



## **Further Information**

### **London Summer of Sport Overview**

London Summer of Sport is about getting Londoners of all ages and abilities participating in sporting activities across the capital with free participation opportunities in the run up to the Olympic and Paralympic Games in 2012 and beyond.

London Summer of Sport is a Mayoral initiative led by the London Development Agency (LDA) in partnership with the Greater London Authority (GLA), Sport England, London Councils, PRO-ACTIVE Partnerships, London Sports Forum for Disabled People, Youth Sport Trust, London Organising Committee for the Olympic Games and other key agencies who will be working together to ensure the programme is a success with the key objectives being met.

This is the third year of the programme. In previous years, London Summer of Sport has financially assisted over 500 sport and physical activity events/projects through direct funding or branding support, giving over 100,000 people in London an opportunity to participate in a sport or activity.

London Summer of Sport is keen to support sport and physical activity events/projects which provide coaching opportunities and the ability to participate/learn more about an activity. The ability of a participant to become enthused and interested in a sport and continue in that activity following the end of a London Summer of Sport event/activity is a key aim of the programme.

London Summer of Sport will host activities primarily between 1<sup>st</sup> July and 30<sup>th</sup> September 2008.

### **Aims and objectives**

In 2008, we want to build on the success of the previous years and further increase regular sports participation in the build up to the 2012 Games.

The key aim of the programme is to encourage and provide free opportunities for people to participate in sport and physical activity. These activities will run across London ranging from multi sport festivals, sport club open days and coaching/participation sessions providing a range of opportunities for the community to take part. London Summer of Sport is also keen to support projects which provide six hours or more of sports coaching to participants and will be positively welcomed.

London Summer of Sport aims to open up free sport and physical activity opportunities to communities that have historical lower than average participation levels. Therefore the programme aims to target specific groups in terms of participation in sport; women, disabled people and black, Asian and minority ethnic groups.

It is expected that the events/activities involved in the London Summer of Sport programme will achieve 50% representation from women, 50% representation from black, Asian and ethnic minorities and 10% of participants being disabled people. The London Sports Forum for Disabled People will support applicants to promote participation by disabled people ([www.londonsportsforum.org.uk](http://www.londonsportsforum.org.uk)).

All organisers of supported activities will be required to attend one of the Delivery Workshops to receive guidance on running a successful London Summer of Sport event/activity. Recipients will also have access to branding and marketing materials to ensure they are given the right support to promote their activity and deliver a positive participant experience.

All successful applicants must complete the required post-event/activity evaluation within two weeks after the event/activity has finished. This will form part of the grant agreement with the LDA and is a mandatory requirement. It is important for the event/activity organisers and the programme partners to monitor participation by Londoners in the London Summer of Sport.

In addition to the National Governing Bodies of Sport, their associated clubs and local authorities, London has a unique voluntary and community sports sector. It is hoped that this sector will be quick to respond to the London Summer of Sport programme because of their established track record of delivering innovative activities to London's diverse communities. As such, the voluntary sector will have a prime focus for our funding decisions.

## **London Summer of Sport Events/Activities**

Funding is available for all sports and physical activity. In 2007, London Summer of Sport grants aided 24 different sports which ranged from T'ai Chi to Table Tennis. There is also a wide range of organisations that have benefited from London Summer of Sport funding and support.

A key aim of the London Summer of Sport programme is to provide quality coaching and participation opportunities. Through this coaching it is hoped that the participants will gain greater knowledge, understanding and performance level in that activity. Applications are encouraged from organisations that are able to provide six hours or more of sports coaching to participants.

London Summer of Sport grants will more likely be awarded to events and activities which are directly linked to ongoing participation/coaching opportunities.

## **Funding/Support available**

Financial support is available for successful applicants. Activity funding is available in the following amounts: £500, up to £750 and up to £1,000. The level of funding that potentially will be awarded depends on intended outcomes of the event/activity.

Activities which provide at least six hours coaching, involve large number of participants and a clear pathway to future involvement in the sport will be more likely to receive their full requested amount.

Funding will be made available to support activities, but not to fund them entirely. Applicants will be expected to secure funding (cash and/or in kind) from other sources to support their event/activity. The London Summer of Sport grant must contribute no more than 75% of the total cost of the event/activity.

London Summer of Sport funding is designed to support new sporting events/activities and develop and enhance existing events/activities. The London Summer of Sport funding should not replace existing funding.

Support can be non-financial. If financial support is not required, but you still want your event/activity to be part of London Summer of Sport (or you are unsuccessful in your funding application), you can still

apply for the marketing and branding support. Free website presence may also be available to non-funded applications. The Funding Panel will make the decision as to whether non-financially supported events can be co-branded.

A grant from London Summer of Sport may only be used to fund the following expenditure: venue hire, coaching fees, marketing costs, transport costs and equipment purchase (provided that the equipment is retained by the applicant for future use) to ensure successful delivery of the event/activity as specified in the application form. No other uses will be considered and will be deemed ineligible. Financial support from the London Summer of Sport is not to be used to fund prizes and trophies.

Successful applicants will receive a grant from the LDA and will be required to sign and return a grant agreement and associated forms. Funding will be issued to recipients in one payment following the receipt of all completed forms and conditions of the grant being met.

Funding is available to individual sports clubs, schools (via School Sport Partnerships), youth clubs and community groups can all apply for funding and/or marketing support for their individual sports activities.

Exceptions to financial funding:

- Financial funding is restricted for local authorities. Local Authorities may submit one application for a large borough-wide multi-sport event/activity initiative although branding and marketing support can be requested for any number of Local Authority activities.
- National Governing Bodies of Sport are not eligible to apply for grant funding but are encouraged to promote the funding opportunities of London Summer of Sport to their affiliated clubs.
- Financial support is not directly available to schools/colleges/universities (however branding and marketing support may be available). Voluntary groups that use schools/colleges/universities facilities can apply for financial support.

## **London Summer of Sport Locations**

All London Summer of Sport events must be held within one of the 32 London Boroughs or the City of London. Organisations not based within the 32 London Boroughs/City of London can apply for the London Summer of Sport funding, only if the event/activity takes place in the capital.

## **Marketing Support**

London Summer of Sport marketing materials are supplied free of charge to most successful applicants which will enable all the organisers to present and promote their activities in a professional manner plus they will be listed online on the official London Summer of Sport website.

Advice and guidance will be given through the London Summer of Sport Delivery Workshops and the Step by Step event/activity guides distributed with the marketing materials. Additional help can also be received from the London Summer of Sport support email address: [summerofsport@limelightsports.com](mailto:summerofsport@limelightsports.com).

All supported activities must be co-branded and ensure they promote London Summer of Sport in their publicity materials. Branding guidelines are supplied and will need to be met for full funding to be realised.

## **London Summer of Sport Application Process**

The following describes the London Summer of Sport application process.

Application open date: 16<sup>th</sup> June 2008

Application closing date: 11<sup>th</sup> July 2008

Application forms: Available online at [www.london.gov.uk/summer-of-sport](http://www.london.gov.uk/summer-of-sport) from Monday 16<sup>th</sup> June 2008

- All applications **must** satisfy the basic London Summer of Sport event/activity criteria. All unsuccessful applicants will be notified of the decision and reasons given for their submission's rejection.
- If the event/activity successfully fulfils the basic London Summer of Sport criteria – the application will be considered by the London Summer of Sport Funding Panel.
- The decision of the Funding Panel will be final.
- All successful applicants will be informed and the official website updated with relevant details and delivery of required materials arranged.
- Unsuccessful applicants will not be financially supported however they may still be supported through provision of London Summer of Sport marketing and branding. Unsuccessful applicants may be encouraged however to re-submit their bid or apply for future funding.
- Events/activities planned by organisers for early July are encouraged to complete and return their application as soon as possible.
- Some London Summer of Sport funding may still be available after 11<sup>th</sup> July. If this is the case then a second round of funding will be publicised along with new open and closing dates for application. This is not guaranteed and all applicants are encouraged to complete and return their applications as soon as possible.

## **London Summer of Sport Funding Panel**

The London Summer of Sport Funding Panel will be made up of representatives of the following organisations:

- London Development Agency (LDA)
- Greater London Authority (GLA)
- Sport England
- Youth Sport Trust
- London Sports Forum for Disabled People
- PRO-ACTIVE Partnerships
- Representative from the London National Governing Bodies of Sport Forum
- Limelight Sports

The following shows the London Summer of Sport Funding Panel meeting dates. Applications are encouraged to be completed and sent well in advance of these dates:

30<sup>th</sup> June 2008

14<sup>th</sup> July 2008

28<sup>th</sup> July 2008

All Delivery Workshops (please refer to the application form for dates/times) to be held at:

London Development Agency

Palestra

197 Blackfriars Road

London

SE1 8AA

For directions please visit: [www.lda.gov.uk](http://www.lda.gov.uk)

### **More Information**

Please email: [summerofsport@limelightsports.com](mailto:summerofsport@limelightsports.com) with any questions or call the support line

0207 636 9569.