

London Sports Board

MINUTES

First Meeting 2004

Held on Thursday 5th February 2004 at 14:00 in Sport England 3rd Floor, Victoria House, Bloomsbury Square, London WC1B 4SE

PRESENT:

Acting Chairman
Richard Sumray

Members
Karam Bhullar
Steve Hodgkinson
Philip Lewis
Yvonne Marson
Neil Taylor
Cllr Lyn Brown
Mike McFarlane

In attendance

Regional Director
Joanna Robinson

Officers
Matt Delaney
Stephen Baker
Ben Woods
Grant Aitken
Ruth Sackett – taking minutes

1. Apologies and declaration of Interest:

The chairman welcomed all to the meeting. Apologies were received from Sue Atkinson. Declarations of interest were received from Neil Taylor (Active England) and Lyn Brown (Showcase project).

2. Minutes of Previous Meeting (and matters arising) –

The issue of meeting times was raised and the board proposed a more flexible approach to accommodate all members. The 14.00 start for the 8th April was retained.

The chair noted that a response from the letter sent to Patrick Carter was still outstanding.

3. Chairs Report

The chair reported back on the joint meeting between Sport England Board and the Regional Chairs. Two principle issues were raised:

- 1) Participation in sport and the importance of the Olympics.
- 2) The financial situation, including freeing up resources, NOF, how to develop partnership funding. Other Issues raised included the need to simplify the confusing structure of sport, how to develop effective communications and the dissemination of more autonomy to regions.

It was noted that the London region could benefit from positive PR around Wembley.

4. PE and School Club Links

A presentation by the Youth Sport Trust, outlined the joint DFES/DCMS Public



LSB (04)
First Meeting

Service Agreement involving £459 million and a 3-5 year plan. He noted that the YST had been contacted to manage this and wanted to explore the linkages between the LSB and YST and gain feedback on their strategy.

LSB raised a number of issues;

The need to bridge the gap between school and community

The importance of SE not duplicating the work already done by YST

How to get coached, quality of coaches and how to monitor coaches

Inclusion of Further Education/Universities

Mobility costs

Measure of quality, who to monitor, evaluation of Barking Abbey Sports college.

The chair remarked on the importance of working together and creating linkages.

5. Directors Report

The Regional Director reported on the regions priorities;

Regional Strategy – The consultation process had involved seven specific focus groups pre and post Christmas as well as numerous one to ones. She reinforced that the strategy document needed to be about selling sport and active recreation, highlighting how physical activity can meet numerous stakeholder objectives. She also highlighted the importance of 20th February when it was hoped stakeholders would review, accept and buy into the plan. She asked for the support of Board in advocating the regional plan and endorsing the seminar as a key opportunity to contribute. She further highlighted that an external steering group was being set up with GLA, GOL, Health, Business rep, to ensure these organisations both shape the plan and critically, endorse it on publication.

The chairman said that he had spoken to the Mayors adviser who had indicated a willingness to support the strategy.

Active England – open bid process has begun – a huge response was anticipated.

Olympics – It is now one of the principal objectives for Sport England

- 1) National infrastructure: sustainable venue planning – maximizing legacy
- 2) Planning for Sport: ensuring the Olympic plans fit in with the London Strategic Plan for sport and that maximum value is obtained for the region in terms of legacy facilities at the community level
- 3) Co-ordinated Communication plan for the promotion of sport alongside the development of the bid
- 4) Link with National governing body team in terms of athlete's requirements
- 5) Position SE as a capable and credible lottery distributor with GMS already in place.

General request for LSB members to be ambassadors for the London Plan for Sport/Physical Activity and influence their peers/networks to buy into the Plan.

6. National Service Level Agreements

The board received background information on NSLA with KPI's and Business plan outcomes at a regional level. They also received information about the research put in place to deliver measurements and their ambitious target to deliver month-on-month reports on participation rates in England, with regional surveys from Sept 2004 onwards. LSB suggested a London pilot scheme due to demographic diversity.

7. Strategy Update

The board received an outline of the Key themes that have emerged from the consultation process as the key areas that will make a major difference to participation levels in London

- 1) Maximising opportunities for children and young people to be active in the educational setting
- 2) Opportunities for employees to be active in the workplace setting
- 3) Addressing principal barriers preventing excluded groups from participating in physical activity, mainly in the community setting.

Document Timeline - draft by 13th Feb ready to send to delegates on 20th Feb to take the opportunity to advertise and sell. April is the target for the final version.

It was accepted that there was a need to maximise consultation in London.

8. Investment Sub Group Report

Noted: Neil Taylor declared an interest in this item.

The board was updated on Active England. The LSB advised solicited bids had been accepted, although Salmon was given an award rather than the proposed stage 2. The board queried the amendments. Workshops for the open process were well attended and envisage huge demand for the fund. It was intended to meet with proposed project bids before 31st March and use strategy as a guideline to filter projects. All board members will be invited to an investment panel before the decision deadline at the end of April.

9. West Ham Asian Football

Noted: Lyn Brown declared an interest in this item.

The board received background information on this showcase project and the need for future funding in the range of £10,000/year was highlighted. It was understood that the project name might need to change to reflect the multicultural participation of the group.

No decision was made on this project because it was agreed that it could only be considered in the context of all such similar projects and the need to know budget availability.

10. Any Other Business

There being no other business the meeting was adjourned.

11. Date of Next Meeting

The date of the next meeting to be confirmed.

R Sackett
February 2004