant local authority teams to deliver sport-based interventions to divert Londoners away from crime and disorder.

There is also a body of emerging evidence showing the value of sport as a tool to help improve the educational attainment of young people. The results from School Sports Partnerships add further weight to this<sup>23</sup>.

With this in mind, the Mayor will invest in the co-ordination and development of proven initiatives that can demonstrate this link, such as the London Boxing Academy.

### **London Boxing Academy**

The London Boxing Academy (LBA) is shortly launching its second site in Hackney. At-risk students who have benefited from the sports-based LBA curriculum at the LBA's first site in Haringey have shown significant improvements in attendance, GCSE results, uptake of further education and employment as well as reduced rates of re-offending.

The LBA aims to increase participation, and successfully return excluded young people to sport by re-engaging them through boxing and a wide range of other sports activities. Many LBA students had ceased to participate in sport as their school attendance has fallen and been replaced by gang-related activity.

Following normal school hours and terms, the LBA bases a core GCSE curriculum, vocational training and mentoring for young people aged thirteen to sixteen around a daily timetable of sport.

It also guides students towards local clubs and has several boxers, footballers and runners who have represented local clubs at national level.

Through sport, LBA students are able to understand teamwork, respect for others, self-discipline, a work ethic and benefit from reduced stress levels and improved self-esteem.

## Consultation Process

Genesis Consulting were initially commissioned by the GLA, LDA and Sport England to consult with key stakeholders in London to help identify strategic issues relating to sport, physical activity and legacy planning in the lead up to and beyond the 2012 Olympic and Paralympic Games. They did this through analysis of a number of local authority and governing body strategies and plans.

Following this initial work, further consultation events have been held in each of the five Pro-Active Partnership areas in London with local sport and physical activity networks including representatives from local authorities, National Governing Bodies of Sport (NGBs), the Youth Sport Trust, Community Sport and Physical Activity Networks (CSPANs), physical activity teams, the voluntary sector, School Sport Partnerships, HE and FE sectors, PE professionals and various 'umbrella organisations'. In addition The GLA and Sport England jointly hosted a consultation event with national officials of the 46 NGBs.

We have also held meetings with a range of stakeholders from the public, private and voluntary sectors, with non-sporting groups and have attended forums with a focus on equality. We have further

received a number of written responses to our plans. Overall, we have engaged with over 400 people from over 150 organisations during the consultation process.

At all stages, consideration has been given to the reports produced by the London Assembly Economic Development, Culture, Sport and Tourism Committee<sup>24</sup>. Many of their recommendations have been incorporated into this plan and their further input and scrutiny is welcomed as we move into the implementation phase.

Analysis from the consultation has highlighted the following key issues:

1. Clear agreement about the need to meet the commitment to increase participation up to 2012 and beyond.
2. Targeted measures to tackle inactivity and the health/physical activity agenda are important - as are measures to link sports' potential to deliver wider individual and social benefits, though this will need careful consideration to avoid a loss of focus on sport.
3. There is a need to support sporting pathways, particularly for young people. Delivering the 'five hour offer' will be challenging in London.

4. Investment in new facilities is important, but utilising existing provision is required. London needs a facilities strategy.
5. There is a need to build capacity in the workforce. Action is required to address the skills shortage, eg coaches (voluntary and professional) and officials. There is a need to encourage and support volunteering.
6. There is a need to find new ways to engage people of all ages, particularly those who are inactive and/or 'hard to reach'. Constant new 'initiatives' do not work.
7. Campaigns and marketing should use the Games to inspire people.
8. There is scope generally for greater collaboration and co-ordination on sport and legacy issues in London, but a need to utilise existing structures and networks. Strengthen where necessary but don't 're-invent the wheel'.
9. There needs to be greater leadership for sport in London. This means adopting a more strategic approach. The Mayor is perfectly placed to take the lead.

1 See goal 2.5

2 <http://www.promotingactivitytoolkit.com/Marketingmaterials/tabid/195/Default.aspx>

3 [www.promotingactivitytoolkit.co.uk](http://www.promotingactivitytoolkit.co.uk)

4 Co-ordination and delivery of grass roots sport in London is led by the five sub-regional Pro-Active Partnerships. These are the London equivalents of the County Sports Partnerships operating across the rest of the country.

5 DCMS, June 2008 (<http://www.culture.gov.uk/images/publications/2012LegacyActionPlan.pdf>)

6 2006/2007 Finance and General Statistics, CIPFA  
2008/2009 Finance and General Statistics, CIPFA

7 NI8 is the percentage of the adult population (age 16 years and over) in a local area who participate in sport and active recreation.

8 Sport England Active People survey 2008 ([http://www.sportengland.org/london\\_aps\\_factsheet.pdf](http://www.sportengland.org/london_aps_factsheet.pdf))

9 The Mayor's Healthy Weight, Healthy Lives Action Plan for London

10 Participation as defined by KPI1: 30 minutes moderate physical activity 3 times a week

11 PLINGS collects information about positive activities that are organised by local authorities, voluntary and private sector organisations for young people in their communities. This information can be accessed through different websites, social networking and mobile tools and local authority portals.

12 <http://www.dh.gov.uk/en/index.htm>

13 Good quality youth activities help build important characteristics that are increasingly necessary for capitalizing on the opportunities available to young people and for overcoming disadvantage. See Freedom's Orphans, Raising youth in a changing world, Margo, J et al, Institute for Public Policy Research, 2006.

14 See Goal 4.2

15 'Inclusive and Active' was commissioned by Sport England London Region, the Greater London Authority, and London Sports Forum for Disabled People in 2007

(<http://www.london.gov.uk/mayor/equalities/inclusive-active/index.jsp>).

16 The provision of public swimming pools and diving facilities in London, Oct 2008

17 <http://www2.btcv.org.uk/display/greengym>

18 <http://www.moveit.ik.com>

19 [www.activecommunities.org.uk/index.php?option=com\\_remository&Itemid=102&func=showdown&id=3](http://www.activecommunities.org.uk/index.php?option=com_remository&Itemid=102&func=showdown&id=3)

20 <http://www.london.gov.uk/volunteer>

21 Shaping Places through Sport, Sport England ([www.sportengland.org/shapingplaces](http://www.sportengland.org/shapingplaces))

22 Kickz is a Football Foundation/Met Police/DCMS funded project that uses the power of football and the appeal of professional football club brands to engage young people who may otherwise be difficult to reach.

23 Know the Score 2008, Youth Sport Trust ([http://www.youthsporttrust.org/downloads/cms/Know\\_the\\_Score\\_08\\_REPORT\\_FINAL.pdf](http://www.youthsporttrust.org/downloads/cms/Know_the_Score_08_REPORT_FINAL.pdf))

24 A 2012 Sporting Legacy for Young Londoners, Nov 2008; The provision of public swimming pools and diving facilities in London, Oct 2008; London Olympic and Paralympic Games: A sporting legacy for people with disabilities, Sept 2006.



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### Vietnamese

Nếu bạn muốn có văn bản tài liệu này bằng ngôn ngữ của mình, hãy liên hệ theo số điện thoại hoặc địa chỉ dưới đây.

### Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος εγγράφου στη δική σας γλώσσα, παρακαλείστε να επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυδρομικά στην παρακάτω διεύθυνση.

### Turkish

Bu belgenin kendi dilinizde hazırlanmış bir nüshasını edinmek için, lütfen aşağıdaki telefon numarasını arayınız veya adrese başvurunuz.

### Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

### Hindi

यदि आप इस दस्तावेज की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नंबर पर फोन करें अथवा नीचे दिये गये पते पर संपर्क करें

### Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

### Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

### Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى الاتصال برقم الهاتف أو مراسلة العنوان أدناه

### Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

