

DRAFT
CHARTER FOR LONDON
SPORT
2001 – 2004

PREPARED BY LEISURE PARTNERS LTD
ON BEHALF OF THE LONDON SPORTS BOARD
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1 – INTRODUCTION

VISION FOR SPORT IN LONDON

The vision for sport in London is inclusive and based on sport, which is of, by and for all the people of London; sport that is for the many not the few, in which all the diversity of London is represented and respected.

To achieve this vision London must be recognised as a progressive capital that provides integrated and successful sporting opportunities:

- for all Londoners to follow a healthy lifestyle which includes active participation in sport and recreation
- for all Londoners to develop skills and competence to enable them to enjoy and achieve personal goals at whatever their chosen level of involvement
- for developing excellence in provision and performance across London

LONDON: THE CAPITAL

London is unique:

- 1578 square kilometres with a resident population exceeding 7 million, augmented daily by thousands of commuters and tourists. London is a city of extreme economic disparity, where some of the wealthiest districts in the country sit alongside some of the most deprived communities.
- With nearly 26% of London's population from ethnic minorities and predictions showing a rise to 40% within 10 years. Its residents speak over 300 different languages making London arguably the most culturally diverse city in the world.
- Britain is recognised with and by its capital. London's sporting status is important not just for the future health and prosperity of London, but for that of Britain too.

THE CASE FOR SPORT

The benefits sport can bring to both the individual and communities cannot be overstated – involvement in sport contributes to the development of the physical and mental well-being and quality of life; offers lifelong learning and involvement and promotes an effective link between school and community. Sport generates vitality, is fun and brings communities together.

With significant pressures on statutory services such as education and social services and the need to justify public spending, it is essential that the contribution of sport and recreation to the achievement of social and the economic outcomes is emphasised:

- The commitment to tackle social exclusion – 'Sport for All' is underpinned by all the principles of equity and social inclusion.
- The promotion of community based regeneration and neighbourhood renewal – sport can involve and empower local people and organisations.
- Greater recognition and support to the voluntary sector – the principle of volunteering is central to sport and valued at £1.6 billion per annum nationally.
- A focus on widening access, the pursuit of excellence and the nurturing of educational opportunity – having benefited from participation and involvement, people have the chance to stay within and manage sport and to gain qualifications in coaching, leadership and administration.
- The modernisation of local government to ensure that it is 'in touch' with the people and provides 'Best Value' in the services delivered
- Breaking down departmental and organisations barriers – taking a more 'joined up' approach to tackling complex social problems.

Sport is a catalyst for physical, economic and social regeneration. It provides a key driver for urban improvements and makes a major contribution to social policy priorities for health improvement, crime prevention and for educational attainment. It can also have other spin-off benefits for other services such as tourism.

Tackling social inclusion is about creating better services for the individual and the community as a whole. Sport and recreation can tackle not only symptoms but also some of the causes of social exclusion. The development of sport can bring economic benefits to communities, with increased employment opportunities, and to individuals, by equipping them with transferable skills. Sport lends itself naturally to voluntary collaborative arrangements, which help to develop a sense of community and help communities express their identity and develop their own, self-reliant organisations.

Sport should be an integral part of national and local Government agendas and positive action including areas of health, transport, spatial development, education, regeneration and social inclusion. In the drive to promote healthy lifestyles, lifelong learning and participation, sport is progressive, inclusive and accessible.

Investing public and lottery money in sport “is not just a sports policy. It’s a health policy, an education policy, an anti-crime policy and an anti-drugs policy”.
Rt Hon Tony Blair, Prime Minister, September 2000.

2 - LONDON CHARTER FOR SPORT

This Charter establishes the agenda for sport in London; sets the direction and defines priorities. It enables other organisations and partner agencies to make clear links with their strategies and plans. Taking a holistic view, this Charter shows how sport and physical activity contribute to the national agendas of public health, social inclusion, community safety, environmental sustainability, regeneration, the 'Active Communities' initiative and lifelong learning, which can only be delivered effectively on a local basis.

A vast range of individuals, groups, organisations and agencies are involved in sport in the region and all have a part to play in achieving the vision for sport in London. Given this complexity and diversity this Charter sets out a broad framework for action, that local and national organisations will use and support. It also provides guidance for national and regional Government and funding bodies where the identification of common goals will help in the effective allocation of resources.

Through the Charter the London Sports Board (LSB) aims to influence national and regional policy makers and funding bodies to increase the resources available for sport in London and to create a positive climate for growth. LSBs influence comes through relationships with the Greater London Authority, Association of London Government, London Federation of Sport and Recreation, Sport England, London Boroughs, governing bodies of sport, local sports councils, the London Development Agency, cultural agencies (such as London Arts Board, London Tourist Board and London's libraries), New Opportunities Fund, London Sport Aid, business and lottery distributors.

This Charter puts forward eleven key policy objectives. Each is backed up by a set of actions.

LONDON CHARTER FOR SPORT

- **Promoting and developing access to sporting opportunities for all Londoners, targeting minority and disadvantaged groups.**
- **Improving the health of Londoners by encouraging active lifestyles.**
- **Encouraging the development of curricular and extra-curricular sport within London schools, colleges and universities at all levels of performance.**
- **Recognising the role of the local community and government in addressing local and regional sporting needs.**
- **Acknowledging the value of sports clubs and developing and sustaining the network of volunteers in sport in London.**
- **Ensuring access to quality sports facilities, indoor and outdoor, throughout the capital at all levels of participation.**
- **Promoting London as a world-class sporting city through performance, facilities and major events.**
- **Establishing an internet-based sports information and networking hub for the Capital.**
- **Confirming and acknowledging London Sports Board as the lead organisation to direct sport in London.**
- **Creating partnerships and strategic alliances with London sporting organisations, businesses, local and central government and funding agencies.**
- **Ensuring appropriate resources are secured and distributed efficiently and effectively supporting the continued development and sustainability of sport in London.**

3 - SUMMARY OF ACTIONS TO DELIVER THIS CHARTER

1. Promoting and developing access to sporting opportunities for all Londoners, targeting minority and disadvantaged groups.

POLICY ACTION

Generally:

- All London sporting organisations and agencies to promote sport and recreation as inclusive, equitable and welcoming and take positive action to address areas of under representation.
- All London providers to embrace cultural change to remove barriers to involvement.
- London sports and recreation facility providers to go beyond the legal requirements of the Disability Discrimination Act and improve access for people with disabilities.

Specifically:

- Sport England and London Boroughs to continue the development of further cross Borough Sport Action Zones focussing resources on communities in real need.
- London Sports Board and Sport England to develop the output from the Sports Equity Index to progress sports participation patterns of London's ethnic and minority groups, with specific challenging targets.
- Governing bodies and other agencies to working with the Commission for Race and Equality Sports Equals project with the aim of achieving the Quality Charter Mark.
- London Boroughs and Sport England to promote Girlsport workshops to all sporting organisations encouraging women and girls to participate in sport or be involved as coach, manager or administrator.
- London Sports Board and Sport England to establish a Code of Practice for sports organisations operating outside of formal governing body structures, providing them with a seal of approval if they adopt its principles, including equity, disability etc

2. Improving the health of Londoners by encouraging active lifestyles.

POLICY ACTION

Generally;

- London Sports Board to influence national and regional health policy to include elements of active lifestyles and sport as integral to meeting their objectives.
- London Sports Board to support the objectives of the Department for Environment, Transport and the Regions to increase opportunities for safe cycling and walking in London.

Specifically;

- London Boroughs to ensure their local sports development programmes tie in with and meet the objectives of the Health Action Zones and Healthy Living Centres.
- London Boroughs and community groups to take advantage of and develop initiatives such as the 'Walking the Way to Health' scheme, funded by the British Heart Foundation and Countryside Commission.

- **London Boroughs and Sport England to support the development of the National Cycleway and other cycle paths in Greater London**

3. Encouraging the development of curricular and extra-curricular sport within London schools, colleges and universities at all levels of performance.

POLICY ACTION

Generally;

- **London Sports Board to lobby and influence local Education Authorities to place sport at the core of the school curriculum and out-of-hours learning programmes.**
- **London's further and higher education colleges to be proactive in promoting community use of facilities and education programmes.**

Specifically;

- **All to support the London Active Schools Support Team in the development of educational initiatives through the Active Sports programmes.**
- **London Sports Board, London Boroughs and London schools to lobby Sport England to ensure that London is featured heavily in the next phases of appointments of School Sports Co-ordinators.**
- **London Boroughs and Sport England to promote and support London secondary schools in all areas to become Specialist Sports Colleges linking with their feeder school network and local community.**
- **London schools and Boroughs to nurture and sustain existing opportunities provided through school sports associations and extra-curricular activities.**
- **Members of British Universities & Colleges Physical Education Association (BUCPEA) London to work together, co-ordinate programmes and to offer scholarships and structured flexible courses for talented sports students.**
- **BUCPEA London to encourage and stimulate sports participation at Further and Higher education establishments in the capital.**
- **BUCPEA London to strengthen and expand the Teacher Education Programme offered by London Universities, providing teachers with the knowledge, confidence and experience to more effectively teach sport.**
- **BUCPEA London to establish a database of good practice within London for improving the links between education, vocational training and sport.**

4. Recognising the role of the local community and government in addressing local and regional sporting needs.

POLICY ACTION

Generally:

- **All to recognise the diversity of both individuals within communities and of the different kinds of community group (geographical, social etc).**
- **London Sports Board and Sport England to actively promote the Awards for All, Active Communities Development Fund and other revenue funding programmes throughout the region to London Boroughs and local organisations**
- **London Boroughs to include local sports development as a central focus of their culture and community planning highlighting the positive benefits of sport for the community.**

- **Sport England to maximise the involvement of London boroughs in key UK and national sports development initiatives and assist regional bodies with the ongoing development and delivery of these programmes.**

Specifically:

- **London Sports Board to encourage meaningful consultation across the capital to integrate London Borough access and sports membership schemes, including concessionary programmes.**
- **London Sports Board to define areas of potential benefits to Londoners where local authorities co-ordinated and/or combined their leisure provision and spatial planning.**

5. Acknowledging the value of sports clubs and developing and sustaining the network of volunteers in sport in London.

POLICY ACTION

Generally;

- **Sports clubs to establish and promote themselves as community assets and provide opportunities for all sectors of the community.**
- **London Boroughs, Sport England and regional governing bodies to establish community networks of sports clubs by promoting and supporting the concept of clubs sharing and combining resources, encouraging sports clubs to specialise, merge or expand to provide satellites where appropriate.**
- **Education and training providers to establish structures in London that are totally equitable and take positive action in addressing areas of under representation within all levels of coaching, officiating and administration.**
- **Sport England to influence key Government education agencies and governing bodies to effectively integrate sports education and training programmes in order that it attracts relevant external funding sources.**
- **Funding bodies to give priority in their grant schemes to sports organisations and facilities submitting development schemes and initiatives linked to well-planned coaching and volunteer programmes.**
- **London Sports Board to ensure Sport England, Association of London Government and the London Federation of Sport and Recreation support and acknowledge the current and future volunteers in London.**

Specifically;

- **Sport England, London Boroughs and London schools to promote programmes and initiatives whereby young people are encouraged to experience officiating, coaching and leadership roles, thus encouraging young people to develop a fully rounded appreciation of sport.**
- **London's further, higher and community education establishments to develop fully and co-ordinate a range of services in support of volunteer development.**
- **BUCPEA London to stimulate activities in London's Further and Higher Education establishments which will cultivate future volunteers.**
- **Governing bodies and London Boroughs to use information seminars, orientation courses and other taster initiatives to encourage recruitment onto voluntary roles.**

- London Boroughs to promote, and where necessary seek funding to support, the Volunteer Investment Programme, Sportstrain and Running Sport programmes in local clubs and sporting organisations.
- Governing bodies, education establishments and National Coaching Foundation to establish programmes for the lateral development of coaches to ensure coaching education for coaches at all levels and not just for those who wish to work with higher-level performers.

6. Ensuring access to quality sports facilities, indoor and outdoor, throughout the capital at all levels of participation.

POLICY ACTION

Generally;

- London Boroughs to improve the utilisation and cost effectiveness of current sports facilities and, where appropriate, stimulate the provision of new facilities to service the future needs of sport in London.
- London Sports Board and London Playing Fields Association to lobby against the granting of planning permission for any development, which would lead to the loss of, or would prejudice the use of, the total amount of local land allocated for recreational use.
- London Sports Board to work with Greater London Authority, Association of London Government and Boroughs to address the quality, maintenance and accessibility of London's indoor and outdoor sporting facilities.
- Schools, colleges and universities to establish links with local community clubs and organisations regarding use of facilities, improving access to meet local needs.

Specifically;

- Sport England to actively promote the Community Projects Fund, and Green Spaces and Sustainable Communities and other capital funding programmes throughout the region to London Boroughs and local organisations.
- Sport England and London Boroughs to support local organisations in the application process for Lottery funding by the provision of expertise and specialists.
- London Playing Fields Society to audit the current standard of provision and availability of outdoor sports facilities in the capital.
- London Sports Board to influence opportunities for sport components in major redevelopment and regeneration plans within the scope of the Government's and local Spatial and Economic Development Strategies.

7. Promoting London as a world-class sporting city through performance, facilities and major events.

POLICY ACTION

Generally;

- Sport England to work with United Kingdom Sports Institute (UKSI):English Network and targeted London Boroughs on the implementation of national governing body facility strategies and the continuing development of high performance services.

- **London Sports Board, Sport England and London Boroughs to support Greater London Authority and London International Sport in the bidding and staging of major sporting events in London including the Olympic and Paralympic Games.**
- **London Sports Board to support and influence the development of the Wembley National Football Stadium, the Lee Valley Regional Authority, Crystal Palace Park and other major facility developments in London.**

8. Establish an internet-based sports information and networking hub for the Capital.

POLICY ACTION

Generally;

- **London Sports Board and Sport England to establish a website for London Sport covering:**
 - National and regional sports news and initiatives
 - Funding schemes available to London sports agencies and local organisations and basic criteria for awards and priority groups
 - Contact details for London sports agencies, governing bodies, leagues and clubs
 - London Sporting Calendar
 - Links to relevant other national and regional sites such as London Tourist Board
- **London's sports and leisure facilities to have accessible Internet stations at affordable prices for all sectors of the local community with London Sports website as front page.**

9. Confirm and acknowledge London Sports Board as the lead organisation to direct sport in London.

POLICY ACTION

- **London Sports Board to widen consultation on draft London Charter for Sport.**
- **London Sports Board to undertake further detailed research on each element of the London Charter for Sport to define a delivery strategy and timetable.**
- **London Sports Board to assess resource implications for delivery of the Charter.**
- **London Sports Board to co-ordinate a London mapping exercise of initiatives, policies and examples of good practice.**
- **London Sports Board to undertake a comprehensive annual review of the Charter and its implementation.**

10. Creating partnerships and strategic alliances with London sporting organisations, businesses, local and central government and funding agencies.

POLICY ACTION

- **London Sports Board to seek adoption of the London Charter for Sport by key organisations across London.**

- **London Sports Board to work with all departments of the Greater London Authority and Association of London Government to ensure that the Charter for London Sport and its objectives are taken into consideration within all London strategies.**
- **London businesses to become a proactive part of local alliances for the development of sport within their locality.**
- **London businesses to provide access to fitness, conditioning and other sports facilities for their employees.**

11. Ensuring appropriate resources are secured and distributed efficiently and effectively supporting the continued development and sustainability of sport in London.

POLICY ACTION

- **Greater London Assembly, Association of London Government, Sport England and governing bodies to keep London Sports Board informed of all funding available for the development and sustainability of sporting activities, facilities and personnel in London.**
- **London Sports Board to liaise with Sport England to secure accreditation as specialist advisers for distribution of key sports funding to London sports organisations and agencies.**
- **London Sports Board to liaise with Association of London Government and Sport England to identify priority areas for funding available and ensure resources are distributed appropriately.**
- **London Sports Board, Association of London Government and Sport England to encourage and support all organisations to submit quality applications and sports programmes to funding agencies.**
- **London Boroughs, Sport England and sporting organisations to plan in advance for the sustainability of new initiatives, opportunities and facilities when the initial funding programme is complete.**
- **London Sports Board and Sport England to keep a running total of funds allocated to London facilities and organisations and in particular promote schemes where London is under-represented.**

APPENDIX A: SUPPORTING RESEARCH

1. Promoting and developing access to sporting opportunities for all Londoners, targeting minority and disadvantaged groups.

Background

London presents stark contrasts between economic and civic success and widespread deprivation with extreme disparities between communities. London has more people in the top fifth of earners than the UK average however it also has 27% in the bottom fifth of incomes – a higher proportion than any other region in the UK. In 1999, 13 of Britain's poorest districts and 65% of the most deprived council estates were in the capital – one third of all Londoners live in or on the margins of poverty.

Nearly 26% of London's population are ethnic minorities compared to 6.7% across the UK. London's ethnic minority population is expected to grow from 1.6 million in 1996 to 1.9 million by 2006. If white minority groups are included, more than one in three Londoners are estimated to be from ethnic minority groups in 2001. The migrant groups such as the Black African and Bangladeshi are set to grow by over a quarter by 2006. The biggest change in the demography of the ethnic minority groups in London over the next ten years will be changes in age structure, particularly the increase of ethnic minority older people. Many of these London communities are weakened by high unemployment with the black and Asian communities worst hit.

The Human Rights Act (HRA) came into force on 2nd October 2000 and subsequently all public authorities have an obligation to ensure that respect for human rights is at the core of their activities. The HRA requires consideration in a large number of current and future operation and activities.

Present Position

London has the lowest participation rate in sport and recreational activities compared to any other region in England, with projected figures for 1997 highlighting a participation level of 67% compared to a national average of 72%.

Sport England's recently published 'Sports Equity Index' and 'Survey of Sports Halls and Swimming Pools in England' continues to highlight the under representation of certain user groups in sport and usage of local authority facilities, in particular ethnic minorities, the disabled and women and girls. The DCMS PAT 10 report on the role of sport and the arts in contributing to neighbourhood regeneration and social inclusion also emphasises the importance of taking positive action to address inequalities. Public authorities also have a statutory duty to eliminate unlawful racial discrimination and promote equality of opportunity and good relations between persons of different racial groups. LSB believes sport is an ideal way for this to be achieved.

In the recent survey by the Office of National Statistics: *Sports Participation & Ethnicity 2000*, 65% of the ethnics questioned stipulated that they would like to participate in sport given the opportunity. This raises broad issues about provision and access and challenges stereotypical views that suggest that low levels of participation in sport (and in certain sports in particular) by certain groups are more a reflection of culture and choice rather than other constraints such as provision, affordability and access.

Enjoyment of physical activity by disabled people includes not only a sense of well-being but also a sense of achievement and satisfaction in overcoming limitations, self-confidence, social benefits (meeting other people), overcoming isolation, getting out and about, stress relief and in some activities, reducing differences with non-disabled people. External influences that affect participation in physical activities by the disabled essentially relate to problems of access, including issues of physical access to and within buildings, access to equipment and facilities, the role and attitude of staff, ease of communication and availability of information about local accessible facilities.

London's disability sports groups play a significant and motivating role contributing to a positive sense of identity as an active disabled person, as well as offer accessible opportunities for activities, facilities, specialist equipment and contact with disabled sports specialists and disabled achievers. There is a need however, for these opportunities to be promoted and positive action taken to ensure they reach the target audience.

Lack of appropriate and affordable transport limits some Londoners opportunity to participate in community life, access social and recreational facilities and to take up learning, training and employment opportunities. Additionally, lack of affordable, accessible childcare is a major obstacle to participation – this applies as much to voluntary activity as it does to education, training or work.

The Way Forward

Sport Action Zones (SAZs) are a direct response to the need to address sporting deprivation in some of the most socially and economically deprived areas of the country. However, for many people sport is simply not now an option. Many communities that suffer the effects of poverty and deprivation have been shown to have low levels of participation in sport. This has usually come about because of a range of economic, social and physical factors, such as the cost of using facilities, poor access to transport, lack of information and a lack of sporting opportunities.

Sport Action Zones are about people. Resources will be focused on sports and community development officers, coaches and sports leaders and other outreach workers. The zones will test new ways of working and new partnerships that will benefit all of English sport in the future. 30 zones will be established across England over the next few years – in the first 12, North Lambeth and Southwark has been identified. (A SAZ Partnership will co-ordinate the programmes in this area.) LSB believes that a number of other such areas are needed in the capital.

For many people in London communities, taking part in sport is difficult: family responsibilities; a lack of suitable opportunities; the lack of disposable income to spend on leisure activities or simply little experience of how to play different sports. The Sports Action Zones will ensure that Lottery and other funds are concentrated where it can have the greatest impact in providing facilities and resources to meet the needs of London's most deprived neighbourhoods.

London Sports Forum for the Disabled is established to support and develop existing and new opportunities for London's disabled community to take part in sport and recreational activity. Positive action is required by all London's facility providers and programme managers to embrace inclusion of disabled people in their schemes but also ensure their opportunities are actively and directly promoted to this user group.

Girlsport is a new programme that enhances communication and understanding of the issues affecting teenage girls enjoyment and progress in sport and physical activity. Girlsport also inspires teachers, youth and sports club leaders in keeping female members and students active and involved. It will raise awareness of progressive practice in overcoming some of the barriers.

LSB supports the introduction of a 'Capital Access' card to encourage use of sporting, heritage, arts and other public facilities that would bring mutual benefit to users and providers. Working with transport and facility operators, targeted promotion and uniform pricing policies across Boroughs could assist London wide and local programmes aiming at encouraging the development of new audiences and markets. In the *Survey of Sports Halls and Swimming Pools in England* undertaken by the Centre for Leisure Research in May 2000, results showed that substantial amounts of sports hall space stands unused before 5pm on weekdays and all day Saturday and Sunday. There is clear scope for centre operators to explore options for increasing levels of use by both new and existing users, particularly among those groups of the community that are less well represented.

The review of public transport in London following the arrival of the Greater London Authority offers an exciting and timely opportunity to make links between accessing sporting opportunity and transport improvements. Increased routes, accessibility and frequency together with affordable prices and greater safety will encourage all user groups to attend the activity they choose.

POLICY ACTION

Generally:

- **All London sporting organisations and agencies to promote sport and recreation as inclusive, equitable and welcoming and take positive action to address areas of under representation.**
- **All London providers to embrace cultural change to remove barriers to involvement.**

- **London sports and recreation facility providers to go beyond the legal requirements of the Disability Discrimination Act and improve access for people with disabilities.**

Specifically:

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- **London Sports Board and Sport England to establish a Code of Practice for sports organisations operating outside of formal governing body structures, providing them with a seal of approval if they adopt its principles, including equity, disability etc**

2. Improving the health of Londoners by encouraging active lifestyles

Background

There are strong personal, social and economic arguments for making Londoners health better. Our own health and the health of our families and friends underpin our ability to enjoy life to the full. Physical activity is an important factor in preventing heart disease, building healthy bones and helping maintain good mental health.

More than 70% of people in the UK do not take enough exercise to benefit their health and less than 50% of Britain's youngsters do the minimum recommended level of exercise for their age. *Saving Lives: Our Healthier Nation* focuses on the four main killers: coronary heart disease, cancer, accidents and mental health. Promoting sport and physical activity has a role to play in meeting all four targets as a way of getting people more physically active and more socially active in their own community. Those who regularly take part in sporting activities cut their risk of heart disease by more than half, have better mental health and are less likely to take time off work.

Present Position

Health inequalities in the capital are widening. In a self-reporting survey of Londoners in 1997, 58% stated their health was good, 10% reported health as bad and 21% highlighted a long-standing illness, infirmity or disability. Since 1991, the number of deaths in London from respiratory and heart diseases has risen by 15% in males and 33% in females and 29% of London adults smoke. There are twice as many overweight people in Lambeth, Southwark and Lewisham compared to Merton, Sutton and Wandsworth. The poorest in London are hit harder than the well off by most major causes of death. With the significant levels of poverty in London, a key priority is better health, through active lifestyles, for those who are worst off.

Health Authorities have a key role in leading local alliances to develop health improvement programmes, which identify local needs and translate the national agenda into local action. Health Action Zones (HAZs) have been established in areas of greatest need. HAZs are partnerships of health organisations, including primary care, with Local Authorities, community groups, the voluntary sector and local business. They provide opportunities to modernise and reshape services in order to improve health outcomes for the local population addressing the causes of ill health and reducing inequalities. To date, London has 3 HAZs in East London & City, Lambeth, Southwark & Lewisham and Camden & Islington.

Healthy Living Centres (HLCs), part-funded by the New Opportunities Fund, are the local flagship for health in the community, reaching out to people who have until now been excluded from opportunities for better health. HLCs common purpose is to improve the health of people of all ages, whatever their capacity and

however fit they are. They are particularly important in the most deprived areas and for those people in poorest health or who find existing health and fitness facilities off-putting or difficult to get to.

The Way Forward

London local authority sports development programmes and local sports groups have a significant role to play in meeting the objectives of the HAZs and HLCs. Increasing the availability and access to local opportunities for physical activity and recreation at the appropriate level for all sectors of the community must be an integral part of all providers' programmes. Even small improvements in physical fitness are associated with a significantly lowered risk of death.

Basic physical activity such as walking for health is integral to this wider health initiative. Levels of participation in walking amongst ethnic minorities are significantly below those for the population as a whole. At the lowest end, only 19% of the Bangladeshi population takes long walks regularly compared to a national average of 44%. These low activity levels are of particular concern when viewed in the context of the high incidence of heart disease, diabetes and obesity amongst certain groups (all health problems in which regular physical activity has been proven to have a positive impact).

A national strategy to encourage walking and cycling has been published by the Department of the Environment, Transport and the Regions. It aims to turn around the recent decline in walking and sets out action for the Government, local authorities, health authorities and the voluntary sector. It emphasises the importance of walking and cycling to reduce dependency on the car, cut back on pollution, improve people's health and return vitality to communities.

POLICY ACTION

Generally;

- **London Sports Board to influence national and regional health policy to include elements of active lifestyles and sport as integral to meeting their objectives.**
- **London Sports Board to support the objectives of the Department for Environment, Transport and the Regions to increase opportunities for safe cycling and walking in London.**

Specifically;

- **London Boroughs to ensure their local sports development programmes tie in with and meet the objectives of the Health Action Zones and Healthy Living Centres.**
- **London Boroughs and community groups to take advantage of and develop initiatives such as the 'Walking the Way to Health' scheme, funded by the British Heart Foundation and Countryside Commission.**
- **London Boroughs and Sport England to support the development of the National Cycleway and other cycle paths in Greater London**

3. Encouraging the development of curricular and extra-curricular sport within London schools, colleges and universities at all levels of performance.

Present Position

Every child has the right to a quality physical education. London's primary and secondary schools provide thousands of children with their first experience of sport and also lay the foundations for their continued physical development. To meet the challenges and to maximise opportunities laid out in the recently published Government Strategy 'A Sporting Future For All'.

Although the profile of sporting activities within schools still remains relatively high, the overall time allocated to curriculum Physical Education (PE) has diminished in volume by 10% every decade since the 1960s. A similar decline has occurred in extra curricular activity. However, sport in school is vital for the development of lifetime commitment and for fun! Time and experience in school influences later participation in sport and develops the talent of our future Olympians and Paralympians.

Since the demise of the Inner Local Education Authority London Boroughs have operated independently rarely strategically. In addition the high turnover of teaching staff within many areas of London makes targeted teacher training and sustainability of extra-curricular activities more challenging.

Active Schools is the foundation of Sport England's commitment to involving more young people in sport. The programme is underpinned by the Sportsmark and the Activemark accreditation programmes which provide schools with a set of quality targets to ensure they delivery the highest standards of physical education and sports provision. These include time allocated in school time across all year groups and access to extra-curricular activities. Coaching for Teachers, Running Sport for Schools and the TOP programmes are also integral in the Active Schools programme.

These quality targets are essential in ensuring young Londoners are getting the best possible sporting education. Into its 5th year, over 1200 secondary schools have been awarded the Sportsmark Award in the country – only 85 of these are in London. Awards have been made in 29 Boroughs with Hammersmith & Fulham, Camden, Redbridge and Tower Hamlets still to meet the criteria in any school. Since it's inception in 1999, only 8 London primary schools have achieved the Activemark, 3 with gold status – this represents just 4% of the total Awards to date and compares bleakly to areas such as the North West who have 56 Awards. London boasts 1500 primary schools with the TOPs, although this is only 75% of all schools in the capital.

In addition to these schemes are well-established programmes promoted by Schools Sports Associations which encourage participation opportunity and competition in a range of traditional school sports across the capital together with support for teaching and voluntary staff.

Specialist Sports Colleges initiative from DFEE helps secondary schools, in partnership with private sector sponsors and supported by additional Government funding, to build on their sporting strengths, establish distinctive identities and achieve their targets to raise standards. Schools must be prepared to develop ways of working within a "family of schools" for the benefit of pupils beyond their own school boundaries and other groups of people in the wider community. London has 6 Specialist Sports Colleges in Wandsworth (2), Southall, East Ham, Northolt and North London. Nationally there are 85 Specialist Colleges to date and the target is to establish 800 by 2003.

Further and Higher educations establishments provide the pathway for many of London's young people to remain active and participate in a wide range of sports. 68% of school leavers continue onto further education hence appropriate programmes and quality sporting opportunities and facilities must be established and promoted. Many of these colleges also offer qualification courses and NVQs in sports related subjects including coaching. This is an ideal way to utilise the sporting interest of students and work towards attainments for future employment.

The Way Forward

The London Active Schools Support Team were appointed in 2000, two full-time staff working across London to promote both the Activemark and the Sportsmark award schemes and help schools achieve the quality agenda. A realistic but challenging target must be set for London schools to look at their programmes and target these awards.

Panathlon is an example of a successful programme in London, supported by Royal & Sun Alliance, it is a structured competition network for nominated schools in disadvantaged areas. It aims to energise sport and recreational activities, often non-traditional school sports like cycling and chess, into urban schools. Specialists are brought into the schools to work with both teachers and pupils and then competitions are held between Boroughs. Similar programmes promoted by School Sports Associations throughout London must be nurtured and protected.

School Sport Co-ordinators (SSCs) work with clusters of schools in disadvantaged areas to help develop out of school sporting opportunities and links to the local sports. SSCs are a multi-agency initiative co-ordinating primary and secondary schools, local community sports facilities, clubs, governing bodies and local sport development officers. Their aim is to increase children's levels of commitment to and in sport, particularly in the under-represented target groups. With the national target of 1000 Co-ordinators by 2004, London seeks to appoint a target of 2 for every London Borough.

These Co-ordinators, complement the need for quality teaching of physical education in schools by developing links to community and out-of-hours sport. There is still a need to encourage trainee teachers and colleges providing these courses to ensure that sufficient time is allocated and appropriate programmes of physical education are taught. National Governing Body coaching and officiating awards must also be encouraged as part of the education of both primary and secondary teachers.

Regarding Specialist Sports Colleges London, clearly, is missing out on funding and sports development opportunities which will benefit the whole community. Priority is for schools within Sport or Education Action Zones or Excellence in Cities areas – London has huge scope which remains unexploited.

London's further and higher education establishments are also breeding grounds and support networks for talented sportspeople. Many of London's universities and colleges offer scholarships, flexible course structures and quality sports facilities for talented sportspeople. These must be enhanced and promoted. It is vital that it is also co-ordinated across London to harness quality in provision, limit competition between providers and ensure all sports and students are catered for appropriately.

Concepts such as the London Leisure College in Greenwich should be encouraged, offering high quality skills training, qualifications and career development programmes in Sports and Leisure business for Londoners who already work in the industry and for those who want to work in this growth sector. This type of best practice should be shared between London providers via a central database of good practice that links education, vocational training and sport.

POLICY ACTION

Generally;

- **London Sports Board to lobby and influence local Education Authorities to place sport at the core of the school curriculum and out-of-hours learning programmes.**
- **London's further and higher education colleges to be proactive in promoting community use of facilities and education programmes.**

Specifically;

- **All to support the London Active Schools Support Team in the development of educational initiatives through the Active Sports programmes.**
- **London Sports Board, London Boroughs and London schools to lobby Sport England to ensure that London is featured heavily in the next phases of appointments of School Sports Co-ordinators.**
- **London Boroughs and Sport England to promote and support London secondary schools in all areas to become Specialist Sports Colleges linking with their feeder school network and local community.**
- **London schools and Boroughs to nurture and sustain existing opportunities provided through School Sports Associations and extra-curricular activities.**
- **Members of British Universities & Colleges Physical Education Association (BUCPEA) London to work together, co-ordinate programmes and to offer scholarships and structured flexible courses for talented sports students.**
- **BUCPEA London to encourage and stimulate sports participation at Further and Higher education establishments in the capital.**
- **BUCPEA London to strengthen and expand the Teacher Education Programme offered by London Universities, providing teachers with the knowledge, confidence and experience to more effectively teach sport.**
- **BUCPEA London to establish a database of good practice within London for improving the links between education, vocational training and sport.**

4. Recognise the role of the local community and government in addressing local and regional sporting needs.

Present Position

Active Communities is a UK-wide cross-cutting initiative launched by the Prime Minister in 1997. One significant element of Sport England's strategic work comprises services, products and sources of funding, to assist individuals and organisations in developing 'Active Communities'. Aims include achieving high levels of community awareness of opportunities available, the provision of a variety of good quality sport that caters for different abilities and the opportunity for regular participation at all levels. These aims are complemented by the development of a strong local sporting identity including local community involvement and representation.

Priority areas for the programmes are young people, particularly those who are in danger of becoming disengaged from society, areas of social and economic deprivation and groups and communities that have traditionally been under-represented in sport – ethnic minorities, women and girls, people with disabilities and people on low incomes. A wide range of programmes and initiatives have been established.

The Awards for All programme, originally known as Millennium Awards for All, is currently due to run until March 2002. The fund remains geared towards small community groups and programmes, which support community activity, extend access and participation, increase skill and creativity and improve the quality of life. Grants up to £5000 are awarded with priority to organisations with an income of less than £15,000. Since March 1999, London organisations have only received £2.3 million through successful applications, a disappointing amount compared to the £15 million that has allocated to the rest of England. Of the 618 Awards London has received, 342 were for schemes prioritising ethnic minorities, 43 for the disabled and 40 targeting women & girls.

Community venues support a wide range of activity by providing places to meet, hold activities and run groups, as well as being a focus for the community. Most areas already have a range of buildings that could be used to support recreational activity – schools, sports centres and churches for example. In practice, however, the community may be faced with barriers to the use of local premises – rules on school lets for example, or charging policies for use of halls and community centres. The report by DCMS has called for 'new multi-purpose community venues to be built to allow communities to stage events which reflect their interest.' These can be used flexibly to meet local needs rather than a more narrowly conceived facility to provide sports facilities alone.

The Way Forward

The Active Communities Development Fund (ACDF) agrees its' first allocations in July 2001 and offers community organisations up to £30,000 per annum for up to 5 years. Priority will be accorded to communities in areas of deprivation and London is recognised as in need. £1.8 million is available for London in 2001/2 and decisions on allocation and areas of need will in future be devolved to London Sports Board. It is imperative that the right infrastructure is in place to ensure that funding is distributed appropriately and effectively. The ACDF has provision for bidding organisations to access consultants and expertise free of charge to ensure applications are completed suitably. London Boroughs and, where they exist, their Sports Development Officers, should work closely with their local sporting organisations to promote the availability of this funding, paying particular attention to the areas of deprivation and minority groups often ignored.

The London Sports Board believes that through sport and its opportunities, poverty and injustice can be tackled by helping people help themselves. LSB encourages London Boroughs to achieve this aim by empowering communities to make decisions and influence others, building skills and confidence, providing the right services and products. Some London Boroughs already have working groups looking at their own facilities but to ensure continuity in delivery and access for all, cross-borough discussions must be undertaken. To make sure community consultation and involvement is improved across London and that people have a voice in decision-making in their own communities LSB encourages cross-borough 'Sport in the Community' Committees to be established to address issues such as general service delivery, accessibility, community safety, needs of young people and financial exclusion. Community partnerships tend to be two-way and self-sustaining as local people are identified and encouraged to become involved (mainly through coach and team management training) which improves their skills and confidence. London

Active Partnership is an example of joined up working, welding together and supporting the initiatives of Active Schools, Active Sports and Active Communities within the Capital.

The provision of community sports facilities by local authorities provides the most significant network of sporting opportunity available to all Londoners. The role that London Boroughs holds in offering sports participation, development and excellence within a framework of social inclusion and access to all, is vital. This significant contribution to the lives of Londoners and their communities by local authorities can still be enhanced further. London Boroughs can work together with neighbouring authorities and other public, private, business and voluntary bodies to deliver a cohesive, accessible and effective service for the whole of London.

Across London there is still significant opportunity for London Boroughs to increase both efficiency and effectiveness by increasingly working strategically with other London Boroughs. Many residents in London Boroughs develop patterns of use totally unrelated to the Borough boundaries; this may be due to location of workplace, family, transport issues or provision of facilities. Historically, many local government administrations have not embraced cross-boundary planning and facility development. There are notable examples where cross-boundary initiatives have developed sporting facilities and programmes which should be promoted as examples of good practice. It is vital that London Boroughs work together, consult each other so that no unnecessary duplication takes place and recognise that many of the services and facilities they provide are significant on a sub-regional scale. Joint working is also often likely to attract greater levels of inward investment and match funding.

The need for sustainable, socially inclusive communities is central to the aim of enhancing local quality of life and health. London Borough culture strategies and sports action plans must focus on priorities for action arising from the specific needs of the different communities they serve. They should provide a means of joining up services and tackling cross-cutting issues in a coherent and integrated way. Good practice (and bad practice) must be shared. All Boroughs need to plan strategically for the future development of sport and with the opportunities and challenges presented by Best Value, planning needs to be genuinely 'joined up' and innovative in its approach.

POLICY ACTION

Generally:

- **All to recognise the diversity of both individuals within communities and of the different kinds of community group (geographical, social etc).**
- **London Sports Board and Sport England to actively promote the Awards for All, Active Communities Development Fund and other revenue funding programmes throughout the region to London Boroughs and local organisations**
- **London Boroughs to include local sports development as a central focus of their culture and community planning highlighting the positive benefits of sport for the community.**
- **Sport England to maximise the involvement of London boroughs in key UK and national sports development initiatives and assist regional bodies with the ongoing development and delivery of these programmes.**

Specifically:

- **London Sports Board to encourage meaningful consultation across the capital to integrate London Borough access and sports membership schemes, including concessionary programmes.**
- **London Sports Board to define areas of potential benefits to Londoners where local authorities co-ordinated and/or combined their leisure provision and spatial planning.**

5. Acknowledging the value of sports clubs and developing and sustaining the network of volunteers in London sport

Present Position

Club sport should be at the heart of the community sports provision at a local level and provide essential sports development pathways. For many people club membership can contribute towards greater participation and therefore to the achievement of key outcomes related to enjoyment, personal development, well-being, quality of life and health as well as to the development of sporting talent.

Traditionally local clubs have given massive enjoyment and satisfaction to millions of people and have provided the environment for the development of our past and present World and Olympic stars. LSB believes the ongoing development of a strong, vibrant and viable local club structure is an essential prerequisite for the successful growth of sport in London. Currently there are in excess of 20,000 voluntary organisations in London with an interest in sport and recreation hence LSB has positioned clubs at the core of this Charter and ongoing strategic work. Established clubs must be assisted to become stronger and help less developed clubs and individuals reach their full potential. Most importantly closer partnerships must be established with regional governing bodies to develop the effective club structures required to succeed in years to come.

Voluntary work and active citizenship are central to sport. Volunteers are the backbone of British Sport and through voluntary work, sport provides people with the opportunity to enhance their skills and put something back into their communities. Sporting opportunities can only be provided and participation encouraged if there are sufficient sports leaders, coaches and officials.

The LSB acknowledges the dedication, commitment and professionalism of sports volunteers operating as coaches, officials, administrators and helpers and encourages all organisations and agencies to provide significant support, helping volunteers to become more effective in their work and ensuring their roles are both enjoyable and fulfilling.

The Way Forward

The extraordinary contribution by coaches and volunteers should not be underestimated either in relation to the amount of time invested or the standards provided. However, there is a need to enhance the status of volunteers and for recognition to be given to them for the role they play in sports development in the community. Current volunteers must be supported and given the opportunity to develop, fully involved with and working alongside new initiatives and experienced providers and best practice. These volunteers will be required to progress and continue these initiatives in the future hence involvement from the outset is essential.

There is also a need to provide easy access to good coach and volunteer education resources (written material, courses and tuition) to ensure they have effective support services to complement their practical knowledge. The Volunteer Investment Programme (VIP) recognises the work done by club, regional and national governing body volunteers delivering management training workshops and disseminating information to the voluntary sports network.

It is fully recognised, however, that sport in London still needs many more volunteers – the increasing social, domestic and business pressure on volunteers has contributed to the declining numbers of people who wish to give their time to become involved in sport. LSB should bring together agencies such as the London Federation of Sport and Recreation, London Borough Community Sports Development Officers and regional governing bodies to consider new ideas for volunteer recruitment, examining areas of under-representation and those communities not currently embraced by sport.

The Department for Education and Employment and the Department of Social Security are also working closely together with voluntary organisations to see what practical steps they might take to encourage volunteering and recognise the significant role that voluntary work can play in preparing individuals to enter work. Sport provides the opportunity for lifelong learning, both through developing skills and competence as a participant and more widely through lifelong involvement and obtaining qualifications in coaching, sports leadership and administration. Many of the skills acquired through involvement in sport have the added benefit of being transferable into other areas of employment.

Running Sport is an education and training programme aimed at sports development officers, governing bodies of sport, teachers and local sports clubs. Training courses and information are delivered on subjects such as club management, basic accounts and planning.

London's further and higher education establishments are ideally placed to provide training opportunities and facilities for developing coaches, officials and administrators. Appropriately qualified tutors must be sought or trained to ensure that a quality programme can be offered. As well as providing courses for the local community through adult education or governing bodies, these colleges also have a ready and waiting pool of potential volunteers- utilising this young population as the next generation of London's volunteers in sport should be taken advantage of. Linking with local schools, younger students can also undertake the Community Sports Leaders Award or other leadership courses run by the British Sports Trust.

POLICY ACTION

Generally;

- **Sports clubs to establish and promote themselves as community assets and provide opportunities for all sectors of the community.**
- **London Boroughs, Sport England and regional governing bodies to establish community networks of sports clubs by promoting and supporting the concept of clubs sharing and combining resources, encouraging sports clubs to specialise, merge or expand to provide satellites where appropriate.**
- **Education and training providers to establish structures in London that are totally equitable and take positive action in addressing areas of under representation within all levels of coaching, officiating and administration.**
- **Sport England to influence key Government education agencies and governing bodies to effectively integrate sports education and training programmes in order that it attracts relevant external funding sources.**
- **Funding bodies to give priority in their grant schemes to sports organisations and facilities submitting development schemes and initiatives linked to well-planned coaching and volunteer programmes.**
- **London Sports Board to ensure Sport England, Association of London Government and the London Federation of Sport and Recreation support and acknowledge the current and future volunteers in London.**

Specifically;

- **Sport England, London Boroughs and London schools to promote programmes and initiatives whereby young people are encouraged to experience officiating, coaching and leadership roles, thus encouraging young people to develop a fully rounded appreciation of sport.**
- **London's further, higher and community education establishments to develop fully and co-ordinate a range of services in support of volunteer development.**
- **BUCPEA London to stimulate activities in London's Further and Higher Education establishments which will cultivate future volunteers.**
- **Governing bodies and London Boroughs to use information seminars, orientation courses and other taster initiatives to encourage recruitment onto voluntary roles.**
- **London Boroughs to promote, and where necessary seek funding to support, the Volunteer Investment Programme, Sportstrain and Running Sport programmes in local clubs and sporting organisations.**
- **Governing bodies, education establishments and National Coaching Foundation to establish programmes for the lateral development of coaches to ensure coaching education for coaches at all levels and not just for those who wish to work with higher-level performers.**

6. Ensuring access to quality sports facilities, indoor and outdoor, throughout the Capital at all levels of participation.

The Facilities Planning Model (FPM) is a planning tool used by Sport England to identify the demand for and location of new community sports facilities. The FPM is used as part of the decision process for capital projects submitted to the Lottery Sports Fund. However, due to London being unique in population density and transport network compared to the rest of England, the FPM is of limited value when seeking support for new facilities in London where there is perceived demand.

The FPM indicates that in 6 London Boroughs pool capacity is less than the estimated demand, conversely 6 other Boroughs have facilities exceeding demand. Clearly some London residents are better provided for than others. A similar difference in provision is apparent with sports halls. Hackney has the lowest satisfied demand (76%) for indoor sports halls followed by Boroughs in the Western sector of London. For swimming, Brent has the lowest satisfied demand followed by Boroughs in the North West and North East sectors. The FPM suggests that London is currently well served with regard to Artificial Turf Pitches. The FPM does not take into account, however, the access and quality of London's facilities, only the number – it assumes all are of a reasonable physical standard and accessible in price, transport, acceptable travel and opening times for all members of the community.

London's existing sport and recreation facilities are valuable community and sporting assets. As London establishes much needed additional and better quality sports facilities, recognition must also be given to the lifetime maintenance costs that will keep London's sports portfolio at the required level. Lottery funding must again be encouraged for the upgrading and improvement of these existing buildings and facilities. With pressure on available space for new and large facilities, the emphasis for London must be on the improvement in access and physical standard, maintenance and protection of what London Boroughs already have. The basic annual cost of upkeep of London's current sports facilities is £xx but still many remain in a severe state of decay – if general improvements were made, appropriate sports development programmes established and rental costs accessible for all groups agreed there could be significant increase in the usage of these facilities across all sectors of the community and range of sports.

The value of playing fields and other recreational open space and the need for their protection against development pressures is also recognised. Over 10% of the total land area of London is open space and urban parks, totalling 17,200 hectares. Open space constitutes a reservoir of recreational opportunity and amenity, which is of crucial importance to the social and environmental quality of London. Yet as open land in London becomes an increasingly scarce resource, recreational land often seems to offer a tempting opportunity for other forms of development. The London Sports Board opposes such development whether the land is in public, private or educational use.

The value of some playing fields is not only to be judged by their 'quality' but by their significance in providing opportunity to participate. The paramount need is for liaison and co-operation between agencies and organisations to realise opportunities which can be created as well as to protect existing facilities. Such adaptability is also important in ensuring that playing fields do not become the exclusive preserves of particular gender or social groups. It is essential that there is better access to playing fields and other recreational open space for all sections of the community. The New Opportunities Fund's Green Spaces and Sustainable Communities Programme provides funding for the development of playing fields and community playgrounds and to purchase playing fields that are under threat or that have fallen into disuse.

Analysis of pitches in London in 1990 showed the superior provision that exists in Outer London boroughs. Taking the 5 London Education sectors as a whole, none has an overall provision close to the benchmark. So while individual Boroughs may seem to be in surplus, there is a general level of deficit throughout London. The areas with greatest need tend to be in the northern part of central London. Today the poor or lack of maintenance on a number of available pitches rendering them unusable or safe for any quality of sport compounds this deficit.

The link with education and the availability of pitches and facilities on educational establishments is vital. The development of quality sports facilities on schools sites must be a priority, catering for both young people and community sport. Dual use schemes encouraging access for local and regional sports organisations to school and college facilities is an area currently under-utilised in London. With more than 70 Further and Higher Education establishments in London, there is an untapped wealth of facilities where

usage can be of benefit to the community by provision of sporting opportunities and an economic and image benefit for the education sector.

Primary schools have also been targeted in the provision of quality sports facilities with the one-off Government-led programme entitled 'Space for Sports and the Arts'. 10 London Boroughs have submitted bids for up to 5 of their primary schools for new or improved facilities, such as multi-use games areas and small artificial surfaces. With a maximum grant is £500,000 and duty for some community use out-of-school hours, this scheme offers an ideal opportunity for primary schools to become integral parts of the local community.

London's facility requirements cannot be assessed on a local or even borough level but have to be considered in regard to the more complex patterns of demand which exist London. It is vital an up-to-date audit of London pitches and outdoor facilities is undertaken and differentiated by sector – public/education/private/voluntary – and by sport. The demand for these pitches should also be assessed using surveys to local leagues and governing bodies and analysing pitch-booking records. London Playing Fields Society will lead this work in conjunction with the Football Trust.

Development of the FPM for London specific data is continuing and must be supported to ensure that the capital and its residents are appropriately catered for with regards all indoor and outdoor facilities. It is imperative that data is available to support the development of new facilities in London in order to attract funding from the Lottery and other sources. At present the proportion of successful application for National Lottery funding for sports projects is lower in London than anywhere else in the UK – in the first 69 months, London has had 216 awards totalling £115 million, representing 6.6% of the national awards total. Taking into account London's vast population, funding should have been more in the region of x million.

From 2002, there will be approximately £150 million per year in the Community Projects Fund. Major priorities for the distribution of this Lottery money includes young people, recreationally deprived groups and people with disabilities. At least 50% of the funding for community projects will be invested in areas of greatest need, responding to local priorities – London will be targeted. Sport England has afforded priority status to certain London capital projects that meet the agreed criteria – these area a range of developments of swimming pools, sports halls, schemes on educational sites and specialist facilities. Projects will be striving to ensure equality of access for all and will be available for improving and upgrading existing facilities as well as building new ones. Similarly to revenue funding schemes, there is an urgent need in London for specialists to work with local community groups and organisations to actually be able to get hold of this money – this includes support in writing the bid application, getting the survey, proving the demand etc. Without this, London will continue to be under-funded.

POLICY ACTION

Generally;

- **London Boroughs to improve the utilisation and cost effectiveness of current sports facilities and, where appropriate, stimulate the provision of new facilities to service the future needs of sport in London.**
- **London Sports Board and London Playing Fields Association to lobby against the granting of planning permission for any development, which would lead to the loss of, or would prejudice the use of, the total amount of local land allocated for recreational use.**
- **London Sports Board to work with Greater London Authority, Association of London Government and Boroughs to address the quality, maintenance and accessibility of London's indoor and outdoor sporting facilities.**
- **Schools, colleges and universities to establish links with local community clubs and organisations regarding use of facilities, improving access to meet local needs.**

Specifically;

- **Sport England to actively promote the Community Projects Fund, and Green Spaces and Sustainable Communities and other capital funding programmes throughout the region to London Boroughs and local organisations.**

- **Sport England and London Boroughs to support local organisations in the application process for Lottery funding by the provision of expertise and specialists.**
- **London Playing Fields Society to audit the current standard of provision and availability of outdoor sports facilities in the capital.**
- **London Sports Board to influence opportunities for sport components in major redevelopment and regeneration plans within the scope of the Government's and local Spatial and Economic Development Strategies.**

7. Promoting London as a world class sporting city through performance, facilities and major events

London hosts some of the world's most famous sporting venues, such as Wimbledon, Lords, Twickenham, Wembley and Crystal Palace. London has 12 professional football clubs, 5 in the FA Premiership, 3 rugby clubs in the top division and 2 county cricket clubs. However, in the cases of Wembley and Crystal Palace in particular, major redevelopment is required to provide a quality facility that meets national and regional demand and retains a focus for London and sport.

London must continue to be promoted on the international scene. Major events such as the Olympics, the Football World Cup and World Athletic Championships require multi-million pound budgets for facilities and promotion but bring equally large tourism and media spending. These types of world class sporting events would bring real, sustainable and long-lasting benefits to Londoners – better facilities, jobs, transport and environmental improvements. High profile international events staged in London will also stimulate participation and the pursuit of excellence by Londoners.

London needs international-class facilities – investment can assist the regeneration of neglected parts of the capital, contribute to social inclusion and provide a legacy of superb sports facilities accessible to all Londoners throughout the next generation. For an Olympics and Paralympics to be staged in London, particular new sports specific venues are required such as 50m swimming and diving pools and a velodrome. London, particularly in the east, has a wealth of buildings such as the Millennium Dome and Excel Exhibition Centre, which could cater for the indoor sport requirements. Other facilities such as the Docklands Regatta course would also be well utilised. Combining with existing world-class facilities such as the quality sailing venues on the south coast, London has a fantastic opportunity to host the world's biggest participation event. London International Sport (LIS) is continuing to liaise with national and local government and sporting organisations with the target of bringing the Olympics to London as its main aim.

The UK Sports Institute is a network of facilities, coaches and support services throughout the UK available to every athlete who has the ability and dedication to success in sport. These venues will provide essential training and competition for international sport and help to meet the needs of governing body strategies. The English Network of these sites comprises new and existing facilities in London. Crystal Palace in Bromley is confirmed as a main base for the capital for these facilities – a bid to the Lottery has been submitted to enhance and redevelop its current facilities. Lee Valley Regional Authority, Picketts Lock venue, is also targeted as potential development area for an athletics arena and associated facilities to host the 2005 World Championships and become a regional and national sports resource.

Additional quality facilities are required however in all sectors of London to ensure that those living in the capital have access at all times. Four 50m pools would be appropriate for London, allowing all elite swimmers and other pool users to have reasonable travel times to an appropriate facility. It is not only the buildings that are required in London, but also the development of quality support services and personnel such as performance coaches, sports scientists and laboratories, sports medicine structures and other sports specific needs.

POLICY ACTION

Generally;

- **Sport England to work with United Kingdom Sports Institute (UKSI):English Network and targeted London Boroughs on the implementation of national governing body facility strategies and the continuing development of high performance services.**
- **London Sports Board, Sport England and London Boroughs to support Greater London Authority and London International Sport in the bidding and staging of major sporting events in London including the Olympic and Paralympic Games.**
- **London Sports Board to support and influence the development of the Wembley National Football Stadium, the Lee Valley Regional Authority, Crystal Palace Park and other major facility developments in London.**

8. Establishing an internet-based sports information and networking hub for the Capital.

With a range of partner agencies, initiatives and funding programmes sport and the cross-cutting benefits of sport (regeneration, health, employment, diversion) can be easily lost amidst an array of competing or complimentary strategies, policies, legislative and framework guidance. It is imperative therefore that London government, sports governing bodies, sports clubs and regional organisations are fully aware of all the current opportunities and schemes available. A easily accessible and comprehensive guide, linking all national and regional initiatives, their objectives, target audiences, funding potential and contact details is required for all potential and existing community and sports groups.

Creating an informative website for London Sport would be the most effective and efficient method of communication and would ensure up-to-date information was available at all times to everyone. Facilitating an interactive data site will support the development of public, private and community sector partnerships, improve best practice exchange and dissemination, support practitioner learning and link national and regional community networking forums. With the Government's current agenda of ensuring that all sectors of the community have access to free or affordable information technology centres, (established at libraries, leisure centres and other focal points) a central information site will ensure that London Sport can efficiently promote a framework for sport planning and delivery.

POLICY ACTION

Generally;

- **London Sports Board and Sport England to establish a website for London Sport covering:**
 - **National and regional sports news and initiatives**
 - **Funding schemes available to London sports agencies and local organisations and basic criteria for awards and priority groups**
 - **Contact details for London sports agencies, governing bodies, leagues and clubs**
 - **London Sporting Calendar**
 - **Links to relevant other national and regional sites such as London Tourist Board**
- **London's sports and leisure facilities to have accessible Internet stations at affordable prices for all sectors of the local community with London Sports website as front page.**

9. Confirming and acknowledging London Sports Board as the lead organisation to direct sport in London.

Sport and recreation opportunities in London are delivered through a mixed economy of providers across the public, voluntary and commercial sectors. To ensure quality, access and sustainability for all residents and visitors, a strategic and co-ordinated approach is essential. The most effective way of ensuring the commitment of all organisations will be for key sport providers and enablers to plan and review London sport through a local strategic partnership – this forum is the London Sports Board (LSB).

The London Sports Board is the only pan-London body with representatives from the public, private and voluntary sector that is charged with considering the future development of sport in London. The Board is ideally placed to be the lead organisation to guide the development and delivery of sport in London through co-ordinated planning at a strategic level and partnership working. The Board has the appropriate composition to work with and influence other bodies to ensure that resources are deployed effectively to improve the sporting well-being of London and to advise Government, the Greater London Authority, the Association of London Government and Sport England on recreation priorities.

The Board must now take this Charter, consult widely with partner agencies in London encouraging all to adopt and sign up to it's principles and policies. This will enable London to influence as one organisation, attract greater and more targeted resources. In addition, there is a need for London Sports Board to look closely at each policy of this Charter and make detailed, specific work programmes and establish appropriate task forces to ensure action is achieved.

POLICY ACTION

- **London Sports Board to widen consultation on draft London Charter for Sport.**
- **London Sports Board to undertake further detailed research on each element of the London Charter for Sport to define a delivery strategy and timetable.**
- **London Sports Board to assess resource implications for delivery of the Charter.**
- **London Sports Board to co-ordinate a London mapping exercise of initiatives, policies and examples of good practice.**
- **London Sports Board to undertake a comprehensive annual review of the Charter and its implementation.**

10. Creating partnerships and strategic alliances with London sporting organisations, businesses, local and central government and funding agencies.

LSB recognises the benefits for all organisations of co-ordinating action and helping to deliver key policy objectives more efficiently and cost-effectively. The key is successful partnership working and community involvement throughout the process. The LSB also recognises that these alliances for joint action come at varying strategic levels ranging from the Department of Culture, Media and Sport, the Mayor and Assembly, Sport England, Association of London Government, CBI, to the London Boroughs, London Development Agency, London International Sport, Learning and Skills Councils and other strategic bodies for health, education, planning, transport, the arts and tourism.

The London Sports Board will work with these organisations and associations to promote the role and benefits that sport can bring to the health, social cohesion, regeneration, employment, skills and learning for Londoners.

Partnerships between planning, transport authorities and the local sport and recreational organisations to provide efficient and cheap public transport will improve the urban environment, make facilities busier and

better respected and thereby making them safer. Partnerships with the Youth services and police community programmes can proactively utilise sport as a means for offering alternative activities and reducing crime.

Both public and private sector are essential partners in developing and sustaining sport and recreation in London. Private sector, partnership funding and business sponsorship are essential for the development and delivery of local and regional initiatives, particularly with the continuing constraints on public funding on sport and recreation.

Sport, as part of a corporate fitness programmes has proven to make good business sense. Cynamiad, a large UK pharmaceutical company, indicated that those employees that participated in its fitness programme experienced 1.8 days less sickness absenteeism than their sedentary peers, which in turn equated to savings in excess of £44,000 per year. Many London businesses have on-site fitness facilities available free-of-charge to employees or offer subsidised memberships of local private facilities. A number of banks also have playing fields located in outer London and utilised by employee-run clubs. Businesses should be encouraged to protect this land from any development and ensure that it is maintained to a quality standard therefore allowing access for London's community.

POLICY ACTION

- **London Sports Board to seek adoption of the London Charter for Sport by key organisations across London.**
- **London Sports Board to work with all departments of the Greater London Authority and Association of London Government to ensure that the Charter for London Sport and its objectives are taken into consideration within all London strategies.**
- **London businesses to become a proactive part of local alliances for the development of sport within their locality.**
- **London businesses to provide access to fitness, conditioning and other sports facilities for their employees.**

11. Ensuring appropriate resources are secured and distributed efficiently and effectively supporting the continued development and sustainability of sport in London.

With the huge array of national and regional initiatives and funding bodies currently available there is a vital need for co-ordination in London to ensure that appropriate resources are attracted and deployed to organisations and areas in most need. Invariably in past years, funding has been allocated to those well-established organisations with money, staffing and experience to make comprehensive applications and submissions - but these are not necessarily the areas of London which are a priority for support as identified throughout this report.

In addition, many of these new initiatives are funded for a maximum of 5 years – this gives essential support for the establishment and initial development of sporting opportunities and facilities throughout the capital, however sustainability beyond the five years is often ignored until too late. Plans must be developed to ensure that Londoners are ensured permanence in these valuable and quality programmes – this in turn will enable lifelong participation opportunities and established pathways from participation through to performance, identifying and nurturing London's sporting talent.

POLICY ACTION

- **Greater London Assembly, Association of London Government, Sport England and governing bodies to keep London Sports Board informed of all funding available for the development and sustainability of sporting activities, facilities and personnel in London.**

- **London Sports Board to liaise with Sport England to secure accreditation as specialist advisers for distribution of key sports funding to London sports organisations and agencies.**
- **London Sports Board to liaise with Association of London Government and Sport England to identify priority areas for funding available and ensure resources are distributed appropriately.**
- **London Sports Board, Association of London Government and Sport England to encourage and support all organisations to submit quality applications and sports programmes to funding agencies.**
- **London Boroughs, Sport England and sporting organisations to plan in advance for the sustainability of new initiatives, opportunities and facilities when the initial funding programme is complete.**
- **London Sports Board and Sport England to keep a running total of funds allocated to London facilities and organisations and in particular promote schemes where London is under-represented.**

APPENDIX B – BIBLIOGRAPHY & CONSULTATION

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London First
London Forum for the Disabled
London International Sport
London Playing Fields Society
London Sports Board – Chair & Vice Chairs
Members Cultural Strategies Group
Sport England, London Region
Sport England, Lottery Unit

Sport England, Planning Department