



# APPENDIX K

## Centric Sports Management



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## Context:

London Sport developed commissioned partners to enhance the investment from Sport England for the Satellite Clubs programme. Outside of the traditional rounds, London Sport used these trusted partners to reach audiences that they did not have reach to, and trial new ways of delivering projects. London Sport wanted to work collaboratively with Centric Sports Management (CSM) to develop the Satellite Clubs programme, and to reach new audiences. CSM would also use Satellite Clubs to develop and strengthen their ties with community organisations.

CSM had worked with London Sport previously on the Sport England Satellite Clubs programme. During this time, Anees Ikramulah, the managing director, conducted the research project *Sportivate: A case study of sports policy implementation and impact on the sustainability of community physical activity programmes* which was published in The International Journal of Sport and Society. Satellite Clubs gave CSM the opportunity to embed the learnings from the research project into their work and provided London Sport reach into new audiences.

## Activity:

CSM were awarded £44,000 to deliver 20 projects across 2019-2021, Youth Personalities research and CSM research would be embedded into the delivery of projects. CSM did not want to work with delivery organisations who just saw it as a funding opportunity. They targeted those in their networks who could deliver projects that would benefit a community and break down barriers that certain demographics had when partaking in physical activity.

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## Impact and Success:

Satellite Clubs allowed CSM to grow as an organisation, and work with partners that they previously hadn't been able to engage with. In total over 300 participants engaged in the 2019-2020 projects and over 250 teenage girls were engaged in the 2020-2021 projects.

## Challenges and Missed Opportunities:

In 2019-20, London Sport did not provide a focus on the projects CSM had to provide. Whilst this freedom was appreciated, it meant that it was hard to focus and set an overall direction for the projects. CSM found the 2020-21 female focus that London Sport set enabled them to drive the work forward with much more purpose enabling them to learn more from the clubs they worked on.

Whilst Youth Personalities insight was beneficial, the toolkit was lengthy and hard for the delivery organisations to complete. Added to this, the main Satellite Clubs monitoring was also not user-friendly from a coach perspective, as an MS Excel spreadsheet could not be completed at a session.

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## Reflections for the future:

- Set a focus for the projects. When commissioning projects, London Sport should be clear about who should be targeted when wanting to target under-represented audiences. This allows the partner to develop clear plans to deliver to the audiences.
- Keep supporting sustainability. Satellite Clubs has allowed brilliant work to be undertaken. However, it is important not to lose that impact and to build upon it. Costs are going up for delivery organisations, and they need continued support to grow.
- Make reporting clear, easy and beneficial to all involved. Systems that allow coaches to report whilst at a session would make the reporting easier for all involved. Also, monitoring beyond numbers would allow projects to showcase the work they have done and would allow London Sport to promote the work as well.