



Emma O'Dowd

CSW Sport Development Manager (Clubs and Volunteers)

Solihull Sports Council
Wednesday 18th May 2011



www.cswsport.org.uk

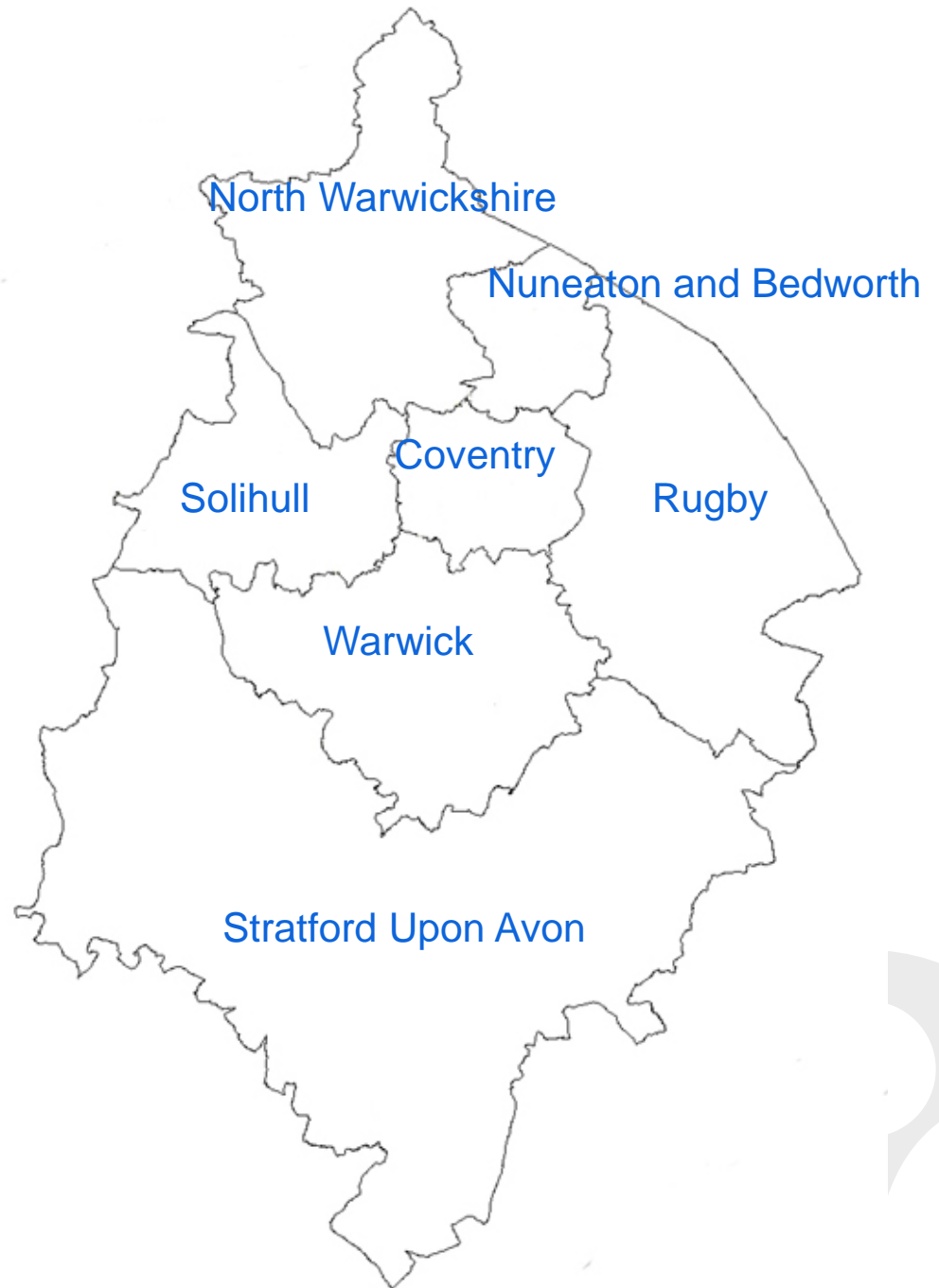




CSW Sport

CSW Sport is the County Sports Partnership for Coventry, Solihull and Warwickshire.

CSW Sport is co-ordinated by a core team of staff whose role is to develop, co-ordinate and promote sporting opportunities throughout the sub-region.



Places People Play



London 2012 mass participation legacy plan

The £135 million initiative will be delivered by Sport England, in partnership with the British Olympic Association (BOA) and the British Paralympic Association (BPA) with the backing of The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and the London 2012 Inspire mark

It will bring the inspiration and magic of a home Olympic and Paralympic Games into the heart of local communities, encouraging more people to get involved in sport.

Places

Sport England will transform the places where people play sport, making the benefits of London 2012 visible in cities, towns and villages across the country through:

- ***Inspired Facilities***, a fund that will see up to a thousand local sports clubs and facilities upgraded
- ***Iconic Facilities***. Sport England will invest in a number of iconic multi-sport facilities that set the standards for future facilities development
- ***Playing Fields***. Sport England will protect and improve hundreds of playing fields, preserving high-quality spaces for local people to play and enjoy sport



People



- The ***Sport Makers*** programme will inspire people to make sport happen at the local level, embedding the Olympic and Paralympic values in grassroots sport, by:
- Recruiting, training and deploying 40,000 Sport Makers as the next generation of sports volunteers to organise and lead grassroots sporting activities
- Every Sport Maker will commit to at least 10 hours of volunteering, so the result will be hundreds of thousands of volunteer hours to support the mass participation legacy





- Sport England will invest £32 million of National Lottery funding into the programme.
- Will create the sporting opportunities and challenges that give everyone the chance to become part of the mass participation legacy, through:
 - **Gold Challenge** – an independent initiative that will motivate over 100,000 adults to test themselves in multiple Olympic and Paralympic sports, and in doing so raise millions of pounds for charity



Play

Sportivate

- ***Sportivate*** – a nationwide programme, providing opportunities for teenagers and young adults (14-25 year-olds) to receive six weeks of coaching in the sport of their choice and guiding them into regular participation within their community.
- CSW Sport... For delivery between October 2011 and March 2012:
Application Deadline **Friday 12th August 2011**



Disability

- Sport England are consulting disabled people and those who support them on how Sport England can focus some additional investment - at least £8 million - on tackling the barriers they face when they want to play sport, as well as making sure that every element of this programme works for disabled sportsmen and women too.



Places People Play



“We can’t all be Olympians or Paralympians, but with great local facilities, inspirational sports leaders on the ground and sporting challenges to suit everyone, we can all be part of the mass participation legacy of the Games.

“In developing Places People Play, we wanted to bring both the Games and grassroots sport to life in communities across the country ensuring that, in challenging times, sport receives the investment and attention it needs at a local level

Jennie Price, Sport England

www.sportengland.org/placespeopleplay



Small Grants & Sportsmatch

www.sportengland.org/funding

Small Grants

- Follow on from Awards for All – launched April 2009
- Increased investment from £6m to £7m

Sportsmatch

- 3m annual budget focus on bringing new money in to sport
- Can now include existing sponsors for new programmes



Small Grants

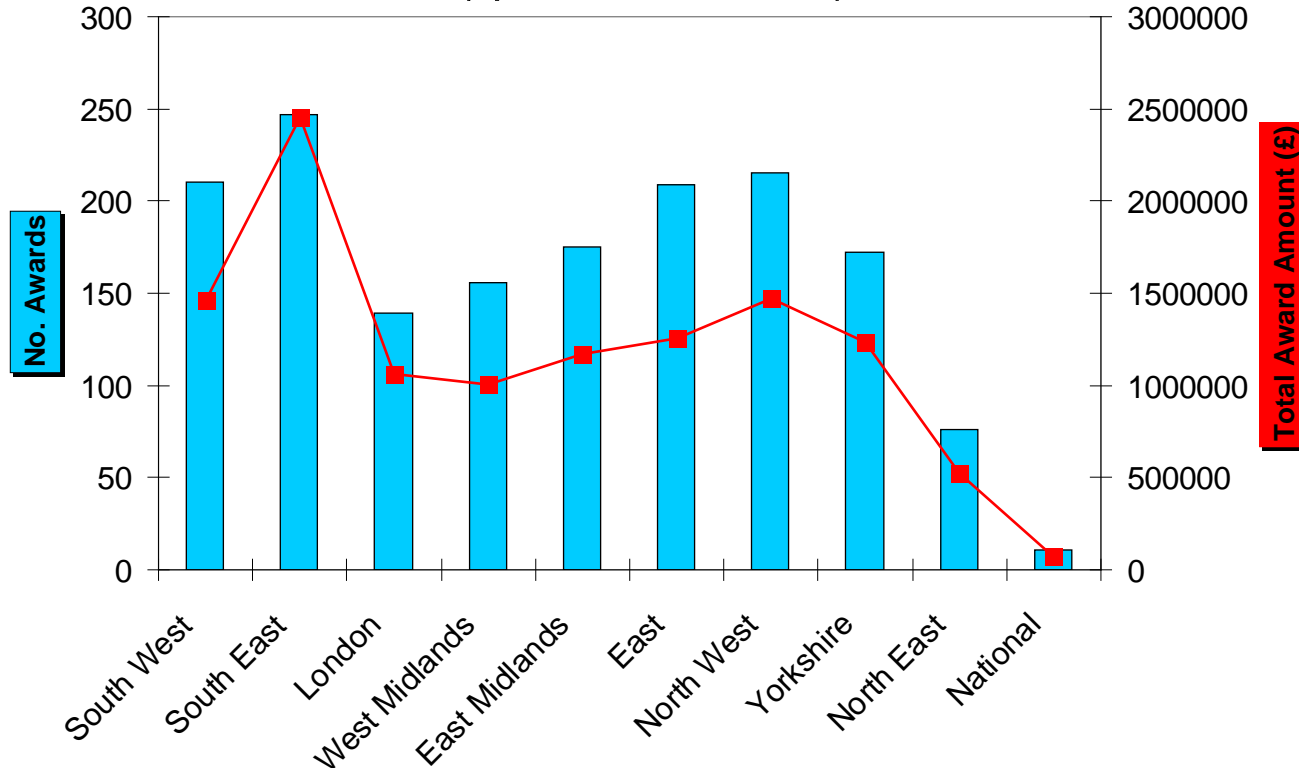
- Lottery funded programme
- £300 - £10,000
- Programme priorities:
 - Projects increasing the number of adults participating in moderate intensity sports
 - Projects seeking to reduce the drop off rates for 16-19 year olds
 - Projects that contribute to community sports activity for 11 -16 year olds
- Open programme with regular decision meetings



The Small Grants Programme in the West Midlands

- Just over £1m awarded to 155 projects
- Ranked 6th region on number of awards
- Application success rate is 57% (53% nationally)

Number and total value of awards by region
(April 2009 - Oct 2010)



Sportsmatch

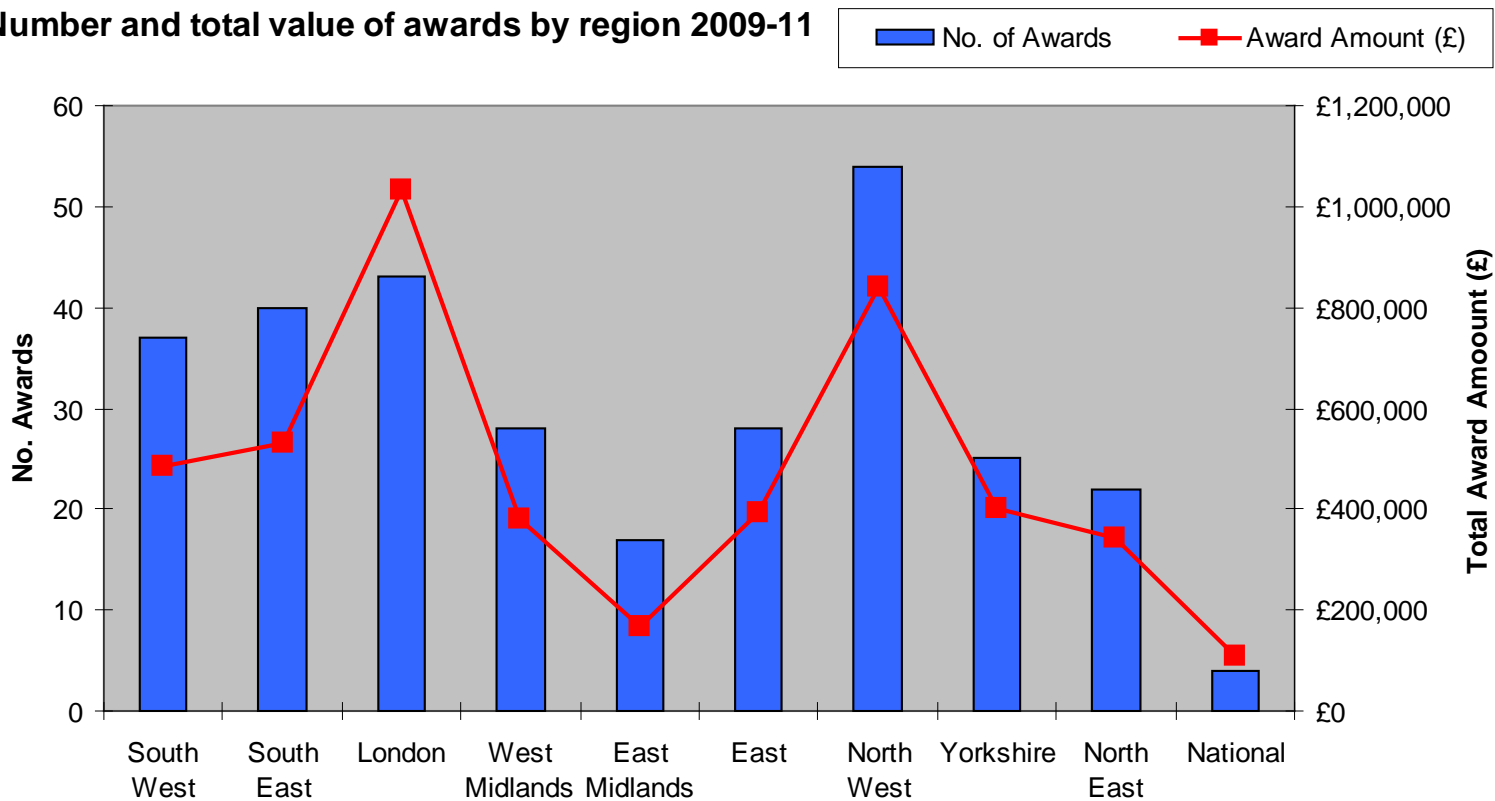
- Exchequer funded programme
- Aim – to match sponsorship on a £ for £ basis for new projects for awards £1,000 - £100,000
- Three primary objectives
 1. Encourage businesses to sponsor community sport
 2. Foster lasting partnerships between business and community sport
 3. Further develop and improve access to sport through quality business sponsorships
- External panel with regular decision meetings



Sportsmatch in West Midlands Region

- Just over £380K awarded to 28 organisations
- Ranked as 6th region by award amount and by number of awards in the country
- Application success rate in the West Midlands is 49% (47% nationally)

Number and total value of awards by region 2009-11



Application process & support

- On-line application
- Web-based guidance
- Guidance tools (checklists, dummy application form, templates)
- <http://www.sportengland.org/funding.aspx>
- 08458 508 508 funding line (8am-6pm, Mon-Fri)
- funding@sportengland.org



Community Games



- A great opportunity to bring your community together to take part in sporting and cultural activities
- Inspired by and in celebration of the London 2012 Olympic and Paralympic Games
- Toolkits and support available from your County Sports Partnership
- Visit the website

<http://www.communitygames.org.uk/>



CSW Sport

- Coach Bursaries
- Workshops e.g.
 - Safeguarding
 - First Aid
 - and more
- Resources and guides
- Useful contacts
- Regular newsletters

HOME : CONTACT US : MAP & DIRECTIONS : DIRECTORY

Search Go

NAVIGATION

- Home ■
- About us ■
- Useful Contacts ■
- Workshops ■
- Coaching ■
- National Governing Bodies ■
- Events ■
- Community Games ■
- Club Development ■
- Equality ■

Home

CAP Funding 2011/12

Fourth year for talented athletes funding programme : Closing Date 11th February 2011

[Applications now open](#)

Volunteer, Club and Coach Programme

Download our [Volunteer, Club and Coach Education Programme](#) which includes details of CSW Sport generic workshops and National Governing Body courses in the sub region

06 Jan 2011
£10 million to get more women playing sport
Sport England today revealed the sports projects that will benefit from a...

17 Dec 2010
West Midlands Sport Participation Figures looking good
New participation figures published by Sport England paint a mixed...

16 Dec 2010
Active People Survey 4
Local area statistics on adult



- www.cswsport.org.uk
- www.cswsport.org.uk/clubdevelopment
- www.cswsport.org.uk/coachbursaryscheme
- www.cswsport.org.uk/funding
- Emma O'Dowd 02476 574197 / emma@cswsport.org.uk





Thank you for listening

Any Questions?

