

# THE FULL STORY



**IMPACT  
REPORT 09**

**CCPR**

## Message from the Chair

It has been a strange year for all of us. A sudden lurch into recession has thrown up many new challenges and the world of sport and recreation is no more immune to them than you or I. Many of our community clubs are reporting declining membership numbers, a struggle to raise commercial revenues and a fall in the number of inquiries from potential new members. Combine these worrying trends with swathes of new regulations and costs – like being forced to pay for licences for music used on TV programmes shown in a clubhouse; such as paying water drainage charges which have increased up to 13-fold overnight – and it is little wonder that a not insignificant proportion of clubs have indicated to us that they believe they will close their doors forever within the next year.

CCPR has spent a busy year fending off new laws, charges and regulations but has not been deterred from campaigning for changes which might benefit the world of sport and recreation. We have helped lead the charge for the recognition of organisations which contribute to our better health through increased physical activity. We have played a key role in establishing an industry standard in adventurous activities. And we continue to be a leading player in European sports policy through our contribution in Brussels. These are but a few of our achievements in 2008/09 – you can read about more in the pages that follow and at [www.ccpr.org.uk/report](http://www.ccpr.org.uk/report).

None of these achievements – or these battles! – would have been possible without the hard work of CCPR's excellent staff, the support of our General Council, or the guidance of our Board, all of whom I would like to thank publicly for their contribution. With all of their help, 2009/10 will be another good year, I am sure, for CCPR and for sport and recreation.

BRIGID SIMMONDS OBE

## Chief Executive's Statement

Welcome to our 2008/09 Impact Report. In the interests of maintaining 'impact' we have tried to keep this year's report as succinct as possible. Hopefully as a result, you will find this edition more accessible than ever and, if there is a subject you want to read more about, just visit [www.ccpr.org.uk/report](http://www.ccpr.org.uk/report) where a more comprehensive review of CCPR's year can be found.

The most obvious challenge that 2008/09 has delivered is the recession. Hitting everyone from the London Olympic organisers downwards, it would be foolish to underestimate the impact the downturn could have on sport and recreation. The survey of clubs we conducted for our conference this year indicates that we could lose up to 6,000 sports clubs by May next year. By anyone's measure, that would be a devastating blow to the fabric of our communities.

Whilst CCPR can't directly intervene to save clubs, all of our work is focused on making life easier for sport and recreation, whatever the economic weather. We continue to focus on two main areas: providing services which our members need and want and campaigning to improve the environment (in the broadest sense) in which they operate. As the clock runs down on our current strategic plan, we have begun to turn our thoughts to the period 2010-14. Feedback from our members tells us we need not divert too far from our current approach but we must always stretch ourselves to do better.

Our work continues to be varied and complex. From organising bigger and better events, through lobbying on sports betting, to campaigning for greater tax concessions for sport, it is very difficult to pigeonhole CCPR! But we continue to work with focus and a sense of priority and where other organisations are better suited to taking up a campaign or area of work, we do not interfere. I hope you enjoy reading about our activities over the past year. Our achievements certainly make me proud of our staff, our volunteers and the members whom we serve.

TIM LAMB

### **Bills, bills and more bills**

Voluntary sports clubs have faced a torrent of unwanted regulation during the last year. Frustrated club secretaries have called CCPR to enquire why their water bill suddenly exceeds their annual income, why they are asked to buy a music licence simply because televised sport contains jingles, and whether they really have to register with the Information Commissioner because they hold a list of their members.

CCPR has tackled these issues head-on, joining forces with other community groups representing village halls and churches, all of which face the same tangle of red-tape as they try to help their local communities. As a result United Utilities agreed to a one-year moratorium on its increased charges in order to review its methodology, whilst discussions with music licensing bodies and government regulators continue.

Liberal Democrat sports spokesperson Lord Addington has also closely followed these developments and tabled the Community Amateur Sports Club (Support) Bill which seeks to amend existing legislation in order to remove these burdens from sport.

As always, CCPR has also been monitoring emerging legislation and has taken appropriate action wherever new proposals threaten to have a negative impact on sport and recreation. Two bills CCPR has been engaged with recently are the London Local Authority/Transport for London Bill and the Business Rates (Supplements) Bill. The LLA/TfL Bill contains a clause which would require the owners of major sporting events to meet the costs of closing roads around the venue and sweeping the streets after the events. These costs have traditionally been met by local authorities, who made up their costs through local business rates. Local authorities are seeking to compel a change in that balance through legislation. CCPR and the Premier League have joined forces to lodge an official objection to the clause. The work is ongoing, and CCPR will do everything it can to bring about a sensible, positive solution.

The Business Rates (Supplements) Bill would give local authorities the power to levy a further 2% on all business rates, in order to meet the cost of Crossrail. CCPR has no objection to this Bill in principle, but believes that community sports clubs and 2012 Olympic venues should be exempt, and is working with Lord Moynihan to gain this exemption.

### **365-day eventing**

CCPR holds a wide range of events during the course of a year and our members tell us they are important focal points, as well as a significant benefit of membership.

### Annual conference

Our annual conferences represent the climax of our events calendar. Our most recent event, *Running on Empty? Sport in a Recession* took a good, long look at what sport and recreation can do to ensure it survives trying economic circumstances. Speakers included the Secretary of State, Andy Burnham MP; Richard Lewis, chair of Sport England; and Roger Mosey, BBC Director of London 2012. Significant media interest in the event was fuelled by a CCPR survey which revealed that many clubs may close as a result of the recession.

### The European Summit

The 2008 and '09 events proved a huge success, not only for the dissemination of information to CCPR's members and for the networking opportunities, but for prompting a genuine step forward in European sport politics in the UK.

In 2008, Lord Moynihan highlighted the coming Lisbon Treaty which will, for the first time, give Europe a competence in sport. He expressed concern about the unintended consequences the Treaty may have

for British sport and challenged CCPR, FCO and DCMS to create a memorandum of understanding on how Europe affects sport in the UK. The challenge was duly taken up, with the stakeholders in fact deciding a more active approach was needed in the face of, not just the Treaty, but continuing influence from Brussels. To meet this challenge the European sport stakeholders group was set up, consisting of leading sports, CCPR and DCMS.

The group has been an undoubted success and helped shape the UK's policy towards Europe with the creation of DCMS's International Sport Strategy. The clearest example of the influence of the group was at the Sports Ministers' meeting in Biarritz in November, where the group's proposals were championed by sports minister Gerry Sutcliffe and led to changes to key pieces of the French presidency's proposals. The final Versailles statement included proposals for national and not just European bodies to be included in new structured dialogue proposals and omitted plans for European control of sports club management as had originally been proposed in favour of self-determination and subsidiarity.

Of course, Europe is now an ever-present part of sports policy. The election of a new cohort of MEPs, the appointment of a new Commission and the imminent ratification of the Lisbon Treaty mean that 2009 is an even more important year than usual. Our 2009 European Summit and the seniority of delegates it attracted reflected that. Speakers of the calibre of Gerry Sutcliffe, the sports minister, and Michal Krejza, the head of sport at the Commission's Sports Unit, ensured that the event has once again set the European policy agenda for sport for the coming year.

#### CEOs training

CCPR launched its CEOs' Development Programme in June 2008, following a recruitment drive which saw places heavily oversubscribed. The first cohort of 20, from a wide range of member organisations, began the programme with a 360 degree review, which enabled the participants to gain a better understanding of their strengths and weaknesses from their managers and peers. In September, the first two-day development session was held, covering leadership, diversity and accountability with facilitators from Cass Business School leading the days. Following feedback from the first session, subsequent days were turned into masterclasses, enabling the participants to learn from experienced practitioners in areas such as strategic financial planning and conflict resolution. One of the highlights of the programme was a practical presentation session with a former actress, which was very well received by the cohort. CCPR will again be running a programme in 2009/10, alongside continuing development for those who have already completed the programme.

#### CEOs' Convention

The CEOs' convention in November 2008 saw more than 70 CEOs from a wide range of members attend the Leicester event dedicated to examining strategic planning. A programme of breakout sessions, panel sessions and networking was launched by Major General Garry Robison, Head of the Royal Marines, who spoke of the need for a clear and stable strategy. Throughout the two-day event, videos of a number of CEOs were shown, following their organisations through the process of developing and implementing strategies. The chief executives then answered questions in a panel session. Heather Rabbatts, Millwall Football Club, and Tesse Akepki, governance consultant, both presented lively, entertaining sessions, using real-life examples to illustrate their points. CCPR has begun planning for the 2009 event which will be held in Nottingham on the 18 and 19 November.

#### Workshops

CCPR offered its membership a range of 11 workshops in 2008/09, highlighting key issues and skills which affect member organisations. Over 100 members accessed the workshop programme during this period. A wide variety of subjects were offered which included Engaging with Europe, a two day trip to Brussels to develop delegate's knowledge and contacts in Europe; and media awareness, based in a media studio so that delegates could practice their newly-developed skills in a real-life environment. Workshops were also held on hot topics such as digital publishing and environmental awareness. One of the most popular workshops was, unsurprisingly, funding-related, with "Find and Keep Sponsors"

being twice oversubscribed. CCPR would be glad to hear of any issues which members feel may make beneficial workshop subjects.

#### Finance and Governance Forum

The Finance & Governance Forum continues to be an well-supported and valuable tool for governing bodies to discuss key matters of mutual interest. Two meetings were held during the year, each featuring a variety of top quality speakers including Jennie Price, CEO of Sport England and Sue Campbell, Chair of UK Sport.

Richard Baldwin, the Chair of the Forum since its inception, has decided to stand down from the position. On behalf of everyone we would like to thank Richard for the energy and knowledge which he has brought to the role. We are delighted to report that an extremely able successor has been found. John Crowther has agreed to take on the role. John has held a number of very senior positions within sport and industry, including an extended period as chief executive of the LTA. The Forum will go from strength to strength under his guidance, and governing bodies will have even greater opportunity to shape the agendas. This will make sure that the topics covered continue to be relevant to CCPR members

#### **Sports Club Survey 2009**

The CCPR Sports Club Survey 2009 was launched in May this year. The link to the online survey was distributed to sports clubs across the country via our national governing body contacts. Responses will be collated and analysed over the summer and the results are due to be launched in September.

The survey seeks to assess the financial health of sports clubs across the UK and will provide valuable data on factors such as membership levels, finances, facilities and staff. These findings promise to be of interest to all policymakers and practitioners involved in the development and funding of community sport. CCPR members will gain valuable insight into how their clubs are surviving or thriving and will also be able to compare the results for their sport against others. For those sports receiving Sport England funding this survey will provide a useful context for the sports satisfaction survey results.

#### **Armchair athletics**

Rarely has sports broadcasting been such a hot topic. It is sport's greatest commercial asset – in cricket, for example, broadcasting revenue accounts for roughly 80% of total income. The Government has initiated a review of the Listed Events, which stipulate which events of 'national resonance' must be covered on free-to-air television. David Davies has been appointed as Chair of the review panel, and CCPR welcomed him to a meeting of the Major Spectator Sports Division. Members were able to hear David's initial thoughts about the consultation and share their views about the concept and detail of the List enquiry.

In addition to the review, CCPR's Voluntary Code of Conduct has been revised, signed and published. Signatories, who include The FA, the Premier League, the ECB and the LTA, aim to strike the right balance between ensuring the widest possible viewing access and best financial return for the broadcast product. Signatories also commit themselves to reinvesting at least 5% of their broadcasting revenue in grassroots sport, although in reality they invest far more. CCPR's response to the Listed Events consultation will promote the principles of the Voluntary Code.

#### **Healthy recognition**

Whilst 46 CCPR members will receive funding to ensure that 1 million people become more active through sport, many more CCPR members which contribute to increasing levels of physical activity receive no sports council funding. CCPR has been working to raise the profile of physical activity with the Department for Health for a number of years, and was pleased when in February 2009 the Department published 'Be Active, Be Healthy'. The strategy clearly stated its support for the emerging

Physical Activity Alliance, which will play a key role in getting people more active outside of formal sport. CCPR has played a leading part in developing this alliance and believes it will be a great support to CCPR's recreational members.

### **Equal best**

CCPR was awarded the Foundation level of the Equality Standard for Sport in June 2008, which has meant the development of improved internal policies and practices. Following this, work has begun to meet the requirements of the Preliminary level, which include an audit and action plan for submission in early 2009/2010. CCPR was successful in a bid to the Equality and Human Rights Commission to support its members in their work on equality. Part of this bid was to enable CCPR's members to work towards the Equality Standard, and 17 members have accessed support so far. Up to the end of March 2009, British Gliding Association, Cyclists Touring Club and NAKMAS have achieved the Foundation level of the Standard and CCPR would like to offer its congratulations to these organisations.

The Women and Leadership Development Programme is a three-year pilot programme designed to develop 15 selected women leaders in UK sports organisations. It is a partnership programme between UK Sport, the British Olympic Foundation and the CCPR. This is the second year the project has been running and the participants have made significant progress in relation to the outcomes of the programme. These include:

- Development of leadership skills, competence and confidence.
- Provision and Take Up of Development Opportunities
- Career progression, aspirations and influence.
- Increased and more effective networking.

The project has been so successful that there are now plans to roll it out to other nations within the EU.

### **Sure bet?**

Independently on behalf of members, and in partnership with the Sports Rights Owners Coalition, CCPR has been fully engaged with the campaign to secure a fair return for sport for betting operators' use of governing bodies' data. The campaign is making good progress, with the principle established in a European Parliament report (Schaldemose) and acceptance in Government that the present situation is unsatisfactory and that a new arrangement must be found. Gerry Sutcliffe, the Minister for Sport, is setting up a taskforce to look at the issues in detail and to design a solution that is in the interests of all parties. CCPR will be fully engaged in that process and will make the case for sport at every opportunity.

In addition, CCPR has been working hard on integrity. Having conducted a survey exploring the extent of the threat corrupt betting poses to the integrity of sport and the readiness of our members to deal with it, CCPR has set up a working group in partnership with the Gambling Commission. The group will look at what small but important practical measures members can take to protect their sport against corruption through betting, including developing player education programmes and strengthening rulebooks.

### **Preserving our place**

CCPR continues to improve its commitment to environmental protection. It has implemented a government-recognised environmental management system under the Acorn Scheme that has set key targets to reduce energy and paper use and decrease landfill waste. These will be reported on annually.

CCPR has also offered well-attended workshops to members to support and advise them on improving their own organisational environmental performance. CCPR is now embarking on a series of environmental audits to interested members that will provide a confidential report on how 'green' they are.

CCPR continues to play a key role on the national playing fields advisory panel, helping to ensure playing fields are protected from development and in particular that community use is not compromised.

CCPR's commitment to the Adventure Activities Industry Advisory Committee (AAIAC) is still strong. The AAIAC has launched its non-statutory accreditation scheme for adventure activity providers, called Adventuremark which offers a way of recognising safe practice among providers who fall outside the scope of the Adventure Activity Licensing Authority. It has also published guidance on the construction and operation of ropes courses in consultation with the HSE.

### **Commercial breaks**

Throughout 2008/2009 CCPR Enterprise Partners continued to provide many of CCPR's members with high quality business solutions ranging from insurance and accounting to photography and car leasing. Partners have formed strong partnerships that address the individual needs of sport and recreation organisations of all sizes. During 2008/2009, CCPR enlarged the number of commercial partners involved in the scheme in order to increase the variety of services and products now available to national governing bodies of sport and recreation. The income derived through these partnerships has enabled CCPR Enterprises to continue support a range of activities including the CEOs' Convention and the continued develop of BingoLotto.

Following two years of successfully working with Goodform to develop the scheme, the day-to-day operations of Enterprises has now returned to CCPR with a new long-term vision:

“To provide good value, high quality business solutions for the sport and recreation sector”

This vision will be achieved by ensuring a variety of appropriate, competitive and complementary services and any profits will be re-invested within sport and recreation. Should you wish to learn more about the Enterprises scheme or specific partners please contact Richard Norman, Business and Membership Development Officer on 020 7976 3927.

### **InsureSport**

Insuresport, the mutual company set up for the benefit of sport, completed its second year of operation at the end of November 2008. The directors of the company, having carefully considered the external operating environment, decided to suspend the operations of Insuresport at that time. The rationale for Insuresport was to provide quality insurance to NGBs at reasonable prices. In the extremely soft market environment, NGBs are currently able to source competitive insurance in the open market. Should the situation change Insuresport is in a position to be reactivated.

All legitimate claims made in the two years of Insuresport's operation will be paid, and the change back to commercial insurance has been seamless.

We would like to thank Perkins Slade for their continuing support and co-operation with Insuresport, and indeed on all matters relating to insurance.

### **BingoLotto**

In the spring of 2008, CCPR members were offered the opportunity to become beneficiaries of a new TV game – BingoLotto. BingoLotto, as the name implies, is focussed around a bingo game but unlike the traditional game is incorporated and supported by an interactive television programme. The games are played using a game card, which is sold on behalf of good causes and, apart from the immediate prizes won on the lottery tickets, the games also provide players with the chance to participate in the live TV show or interactively via telephone.

For each of the six weeks of last year's pilot, sport and recreation received a 20% share of the gross proceeds of ticket sales of the show. One hundred and eleven of CCPR's members signed up to take part in the scheme and they each received over £1k to spend on developing grassroots activities,

increasing the numbers of people participating or on building a stronger, more effective infrastructure for voluntary sport and recreation.

“As a sport we are overlooked by all sporting bodies and don't receive funding from anyone, The Auto Cycle Union only receives funding from BingoLotto. BingoLotto has the potential to make a massive difference to the sport and help and increase participation across all motor cycle sports.”

Dave Luscombe, Auto Cycle Union

CCPR is now working on series two of the show which is due to go live in September 2009 and members have already been asked whether they wish to join the new scheme. So far, over 130 members have done so and they all look set to benefit from even larger amounts of funding this year, with the involvement of Tesco as the major retailer for ticket sales.

### **Club class**

CCPR continues to promote the benefits of the Community Amateur Sports Club (CASC) scheme to its members and provides succinct advice to clubs via [www.cascinfo.co.uk](http://www.cascinfo.co.uk). 2008 was an important year for the CASC scheme as Her Majesty's Revenue and Customs registered the 5,000th club. Registrations continue to grow, and the cash benefit to sport by 30 March 2009 was £54.5 million.

CCPR remains convinced that the scheme could benefit many more clubs – particularly those which do not own facilities - if the Gift Aid provision were extended to subscriptions. This would also give sport parity with other sectors such as arts and heritage, where such provision is made. CCPR will continue to support DCMS as it makes this case with the Treasury.

CCPR's long-standing association with the Foundation for Sport and the Arts was expanded for the 2008 Sports Club of the Year (SCOTY) awards by an additional partnership with **runningsports**. The 15<sup>th</sup> SCOTY awards were fiercely contended, with endorsed applications received from a broad variety of CCPR members. The 2008 winner was London Progress Table Tennis Club. Over 20 years, London Progress has developed into a multi-national club with a focus on competition and aspiration for all ages. This focus has led Progress to be British League winners for nine consecutive years. Further winners were drawn from the sports of volleyball, netball, tennis, judo and fencing.

SCOTY 2009 continued to build on the continued success of the awards, with the main award being won by Richmond Volleyball Club and the inaugural Students Sports Club of the Year, sponsored by **runningsports**, picked up by Loughborough Students RFC.

### **Europe**

To prepare for the likely ratification of the Lisbon Treaty at the end of 2009 and the new powers associated with it, the European Commission is engaging in a tremendous amount of preparation work and CCPR is working hard to ensure it will have a positive effect on sport and recreation in the UK. The Commission is currently running various studies to define its future policy, examining players' agents, volunteering and the financing of sport.

For the players' agents study, CCPR has helped tender winners the KEA consortium to devise its questionnaires in order to ensure the right questions are asked and the approach to the project meets the needs of sport.

To aid the volunteering study, CCPR is working with tender winners GHK to help their analysis. This has dovetailed neatly with CCPR's participation in the EU:SPORT:FUTURE project for which CCPR, in association with its sister organisations in Austria, Bulgaria, Estonia, France, Hungary and Slovenia, received European funding to explore EU citizens' views on sport. This important opportunity to help recommend policy to the Commission looks into the fields of health, education, employment, volunteering and society in sport. CCPR is leading in the field of volunteering, coordinating the seminars to include both the European Commission and GFK in the programme.

To support the study into the financing of sport, CCPR is acting as a consultative body to Dutch economic research group ECORYS. Our work here supports their application to carry out the study, again showing CCPR's pro-active approach to dealing with the threats and opportunities of Brussels.

CCPR's expertise in European affairs comes through strong relations with both the decision makers in Europe and our sister organisations across the continent. CCPR is a member of the new EOC EU Office which has a permanent lobbying base in Brussels and a wealth of expertise. Along with work on joint partner projects with the office, CCPR is also an active member of the European Non-Governmental Sports Organisation's (ENGSO's) working group, and a driving force behind ENGSO's manifesto for the 2009 European Elections which helped promote UK goals at the European level.

While CCPR is now rightly recognised as the voice of British sport in Europe through its leading role in the European sport stakeholders group and through its publications and popular EU Summit, it is also equally recognisable in the European institutions - as a partner of the European Parliament Sport Intergroup and a key stakeholder at the Commission taking part in its sports forum, working groups and private consultation.

### **2012 legacy**

CCPR's continued campaign to ensure that the London 2012 Olympic and Paralympic Games deliver a true legacy of increased participation in sport and recreation began to pay dividends this year. The Government published its 'Legacy Action Plan', with a target of seeing 2 million people more active by 2012 - with 1 million of these participating in sport. Whilst the action plan arguably consists largely of existing funding plans and delivery policies, the overall participation target is ambitious and CCPR welcomes this.