Sport and Physical Activity Conference

Hertfordshire Parish and Town Councils
Friday May 9th 2014

Ramada Hotel, Hatfield
Programme

10:00   Welcome & Introduction - John O’Callaghan (Herts Sports Partnership)

10:10 - 10:50   Workshop 1
Evidencing need and tips and tactics for funding bids – Ed Sandham (Sport England)

10:50 - 11:30   Workshop 2
Activity programmes for young people – Shelley Woods (Herts Sports Partnership)

11:40 - 12:20   Workshop 3
Active ageing – Activities for older adults – Joe Capon (Herts Sports Partnership)

12:20 - 13:00   Workshop 4
Planning for Sport – Roy Warren (Sport England)

13:00 – 14:00   Lunch & Depart
Outcomes

• Introduce HSP/Sport England

• Current themes/priorities

• Sources of support

• Future collaboration

www.sportinherts.org.uk
Landscape for sport

- 1 County Sports Partnership
- 12 School Sports Partnerships
- Local Authorities (1/10/100)
- 2 Universities & 4 FE Colleges
- 10 Community Sports Networks
- 18+ Leisure Operators
- 46 National Governing Bodies
- Public Health
- 2500+ Sports Clubs
- 20,000 Coaches
- Volunteers

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Sport England funding 2012-17

Ed Sandham
Local Government Relationship Manager
9 May 2014
Outline

• Sport England – aims and outcomes

• Funding & programme opportunities

• Tips and tools
What does Sport England do?

• Delivery of a mass participation legacy from the 2012 Olympic and Paralympic Games

• Focussed on getting more people playing more sport

• Invest National Lottery and Exchequer funding into organisations and projects that will grow and sustain participation in grassroots sport and create opportunities for people to excel at their chosen sport

• Expertise in sports development

• Facilities development and guidance.
Creating sporting opportunities in every community

**Strategy 2012-17**

- **NATIONAL GOVERNING BODIES (NGB) WHOLE SPORT PLANS**
  - WSPs start at age 14
  - Focus on 14-25 for relevant sports
  - Mandatory growth targets
  - Payment by results
  - Enhanced governance

- **SCHOOLS & SCHOOL GAMES**
  - Access to school sites

- **TRANSITION TO CLUBS**
  - Monitoring of performance

- **REWARDS**
  - Recognition for achievements

- **HIGHER EDUCATION**
  - Development of skills

- **COMMUNITY SPORT ACTIVATION**
  - Engagement of communities

- **LOCAL INVESTMENT**
  - CSPs
  - Coaching (Sportivate)
  - Volunteering (Sport Makers)
  - Disability

- **FACILITIES**
  - Iconic inspired
  - Playing fields

- **NEW CAPITAL**
  - eg. pools and artificial pitches

- **IMPROVEMENT**
  - Enhanced performance

- **MID RANGE**
  - Growth in participation

- **DOOR STEP CLUBS & GET ON TRACK**
  - Incentives for new clubs

- **HEALTH & MARKET DEVELOPMENT**
  - Promoting sports benefits
The overall aspiration

• Year on year growth in regular (once a week) participation for all those aged 14+
• An increase in the proportion of 14-25s playing sport once a week
• A reduction in drop off
• Growth in participation by people with a disability
• Enhanced talent pathways
What does this mean locally?

- NGB investment – clubs/partners add value to plans locally
- Investing in local infrastructure – CSPs, HE/FE
- **Direct funding** (grants)
- Opportunities through **countywide programmes** (Satellite Clubs, Sportivate etc.)
Some guiding principles

• Shared Service Centre – 08458 508 508

• Understand and demonstrate:
  – Needs and evidence
  – Proposed delivery (plan including costs)
  – Partnerships (who are you going to work with, are they ‘signed up’?)
  – Sustainability (of participants and the activity)

• Where to go and who to ask?

• Available tools (website)
Direct funding programmes

- Small Grants
- Protecting Playing Fields & Inspired Facilities
- Community Sport Activation Fund
Small Grants

- Awards of between £300 - £10,000
- Meet our strategic outcomes
  - More people playing sport once a week
  - An increase in the number of 14-25s playing sport once a week
  - A reduction in drop off at ages 16, 18, 21 & 24
  - Growth in the number of disabled people playing sport
- Deliverable in a 12 month period from date of award
- Recognised sports
- **New** activity and **new** costs associated with helping more people play sport
- No more than £10k to the same organisation in any 12 month period
Small Grants

• We won’t fund…
• General running costs of an organisation
• Repeat or regular events
• Replacement of equipment (we may fund extra if it allows more people to take part)
• Salaries (except coaching or fixed-term positions)
• Construction/refurbishment of property
• Fixed items of equipment
• Contingency
• Sponsorship, endowments or loan repayments
Protecting Playing Fields

• Protecting & improving playing fields across the country
• £10,000-£65,000 to create, develop or improve pitches
• Working with Fields in Trust on QElI Playing Fields Challenge
• Demonstrate future management, maintenance & sporting use at the site
• Secure long term protection of pitches – 25 year lease / ideally perpetuity
• Rounds 7 & 8 open Spring 2015 & 2016 respectively, awards in May/June of each year
• Budget cost information sheets for pitch improvements
Protecting Playing Fields

• Funding for:

• Purchase of land for new playing fields & bringing disused playing fields back into use (not incl. fees)

• Purchase of playing field land where known & established threat, e.g. expiry of a lease or development proposal

• Improvements to existing pitches through levelling, drainage & associated pitch remediation works

• Eligible/ineligible sports
Inspired Facilities

- Refurbish & upgrade club facilities, and convert existing buildings into venues suitable for community sport
- Grants of £20,000 and £75,000
- 70% of funding set aside for community & voluntary organisations, and parish/town councils
- Open programme (submit your application as soon as you are ready)
- 2 x decision meetings per year: Sept ‘14 (for applications received before 6 June) & Feb ‘15 (for applications received before 3 November)
- Eligible sports
What will Inspired Facilities fund?

- Upgrades and improvements
- Works to bring non sports buildings into sporting use
- Indoor lighting and flooring
- Outdoor floodlights
- Sports equipment (non personal)
- Items that help reduce running costs – rain harvesting, solar panels, windmills
- Social areas and car parks – just make the case!
Inspired Facilities Criteria

- **Need**
  Tell us clearly what the need is for your project

- **Community Involvement**
  We want to know how you have involved your community

- **Impact**
  Tell us how your project will keep users coming or bring in new people

- **Sustainability**
  Tell us how your project will continue to deliver sport
We will give priority to...

- Organisations that have not received a Sport England Lottery grant of over £10,000
- Projects that are the only public sports facility in the local community
- Projects that offer local opportunities to people who do not currently play sport
Other capital funding

Improvement Fund
- £150,000 to £500,000 into sustainable projects with a clear local need

Strategic Facilities Fund
- £500k to £2m
- Targeted at Local Authority rationalisation & re-provision
- Demonstrate consultation/support from 2 or more NGBs & contribution to delivery of local priorities
- Solicited applications only
- Journey from strategic planning through to affordable design, procurement & management
Capital Strategy

Strategic Need

Leisure Strategy

Needs & evidence base

Make the case

Regional

Sub regional/LA

Local Community Club

Setting & Reach

Strategic

Improvement

Inspired

Sport England
Community Sport Activation Fund

- Revenue funding
- £40 million
- Five funding rounds
  - Round 4: Summer 2014
  - Round 5: Apr ‘15 – Jun ’15
- 1x30 sport, 14+
- 3 year awards, £50,000-£250,000
- Funding for local partnership projects
Activation Fund – good projects:

- Focus on defined place/community and have excellent insight on that place/community (needs/evidence)
- Identify who they are going for, the motivations and barriers for these people
- Use that insight in a strong delivery plan that addresses this
- Have developed the bid in partnership and demonstrate excellent partnership working
- Can explain how it will be sustained, including by demonstrating impact on wider social outcomes
- Have good value for money participation targets
Funding tips/common mistakes

• **Programme Policy** - applying for ineligible items, retrospective funding (factor in 12wk turnaround), failure to demonstrate how project links to programme objectives.

• **Planning** – Unclear targets, lack of project milestones, give yourselves time to develop.

• **Need** – lack of consultation, no user involvement, discussions with the NGB, no clear evidence of local need or strategic need for larger projects - consider how project sits in the context of other provision.

• **Sustainability** - If developing income and expenditure forecasts show how e.g. you are providing for replacements - sinking fund for replacement of court surfaces?

• **Impact/outcomes** – What are the returns on the investment?
Funding tips/common mistakes

• **Eligibility** – i.e. sole traders, for-profit companies.

• **Governance/Financial Health** – unclear management and financial controls, no guards against distribution of profit.

• **Security of tenure** – for capital projects security of tenure required and must be through the applicant.

• **Planning permission** – always worth checking even for small scale projects such as storage containers.

• **Website/FAQs** – ALWAYS read the detail of the programme on our website. Most programmes will include FAQs.

• **Partners** – speak to local authority, NGBs, Herts Sports Partnership, other awarded projects.
Available tools

- **Facilities**
  - Prospectus & FAQs
  - Affordable models
  - Benchmarking
  - Community Asset Transfer toolkit
  - Procurement guidance
  - Strategic planning tools – what facilities are needed in my area?

- **Needs and evidence**
  - Local sport profile (Active People Survey, Market Segmentation)
  - Local data – local consultation, district councils, CSP
  - Strategic context & documents (local sports strategies, corporate plans)
Active People Survey

Your selection:
Dataset
Age 16+
Measure
At least once a week
Time periods
All years
Sport
All sports
Geography
Welwyn Hatfield
Demographics

c

Male
Female

%  
38.5%  44.8%  48.0%  54.3%  46.3%  44.3%  35.9%
31.2%  34.6%  33.3%  36.3%  34.3%  32.9%  29.1%

Time period

SPORT ENGLAND
Creating a lifelong sporting habit
Market Segmentation

Ben - 1
Jamie - 2
Chloe - 3
Leanne - 4
Helena - 5
Tim - 6
Alison - 7
Jackie - 8
Kev - 9
Paula - 10
Philip - 11
Elaine - 12
Roger & Joy - 13
Brenda - 14
Terry - 15
Norma - 16
Ralph & Phyllis - 17
Frank - 18
Elsie & Arnold - 19

Catchment area
Lower Super Output Areas

Birchwood Leisure Centre
The local sporting infrastructure

• Sport England local outreach team
  – Local Government, NGBs, facilities and planning
  – www.sportengland.org

• Herts Sports Partnership
  – Opportunities to get active, supporting local delivery, strategic work
  – www.sportinherts.org.uk

• District & Borough Councils

• Community Sport Networks
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Activity Programmes for Young People
What is Sportivate?

Part of the Play strand of Sport England’s legacy programme ‘Places, People, Play’ ending on 31 March 2017

A £32 million Lottery revenue (£8 million per annum) across all County Sports Partnerships

A programme which aims to get 11-25 year olds more active by giving them the chance to receive 6-8 weeks of coaching in a sport of their choice

Consultation led
How is it funded?

- £597,240 for 4 years, split up as £149,310 per year
- £37k for HSP capacity funding
- £9000 to each local authority, managed by the *Sports Development Officers*
- £5000 to each of our *four Further Education Colleges*

Additional pots include Innovation and Incentive Funds, by application to Sport England via Herts Sports Partnership
What should a project look like?

- Be led by sports clubs, coaching agencies, community groups, sports organisations - other organisations i.e. schools can benefit but not be the lead applicant

- Engage and **retain** young people in 6-8 weeks of sport or activity

- Sessions must be delivered by a qualified, CoachMarked provider and must have the potential to lead to long term, sustainable activity

- Activity can take place any time between 1 April and 31 March

- Funding can cover coach costs, facility hire, new equipment, coach education, marketing, incentives, transport

- Monitoring and evaluation of the project is completed on the Sportivate online portal

- In **Year 4** we are looking specifically at projects targeting **females** and the **19-25 age group**
Contacts for applying

Shelley Woods, Herts Sports Partnership Project Officer
*Welwyn Hatfield, East Herts and FE/HE*
**T:** 01707 281005  **E:** s.woods4@herts.ac.uk

Sports Development Officers
*Broxbourne, Dacorum, Hertsmere, North Herts, Stevenage, St Albans, Three Rivers, Watford*

**W:** [www.sportinherts.org.uk](http://www.sportinherts.org.uk)  | HSP Projects  | Sportivate
Satellite Clubs
**What are Satellite Clubs?**

- Extensions of community sports clubs established in a new venue such as a secondary school or college targeting 11-25 age
- Usually run by the sports club, using coaches and volunteers to bring expertise and enthusiasm to places where young people already meet
- Open to all young people across the community and run regularly; at least once a week
- Structured less formally - flexible membership and rules
- Targeted at specific groups - disability focus, age or gender specific, ethnic groups
What are Satellite Clubs?

By March 2017 every secondary school and Further Education college in Hertfordshire has been offered the opportunity to host a Satellite Club creating a direct link to one or more NGBs and one or more clubs.

Funding (£3000 per school, although this is split if a school wants more than one Satellite Club) covers set-up costs; equipment, training, marketing and running costs; facility hire, coach fees, volunteer costs.
Progress in Hertfordshire

A series of roadshows took place in each district area at the start of the project to introduce the concept to clubs and schools

40+ Satellite Clubs have been/are being established in Year 1 with Year 2 currently in the planning stages

New Club Link Maker will be in post at Herts Sports Partnership in June
Contacts for applying

Club Link Maker, Herts Sports Partnership
*Welwyn Hatfield, East Herts and FE/HE*
T: 01707 281005

Sports Development Officers
*Broxbourne, Dacorum, Hertsmere, North Herts, Stevenage, St Albans, Three Rivers, Watford*

W: [www.sportinherts.org.uk](http://www.sportinherts.org.uk) | HSP Projects | Satellite Clubs
Active Together
A countywide exercise programme for older adults

Joe Capon
Herts Sports Partnership
Project Officer

www.sportinherts.org.uk
What is Active Together?

🌟 Exercise and dance programme targeting older adults

🌟 Funder by Herts County Council (2010-2014)

🌟 Delivered by Herts Sports Partnership
Aims of the project

- Increase the numbers of older people participating in regular exercise
- Reduce social isolation of older people
- Build community cohesion by developing exercise groups (increase volunteers)
- Help people to remain independent and living in their own homes for as long as possible

“Prevent is better than cure”
What's on offer?

- **50 classes each week**
  - Pilates, Yoga, Circuit Training, Multi Activity, Love to Dance, Fellas Fitness, U3A

- **Pay as you go**
  - £4/5

- **Loyalty Scheme**
  - Free classes

- **Health MOTs**
  - 1-2-1 appointments, goal setting, overview of health and wellbeing, lifestyle advice
Demographics

Figure 1: Mid Year population demographics by age cohort 2011.
Demographics and health/disability

**Figure 2: Predicted number and percentage increase in Hertfordshire population of over 65's.**

**Long Term Health Problem or Disability by Health by Age**

**Increasing health and social care bill**
60% of over 50s do no physical activity

Obese adults present a problem
Progress to date

850 participants registered on the programme
Loyal customer base

20 sustainable groups
Led by volunteers/HSP

Good engagement with partners
Saracens Sport Foundation, Parish/Town Councils, Local Authorities, U3As
Case Study

I had a heart attack in 2001. The reason I had an attack is unclear. There were factors that are common to a lot of people with the condition, I was a smoker although I had stopped seven years prior to the attack, I also had a stressful and in the main a sedentary. Also, both my parents died of heart disease so I was in higher risk category anyway.

I was taken to hospital where I received excellent care. After various tests I was given the green light to return home. After hospitalisation I had a prescription for my daily drug intake and was also asked to attend hospital as an outpatient attending a series of talks about how to cope after a heart attack but also a six weekly physiotherapy course that I found very useful.

I went back to work and continued working until 2011 when I retired doing little in the form of exercise. In the meantime my wife had noticed a leaflet on her travels advertising "Fellas Fitness". I attended my first session in 2011 and am now regularly attending sessions and also decided take on the role of Treasurer for the group to keep it going.

Fellas Fitness is excellent by giving me a disciplined structure to exercise in and to work on my cardiovascular fitness to improve the health of my heart. As its run by a professional instructor this really helps as I can gather extra knowledge to do daily exercises at home.

I certainly feel fitter by attending the sessions and now play badminton and table tennis as well as continue walking with the local Footpaths Society. By using the Health MOTs offered by HSP I can now measure if my fitness regime is working and I'm pleased to say, it is!
Creating better links...

- Hall bookings (income generation)
- Support with promoting the programme
  Notice boards, magazines, user groups
- Identify your local needs and work with us
Over to you!

🌟 Questions

🌟 Ideas

Thank you for listening
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Planning for Sport

Presentation for the Herts Sports Partnership

Sport & Physical Activity Conference

9 May 2014
Overview of Presentation

• Sport England’s Planning Role and relevance to Parish/Town Councils

• Planning Guidance of Interest to Parish & Town Councils

• Discussion and Questions
Sport England’s role in the planning system

- Aim is to use the planning system to help achieve Sport England’s wider objectives of getting more people participating in sport e.g. through getting the right facilities in the right place to meet needs and safeguarding existing facilities;
- Specific statutory role regarding protection of playing fields:
  - Influence national and local planning policy in favour of sport
  - Secure investment into sport through new development;
  - Work with local authorities and others to strategically plan for sports facilities e.g. to assess sports facility needs and develop strategies to meet identified needs.
- As part of the Facilities & Planning Directorate, Sport England has a national planning team (3 posts) and three regional planning teams (approx 15 posts in total) operating across the northern, central and southern areas of England who deliver the planning role at the local level.
Statutory planning role – key points
Made a statutory consultee on planning applications affecting playing fields by the Government in 1996, following pressure from Sport England.

• This means that local planning authorities have to consult us on planning applications affecting playing fields and give significant weight to our views before determining whether to grant planning permission;

• In summary, Sport England will oppose the granting of planning permission for any development which would lead to the loss of, or would prejudice the use of, all or any part of a playing field unless, in the judgement of Sport England, one of five specific circumstances applies.

• In the event that Sport England objects as a statutory consultee to a planning application on a playing field and the local planning authority is minded to approve (or not impose the planning conditions requested by Sport England), the authority has (in most cases) to refer to the Secretary of State (DCLG) for him to determine whether to call the planning application in for his determination and a public inquiry then has to be held.
Sport England’s Non-statutory role on planning applications

• Sport England is a non-statutory consultee on planning applications that would involve the loss of or would prejudice the use of indoor sports facilities (sports halls, gyms, swimming pools etc) or outdoor sports facilities that are not part of a playing field. We seek to protect facilities which meet a need unless they are satisfactorily replaced as part of the development;

• Also a consultee on proposals for new or enhanced facilities where we provide impartial advice on need and seek to influence the detail such as design and community access;

• Potential objections from Sport England as a non-statutory consultee do not have to be given significant weight by the local planning authority and there is no requirement to refer applications to the Secretary of State if we object.
Local Plans

• Sport England is consulted by local authorities on local plans produced by local authorities i.e. district local plans and local development framework (LDF) documents such as core strategies and site allocations.

• We seek to influence local plan policies to meet our corporate planning objectives of ‘Protect’, ‘Enhance’ and ‘Provide’.

• In practice this means we:
  ➢ Seek to ensure local authorities have a robust evidence base for sport e.g. playing pitch and sports facility strategies which inform policy;
  ➢ Seek to ensure that policies accord with Government and Sport England policies e.g. protection of facilities, positive approach to new facilities etc.
  ➢ Seek to secure investment from new development i.e. from section 106 agreements and the community infrastructure levy.
Neighbourhood Plans

• Selective involvement to date due to resources and relevance to Sport England’s work. Likely to engage where there are significant sports facility issues such as proposed loss of facilities or new facilities of strategic importance

• Community Infrastructure Levy (CIL) of interest to Sport England as potential for Parish/Town Councils to secure significant CIL receipts for spending on local projects which may include sport – 15% or 25% of CIL receipts must be passed to Parish/Town Councils
Strategic Planning

- Sport England works with local authorities (district/boroughs) on the strategic planning of sports facilities with a view to assisting meeting our wider objectives. In practice this means:

  - Making the case to local authorities to prepare playing pitch and sports facility strategies that objectively assess facility needs and identify strategic proposals for addressing needs;
  - Providing support to local authorities in the process of preparing and implementing strategies which includes parish/town council engagement;

- Strategies are used for prioritising projects for funding and delivery and Sport England and other funding bodies are more likely to prioritise projects which are identified in a strategy. Such strategies should also be the focus of spending developer contributions.
Planning Guidance of Potential Interest to Parish & Town Councils

• Making a Planning Application Guide

• Facility Design Guidance

• Facility Cost Guidance

• Flood and drought guidance

• Asset Transfer Guidance

• Framework Agreements with Consultants
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