

report



meeting **Administration Committee**

date **26th April 2006**

agenda item number

Report of the Director of Culture and Community

International Youth Sports Exchange Programme Fundraising Dinner, 26 May 2006

Purpose of Report

1. The report outlines the background to an International Youth Sports Exchange Programme fundraising event in May 2006 and proposes that approval is given to support it.

Information and Advice

2. The International Youth Sports Exchange Programme is funding exchange visits for young people in Bassetlaw and Brazil, starting from the 2006 World Cup through to the 2012 London Olympics. Four secondary schools in Bassetlaw, together with the further education college, have now formally signed into this project, twinning with youth organisations in Recife, Rio de Janeiro and Sao Paulo.
3. The objective of the project is for delegations of youth sports leaders (aged 14-18) from Bassetlaw to travel each year to Brazil to deliver sports projects in some of Brazil's poorest urban communities. Brazilian delegations will make reciprocal visits to the UK and will be seeking to develop their understanding and expertise in child protection policy.
4. This will be the first time Brazilian organisations have entered into this kind of international football and dance exchange programme. The project is of major national significance in Brazil and has attracted the support of the Brazilian Government and the national media. Brazilian media will be travelling to the UK for the fundraising events as well as being part of the first inbound fact-finding delegation from Brazil in May. John Mann, Member of Parliament for Bassetlaw has been active in developing this project and opening these exciting opportunities up for young people in Bassetlaw.

5. Ministers in the Department of Culture, Media and Sport are fully aware of the project and will be helping to ensure the project is linked in with the work of organisations including the Youth Sports Trust and Sports Leaders UK.
6. The Brazilian partners have been identified by the British Council. The British Council's Director in Rio de Janeiro has already attended a series of meetings in the UK and has met with all the partner schools.

Funding of the Project

7. This project will formally launch during the build up to this year's World Cup Finals and will run through to the 2012 London Olympics; providing a timeframe defined by global sporting milestones. To deliver the project successfully over this timeframe requires a robust and sustainable model of project financing.
8. The Ayrton Senna Foundation is covering the set up costs of the project and the British Council in Brazil is providing full administrative support and project management expertise at no cost to the project.

Fundraising Events

9. A series of fundraising events are scheduled to directly fund the exchange visits for young people between Bassetlaw and Brazil. In addition formal support is being sought for official project partners from the corporate sector who wish to make further commitments to the project.
10. A fundraising dinner is planned for 26th May 2006, at the North Nottinghamshire Community Arena in Worksop. Through the British Council's networks the Brazil's 1970 World Cup legends Felix, Carlos Alberto and Jairzinho are now committed to attending this fundraising event.
11. Football and sport are recognised as key drivers in social inclusion and youth engagement strategies and this project is an exciting opportunity for young people in Bassetlaw. There will be direct links to education with involvement in the project being provided to young people through both the formal school curriculum and extra-curricular activities.
12. It is proposed therefore that Nottinghamshire County Council supports the fundraising event through taking a table for ten people at a cost of £850. The cost of this can be shared between county hospitality and the chairman's hospitality budgets.

Statutory and Policy Implications

13. This report has been compiled after consideration of the implications in respect of finance, equal opportunities, personnel, crime and disorder and those using the service. Where such implications are material they have been described in the text of the report.

Recommendation

14. It is recommended that Nottinghamshire County Council sponsors a table at the International Youth Sports Exchange Programme fundraising event at a cost of £850.

Mick Burrows
Director of Culture and Community

Director of Resources Financial Comments (RE/MB)

The financial implications are outlined in the report.

Legal Services' Comments [HD - 13/4/2006]

It is within the delegation to this Committee to authorise hospitality to be offered by the County Council.

Background Papers Available for Inspection

None.

Electoral Divisions Affected.

All in Bassetlaw.