

**SPORT+
RECREATION
ALLIANCE**



**WINNING FOR SPORT+
RECREATION 2010/11**

Message from the chair



Welcome to the Sport and Recreation Alliance's annual review. This is my sixth and last as the organisation's chair as I step down at the end of the maximum permitted term of office. I will certainly miss leading this wonderful organisation but in my successor, Andy Reed, I leave it in safe hands. It has been great fun being part of something as important as the Sport and Recreation Alliance but a breath of fresh air is always needed now and again and that is what Andy will bring.

The biggest development in the past twelve months has been the change in our name from CCPR to the Sport and Recreation Alliance. And from the feedback we have received, it can go down as one of our biggest successes too. Our new name gives people a much better and immediate feel for our work while the new brand speaks

of our unity of purpose and of the excitement of our sector.

But what's in a name? A more tangible measure of our success is keeping our members happy. In our regular survey of governing and representative bodies, 90% of members rated our overall service as good or very good, and even more (92%) considered our communication with them to be effective or very effective. And whilst we are not ones to rest on our laurels, those are figures with which many other organisations would be delighted.

Those same figures reflect the hard work the team at the Alliance puts in on behalf of sport and recreation. Our staff are constantly striving to be more effective and to be equal to the challenges put in front of them, just as many of you are. A visible example of this is our smaller annual review this

year – a reflection of the fact that we believe the money we would have spent on a larger report can be better invested in services to our members in other areas. I hope you agree.

Finally, thank you for all your support over the past six years. It has been a pleasure to have served all of our members over that time. Your dedication and expertise means that the UK has some of the very best governing and representative bodies in the world – something all too often overlooked in our statistic-obsessed world. Even though I will no longer be your chair, I will always be a huge supporter of your work and that of the Sport and Recreation Alliance.

Brigid Simmonds OBE
Chair

Message from the chief executive



This has been a tough year for our members. Funding cuts have bitten hard and many governing and representative bodies have been forced to let staff go, scale back their activities and reduce their spending.

As a result, the Alliance is finding itself busier than ever. We have always been the first port of call for many of our members when they want advice, but now that an increasing number are facing shortfalls in capacity, we are being called upon to help more and more. It's a role we are happy to fulfil but it also requires us to manage our resources very carefully, especially at a time when we are under financial pressure ourselves.

The economic backdrop also means that our campaigning has taken a different shape in the past twelve months. We have concentrated on working within existing

structures and trying to relieve the pressure on clubs and governing bodies. For example, our government-commissioned report on the bureaucracy facing sport is being used to cut away red tape. And our focus on promoting CASCs and working to move sport and recreation higher up the agenda at local authority level are also designed to produce dividends without putting extra pressure on the public purse.

Despite the excitement of the 2012 Olympic and Paralympic Games, the next twelve months promises to be no more comfortable for our members. In fact as commercial deals expire, it could be even tougher for some.

It would be a crying shame if the sector were not equipped to deal with the extra demand the Games could generate but that is

an eventuality we may have to prepare for. It is hugely important that there is a physical, soft and financial legacy from the 2012 Olympic and Paralympic games which benefits sport. Rest assured that as your representative body we will be doing everything we possibly can to help you and your organisation make the most of this momentous year.

Tim Lamb
Chief executive



FED UP OF WEARISOME
REGULATION? SO WERE WE.

After years of bending the ear of MPs, Minister for Sport Hugh Robertson MP asked us to stack up the evidence of bureaucracy affecting the sector.

The result, our 250-page **Red Card to Red Tape** report, is now being used as the broom to sweep away regulation in our sector.

Concessions on data protection for clubs have been made; a new future for community amateur sports clubs has been mapped out; we now sit on groups which should make it easier to make small donations to clubs and to insure them; and we are working with the Health and Safety Executive to ease the burden on clubs. And that's just the start...



**WE DEVELOPED AND FUNDED
AN EIGHT-SHOW TV SERIES
FEATURING A BROAD ARRAY
OF OUR MEMBERS...**

...which was seen by more than one million viewers.

In times like this, there's no point us asking ministers for more money for sport so we are concentrating on making the best of what we already have. In Community Amateur Sports Clubs (CASCs), we have a status that frees clubs of 80% of their local rates and allows them to claim Gift Aid on donations. We are doing all we can to promote CASC status on this basis and this year the 6000th club was registered, meaning that the sector has saved £100m since 2002. We also persuaded Sport England to fund runningsports to provide more training for clubs and talked the Sports Minister into ensuring that CASCs are part of funded sports' plans.

We were part of a headline-grabbing campaign which helped fell the Government's proposals to sell 20% of the public forest estate.

We're also making the most of what we've got by championing the cause of women in sport. We:

- Lead the Women's International Leadership Development Programme, a European-wide scheme which has secured €250,000 of European funding to upskill women leaders in sport
- Co-ordinate the ENTER! Programme, which aims to identify best practice in developing women leaders in sport and which also benefits from European funding
- Work with UK Sport and the British Olympic Foundation to help women reach senior positions in sport.



**WE DON'T JUST OFFER
EVENTS AND TRAINING.**

On Show, a showcase of our movement and dance members' diversity, played out to 2500 paying guests at the Royal Albert Hall in September.

Behind every successful organisation lies good governance. Good governance reduces the chances of organisations making mistakes, underperforming or falling foul of the law. The Alliance's Governance Stakeholder Group has this year launched a Voluntary Code of Good Governance, made by the sports sector, for the sports sector. It's seven, easy-to-understand principles are now being rolled out by sport and recreation bodies across the country, having been applauded by the Sports Minister, experts and our members.

We've recognised that many of our members aren't sure how new laws and regulations affect them and their work. That's why we now send out compliance alerts to let them know what they should be doing.

Many people believe that corruption in sports betting represents more of a danger to our sector than doping. Over the past year, we've been chairing and administering the Sports Betting Group, a body designed to co-ordinate the sector's defence against suspicious and irregular betting. In February we held an event for governing bodies with Sir Craig Reddie, Hugh Robertson and government betting advisor Rick Parry to marshal our resources. We've also conducted an audit of sports preparedness as a first step to addressing any weaknesses.

HOW DO WE KNOW WHAT WE'RE TALKING ABOUT?

We've conducted the UK's biggest survey of sports clubs. The results form the basis of much of our campaigning work.

The Voluntary Code on Broadcasting which we oversee means that at least 30% of net UK broadcasting income into football, tennis, cricket and other major sports goes straight into their grassroots activities. This voluntary agreement means that sports retain the right to decide how to balance audience and revenue whilst also supporting community sport to the tune of around a quarter of a billion pounds each year.

We didn't believe that the Payment Council's proposals to abolish cheques were in your interests.

Our lobbying, and that of other concerned parties, has resulted in the proposals being withdrawn.

We are taking the lead in safeguarding vulnerable adults in sport. Not only do we chair a steering group on the subject but our practical guidance is being used across the sector. We are also undertaking a mapping exercise to identify exactly where responsibility for safeguarding vulnerable adults should sit within a sports organisation. In addition we are:

- Lobbying Sport England and UK Sport to ensure appropriate emphasis is placed on safeguarding vulnerable adults
- Speaking with the Association of Directors of Adult Social Services to ensure sport is integrated into the statutory safeguarding bodies and
- Campaigning on the Protection of Freedoms Bill to ensure the definition of 'vulnerable adult' is workable in a sport setting.





**WE'RE ALSO TRYING TO DO AWAY
WITH STATUTORY INTERFERENCE
IN ADVENTUROUS ACTIVITIES.**

We've developed a set of key principles to guide the development of the Health and Safety Executive's Code of Practice to replace statutory licensing of adventure activities.

The aim is to produce a simple set of criteria that all key organisations in the diverse outdoors industry sector can support.

Ticket-touting hurts fans and event organisers. The only people who profit are touts.

This year we have successfully campaigned for a Bill to stop touting.

We're also busy helping recreational sports. We are:

- Joint sponsor of the Adventurous Activities Industry Advisory Committee which is creating a system of accreditation to fill the gap left by licensing. Now all 5,000 UK providers of adventure activities are eligible
- Co-ordinator of the only national forum for those working to improve sustainable access to land, water and air – the Access Working Group.



AS WELL AS CHANGING OUR NAME...

...we've also renamed our Enterprise Partners scheme.

Our partners, who come with a track record of working in the sector are now called... Partners.

We're looking at some exciting new fund-raising schemes designed to pump money into sport and recreation. Meanwhile, all the money that we raise through our Ventures arm goes straight back into services for our members.

At the Minister for Sport's request, our policy team has been formulating a taxation strategy for the sports sector.

A series of meetings with civil servants will follow.

We continue to be recognised as the lead UK organisation in European sports policy and occupy a number of key roles at our European equivalent, ENGSO. We provide a valuable horizon-scanning service to our members. Proof of the pudding? Seven points of the European Commission's 51-point action plan for the future of European sport are based on Alliance requests.

WE SUCCESSFULLY LOBBIED FOR AN INDEPENDENT REPORT ON INTELLECTUAL PROPERTY RIGHTS...

...commissioned by Whitehall,
to recommend against the
US model of 'fair use' of
intellectual property rights.

We provide our members with a wide range of events to suit all interests and pockets, from our Annual Conference, our Sports Club of the Year Awards and our EU Summit to our CEOs Convention, our AGM and our range of training workshops. We also provide a bespoke training course – the CEO Leadership Academy – to senior personnel within the sector in order to provide them with the skills to lead our governing and representative bodies.

Patron

Her Majesty The Queen

President

HRH The Earl of Wessex

Vice Presidents

Ray Carter OBE
George Cubitt MBE
Dame Mary Glen Haig DBE
David Oxley CBE
Margaret Peggie OBE
Robert Pettigrew
Tony Richards TD FSI
Pat Smith MBE
Professor Peter Thomas MBE
Hilary Weedon

Directors who served the Alliance for some or all of 2010/11

John Bell
Nick Bunting
John Crowther
Di Ellis CBE
Pauline Harrison
Peter King CBE
Tim Lamb
Janice Moore
Andy Reed
Mike Reynolds MBE
Anabel Sexton
Brigid Simmonds OBE
Howard Wells
Richard Yule

Staff who served the Alliance for some or all of 2010/11

Tim Lamb
(chief executive)
Sallie Barker
Chris Burjmaster
Simon Butler
Anne Clark
Ana Costa
Syann Cox
David Foster
Dominic Goggins
Rachel Hudson
Martin Key
Mikkel Larsen
Kate Lawrenson

James MacDougall
Daniel Moll
Emily Monaghan
Richard Norman
Geoff Obee
Tina Patel
Angela Sasso
James Stibbs
Helen Tan
Pippa Tooher
Joy Tottman
Dominic Walker
Sue Wressell

MEMBERSHIP LIST

Games and Sports Division

Amateur Boxing Association of England Limited
 Archery GB
 Badminton England
 Baseball Softball UK
 Bowls England
 British Aikido Board
 British Amateur Rugby League Association
 British American Football Association
 British Association of Snowsport Instructors
 British Blind Sport
 British Colleges – Sport
 British Crown Green Bowling Association
 British Darts Organisation Ltd
 British Disc Golf Association
 British Fencing
 British Go Association
 British Gymnastics
 British Handball Association
 British Inline Puck Hockey Association
 British Judo Association
 British Ju-Jitsu Association
 British Masters Athletic Federation
 British Olympic Foundation
 British Roller Sports Federation Ltd
 British Skeleton
 British Taekwondo Control Board
 British Tenpin Bowling Association
 British Triathlon Association
 British Universities & Colleges Sport
 British Weight Lifters' Association
 British Wrestling
 Civil Service Sports Council
 Clay Pigeon Shooting Association
 Commonwealth Games England

CP Sport
 Croquet Association (The)
 Cycling Time Trials
 Disability Snowsport UK
 England Basketball
 England Fencing
 England Hockey
 England Netball
 England Squash and Racketball
 English Amateur Billiards Association
 English Association of Snooker and Billiards
 English Bowling Federation
 English Bowls Umpires Association
 English Bridge Union
 English Chess Federation
 English Draughts Association
 English Federation of Disability Sport
 English Golf Union
 English Ice Hockey Association
 English Indoor Bowling Association Ltd
 English Korfbal Association
 English Lacrosse Association
 English Petanque Association
 English Pool Association
 English Schools' Athletic Association
 English Schools' Cricket Association
 English Schools' Football Association
 English Short Mat Bowling Association
 English Table Tennis Association
 Federation of Artistic Roller Skating
 Federation of English Karate Organisations
 Football Foundation (The)
 Golf Foundation (The)
 Great Britain Diving Federation

Great Britain Floorball
 Unihockey Association
 Great Britain Wheelchair Basketball Association
 Halliwick Association of Swimming Therapy
 Ice Hockey UK
 Institute of Groundsmanship
 League Managers Association
 National Association of Karate and Martial Art Schools
 National Council for School Sport
 National Ice Skating Association UK Ltd
 National Rifle Association
 National Roller Hockey Association
 National Small-Bore Rifle Association
 Northern Ireland Sports Forum
 Paralympics GB
 Parkour UK
 Pentathlon GB
 Police Sport UK
 Professional Cricketers' Association
 Professional Footballers' Association
 Professional Players Federation
 Rounders England
 Rugby Football Foundation
 Rugby Football Union for Women
 Scottish Sports Association
 Snowsport England
 Special Olympics GB
 Sporting Equals
 Sports Leaders UK
 Sports Officials UK (SOUK)
 sportscoach UK
 Stoolball England
 StreetGames UK
 Supporters Direct
 Tchoukball UK

Tennis and Rackets Association
 Tennis Foundation (The)
 Torch Trophy Trust
 UK Deaf Sport
 UK Sports Association for People with Learning Disability
 UK Ultimate Association
 United Kingdom Kyudo Association
 Volleyball England
 Welsh Sports Association
 WheelPower
 Women's Sport and Fitness Foundation

Major Spectator Sports Division

Amateur Swimming Association
 British Boxing Board of Control
 British Dressage
 British Equestrian Federation
 British Eventing
 British Horseracing Authority
 British Show Jumping Association
 England and Wales Cricket Board
 Football Association (The)
 Greyhound Board of Great Britain
 Lawn Tennis Association
 Motor Sports Association
 Professional Golfers' Association
 Racecourse Association (The)
 Rugby Football League
 Rugby Football Union
 The R&A
 UK Athletics
 World Professional Billiards & Snooker Association

Movement and Dance Division

Allied Dancing Association Limited
 Associated Board of Dance
 Association of Dance and Freestyle Professionals
 British Association of Teachers of Dancing
 British Cheerleading Association

British Dance Council
 British Wheel of Yoga
 College of Chinese Physical Culture
 Dalcroze Society
 Dolmetsch Historical Dance Society
 English Amateur Dancesport Association
 English Folk Dance and Song Society
 Exercise Movement and Dance Partnership
 Extend Exercise Training Ltd
 Fitness League (The)
 Guild of Professional Teachers of Dancing
 Imperial Society of Teachers of Dancing
 International Dance Teachers Association
 International Daoist Society
 Keep Fit Association
 Laban Guild for Movement and Dance
 Language of Dance Centre
 Margaret Morris Movement
 Medau Society
 National Association of Teachers of Dancing
 Northern Counties Dance Teachers' Association Ltd
 Register of Exercise Professionals
 Royal Academy of Dance
 Royal Scottish Country Dance Society
 Society for International Folk Dancing
 Street Dance International
 Theatre Dance Council International
 UK Alliance
 United Kingdom Cheerleading Association
 United Teachers of Dance Ltd

Outdoor Pursuits Division

All Terrain Boarding Association
 Amateur Motorcycle Association Ltd
 Association of British Riding Schools
 Auto-Cycle Union
 British Association for Shooting & Conservation
 British Balloon and Airship Club
 British Caving Association
 British Cycling
 British Equestrian Vaulting
 British Gliding Association
 British Hang Gliding and Paragliding Association
 British Horse Driving Trials Association
 British Horse Reining Association
 British Horse Society
 British Kite Flying Association
 British Microlight Aircraft Association
 British Model Flying Association
 British Motorcyclists' Federation
 British Mountaineering Council
 British Orienteering Federation
 British Parachute Association
 Byways and Bridleways Trust
 Camping and Caravanning Club
 Canoe-Camping Club
 Confederation of Long Distance Racing Pigeon Unions of GB and Ireland
 Countryside Alliance
 Countrywide Holidays Association
 CTC – the National Cyclists Organisation
 Duke of Edinburgh's Award
 Forest School Camps
 Green Lane Association (GLASS)
 IMBA UK
 Institute for Outdoor Learning

Institute of Clay Shooting Instructors
 Long Distance Walkers Association Ltd
 National Council for Metal Detecting
 Outdoor Industries Association Pony Club (The)
 Ramblers
 Royal Aero Club
 Scottish Equestrian Association
 Scout Association (The)
 Trail Riders Fellowship
 YHA (Eng & Wales) Ltd
 Young Explorers' Trust

Water Recreation Division

Angling Trust
 British Canoe Union
 British Dragon Boat Racing Association
 British Kitesurfing Association
 British Long Distance Swimming Association
 British Octopus Association
 British Rowing
 British Sub-Aqua Club (The)
 British Water Ski & Wakeboard
 Channel Swimming and Piloting Federation
 Inland Waterways Association
 Model Power Boat Association
 National School Sailing Association
 River & Lake Swimming Association
 Royal Life Saving Society UK
 Royal Yachting Association
 Salmon and Trout Association
 Sub Aqua Association
 Surf Life Saving GB
 Surfing GB

Division of Interested Organisations

Air Training Corps Sports Council
 Army Cadet Force Association
 Army Sport Control Board
 Association for Physical Education
 Association of School and College Leaders
 Association of Teachers and Lecturers
 Boys' Brigade (The)
 British Association of Sport and Exercise Medicine
 British Association of Sport and Exercise Sciences
 Chief Leisure Officers Association
 Church Lads' and Church Girls' Brigade
 Coal Industry Social Welfare Organisation
 Combined Services Sports Board
 Fields in Trust
 Girlguiding UK
 Girls' Venture Corps Air Cadets
 Golf Club Managers' Association
 Headmasters' and Headmistresses' Conference
 Institute for the Management of Sport and Physical Activity
 Jewish Lads' and Girls' Brigade
 Local Government Association
 London Fire Brigade Welfare Fund
 Marine Society & Sea Cadets (The)
 Mencap Sport
 Mini-Basketball England
 Mountain Leader Training England
 National Association of Schoolmasters & Union of Women Teachers
 National Council for Voluntary Organisations
 National Council for Voluntary Youth Services
 National Union of Teachers
 RAF Directorate of Physical Education

RAF Sports Board
 Royal Naval and Royal Marine Sports Control Board
 Sports and Recreation Trusts Association (The)
 SportsAid
 St John Ambulance Cadets
 Swimming Teachers' Association
 Tall Ships Youth Trust
 The Lord's Taverners
 Voice – The union for education professionals

Associate Members

Active Surrey
 British Kickboxing Council
 British Nordic Walking Federation
 British Sledge Hockey Association
 British Weininger Resistance Sliding and Rolling Association
 Bucks & Milton Keynes Sports Partnership
 Cheshire and Warrington Sports Partnership
 Cobra Martial Arts Association
 Coventry Solihull & Warwickshire Sport
 DKH Legacy Trust
 East Midlands Federation of Sport and Recreation
 Energize Shropshire Telford & Wrekin
 England Rock-It-Ball Association
 English Karate Federation
 European Sailing Federation
 Federation of Eastern Sport
 Federation of South West Sports Organisations
 Federation of Yorkshire Sport
 Goalball UK
 Greater Manchester Sports Partnership
 Haringey Sports Development
 ICSSPE
 Karate England

Kent Sports Development Unit
 Leicestershire & Rutland Sport
 Lincolnshire Sports Partnership
 Living Sport
 London Federation of Sport and Recreation
 Merseyside Sports Partnership
 National County Playing Fields Association Support Committee
 North East Federation of Sport and Recreation
 North Yorkshire Sport
 PGA European Tour
 Pro-Active Central London
 Pro-Active East London
 Pro-Active North London
 Pro-Active West London
 Sport 4 Life Ltd
 Sport Hampshire & IOW
 Sport Nottinghamshire
 Sports Volunteering North West Limited
 Sussex County Sports Partnership Trust
 Tees Valley Sport
 United Kingdom Dance and Drama Federation
 University of Lincoln
 Volunteers in Sport West Midlands
 West of England Sport Trust
 West Yorkshire Sport

Honorary Members

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 Mr Stephen Baines
 Mr Richard Baldwin
 Mr Ian Beer CBE
 Mr John Bell *
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 Mr Charles Woodhouse CVO
 Mr Paul Zetter CBE

* Honorary Member whilst on the Sport and Recreation Alliance Board of Directors if not an authorised representative of a Full Member



**THANK YOU FOR ALL YOUR HELP
AND SUPPORT IN 2010/11. WE WANT
TO ACHIEVE EVEN MORE IN 2011/12.**

**If you think you can help
or want to shape the debate,
get in touch using the details
on the back page.**

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