

From: Mike Hill - Cabinet Member for Community Services
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To: Growth Economic Development and Communities Cabinet Committee - 7 July 2015

Subject: **Funding for Sports Organisations and Talented Performers**

Classification: Unrestricted

Electoral Division: All

FOR INFORMATION ONLY

Summary: This paper provides Members with requested information on funding for sport provided through the Sport and Physical Activity Service for sports organisations and talented performers. The report is presented to this committee for information.

Recommendation

Members are asked to comment and note the report.

1 Introduction

- 1.1 The Sport and Physical Activity Service is a small service within the Environment, Planning and Enforcement Division within Growth, Environment and Transport. Its operating model consists of 6.6FTE County Council funded staff (2.0FTE of which work across the Countryside, Leisure and Sport grouping of services), combined with 12.7FTE, primarily funded by Sport England. A further 2.4 FTE posts, funded by Sport England, are part of the Service but hosted by University of Kent. This model has operated successfully since 2006, when Sport England introduced 'County Sports Partnerships' in every county in England.
- 1.2 In Kent, the decision was taken to integrate this Sport England resource with the County Council's sports development function, in order to provide a single strategic countywide function and point of contact for sport for partners and the local community. Sport England funding is confirmed until March 2017 and provides just over £1m of external funding into the Service. External funding currently provides approximately 64% of the Service's gross budget and in 2014-15, the Service levered in £2.9m of external funding for sport in Kent (including Sport England's funding) equating to an overall ratio of approximately £4 of external funding for every £1 of KCC funding. The 'County Sports Partnership' element of the team has responsibility for both Kent and Medway residents and sports providers.

- 1.3 Public consultation that fed into the newly published 'Increasing Opportunities, Improving Outcomes' asked that sport be explicitly referenced, leading to one outcome now reading "Kent residents enjoy a good quality of life, and more people benefit from greater social, cultural and sporting opportunities"
- 1.4 The Service works closely with a range of other KCC services, and external partners, to ensure that sport and physical activity in Kent is delivered not only for its intrinsic value but is playing its role in tackling wider agendas, particularly Public Health, but also anti social behaviour, Troubled Families, youth service provision, countryside access, educational attainment and active travel.
- 1.5 The Service is currently undertaking an internally led Service Review, in order to explore the current operating model in the context of KCC Transformation. Whatever the outcome of this Service Review, support for sports organisations and for talented performers will both remain important if sports and physical activity opportunities are to be maximised for the local community.
- 1.6 The Sport and Physical Activity Service both administers funding for individuals and organisations in Kent, and signposts to other local, regional and national opportunities, including providing support and advice to organisations on various funding sources.

2 Supporting Kent's Talented Performers

- 2.1 There are currently two levels of KCC support to Kent's Talented Performers:

Tier 1 - Kent FANS scheme:

This scheme consists of support offered to national level performers through the Kent FANS scheme (Free Access for National Sports performers). The support available includes free access at off peak times to over 60 leisure centres/facilities for training, discounts on kit and equipment, physiotherapy, sports massage, osteopathy, chiropractic treatment and sport science support / testing. Small monetary grants are also available to FANS members who are in fulltime education.

- 2.2 To be eligible for support, performers must reside in Kent, be performing in one of the sports recognised by Sport England, and meet at least one of the following criteria:
 - Currently a member of a national team or squad
 - Currently listed in the top 10 of any national age group ranking
 - Successful in any national age group competition (top 10 finish, in the last 12 months)

There are currently over 500 members of the Kent FANS scheme ranging in age from 8 to 84 years. As part of its income generation work, the Service has recently introduced an annual administration charge of £10 per FANS member.

2.3 Tier 2 – Grant Aid from KCC

Grant aid from KCC is awarded annually to sports men and women with ambitions to be selected to represent Great Britain at international level, including at future Olympic and Paralympic Games.

2.4 Grant Aid support is for a selected number of high level performers who have the greatest potential to compete and achieve at a high level. The performers, who represent a range of sports and include disabled and non-disabled performers, are nominated via their sport's national governing body to the national charity, SportsAid. The decision making process regarding grant awards to Kent performers is undertaken in partnership with SportsAid.

2.5 44 performers were selected to receive support in 2015. Grants awarded ranged from £500 - £1,000 and recipients included; Skier Millie Knight, Britain's youngest ever Winter Paralympian; Decathlete Martin Brockman who took part in the 2014 Commonwealth Games; Paralympians and London 2012 Table Tennis medallists Will Bayley and Ross Wilson; and Jake Sheaf (Beach Volleyball) and Jodie Cowie (Synchronised Swimming) who represented Team GB in the inaugural European Games in Baku, Azerbaijan in June. For a full list of all 2015 talented performer grant aid recipients please see Appendix 1

2.6 There are a number of conditions that recipients of grant aid agree to, including promotion that they have been supported by KCC, for example, in publicity material, on social media and by displaying the logo on kit/equipment and websites. Recipients are also requested to make every reasonable effort to attend specific activities, such as awards presentation evenings and launch events, as requested by KCC.

2.7 Members may also be interested to learn that Jack Green who has received such financial support from KCC and whom competed in his first Olympics at London 2012 in the 400m hurdles also competed in the Kent Schools' Athletics Championships as part of the Kent School Games in 2008. Adam Gemili, currently Britain's best sprinter, competed in the 2010 Kent School Games. Whilst the Kent School Games is every bit as much about inspiring young people to participate in sport as it is to provide an extensive competitive school sports environment, it is pleasing to have such talented performers involved in these events and going on to perform at world class events.

3 Support for Sports and Community Organisations

3.1 The Sport and Physical Activity Service manages and administers a range of revenue funds; Small Grant Programme; Coach and Officials Scholarship Scheme; Sportivate; as well as a Small Capital Grants Scheme for Sport. The following provides a summary of those schemes.

3.2 Kent Sport Small Grant Programme issues grants of between £50 and £500 to formally constituted not-for-profit or statutory organisations, such as sports clubs; voluntary organisations; schools; local authorities and national governing bodies of sport. Kent Sport Small Grants supports the Service's main aim to boost participation in sport and physical activity, in order to improve the health and wellbeing of Kent and Medway residents.

3.3 Funding for the Kent Small Grant Programme has come from a variety of

sources over a number of years. This includes from a Sportsaver Account with the Kent Reliance Building Society and sponsorship monies from Pfizer and more recently P&O Ferries. No KCC monies have ever been invested in this grant programme.

- 3.4 It is recognised that to provide good quality sporting opportunities in the community which intrinsically encourage continued sports participation, there is a need to support coaches and officials to develop their professional and customer skills. The Service manages a small Coach and Officials Scholarship Scheme, which provides funding for Continuing Professional Development or improving levels of qualification. Nominations are welcomed throughout the year from National Governing Bodies, which are seeking to develop and improve their volunteer workforce and increase participation opportunities.
- 3.5 In addition, the Service manages Sportivate funding, a Sport England funded programme, which aims to increase participation in sport by young people aged 11 to 25 years. In the last four years, Sportivate has involved over 13,000 young people as regular participants.
- 3.6 KCC Small Capital Grant Scheme for Sports is a £100,000 annual capital fund managed through the Service that enables clubs, schools, national governing bodies of sport and parish councils to access funding for fixed equipment and the provision, improvement or refurbishment of community facilities that will ultimately increase participation in sport and physical activity in Kent. This scheme is particularly effective at leveraging in additional funding for sport, with 18 organisations supported in 2014-15. The scheme has an average leverage ratio of £17.95 for every £1.00 of KCC funding invested.
- 3.7 As mentioned earlier in this report, in addition to the funding mentioned above, the Service also signposts and supports organisations and individuals regarding other potential sources of funding.

4 Risks

- 4.1 Funding for Kent sports organisations and talented performers creates no risks in itself. The Service has been set a 38% (£300,000) cut to its budget across 15/16 and 16/17 which it is meeting through a combination of redundancies and vacancy management of 4.5FTE posts, and through programme revenue budget cuts
- 4.2 In 2014, the Service was successful in securing funding from the Big Assist Big Lottery Fund to enhance skills in commercial acumen, with an aim to generate additional income for the benefit of sport in Kent. Given the financial pressures continuing to face KCC and the uncertainty of the current County Sports Partnership funding award in March 2017, this was deemed a priority for the Service. The Service has now written with Oaks, a business development consultancy with a proven track record in the sports sector, a commercial business development plan for 2015 – 2019, which will underpin the Service Review.
- 4.3 The contact days with Oaks have affected a cultural shift within the team towards commercial activities, as well as a shared set of income generation targets. Commercial activities being pursued include:

- Fees and charges including annual administration fees for FANS memberships, selling branded merchandise (draw string bags, water bottles) at the Kent School Games, paid-for grant writing service.
- Statutory and Charitable Applications – considering what sources of funding are available for KCC to apply to for projects. A successful application has been made to run a Netball Pilot project in Shepway.
- Commercial Partnerships and sponsorship. Work is underway to find sponsors for School Games and other events.

5 Conclusion

- 5.1 Identifying, securing and/or providing funding sources and opportunities for community sport and for talented sports performers are priorities for the Sport and Physical Activity Service.
- 5.2 The Sport and Physical Activity Service will continue to seek sources of funding and income generation. This includes working with Sport England to secure continuation of County Sports Partnership funding for staff and programmes, to complement, enhance and add value to the resources and strategic outcomes of the County Council.

6. Recommendation

- 6.1 Members are asked to comment and note the report.

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PRESS RELEASE

Sports men and women helped on their way to Rio 2016 and future international success

Sports men and women with ambitions to be selected to represent Great Britain on the world stage at future Olympic and Paralympic Games are to be supported in their training with funding from Kent County Council.

Building on the legacy from London 2012, the 44 sportsmen and women represent a range of sports and include disabled and non-disabled performers. They are all from Kent and have been nominated and recognised by their sports' national governing bodies.

This is the seventh year that Kent County Council, via its Sport and Physical Activity Service, has provided this support to top sports performers. Current recipients include; Skier, Millie Knight, Britain's youngest ever Winter Paralympian, Decathlete Martin Brockman who took part in the 2014 Commonwealth Games, Paralympians and London 2012 Table Tennis medallists Will Bayley and Ross Wilson along with Jake Sheaf (Beach Volleyball) and Jodie Cowie (Synchronised Swimming) who have recently been selected to represent Team GB in the inaugural European Games in Baku, Azerbaijan in June.

Those receiving funding this year are:

Ashford

Claire Harvey – Sitting Volleyball / Athletics
Candy Hawkins – Athletics
Matthew Blandford – Athletics
Nicholas Smelt – Wheelchair Tennis
Jodie Cowie – Synchronised Swimming
Ross Banham - Sailing

Canterbury

Millie Knight – Alpine Skiing
Rebecca Weston – Athletics
Nick Beaumont - Fencing

Dartford

Emma Kent – Equestrian
Jake Sheaf – Volleyball
Kate Curran – Triathlon
Hayley Ward - Boxing

Dover

Alex Clay – Athletics

Maidstone

Martin Brockman – Athletics
James Hall – Gymnastics
Courtney Tulloch – Gymnastics
Peter Bannister – Kayaking

Alessia Russo – Football
Kelsie Gibson – Rowing
James Evans – Squash

Sevenoaks

Thomas Bosworth – Athletics
Timothy Grant – Rowing
Megan Lewis – Basketball
Francesca Desmond – Netball
Daniel Tulett – Cycling
Rory Easton - Badminton

Shepway

Ellie Gooding – Athletics
Megan Wood – Wheelchair Basketball
Grace Walker - Waterpolo

Swale

Ross Wilson – Table Tennis
Sean Molloy – Athletics
Freya Harrild – Judo
Matthew Emmerson – Paratriathlon
Tazmin Bricknell – Rugby Union

Thanet

Ben Pond – Modern Pentathlon

Tonbridge & Malling

Daniel Lawrence – Table Tennis
Luke Savill – Table Tennis
Helshan Weerasinghe – Table Tennis
Jemima Yeats-Brown – Judo
David Coleman – Bobsleigh
India Prescott - Lacrosse

Tunbridge Wells

Will Bayley – Table Tennis
James Martin – Judo

Barbara Cooper, Corporate Director for Growth, Environment and Transport at KCC stated:

“I am delighted that we are able to support a number of Kent’s talented sports performers with targeted grants and hope that this support will assist them in their future ambitions to be successful at world level. London 2012 was inspirational to so many people; we hope that many Kent athletes will feature on the International stage this year in the lead up to qualification for the Olympic and Paralympic Games in Rio next year”.

For further information on Kent’s Talented Performers who have potential to achieve at Rio 2016 and future international competitions please visit:

www.kentsport.org/talent