

**REPORT TO:** Grants Advisory Committee

25 January 2019

**LEAD OFFICER:** Director of Housing, Health and Environmental Services

---

### **Elite Athlete Award Scheme: 2018/19 Review**

#### **Purpose**

1. To review the Elite Athlete Award Scheme to ensure that it reflects Council priorities and make recommendations to Cabinet.
2. This is not a key decision.

#### **Recommendations**

3. It is recommended that Grants Advisory Committee recommends to Cabinet that:
  - (a) the Elite Athlete Award Scheme is discontinued, and that
  - (b) the £10,000 funding for 2018/19 is reallocated to:
    - (i) another grant scheme (to be specified, with reasons, by the Committee), or
    - (ii) the General Fund, or
    - (iii) another purpose (to be specified, with reasons, by the Committee).
  - (c) the £10,000 funding for 2019/20 is reallocated to:
    - (i) another grant scheme (to be specified, with reasons, by the Committee), or
    - (ii) the General Fund, or
    - (iii) another purpose (to be specified, with reasons, by the Committee).

#### **Reasons for Recommendations**

4. The Grants Advisory Committee's role is to consider and make recommendations to the Lead Cabinet Member responsible for grants, or Cabinet as appropriate, including, but not limited to:
  - (a) Review of the Council's grants schemes to ensure they reflect Council priorities.
  - (b) Design of any new or revised grants schemes, including consideration of criteria and guidance applicable in respect of each scheme.
  - (c) Consideration of applications made under the Council's grants schemes.
5. The Elite Athlete Award Scheme, whilst beneficial for the individuals that receive it, is not currently reflective of the Council's draft priorities for 2019 to 2024. There is £10,000 set aside in the 2018/19 budget and 2019/20 draft budget towards the scheme, which could be reallocated if a decision is made to discontinue with the scheme.

#### **Background**

6. South Cambridgeshire District Council was inspired by the London 2012 Olympic and Paralympic Games to invite all elite athletes to apply for an elite athlete award to

support their sporting talent. The Elite Athlete Awards Scheme was launched by Lord Sebastian Coe in July 2009.

7. The scheme is open to both able-bodied and disabled athletes, with priority going to those taking part in Olympic, Paralympic and Commonwealth sports.
8. The scheme supports any athlete who lives in South Cambridgeshire. If an applicant studies or trains outside South Cambridgeshire they can still apply, provided their family home is in the district. Applicants who are studying at a College or University within South Cambridgeshire are not eligible unless they also have a family home within the district.
9. All grant recipients are expected to provide a short end of year report including details of their performance and how the grant has been spent in accordance with the information provided in the application. A further condition of grant is that recipients are able to attend at least one community event within a 12 month period following receipt of the grant.
10. Grants are awarded to athletes competing at all levels from regional level (up to £500), national level (up to £1,000), to world class level (up to £2,000). It is a competitive process and applications are assessed with regard to eligibility, performance and potential.
11. The scheme was originally set up to run from 2009 until 2012, however, has since been extended as a legacy to the London 2012 Olympic and Paralympic Games.
12. Historically, a multi-agency grants panel has made award recommendations to members for decision. In recent years, the panel has been made up of representative from the South Cambs School Sports Partnership, Living Sport and the Council.

### Considerations

13. The budget for the scheme was initially £20,000 per year, which was reduced to £10,000 in 2012/13. The budget was increased in each of the previous two years to accommodate additional applicants.

Year	Budget <sup>1</sup> (£)	Total Amount Awarded (£)	Number of applicants
2017/18	10,000	16,350	35
2016/17	10,000	12,000	32
2015/16	10,000	10,050	16
2014/15	10,000	3,300	8
2013/14	10,000	5,350	17
2012/13	10,000 <sup>2</sup>	10,000	19

<sup>1</sup> A small amount of funding has been allocated to publicity each year.

<sup>2</sup> Uncommitted balances from previous years.

2011/12	20,000	12,700	33
2010/11	20,000	14,550	26
2009/10	20,000	14,250	24

14. Prior to 2015/16 the awards were made twice a year. This was amended to ensure that all applications could be viewed together and to ensure that the most deserving athletes were awarded the grants. Additional publicity was also put in place from 2015/16, with social media, radio and film being utilised as well as the South Cambs Magazine and other media outlets.
15. At a workshop of the Grants Advisory Committee, held on 11 September 2018, the following points/questions were raised. Information is also provided below following investigation into the points/questions raised.

- (a) Are there other grants available for South Cambridgeshire applicants?

Many grant funding schemes are only available to groups. Schemes that we believe are available to individuals include:

- Sports Aid (Cambridgeshire Sports Aid) – typically 12-18 year olds, must be nominated by their sport governing body.
- TASS (Talented Athlete Scholarship Scheme) – up to £3,500
- The Ron Pickering Memorial Fund – typically 15-23 year olds
- The Dickie Bird Foundation – children under 16, varying amounts
- GLL Sports Foundation – all ages, £250-£1,500
- Johanna Brown Trust – young people, £100-£1,000
- Prices Trust – 16-30 year olds, up to £500
- Get Kids Going (Disabilities) – up to 26 year olds
- Caudwell Children ‘Enable Sport’ (Disabilities) – under 19 years old

Most of the funds are national pots.

- (b) The scheme is not currently means tested. How can the Council be sure that the grants are being awarded to those most in need?

Looking at other grant funding schemes available, some are means tested. Examples of questions include “do the child's parents/guardians earn less than £45k gross per annum?”. It should be remembered that the South Cambs Elite Athlete Award Scheme has historically been available to people of any age.

Feedback from previous recipients show that the grants are appreciated because it

- provided a welcome additional contribution to equipment and training,
- allowed sportmen and women to take their sport to the next level,
- allowed opportunities to train and compete abroad, and
- is a positive scheme for young people.

16. In reviewing the scheme against the current Corporate Plan and the Council’s draft priorities for 2019-2024, it is difficult to see a clear fit:

- (a) The ‘housing that is affordable for everyone to live in’ priority area includes reference to encouraging more people to participate in active and healthy lifestyles. Whilst there is a wealth of evidence to support that participation in

regular physical activity has both direct and indirect impacts on people's physical and mental health, and enables people to build social capital<sup>3</sup>, there is a lack of evidence to support that the Olympic Games, or individual elite athletes, can encourage the wider population into physical activity<sup>4</sup>. According to the most recent UK Physical Activity Report published by the British Heart Foundation 2017<sup>5</sup>, 39% of adults in the UK still do not meet the recommended physical activity levels and the number of children meeting the recommended amount of physical activity for healthy development drops by 40% as they progress through primary school<sup>6</sup>. It is likely that the people being supported by the scheme would continue to remain active and healthy if the grant scheme was discontinued.

- (b) The draft 'economic development' priority area includes a focus on skills, however, these are in the context of developing skills needed by local businesses.

### Options

- 17. The Grants Advisory Committee could recommend to Cabinet that:
  - (a) the Elite Athlete Award Scheme is discontinued, or
  - (b) the Elite Athlete Award Scheme is continued under the same terms and conditions as the existing scheme, or
  - (c) the Elite Athlete Award Scheme is continued, with amendments (to be specified) to the existing scheme,
  
- 18. The Grants Advisory Committee could recommend to Cabinet that, if discontinued,
  - (a) the £10,000 funding for 2018/19 is reallocated to:
    - (i) another grant scheme (to be specified, with reasons, by the Committee), or
    - (ii) the General Fund, or
    - (iii) another purpose (to be specified, with reasons, by the Committee).
  - (b) the £10,000 funding for 2019/20 is reallocated to:
    - (i) another grant scheme (to be specified, with reasons, by the Committee), or
    - (ii) the General Fund, or
    - (iii) another purpose (to be specified, with reasons, by the Committee).

### Implications

- 19. In the writing of this report, taking into account financial, legal, staffing, risk management, equality and diversity, climate change, community safety and any other key issues, the following implications have been considered: -

#### ***Equality and Diversity***

- 20. It is difficult to quantify the potential impact of discontinuing the Elite Athlete Award Scheme because equality and diversity information has not been required of applicants and the scheme has not been means tested.

### Consultation responses

---

<sup>3</sup> Improving the public's health: A resource for local authorities, The King's Fund, 2013.

<sup>4</sup> [Can the London 2012 Olympics inspire a generation to do more physical or sporting activities. An overview of systematic reviews](#)

<sup>5</sup> [BHF Physical Inactivity and Sedentary Behaviour Report 2017](#)

<sup>6</sup> <https://www.gov.uk/government/news/number-of-children-getting-enough-physical-activity-drops-by-40>

21. There has been no consultation carried out, however, the recommendations are linked to the current Corporate Plan and draft priorities for 2019-2024, which has recently been consulted upon. The consultation responses for the draft priorities for 2019-2024 were published with the agenda for the Scrutiny and Overview Committee on 22 January 2019. There were no significant comments that relate to this report.

**Effect on Strategic Aims**

22. See paragraphs 16 above.

**Report Author:** Gemma Barron – Head of Sustainable Communities and Wellbeing  
Telephone: (01954) 713340

Katherine Southwood – Project Officer  
Telephone: (01954) 712922

Lesley McFarlane – Development Officer (Health Specialist)  
Telephone: (01954) 713443