

EAST AYRSHIRE COUNCIL

CABINET – 17TH JUNE 2009

NEW SPORTING FUTURES – 2014: CHARTER FOR SPORT

Report by Executive Director of Neighbourhood Services

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to outline progress and plans in relation to the implementation of a '2014: Charter for Sport' and seek approval of the cabinet to implement, as part of the Charter, a Talented Athlete Fund to support local sports people in their pursuit of excellence, and reduced prices for qualifying clubs at Council facilities.

2. BACKGROUND

- 2.1 New Sporting Futures is the brand name for Sports Development in East Ayrshire. The service was established in 2003 to directly address gaps in sports provision and is managed and developed by the Council's Leisure Development Services Section.
- 2.2 New Sporting Futures was designated a '*Flagship Project*' by Community Planning Partners in 2006 and was subsequently mainstreamed by East Ayrshire Council.
- 2.3 Since its inception New Sporting Futures has consistently developed to find new ways of attracting young people into sport. Utilising the framework of East Ayrshire's Community plan, the services of New Sporting Futures have remained relevant to local people and have a clear focus on improving health, wellbeing and improving community safety. As such the attendance records of New Sporting Futures can demonstrate continuous improvement as illustrated below with overall attendance figures growing from just under 12,000 in 2004/05 to over 47,000 in 2008/09.
- 2.4 An overview of the main aims of New Sporting Futures and the services delivered can be broadly summarised as follows:
- 2.4.1 Improve local participation and performance in Sport through the development of priority sport programmes including:
- Delivery of community based coaching programmes during term time and school holidays;
 - Delivery of school based events and competitions;
 - Provision of pathways to performance level activities through local clubs, development groups, and regional / national squads.
- 2.4.2 Engage more young people in Sport as a positive alternative to anti-social behaviour through the delivery of night time and diversionary programmes including:
- Delivery of StreetSport Activities including StreetSport Cages and StreetSport Express;

- Delivery of Premier Night League and other football specific programmes;
- Delivery of targeted programmes designed to specifically engage teenage girls, looked after children and those not in mainstream education.

2.4.3 Strengthen the local infrastructure for sport within East Ayrshire in partnership with East Ayrshire Sports Council including:

- Delivery of an annual programme of Coach Education;
- Provision of club development advice including funding clinics, child protection guidance and sport development plans;
- Distribution of national best practice and procedures to local voluntary sports clubs

2.5 The continuing success of New Sporting Futures combined with the hosting of the 2014 Commonwealth Games in Glasgow make this a very exciting time for Sport in East Ayrshire. New Sporting Futures now seeks to promote a '2014: Charter for Sport' which will outline the Council's commitment to nurturing sporting talent in the very widest sense and essentially capitalise on the media interest which will ensue as the hosting of the Glasgow Games approaches and which should result in even greater interest in Sport.

3. 2014: CHARTER FOR SPORT

3.1 There has been much debate and discussion nationally around the Legacy which results from hosting a major international sporting event. In East Ayrshire much of our legacy will be self-made and to a great degree will take place prior to the actual hosting of the Games in 2014. In short, the next four to five years will be crucial in terms of laying solid foundations for long term involvement in sport.

3.2 The actual Charter document will provide a vision for sport in East Ayrshire and will then provide information across 5 headline sections as outlined below:

3.2.1 Long-Term Player Development Pathway

This section will utilise the nationally recognised principles of long-term player development to illustrate the range of services delivered by East Ayrshire Council for participation in sport and physical activity. It will essentially begin with pre-five activities, leading through to fun based physical activity and onwards to higher level sports coaching. It will also highlight the links to more elite level coaching offered via partners in local sports clubs, sports development groups, National Governing Body squads and the West Institute of Sport.

3.2.2 Talented Athlete Funding

The Charter will essentially introduce a new funding stream to provide financial support for East Ayrshire's talented athletes across two levels viz: **Developing Potential** and **Podium Potential**. This fund will be delivered in partnership with East Ayrshire Sports Council and will only be available to athletes achieving set standards.

A criteria for each of the above levels of support has been developed by a working group comprising of officer and elected member representatives of East Ayrshire Sports Council, additional officers of the Council and partners at the West Institute

of Sport and other Scottish Local Authorities. East Ayrshire Sports Council acts as a representative body for voluntary amateur sports clubs within the authority. The Sports Council is administered by Leisure Development Services and each year the local authority through Democratic Services is asked to nominate four local elected members to join the executive committee of the group. Presently these elected member representatives are Councillor John Campbell (currently Vice Chair of the Sports Council), Councillor Hugh Ross, Councillor John Knapp and Councillor Neil McGhee. A copy of the proposed criteria is attached at Appendix 1.

In terms of direct financial support, it is recommended that Athletes achieving Developing Potential status will be awarded up to £200 per year whilst those designated as Podium Potential will benefit from up to £1,000 per year.

All qualifying Athletes will be provided with a facility pass which offers free use of any conditioning suite / fitness gym and swimming pool operated either by East Ayrshire Council's Community Recreation Section, the Galleon Leisure Centre or Visions Leisure Centre. It should be noted that special arrangements will be made with those under 16 to enable tailored access or alternatives to conditioning suites / gyms.

Over and above this, all successful candidates will receive free registration to East Ayrshire's Sports Physiotherapy Clinic and support to gain a paid sessional coaching position as part of East Ayrshire Council's Leisure Development Database (16+ Subject to successful interview, disclosure & references).

3.2.3 Facility Discounts for East Ayrshire Sports Clubs

All sports clubs affiliated to East Ayrshire Sports Council and therefore meeting the Sports Council's affiliation criteria as attached at Appendix 2 and 3 will be eligible to receive a 30% discount when accessing indoor sports facilities managed by the Council's Community Recreation Section. In addition to this, regular users of sports facilities within educational establishments already receive a subsidised rate and Community Learning and Development will continue to work with Leisure Development Services and East Ayrshire Sports Council to support sports organisations where possible as part of the 2014: Charter for Sport.

It is important to note that these discounts will not be available to Sports Clubs deemed to be profit-making which will affect some of the Martial Arts Clubs within the authority however this benefit should reflect the ethos of voluntary amateur sport.

3.2.4 Club & Coach Development

This section will outline the range of Coach Education and Club Development opportunities available within East Ayrshire including that delivered via East Ayrshire Sports Council, Leisure Development Services and Community Learning & Development. It will further highlight the local Sports Council as a provider of coach education and sporting event grants.

3.2.5 Sport & Leisure Facility Development

The Charter will provide the first real detail to the public in relation to the new state of the art Athletics Facility at Queens Drive. Given that the design and specification

of this facility will offer the same high standard as the athletics track to be situated at Hampden for the 2014 Games with a grade 1 classification from UK Athletics the Council's aspiration to host a Pre Games Commonwealth Training Camp will also be highlighted. This section will further outline the plans for Stewarton Sports Facilities as well as mention the excellence level facilities now available at the new Grange and St Joseph's Leisure Centres.

4. NEXT STEPS

- 4.1 In terms of producing the '2014: Charter for Sport' it is envisaged that the document itself along with the Talented Athlete Support Fund will be introduced at a launch in September 2009. Initial meetings with the Council's Communications Team have already taken place with regard to the design of the document and the key content areas are already in place.
- 4.2 As mentioned at point 3.2.2 a working group was formed to develop the criteria for Talented Athlete Support Funding comprising representation from the Sports Council including one elected member, Councillor Hugh Ross, in addition to officers from Leisure Development Services and the Manager of the West Institute of Sport. It is envisaged that in terms of implementing the Talented Athlete Support element of the Charter that this group would develop further and emerge as a judging panel to assess applications on an annual basis. The judging panel would therefore include: from the Sports Council: all four elected members, the Chairperson, the Secretary and 2 voluntary sports representatives; the Council's Sports Development Manager and the Manger of the West Institute of Sport who will be present only in an advisory capacity.

5. FINANCIAL IMPLICATIONS

- 5.1 The publication of the '2014: Charter for Sport' will not in itself incur additional financial implications as the costs for printing and distribution will be met within existing Leisure Development budgets and most of the activities promoted within are already being delivered. In addition the cost of providing facility discounts for sports clubs will be met from Community Recreation budgets.
- 5.2 A range of funding has been secured in order to implement the various elements of the Talented Athlete Support Fund. This will be available until 31st March 2014 and amounts to £35,000 per annum. A full breakdown of the costs associated are contained within Appendix 4.

6. POLICY / COMMUNITY PLANNING IMPLICATIONS

- 6.1 The work of Leisure Services is aligned to the Scottish Government's National Performance Framework striking the national strategic objectives – Wealthier and Fairer, Healthier, Safer and Stronger, and to a lesser extent Smarter and Greener. As such, the work of New Sporting Futures delivers on key indicators of the Council's Single Outcome Agreement and the Community Plan
- 6.2 New Sporting Futures delivers directly on the thematic action plans of Improving Community Safety and Improving Health and Wellbeing. The introduction of the

'2014: Charter for Sport' will add value to this work and will further enhance the delivery of the other thematic plans – viz Delivering Community Regeneration and Improving Lifelong Learning.

- 6.3 The '2014: Charter for Sport' is key target for Sports Development within the Council's new Leisure & Cultural Strategy and will also help the Council deliver against national frameworks including Reaching Higher – National Sports Strategy and Let's Make Scotland More Active – National Physical Activity Strategy.

7. LEGAL AUTHORITY / POLICY IMPLICATIONS

- 7.1 Whilst there are no specific legal or policy frameworks attached to the introduction of the Charter, it should be noted that financial regulations, including APB 27 in respect of external funding, will be adhered to in terms of the monitoring and distribution of grant funding.

8. CONCLUSIONS

- 8.1 The 2014 Commonwealth Games being hosted in Glasgow brings a real and tangible opportunity to inspire the community of East Ayrshire on a number of levels including through local athlete participation and performance, through opportunities for Sports Volunteers, Coaches and Officials and through the potential hosting of training camps within East Ayrshire as a result of the planned state-of-the-art athletics facility.
- 8.2 In times of economic uncertainty, it is important that there are positive, high profile developments and events which contribute to the feel good factor. The introduction of an '2014: Charter for Sport' whilst supporting our most talented local sports people to achieve their full potential will also ensure that the wider population of East Ayrshire are enthused and encouraged to participate in sport and physical activity.

7. RECOMMENDATIONS

- 7.1 It is recommended that Cabinet:
- (i) Approves the development and implementation of the '2014: Charter for Sport';
 - (ii) Approves the implementation of the Talented Athlete Fund;
 - (iii) Approves the appointment of four elected members from the Sports Council to the judging panel for Talented Athlete Support Funding; and
 - (iv) Otherwise note the content of this report

William Stafford
Executive Director of Neighbourhood Services

WS/JAG

3rd June 2009

GLOSSARY OF ACRONYMS USED

APB27: Refers to the Accounting Policy Bulletins specific to external funding

LIST OF BACKGROUND PAPERS

Any person wishing to inspect the background papers listed above should telephone 01563 578178 and ask for John Griffiths, Head of Leisure Services

Implementation Officer – (john.griffiths@east-ayrshire.gov.uk)

2014: Charter for Sport

East Ayrshire Talented Athlete Support Fund Criteria

Criteria to gain support at **Developing Potential Level**:

Only Amateur Sportspersons who satisfy the following criteria will be considered eligible for an award from the developing potential strand of the East Ayrshire Athlete Support Programme:

- 1) **Participation in a Sport recognised by sportscotland**
- 2) **British Senior/Junior Internationalist or British Senior/Junior Champion in the year of application; OR**
- 3) **Scottish Senior/Junior Internationalist or Scottish Senior/Junior Champion in the year of application; OR**
- 4) **National Squad Member who has not yet received full representative status**

will be considered eligible for an award within the Developing Potential strand of the East Ayrshire Talented Athlete Programme

Criteria to gain support at **Podium Potential Level**:

Only Amateur Sportspersons who have been selected to the official training squads for:

- **2010 Vancouver Winter Olympics and Winter Paralympics;**
- **2010 Delhi Commonwealth Games;**
- **2012 London Olympic and Paralympic Games;**
- **2014 Sochi Winter Olympics and Winter Paralympics; or**
- **2014 Glasgow Commonwealth Games**

Or in special circumstances

- **Those whose selection to one of the above squads is deemed to be imminent as identified by appropriate GB / Scottish squad coach or representative**
Or
- **Those included in a GB team or squad to compete at an official INAS-FID international sporting event***

will be considered eligible for an award within the Podium Potential strand of the East Ayrshire Talented Athlete Programme

* The International Sporting Federation for Athletes with an Intellectual Disability (INAS-FID) provides structures for athletes with a learning disability to compete in open sporting competitions on a similar basis to the Paralympic Games for those with a Physical Disability, i.e. by offering Open Competition which attracts top level athletes as opposed to the graded competition offered by other organisations such as the Special Olympics

2014: Charter for Sport

Affiliation Criteria for East Ayrshire Sports Council

Clubs wishing to affiliate to the East Ayrshire Sports Council must meet the following criteria:

- **Constitution Child Protection Policy (where appropriate)**
- **Affiliated to National Governing Body**
- **Qualified Coaches**

Additionally in order to be eligible to receive Sports Council Grant Aid, clubs must meet the following:

- **Amateur Status (not for profit)**
- **Appropriate structures to support sports development including provision of regular coaching and regular competition**

2014: Charter for Sport

List of Sportscotland Recognised Governing Bodies & Activities

Governing Bodies Recognised by the Sports Councils

Amateur Boxing Scotland Ltd	Scottish Gymnastics
Badminton Scotland	Scottish Handball Association
Basketball Scotland	Scottish Hang Gliding and Paragliding Federation
Commonwealth Games Council for Scotland	Scottish Hockey Union
Cricket Scotland	Scottish Ice Hockey Ltd.
DanceSport Scotland	Scottish Indoor Bowling Association
Dancing	Scottish Institute of Sport
Fitness League	Scottish Ju-Jitsu Association
JudoScotland	Scottish Karate Governing Body Ltd
Lacrosse Scotland Ltd	Scottish Ladies Golfing Association
Mountaineering Council of Scotland	Scottish Official Board of Highland
Netball Scotland	Scottish Orienteering Association
Pentathlon Scotland	Scottish Petanque Association
Royal Caledonian Curling Club	Scottish Rugby Union
Royal Scottish Country Dance Society	Scottish Snooker Ltd
Royal Yachting Association, Scotland	Scottish Squash
RSAC Motorsport Limited	Scottish Sub Aqua Club
Salmon & Trout Association	Scottish Surfing Federation
Scotland Rugby League	Scottish Target Shooting Federation
Scottish Amateur Rowing Association	Scottish Tenpin Bowling Association
Scottish Anglers National Association/	Scottish Tug of War Association
Scottish Archery Association	Scottish Volleyball Association
Scottish Auto-Cycle Union	Scottish Women's Bowling Association
Scottish Bowling Association	Scottish Women's Indoor Bowling Association
Scottish Canoe Association	Scottish Women's Rugby Union
Scottish Croquet Association	Scottish Wrestling Association
Scottish Cyclists Union	Scottishathletics
Scottish Disability Sport	Snowsport Scotland
Scottish Equestrian Association	sportscotland
Scottish Federation for Coarse Angling	Table Tennis Scotland
Scottish Federation of Sea Anglers	Tennis Scotland
Scottish Fencing	The Camanachd Association
Scottish Field Archery Association	The Scottish Amateur Swimming Association Limited
Scottish Football Association	Triathlon Scotland
Scottish Games Association	Waterskiscotland
Scottish Gliding Association	Weightlifting Scotland
Scottish Golf Union Limited	Yoga Scotland

Activities Recognised by the Sports Councils

Aikido	Handball	Roller Skating
American Football	Hang/Para Gliding	Rounders
Angling	Highland Games	Rowing
Archery (Field, Target)	Hockey Indoor & Outdoor	Rugby League
Arm Wrestling	Hovering	Rugby Union
Association Football	Hurling	Sailing/Yachting
Athletics	Ice Hockey	Sand & Land Yachting
Australian Rules Football	Ice Skating	Shinty
Badminton	Jet Skiing	Shooting
Ballooning	Ju Jitsu	Skateboarding
Baseball	Judo	Skiing
Basketball	Kabaddi	Skipping
Baton Twirling	Karate	Snow Boarding
Bicycle Polo	Kendo	Softball
Billiards and Snooker	Korfball	Sommo Wrestling
Bobsleigh	Lacrosse	Squash
Boccia	Lawn Tennis	Street Hockey
Bowls	Life Saving	Sub Aqua
Boxing	Luge	Surf Life Saving
Camogie	Modern Pentathlon	Surfing
Camping & Caravanning	Motor Cycling	Swimming
Canoeing	Motor Sports	Table Tennis
Caving	Mountaineering	Taekwondo
Chinese Martial Arts	Movement, Dance, Exercise & Fitness	Tang Soo Do
Cricket	Netball	Tenpin Bowling
Croquet	Octopush	Trampolining
Crossbow	Orienteering	Triathlon
Curling	Parachuting	Tug of War
Cycling	Petanque	Unihoc
Dragon Boat Racing	Polo	Volleyball
Equestrian Activities	Pool	Water Skiing
Fencing	Quoits	Weightlifting
Fives	Racketball	Wrestling
Flying	Rackets	Yoga
Gaelic Football	Rafting	
Gliding	Rambling	
Golf	Real Tennis	
Gymnastics	Roller Hockey	

2014: Charter for Sport

East Ayrshire Talented Athlete Support Fund - Funding Secured until 2014

A range funding has been secured until 31st March 2014 to implement the following:

- £10,000: Podium Potential Awards at £1,000 per award – 10 per year in 2008/09 until 2013/14*
- £6,000: Developing Potential Awards at £200 per award – 30 per year in 2008/09 until 2013/14*
- £9,500: Provision of Facility Access and Sports Physiotherapy Registration for successful candidates
- £6,000: Partnership Funding to West Institute of Sport Network to ensure on-going access to East Ayrshire athletes
- £3,500: Funding to ensure appropriate marketing and promotion including the hosting of an awards evening, production of logos and branded kit and general publication of application forms.
- £10,000: Towards the appointment of a grade 3 Clerical Assistant to support the on-going administration and monitoring of key elements of the Charter.

This funding allocation is interchangeable for example allowing more developing potential awards should fewer than 10 reach the Podium Potential