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sport documents.*

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*Local Government Association*

For more information see the  
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*Local Government Association*



**our sporting  
commitment**



# our partnership in action

**“Sport England and local authorities share a common purpose – to create opportunities for people of all ages and abilities to play and enjoy sport in every community.”**

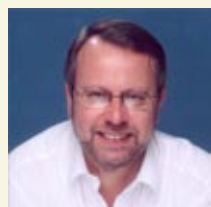
## Working in partnership we are committed to:

- providing a quality experience for those participating and working in community sport;
- creating and developing high-quality, sustainable sporting opportunities in every community, including a vibrant club network, strong pathways for competitors, sustainable facilities and opportunities to coach and volunteer;
- delivering a grassroots sporting legacy from the 2012 Olympic and Paralympic Games.

We believe sport has the power to:

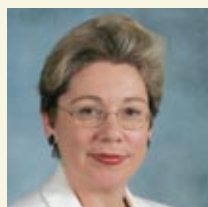
- build strong, sustainable communities;
- improve health and tackle health inequalities;
- improve the life chances of children and young people;
- reduce anti-social behaviour and fear of crime;
- and increase skills, employment and economic growth.

Working together, and combining Sport England’s focus on sport, with councils’ local priorities, we can deliver our common purpose, making a difference to people’s lives and the places they live.



**Cllr Chris White**  
Chair, LGA,  
Culture, Tourism  
and Sport Board

*Chris White*



**Jennie Price**  
Chief Executive,  
Sport England

*Jennie Price*

## Sport England and local government working together to:

- build a positive partnership based upon a clear understanding of one another’s priorities and shared outcomes;
- deliver high-quality sporting opportunities, building delivery capacity and capability within local authorities, and across the sporting landscape;
- stimulate innovation, seeking out new ideas and perspectives, and challenging perceived wisdom, to deliver the best possible outcomes for sport.

## Locally, our partnership is reflected through:

- Sport England funding for County Sport and Physical Activity Partnerships (CSPAPs), enabling them to:
  - > broker relationships between local authorities and the 46 national governing bodies (NGBs) of sport funded by Sport England for 2009-13
  - > work with local councils to support the delivery of Local Area Agreements (LAAs)
- councils supporting CSPAPs in the representation of community sport within strategic planning and Local Strategic Partnerships.

## Regionally, our partnership is reflected through:

- engagement between Sport England regional teams and councils through regional networks;
- working together where local priorities are closely aligned to sport – eg where National Indicator 8 (adult participation in sport and active recreation) is an improvement priority in an LAA;
- the provision of advice and guidance to local councils by Sport England’s planning and facilities team;
- councils working together to lead the local government improvement agenda, developing strong relationships with the Regional Improvement and Efficiency Partnerships;
- Sport England working with other cultural agencies and the Improvement and Development Agency (IDeA) to support the local government improvement agenda, and contribute to Culture and Sport Strategic Dialogues;
- Sport England, working alongside other cultural agencies, local authorities, and regional development agencies, assisting in the development of the integrated regional strategies, and establishing the role of sport in regeneration, particularly in growth areas.

## Nationally, our partnership is reflected through:

- the promotion of the benefits of sport by the Local Government Association (LGA) across local government and within wider policy debates;
- a clear understanding of local government within Sport England policy-making and processes, supporting and challenging NGBs to work more effectively with local government partners;
- consultation between the LGA and Sport England on key policies, programmes and funding strategies, while linking to other key strategies such as the Department of Health *Be Active, Be Healthy* physical activity plan;
- the LGA offering Sport England access to the Culture, Tourism and Sport Board, communications tools and conference programmes;
- the development of closer relationships between Sport England and CLOA (the Chief Cultural and Leisure Officers Association), SOLACE (the Society of Local Authority Chief Executives) and other professional bodies;
- national work programmes on local authority improvement, delivered together and with other cultural agencies;
- the commitment of the LGA and Sport England to review progress and collaboration on a regular basis.



**How do we put all of this into practice? The diagram inside highlights how local government and Sport England can contribute to the provision of sporting opportunities for all, and how our efforts can be aligned. Together, we can maximise the opportunities for success in sport and local communities.**



As a council you can maximise your contribution to sport by...

# our sporting commitment



## Strategic Planning

- \* considering what sport means to the local area and local people
- \* ensuring sport is embedded in the Sustainable Community Strategy, Local Area Agreement (LAA), Local Development Framework and other strategic plans
- \* ensuring sports development and the benefits of sport are discussed and included in local delivery plans
- \* supporting the County Sport and Physical Activity Partnerships and working with NGBs and local sports clubs.

## Evidence & Support

- \* using all available data from sports and other services when planning for sport
- \* using evidence to demonstrate the contribution of sport in their discussions with all partners
- \* understanding excellent practice within sport and seeking to deliver it
- \* capturing best practice in the form of case studies, and sharing this with local and national partners.

## Capability & Capacity

- \* Embedding a performance management culture within local sporting ambitions
- \* using improvement tools such as the culture and sport improvement toolkit, peer support and self assessment
- \* working closely with the Regional Improvement and Efficiency Partnerships and other local authorities
- \* ensuring that sports evidence contributes to the Comprehensive Area Assessment (CAA).

## Workforce

- \* building, training and sustaining a quality, skilled workforce
- \* developing future leaders for the sports sector
- \* encouraging volunteering in sport and volunteer support initiatives
- \* helping to link sports clubs with the local third sector.

## Planning & Facilities

- \* providing and maintaining good quality facilities and outdoor spaces
- \* safeguarding and improving the quality and provision of playing fields and open spaces
- \* developing the infrastructure and capacity of sport through Building Schools for the Future (BSF) opportunities
- \* consulting on local facilities strategies, giving sport a place in new developments and a voice in planning applications.

## Young People

- \* ensuring joined-up delivery between leisure and children's services
- \* ensuring that sport's contribution to the Children's Plan is clearly defined
- \* offering extended activity programmes in innovative and exciting ways
- \* supporting Sport Unlimited and the development of school/club links
- \* supporting further education (FE) and higher education (HE) sports development initiatives.

## Investment

- \* leveraging-in funding from other sources for sport
- \* providing small grants, rate relief (such as the CASC scheme) and support in kind
- \* promoting and marketing sport and sports events
- \* investing in sports facilities and services.

## Strategic Leadership

- At the national level:
- \* the LGA group being advocates for sport in their work with central government and local authorities
- At the local level, councils:
- \* providing strong political leadership for sport at a local level
  - \* joining up activity across the area, working within the Local Strategic Partnership (LSP) to maximise opportunities for sport
  - \* putting in place good commissioning processes for sport
  - \* determining local priorities for sport and examining what sport can do for other priorities.

## Sport England:

- \* providing strong leadership for sport
- \* being an advocate for sport across government
- \* commissioning national governing bodies of sport (NGBs\*) to grow their sports, improve satisfaction levels and develop their talent pathways
- \* working with government partners to promote sport as part of wider physical activity.

## Sustainable Community Strategies

## Local Area Agreements

## Strategic Planning

- \* maximising local government intelligence to support NGB 2009-13 plans
- \* helping NGBs to understand local agendas
- \* brokering relationships between NGBs and LSPs to deliver shared priorities within LAAs
- \* working with third sector sports organisations to support local activity.

## Evidence & Support

- \* providing and supporting interpretation of Active People and Active Places data
- \* developing data analysis tools
- \* supporting local evaluation and contributing to national evaluation programmes
- \* undertaking research to measure sport's contribution to wider outcomes, and modelling its values and benefits.

## Capability & Capacity

- \* embedding a performance management culture
- \* supporting implementation of *A passion for excellence*, the improvement strategy for culture and sport
- \* providing evidence for sport's contribution to the CAA, including data for National Indicator 8 (adult participation in sport and active recreation)
- \* building capacity and capability within NGBs.

## Workforce

- \* developing and sharing expertise in coaching, officiating and volunteering
- \* working with a range of partner organisations representing both employers and employees in the sports sector
- \* building on existing partnerships with national stakeholders that includes supporting volunteers.

## Planning & Facilities

- \* providing strategic facility planning advice and support
- \* promoting and developing sustainable sports facilities
- \* providing expertise on planning for sport and planning policy
- \* providing advice and guidance to councils, for example through Sport England's Active Design and Planning Kitbag initiatives
- \* maintaining quality and satisfaction through QUEST and the National Benchmarking Service
- \* providing comments on statutory planning applications
- \* maximising the benefits sport can derive from Building Schools for the Future.

## Young People

- \* working with central government, the Youth Sport Trust (YST) and County Sport and Physical Activity Partnerships (CSPAPs) to deliver the five-hour sports offer for children and young people
- \* leading Sport Unlimited; School Club Links; Recruit into Coaching; and Volunteering and Leadership (jointly led with YST)
- \* building on YST's work in schools to ensure better links to FE and HE and community sport.

## Investment

- \* funding NGBs to deliver their 2009-13 plans for their sports
- \* providing core funding for CSPAPs
- \* providing National Lottery funding through a series of themed funding rounds, a small grants programme, a sustainable facilities fund and an innovation fund
- \* providing funding to national partners to support NGBs' delivery of coaching, officiating, volunteering and equality initiatives
- \* investing in research
- \* leveraging-in commercial funding and supporting partners with their offer to the commercial market.

## Outcomes

### Local government:

- \* maximising sport's contribution to creating:
  - \* strong, sustainable and cohesive communities
  - \* prosperous communities
  - \* healthier communities
  - \* safer communities
  - \* opportunities for young people

and using *Shaping places through sport* to help achieve this;

- \* delivering environmental and open space improvements through sport
- \* delivering a successful 2012 Olympic and Paralympic Games legacy.

### Sport England:

- \* one million people doing more sport
- \* a 25% reduction in the number of 16-18 year olds who drop out of at least five key sports
- \* improved talent development systems in at least 25 sports
- \* a measurable increase in people's satisfaction with their own experience of sport
- \* a major contribution to the delivery of the five-hour sports offer for children and young people

In achieving these goals, we will create a lasting legacy for grassroots sport from the 2012 Olympic and Paralympic Games.

Sport England is committed to...



\* NGB in this document refers to the 46 national governing bodies of sport in receipt of 2009-13 funding from Sport England