



**SPORT ENGLAND  
NORTH WEST**

**A REGIONAL INVESTMENT  
STRATEGY  
(*executive summary*)**

**(2005-2009)**

## Sport England North West - Regional Investment Strategy

<b>CONTEXT</b>	<p><b>Game Plan: A Strategy for Delivering Government’s Sport and Physical Activity Objectives (2002)</b> - Its main aim is “to encourage a mass participation culture (i.e. target of 70% of the population to be reasonably active (e.g. for 30 minutes of moderate exercise 5 times a week – currently 30%) by 2020”</p> <p><b>Framework for Sport in England</b> - sets out Sport England’s approach and priorities to achieve the Game Plan targets. The Framework signals a new way of working through partnership to deliver our shared vision for sport - <i>to be the most active and the most successful sporting nation in the world.</i></p> <p><b>North West Plan for Sport and Physical Activity 2004 - 2008</b> – Sport England NW’s plan has 2 main aims of increasing participation and widening access along with 5 priority themes. The target to increase participation by one per cent year on year, leading to 50% participation across the north west by 2020, is only likely to be achieved with shared commitment from all partners to deliver this plan across the entire region.</p> <p><b>Delivery Plan</b> – an organisational wide delivery plan to achieve the overall target set by Government of a 3% increase in participation by 2008 for adults and young people aged 16 and above from priority groups. The plan contains 6 major interventions where investment and resources will be focussed.</p>
<b>FUNDING</b>	<p><b>£21 million available over the next 4 years</b> – this funding is from the Community Investment Fund (CIF) and equates to just over £5 million each year across the whole of the north west for both capital projects and revenue programmes, with the majority of funding to be targeted towards revenue programmes. Investment decisions in the north west will be made by the North West Regional Sports Board (RSB).</p> <p><b>3 Funding Areas</b></p> <ul style="list-style-type: none"> <li>○ <b>Strategic Fund</b> – to be invested through ‘delivery plans’ produced by Sport And Physical Activity Alliances (SPAA) with support of County Sports Partnerships (CSP)</li> <li>○ <b>Targeted Fund</b> – Sport England NW will be working with key partners on a regional and sub-regional level to develop the programmes and projects to target key areas that will meet the overarching aims of significantly increasing participation particularly for target groups</li> <li>○ <b>Open Fund</b> – some priority themes requiring support from the local CSP and SPAA</li> </ul> <p><b>Leverage Ratio</b> - Sport England is committed to leverage of a 1:2 ratio i.e. for every £1 of investment Sport England is looking for a minimum £2 of investment from other partners and applicants</p>
<b>PRIORITIES</b>	<p><b>Increasing Participation and Widening Access</b> – the 2 main aims of the North West Plan for Sport and Physical Activity</p> <p><b>Priority Groups</b> – women and girls, black and ethnic minorities, people with disabilities and people on low incomes</p> <p><b>Single System for Sport</b> - Priority for funding will be governed by the desire to develop a single system for community sport &amp; physical activity, and CSPs will be given greater accountability for projects within their boundaries</p> <p><b>Working with Partners</b> - Sport England NW, as the strategic lead and voice for sport, will work with a range of partners that provide other investment opportunities for sport and physical activity on a regional and sub-regional level</p>

# Sport England North West - Regional Investment Strategy

**Community Investment Fund  
(2005 – 2009)  
£21 million**

**Strategic Investment**

**£10.6m**

**Building the Delivery System** - The development of a consistent, robust delivery system for community sport and physical activity is critical to the achievement of increasing participation 1% year on year. The development of a single system for community sport and physical activity flows from Game Plan, the Framework for Sport in England and the Regional Plans for Sport.

Key Elements – CSPs and SPAAs.

**50% of available CIF funds have been allocated by the RSB to fund delivery plans formulated at the local level by CSPs and SPAAs, in line with national policy.** Through these funded delivery plans, building on the key role of local authorities and Local Strategic Partnerships, SPAAs will integrate the efforts and resources of local delivery partners to determine 'what works' in each community setting, channelling investment into clubs, coaches volunteers and other interventions. A number of delivery organisations will benefit from funding if they form part of the local SPAA delivery plan. These plans will need to encompass the RSB priorities contained within the North West Plan for Sport and Physical Activity.

**Targeted Investment**

**£6.7m**

There is a limited amount of resources for investment in sport and physical activity for the period 2005-2009, and therefore it is becoming increasingly important if we are to achieve the increased participation targets (1% per year) that the limited funding is targeted in specific programmes and areas to achieve this. Therefore the targeted investment is where **Sport England NW will be working with key partners to develop the programmes and projects to target key areas** that will meet the overarching aims of significantly increasing participation particularly for target groups.

It is anticipated by the RSB that the majority of this investment will focus around the following themes on a **regional and sub-regional level**:

- Coaches
- Volunteers
- Workforce Development
- Campaigning
- Knowledge
- Strategic Planning
- Olympic Legacy
- Priority Sports

} Building Capacity

**Open Fund**

**£3.7m**

Sport England is required to operate an open and responsive application process and the RSB view is that it is critical to have this element of open funding to accommodate new innovative projects and programmes from the ground. However any application coming through the open process must:

- i) **Have support through the relevant County Sports Partnership (CSP) and Sport And Physical Activity Alliances (SPAA)**
- ii) **target a minimum of 1% increase per annum in overall participation**
- iii) **must demonstrate how they will achieve the aims and objectives of the North West Plan for Sport and Physical Activity**

The RSB has expressed the view that they **would like to see the majority of investment within the open fund invested around the key themes.**

These are:

- Multi-Sport & Activity Hubs
- Active Workplaces
- Innovation

## Key Funding Messages

**Need to Target Funding**

The £21 million available equates to just over £5 million each year across the whole of the north west for both capital projects and revenue programmes.

**Capital v Revenue**

It is anticipated that the RSB would prefer to commit a greater proportion of available resources to revenue funding

**Leverage**

Sport England is committed to leverage of a 1:2 ratio i.e. for every £1 of investment Sport England is looking for a minimum £2 of investment from other partners and applicants

