



Creating sporting opportunities in every community

Dear Colleague

I wanted to provide you with details of Sport England's strategy for 2012-2017 following its launch today by the Secretary of State for Culture, Media, Olympics and Sport.

As you know, we have been working closely with Ministers on the overall direction of travel, funding for new work and our participation indicator. This work has taken account of the detailed and very useful feedback we received from our partners at the strategy consultation events in the summer. The new strategy is very much an evolution of our current approach.

In 2017, five years after the London Olympic and Paralympic Games, we want to have transformed sport in England so that playing sport becomes a lifelong habit for more people and a regular choice for the majority.

National governing bodies will continue to play a pivotal role in increasing participation, particularly among young people. County sports partnerships will support NGBs, foster local links and help transition young people into clubs. We will support and work with local authorities through our advocacy tools and investment including a new community activation fund.

Partners including the National Partners, StreetGames, the Dame Kelly Holmes Legacy Trust, the Youth Sport Trust and others will add value and support our work.

We are seeking a year-on-year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, we will increase the percentage of 14 – 25 year olds who play sport at least once a week.

We aim to achieve these ambitions by delivering the following outcomes:

- Every one of the 4,000 secondary schools in England, will be offered a **community sport club** on its site with a direct link to one or more NGBs, depending on the local clubs in its area.
- **County sports partnerships** will be given new resources to create effective links locally between schools and sport in the community.
- All **secondary schools** who wish to do so will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- **150 College Sports Makers** working across most of the 347 general FE colleges
- **Three-quarters of the student population** (aged 16-24) – that's over 900,000 young people - will get a chance to take up a new sport or continue playing a sport they enjoyed in school or college
- A thousand of our most **disadvantaged** local communities will get a Door Step Club.
- Two thousand young people on the **margins of society** will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.
- Building on the early success of Places People Play, a further **£100m will be invested in new facilities** for the most popular sports, for example new artificial pitches and upgrading local swimming pools.

- A minimum of 30 sports will have enhanced **England Talent Pathways** to ensure young people and others fulfil their potential.

National Governing Body 2013-17 criteria

Around £450 million will be available between 2013 and 2017 for NGB Whole Sport Plans. Around 60 per cent of that will benefit young people aged 14 – 25 and the remaining 40 per cent will be aimed at the rest of the adult population. This will not be applied uniformly to all NGBs but will depend on the age of their participants and the nature of their programmes.

Investment will be awarded on a competitive basis to those who put forward the strongest plans and have a good track record on delivery. Value for money will be a key consideration and NGBs will need to demonstrate how they will connect, work and have an impact on participation at the local level.

In future, WSP investment will start at age 14 to ensure a better transition from school sport and create a sporting habit for life through increasing participation overall.

WSP investment must deliver one or more of the following outcomes:

- A growth in participation in the 14-25 age range
- A growth in participation across the adult population
- An excellent sporting experience for existing participants to keep them playing sport
- High quality talent development which creates a strong England talent pathway to link with UK Sport elite programmes
- A growth in participation by people who have disabilities including the most talented
- The highest participation sports – football, cycling, swimming and running – will be a high priority for investment and support

To be eligible for WSP funding, NGBs must meet high standards of governance and financial control, which will be in line with those required by UK Sport and DCMS.

NGBs whose sport is played in schools must also deliver much more robust transition programmes creating links between school sport and club and community sport.

And, as the Secretary of State outlined today, a tougher regime of payment-by-results will be a fundamental feature of our performance management system. This will be coupled with a new incentive for NGBs. A proportion of total WSP investment for 2013-17 will form a Reward and Incentive Fund, which will be allocated during the four year cycle to NGBs who perform exceptionally well to enable them to do more.

We are determined to create a meaningful and lasting community sport legacy from the London 2012 Olympic and Paralympic Games, by growing sports participation at the grassroots level.

The DCMS has published the Youth strategy [on their website](#) which provides further detail.

We will use scheduled events throughout January and February to provide you with the opportunity to find out more detail, including 17 local authority workshops held

across the country and the NGB development director's forum, as well as one-to-one meetings with stakeholders.

In the meantime, please do get in touch with me or your principal point of contact at Sport England if you have any immediate questions.

A handwritten signature in black ink that reads "Jennie Price." The signature is written in a cursive style with a long horizontal line above the first letter 'J'.

Jennie Price
Chief Executive