

Meeting of East Midlands Regional Sports Board

to be held on 8 May 2006

at Sport England East Midlands Regional Office

For

Discussion Decision Information



Regional Sports Board - Leverage Strategy for Sport

Paper No. 1

1 PURPOSE OF THE REPORT

- 1.1 To inform RSB members of the development of the leverage strategy.
- 1.2 The strategy aims to identify ways in which Sport England East Midlands and the Regional Sports Board will increase the amount of funding spent and/or allocated to sport and physical activity based projects in the region over and above the lottery and exchequer project funding distributed by Sport England.
- 1.3 In this strategy the term 'Sport England funded projects' will be used for projects that are in receipt of Sport England lottery funds (Community Investment Fund) and Exchequer funding.

2 COST / FINANCIAL IMPLICATIONS

- 2.1 The strategy is part of the measures to ensure that RSB meets the leverage target of 1:2 on Sport England funded projects (i.e. for every SE £1, the project has £2 of partnership funding).
- 2.2 That the RSB set aside approximately £500,000 from the CIF allocation for targeted projects to pursue the aims of the leverage strategy.

3 KEY OUTCOMES / OUTPUTS

- 3.1 Maximising the amount of additional funding that Sport England/RSB funded projects bring into sport.
- 3.2 Develop a number of documents that demonstrate what investing in sport can do for East Midlands based companies.
- 3.3 Develop documents that demonstrate how investing in sport by direct funding and/or staff involvement in sports projects can be part of a company's corporate social responsibility (CSR) strategy. CSR is high on the Government's agenda as a way to encourage sustainability within the private sector.
- 3.4 All these documents will show prospective private sector partners how sport can enable them to: -
 - Invest in the community where you are based, recruit from or sell to, provide the company with a licence to operate within that community.

- Reputation management – the reputation of a company is of immense value, therefore enhancing the reputation of a company increases its value to investors. If price and quality are equal, consumers will make purchase decisions based on reputation.
- Employee satisfaction – employees chose to work for companies with good CSR reputations therefore this can help with both employee recruitment and retention.

4 RECOMMENDATIONS

- 4.1 That the Regional Sports Board acknowledge and endorse the proposed approach to attract further investment into sport in the East Midlands.
- 4.2 RSB members to be asked to consider and assist in: -
- Compiling the hot list of companies.
 - Enabling meetings for SE staff (and RSB members) where contacts are strong.
 - Providing advice on 'chicken or egg' approach. Do we approach companies with project or programme ideas in mind or do we approach them for a general discussion and develop project/programme ideas that could meet their and SE objectives.
 - Opening doors to business contacts.
 - Attending meetings with business contacts.
 - Providing commercial intelligence about 'who is who' in the business world in 'your' patch.
 - Making presentations at business forums to sell the benefits of corporate investment in sport.

5 KEY POINTS

- 5.1 It is likely that sport is understood and valued by a high percentage of a workforce, therefore investing in sport based projects which address social issues are likely to be popular with the majority of the workforce.
- 5.2 Sport is understood and valued by a high percentage of the community in which you operate, and your customers and therefore investment in sports facilities/projects is likely to be popular with the local community and your customers.
- 5.3 A company involved in CSR is likely to be thinking how it can make a positive impact on social issues. The target audiences for increasing participation in sport are groups that are currently under-represented in sport including people that live in areas of social and economic disadvantage, BME communities and disabled people.
- 5.4 Over 20% of the population of the East Midlands take part in sport more than three times per week and it can therefore be assumed that this applies to at least 20% of your workforce.
- 5.5 Employee involvement can easily dovetail with investment in sports projects. Amongst the workforce you will have a number of people who regularly play and are involved in the organisation and/or coaching of sport. These individuals are potential willing and skilled volunteers for any sports based employee volunteering programme e.g. Egg coaching scheme with Derby Rugby Club. The advantages of employee volunteering programmes to companies are well documented and include personal development, skill development, team development, leadership skills and staff motivation and retention.
- 5.6 Economic benefits to the company of having a healthier workforce in terms of fewer days

being lost to sickness, employees with more energy etc.

- 5.7 Planning work and the leverage target. There is currently a regional target to secure £2.2 million investment into sport by the planning system (section 106 agreements). This £2.2 million investment will not be measured as part of the leverage target but will be reported on separately. An exception to this will be when Section 106 funding is put up as partnership funding for a CIF project.
- 5.8 RSB approval would be sought for any proposed joint funding programmes that may require an allocation of CIF funding to match another funding source.
- 5.9 There is a need to draw up a hot list of private sector companies headquartered in the region to approach to explore the possibility of developing joint funding programmes.

6 FIT WITH REGIONAL PLAN (OUTCOMES AND PRINCIPLES)

- 6.1 OUTCOME 1: Increased participation in Sport in the East Midlands

BACKGROUND **None**

WEB LINKS **None**