

SPORT ENGLAND REVIEW OF ONE-YEAR SPORTS

Basketball

In December 2012, Sport England invested the following amounts in England Basketball:

- £815,000 for participation programmes and infrastructure for one year only
- £1.2 million into satellite clubs to encourage more young people into the sport for four years (2013-17)
- £1.5 million to support talented players, also for four years.

A further £3.2 million was ring-fenced for the sport of basketball, but not awarded to the NGB at that point because England Basketball needed to develop and improve its plans on participation and address leadership and governance issues.

While progress has been made on governance, England Basketball's participation plans are not strong enough to merit a substantial further investment, and so Sport England has decided to invest in other partners to help grow basketball. This is a particularly important sport as it is very popular with young people and already attracts a diverse audience, with over half its regular players from BME backgrounds.

Sport England will therefore:

- Increase its total investment into the sport of basketball, to £9 million over the period 2013-17 (an increase of £2.25 million)
- Invest up to £1.9 million of this into the British Basketball League Foundation to extend an existing successful programme across the country
- Invest £418,000 in a pilot project with Reach and Teach, the organisation that runs Midnight Madness and the London School of Basketball, to extend its activities across London
- Invest in a substantially reduced participation programme run by England Basketball which will include developing improved insight for the whole market to use on how and why people play the sport.

A further £2.8 million remains available to the sport of basketball and other providers will be given an opportunity to bid for this funding.

Fencing

In December 2012, Sport England announced a one-year investment of £520,000 into British Fencing to get more people involved in fencing and support the next generation of talented fencers. The NGB was tasked to develop its plans to increase the number of people playing the sport and complete much needed organisational changes over the year.

While progress has been made in governance and leadership and on supporting talented fencers, there has been limited progress in increasing the number of people who fence regularly.

At its January 2014 board meeting, Sport England agreed that British Fencing will receive a total award of £1.33 million which includes a further one-year investment of £250,000 to support its participation programmes, an increased investment in talent of £750,000 over three years and £330,000 for core costs over three years.

The conditions attached to this investment include:

- Recruitment of a new CEO and Development Director
- Completion of robust market analysis to understand better the needs and motivations of fencers and potential fencers
- Development of a revised strategy for increasing the number of people who fence regularly.

Squash and Racketball

In December 2012, Sport England committed £13.5 million to squash and racketball over the period 2013-17. This included:

- £4.98 million to England Squash and Racketball's (ESR) four-year talent and elite programmes
- A one-year investment of £2.5 million into its participation programmes.

While the ESR's talent and elite programmes remain at a notably high standard, there has been limited progress on the participation agenda and the number of people playing the game regularly continues to decline.

Sport England is therefore investing £3.37 million in ESR over the next year, including £1.25 million for its talent and elite programmes. This includes a 20 per cent reduction (£355,000) for participation programmes to reflect its poor performance in increasing the number of regular players.

This is subject to the following conditions:

- Rapid and significant improvement in leadership
- A complete review of the ESR's current participation strategy and current development staffing structure by 1 October
- The demonstration of a sound understanding of the market and consumer trends within the sport, with particular focus on the player motivations.

Swimming

In December 2012, Sport England invested the following amounts in the Amateur Swimming Association (ASA):

- £6 million over the four year period to support talented athletes across the five aquatic disciplines (swimming, diving, disability swimming, synchronised swimming and water polo)
- £3.5 million for one year only on participation.

This was part of a £20 million commitment from Sport England to the sport of swimming over the period 2013-17.

While the ASA has developed a good system to help delivery in partnership with a number of major operators and local authorities, Sport England has not seen enough evidence that the organisation has the market understanding and insight into how to change behaviours in swimming to make a long term commitment. Whilst there has been some growth within the sport in the past year, there is limited evidence that this is the result of activity by the ASA.

Sport England will therefore:

- Make a further one-year investment of £3.5 million in the ASA to increase the number of people who swim regularly.

The conditions attached to the investment include:

- Developing significantly improved insight
- A stronger, more comprehensive plan for growing participation in swimming
- Stronger leadership and focus on participation.

Table Tennis

In December 2012 Sport England invested £2.27 million in the English Table Tennis Association (ETTA) for one year only. This covered both talent and participation programmes.

The ETTA has made good progress over the last year, and organisational changes have provided the organisation with a strong foundation on which to develop and deliver an effective participation and talent strategy.

Sport England will therefore invest a further £2.3 million in the ETTA over the next year for its participation and talent programmes, and in recognition of the progress made has committed a further £1.2 million for core funding up to 2017.

The conditions attached to the investment include:

- The formation of actionable insights about target customers' needs and motivations to create compelling products/services for each target customer group
- The creation of national and local delivery plans that drive strategic priorities
- The use of effective partnerships to support in the delivery of participation outcomes, particularly in relation to recreational table tennis.

Sport England has also agreed a further £250,000 to be awarded to Ping London in 2014-15 to continue its delivery of the successful recreational table tennis programme Ping! Further investments of £250,000 in 2015/16 and in 2016/17 have been earmarked for the project, with the intention that Ping! should be integrated into the ETTA's recreational table tennis strategy by 2015/16.

Tennis

In December 2012, Sport England invested the following amounts in the Lawn Tennis Association (LTA):

- £2 million for participation for one year only
- £360,000 for its education programmes and satellite club development for one year only
- £1 million for tennis facilities for one year only
- £3.75 million to support talented players over a four-year period.

This was part of a £17.4 million commitment by Sport England to the sport of tennis over four years, with a limited commitment to the governing body due to a poor plan for growing participation.

Good progress has been made by the LTA over the past 12 months. The LTA leadership is now firmly committed to growing participation and the LTA's understanding of the tennis market has significantly improved. However, it is relatively early days in applying this new learning and the decline in the number of people playing tennis regularly reported in December reflects the need to deliver on a larger scale.

As a result, Sport England will:

- Make a further one-year investment of £1.9 million for participation for one year only. This includes a reduction of 20 per cent for its participation funding for 16 to 25 year olds to reflect a failure to achieve the participation target for this age group
- Support the LTA's education/satellite club activity for a further three years at £360,000 per year, in acknowledgement of the successful work and good results seen through these programmes
- Make a three-year capital investment of £1 million per year for the next three years on the basis of confidence in the LTA to deliver capital projects that will positively impact on participation and the longer term nature of these projects
- Invest the money de-committed from the 16-25 year old participation programme (£114,000) into a pilot project with a local authority focusing on park court usage.

The conditions attached to this investment include the implementation of a credible delivery model for parks that demonstrates sufficient scale and partnerships to impact upon overall participation in tennis.

StreetGames

In May 2013 Sport England made a one-year investment of £3.38 million to StreetGames to set up 307 Doorstep Sports Clubs and engage over 18,000 young people living in some of England's most disadvantaged communities.

StreetGames is the national sports charity that is bringing sport to the doorstep of young people in disadvantaged communities across the country via the Doorstep Sports Clubs project, which is a key part of Sport England's strategy to get more young people playing sport.

In recognition of the good progress made over the last year, Sport England is investing £6 million for one year in StreetGames to build the programme and increase the number of clubs. The additional funding will allow the organisation to establish 700 new clubs over the next year so more young people from disadvantaged communities can get into sport.