



ARMY SPORT PLAN 23 - 25





FOREWORD



Lt Gen I J Cave CB
Commander Home Command
and President Army Sport

Whether played at grassroots or representative level, sport matters to our Army. It prepares soldiers - our competitive edge - for operations by enhancing physical fitness, mental resilience, leadership, and teamwork. It fosters cohesion, pride, humility, the ability to thrive under pressure and the courage to overcome fear. Sport sharpens the competitive edge and inspires a will to win that enables us to meet our core purpose, to protect the nation by being ready to fight and win wars on land. Sport also contributes to the 'Offer' to our people. It plays an important part in Army life, including recruiting and retention, and it can provide excellent public visibility of the Army.

Recognising the value and power of sport, the Army Sport Plan 2023-25 better aligns sport to the Army's current and future priorities and reinforces the need to consider our people as a capability who we must actively attract, recruit, invest in and improve. We will therefore harness the power of sport for five big outcomes: physical fitness; mental resilience; leadership; teamwork; and recruiting and retention. Doing so to help forge winning teams capable of outperforming our adversaries physically and cognitively. The main effort is to maximise participation in sport through opportunity for all.

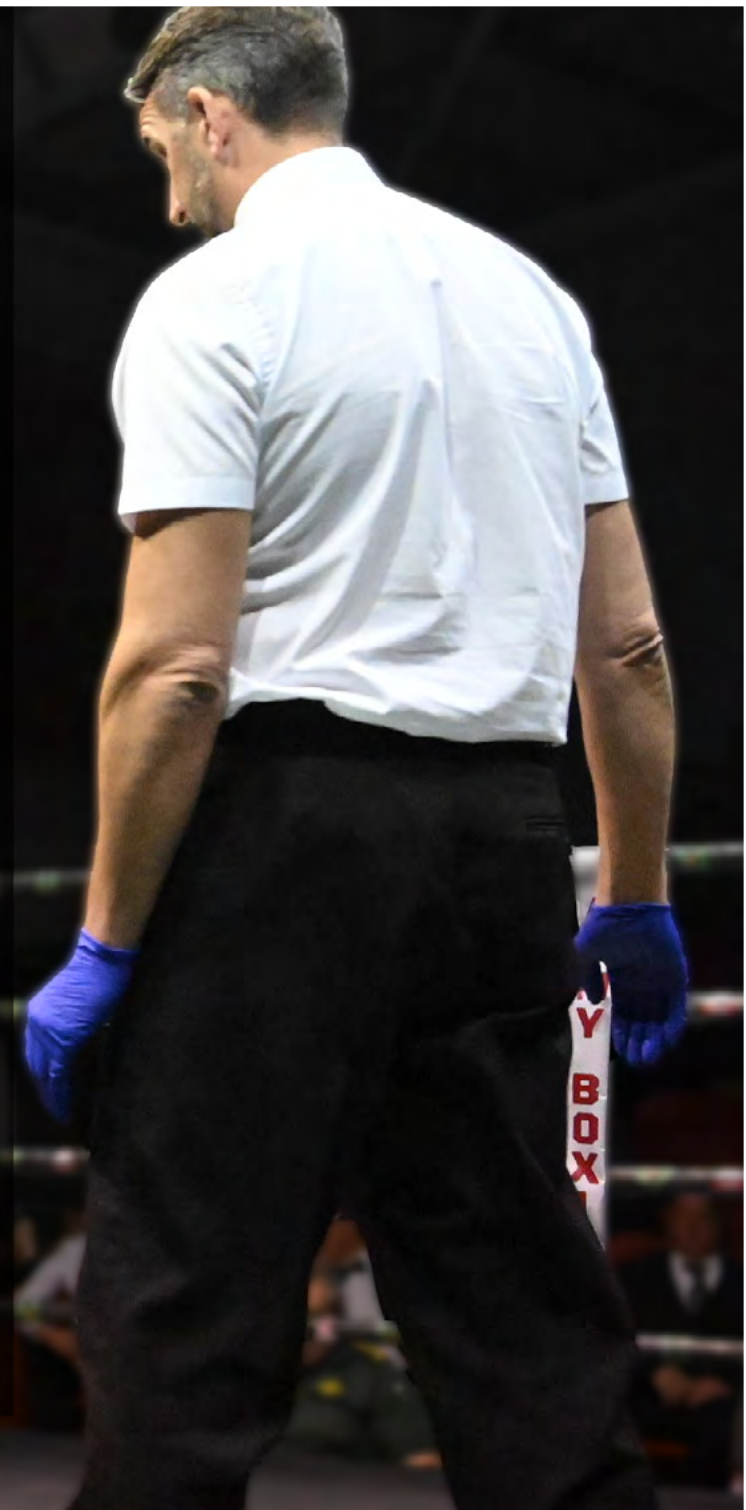
Please get behind sport in all its forms and back our participants, coaches, officials, and administrators. Their commitment to sport is to be celebrated with achievements demonstrating evidence of positive behaviours that add valuable colour to annual reports. And try to ensure time is made for sport - it's not time off - by encouraging wide participation of your personnel. Your active encouragement and support, particularly when pitch, court, ring, track, or pool side, can magnify participation and enjoyment and help us achieve better outcomes.



WHY SPORT MATTERS

Sport prepares soldiers for operations by enhancing physical and mental fitness, resilience, leadership, and teamwork. It fosters cohesion, pride, humility, the ability to thrive under pressure and the courage to overcome fear. Sport sharpens the competitive edge and inspires a will to win that enables us to meet our core purpose, to protect the nation by being ready to fight and win wars on land.

Sport contributes to the 'Offer' to our people; plays an important part in Army life, including recruiting and retention; and can provide excellent public visibility of the Army. Authorised sport is a Condition of Service with duty status and is a core activity that cannot be considered discretionary.





OUTCOMES OF SPORT – THE 'BIG 5'



MISSION MAIN EFFORT



MISSION

Harnessing the power of sport to improve physical fitness; mental resilience; leadership; teamwork; recruiting and retention; in order to forge winning teams

MAIN EFFORT

Maximising participation in sport

STRATEGIC OBJECTIVES 23-25

STRATEGIC OBJECTIVES: 'THE WHAT'	FOCUS AREAS: 'THE HOW'
MAXIMISE PARTICIPATION IN SPORT	<p>Focus Area 1: we will tackle the barriers and provide incentives to encourage more soldiers to participate in sport. We will specifically focus on improving women's access to and participation in sport.</p> <p>Focus Area 2: through Project HARRINGTON we will modernise and digitise the awareness, understanding and communication of sport in the Army and the way we connect and engage with our soldiers.</p> <p>Focus Area 3: we will increasingly target non-public financial investment to activity designed to encourage inclusive and wide participation.</p>
SUPPORT ENGAGE TO RECRUIT (EtR)	<p>Focus Area 4: by harnessing the power of sport we will support the Army Personnel Campaign through targeted EtR activity in collaboration with HQ RC, our associations and unions, and the Army Elite Sport Programme.</p>
SUPPORT DEFENCE ENGAGEMENT	<p>Focus Area 5: by harnessing the power of sport we will support Defence and Army engagement priorities in collaboration with IC&E.</p>
BUILD STRATEGIC PARTNERSHIPS	<p>Focus Area 6: as important national funding, performance, and governance bodies, we will develop a close and mutually beneficial relationship with UK Sport, the UK Sports Institute and Sport England. We will do so in collaboration with the UK Armed Forces Sport Board.</p> <p>Focus Area 7: we will forge a close working relationship with the RAPTC and Army Adventurous Training Group (AATG) to ensure the common thread running between physical development, adventurous training and sport is both effective and efficient. We can be better together.</p> <p>Focus Area 8: we will review our engagement with principal commercial sponsors and develop closer, mutually beneficial bonds. In doing so, we will produce the first Army Sport Impact Report by May 24.</p>
GROW INCOME	<p>Focus Area 9: the Army Sport Lottery (ASL) is the financial lifeblood of Army sport. The ASL must continue to generate income to enable greater agility and provide financial sustainability. We will promote participation in the ASL, growing Lottery income to £6M+ by the end of FY 24/25.</p> <p>Focus Area 10: leveraging our agency relationship with Mongoose Sport & Entertainment (MSE), annual income from sponsorship will grow to at least £800K in FY 23/24.</p>



CHAIRS OF ASSOCIATIONS AND UNIONS – COMMON OBJECTIVES

In order to maximise participation in sport and forge winning teams:



Lead your Committee:

Deliver authorised, safe and inclusive sport in accordance with the direction and guidance provided in this Directive; MOD policy; your Constitution and Management Plan, and guidance provided by your National Governing Body (NGB).



Financial leadership:

Ensure public and non-public funds are managed in accordance with MOD and Charity Commission rules. Manage activities within your allocated budget.



Maximise participation:

Maximise participation in your sport at all levels; supporting units, formations and Corps where appropriate.



Support Engage to Recruit:

Identify opportunities for targeted national and regional EtR events in Q2, Q3 and Q4 of FY 23/24 and throughout FY 24/25.



Support Defence Engagement:

Identify opportunities to support Defence and Army overseas engagement priorities in FY 23/24 and FY 24/25.



Media & Comms:

Exploit opportunities to promote your sport in liaison with Army Sport Media & Comms.



Sponsorship: Deepen

relationships with current commercial sponsors in accordance with the guidance in the Army Sport Sponsorship Directive and, where possible, seek to exploit new opportunities. This can be done directly with sponsors, or indirectly in collaboration with MSE.



Promote the Army Sports Lottery:

Promote the benefits of membership of the Army Sports Lottery - our financial lifeblood - as guided by the ASL Manager.



Relationships:

Maintain a close, and mutually beneficial relationship with your respective NGB, UKAF Sport Committee (if applicable), and RN and RAF association or union; particularly on matters of policy, strategy and governance.



SPECIFIC OBJECTIVES FOR ASSOCIATIONS AND UNIONS

ENGAGE TO RECRUIT

British Army Motorsport Association (BAMA):

- Support EtR activity at F1 (Silverstone) from 7-9 Jul in collaboration with HQ 7X. [F1 British Grand Prix - Silverstone](#)
- Support EtR activity at the British Motor Show (Farnborough) from 17-20 Aug in collaboration with HQ RC. [The British Motor Show - Farnborough](#)
- Support EtR activity at Carfest (Laverstoke Park) from 25-17 Aug in collaboration with HQ SE. [CarFest - Laverstoke Park](#)

Army Rugby League:

- Support EtR activity at the Inter-Service Rugby League Championships at the 'Totally Wicked Stadium' (St Helens RLFC) from 11-23 Sep.

DEFENCE ENGAGEMENT

Army Rugby Union: Be prepared to support DE in the Indo-Pacific region in collaboration with IC&E.

Army Polo Association: Be prepared to support DE in Pakistan in collaboration with the FCDO and IC&E.

DEEP DIVES

Army Parachute Association: The Army Parachute Association is requested to collaborate on an Army Sport led pan-functional 'deep dive' during 2023.

Army Gliding Association: The Army Gliding Association is requested to collaborate on an Army Sport led pan-functional 'deep dive' during 2023.

FINANCIAL REVIEW

Army Sailing Association: The Army Sailing Association is requested to collaborate on an Army Sport led financial review during 2023.

Army Rugby Union: The Army Rugby Union is requested to collaborate on an Army Sport led financial review during 2023.

Army Football Association: The Army Football Association is requested to collaborate on an Army Sport led financial review during 2023.

REGISTERED CHARITABLE STATUS

BAMA: BAMA is requested to achieve registered charitable status by 31 Mar 24 with the support and advice of Army Sport and TrustAdvice.



FIND OUT MORE ABOUT
BRITISH ARMY ENGAGEMENT

linktr.ee/army_engagement

FUNCTIONAL GUIDANCE

POLICY AND OPERATIONS

Policy. All Army sports are required to be policy compliant and operate within [JSP 660](#) JSP 660 and [AGAI Vol 1 Chap 5](#). Any amendments or observations on these policies are to be addressed to the operations team at: opsbranch@ascb.uk.com. Our policy focus will be on ensuring we maximise opportunities for all to participate in sport. We will specifically focus on tackling policy constraints to women's access to and participation in sport.

Fixtures. The operations team will continue to authorise all representative Army fixtures, ensuring that the composition of a team allowed to travel at public expense, and frequency of fixtures remain compliant with extant policy.

Overseas Sports Visits (OSV). Army sports can apply to participate in an OSV. All applications for OSVs are to be in accordance with Part 9 to AGAI Vol 1 Chap 5, and staffed to the operations team at: opsbranch@ascb.uk.com

Media and Communications. Army Sport media and communications continues to grow and extend its reach across social media. Army Sport will provide advice to sports on how they can enhance their digital profile and exploit their participation and successes.

Project HARINGTON. We will modernise and digitise the awareness, understanding and communication of sport in the Army and the way we connect and engage with our soldiers. Critically, it will provide exploitable data that is pivotal to building a clear picture of the current situation regarding participation in sport from unit to representative level. It will allow the monitoring of progress and encourage continuous improvement.

ENGAGE TO RECRUIT

Army Sport will support EtR activity through a bottom-up association or union 'push' or top-down RC/RPOC 'pull' approach. The success of both approaches will rely on the early identification of opportunities, excellent communication and collaboration between RC/RPOC, Army Sport and the association and union concerned, and appropriate resourcing. COS Army Sport is a member of the HC Engagement Targeting Board and GOC RC's weekly EtR Customer User Board and is Army Sport's principal point of contact for all EtR activity.



DEFENCE ENGAGEMENT

In collaboration with IC&E, Army sport will support Defence and Army overseas engagement priorities, by either supporting an already planned overseas DE activity with an individual athlete or team, or by proposing an overseas sports visit to a region of interest to IC&E that they wish to enhance with DE activity.

ARMY SPORTS LOTTERY (ASL)

Membership: Growth of ASL income is key to the financial sustainability of Army Sport. Membership is open to serving, Reserves and retired members. Membership application can be completed on the ASL website www.armysportlottery.com

Funding: Significant funding for overseas sports visits and training camps is available from the ASL. Membership of the ASL is essential for grant eligibility. Full details of the funding available is in the [ASL DIN](#) via the ASL website. The ASL Grants Board sits monthly; grant applications should be submitted to lottery@ascb.uk.com

Weekly Prize Draw: In addition to grants, all lottery tickets are entered into a weekly prize draw with £30K in prize money.

SPONSORSHIP

Sports are encouraged to generate additional income through sponsorship: This can be done as either indirect sponsorship, through Army Sport's appointed agent – MSE or as direct sponsorship between the sport and the sponsor, without any intermediary. Whichever method is utilised, establishing and maintaining strong relationships with your sponsors is essential. It is generally easier to retain an existing sponsor than to generate a new one.

Direction and guidance for the management of all sports sponsorship is contained in the Army Sport Sponsorship Directive: [Sponsorship Directive Apr 22](#). Sports that wish to adopt the direct method should refer to the MSE Sponsorship Toolkit which can be found here: [Sponsorship Toolkit](#). It is recommended that those sports that wish to utilise sponsorship appoint someone suitable to this role within their committee.

Further advice and assistance can be provided by Army Sport sponsorship lead or MSE. MSE will run periodic online workshops for interested stakeholders in order to help 'upskill' their personnel. Chairs should note that



any sports that do obtain sponsorship (either direct or indirect) are required to record and report their arrangements to Army Sport, both as part of the annual operating grant bid process, and also as requested by the sponsorship lead. Further advice is available from Lt Col (Retd) Mike Thornley - mthornley@ascb.uk.com and Oli Argles at MSE oliver.argles@mongooseagency.com

FINANCE

Annual operating grant: In accordance with the direction and guidance in this Plan, the annual operating grant bid is the opportunity for Chairs of associations and unions to set out their vision for the sustainment and development of their sport, to highlight any key concerns and the base assumptions behind the funding bid. The annual operating grant process runs from Aug – Dec annually. Further detailed direction will be published in the summer.

Annual audit or independent examination of accts: All sports associations and unions must carry out either an annual statutory audit or independent examination of their accounts at the end of each financial year.

Charitable status threshold: Excepted charities whose gross annual income is over £100k must register with the Charity Commission. Army Sport will provide advice and support to those sports/charities that exceed this income threshold.

ARMY ELITE SPORT PROGRAMME (AESP)

Aim: The AESP enables and supports the Army's sporting talent to reach National Governing Body (NGB) World Class Programmes (WCP) to compete and succeed in major championships from National, European and World Champions to Olympic and Commonwealth Games. The AESP will be comprehensively reviewed in 2023.

Outcomes and impact: Representation and success by Army athletes at high profile elite competitions are good news stories that can be used by IC&E for the benefit of the Army. These stories resonate within the Army but also have real impact in wider society. The Army's elite athletes are positive influencers on retention and recruitment. These athlete role models will increasingly support EtR activity.

The AESP: Currently, the AESP has three tiers: Tier 3 scholarship grants of up to £2000 awarded to emerging athletes with potential to reach NGB WCP. Tier 2 provides practitioner services to support more established talented athletes



in the form of strength and conditioning, sport nutrition, sport psychology, physiotherapy and access to rapid medical interventions delivered by the Talented Athlete Scholarship Scheme (TASS). Tier 1 places Army personnel in Resilience Margin (ReM) PIDs in order to enable full time athletic training. This is normally provided when the soldier has reached, or will reach, a NGB's WCP. There are 11 ReM PIDs allocated to Elite Sport.

AESP Selection: Scholarship and TASS selections occur annually every July. ReM boards take place in March and October each year. All applications are co-ordinated through respective sport secretaries after calling notices have been issued by the AESP Manager.

INFRASTRUCTURE

We will strive to improve the quality, availability and access to sporting facilities to enable the Army's aspirations for sport by:

- Formally monitoring the contracted scheduled maintenance regime (including mid-life upgrades) and reporting deficiencies through the RC infrastructure branch.
- Supporting the publicly funded annual Balance of Investments programme for all deep refurbishment, replacement or provision of new sporting infrastructure, including driving more sustainable facilities and following NGB guidance and Army direction on sustainability.
- Working in collaboration with HQ Catterick Garrison to develop a medium to long-term non-public sustainable investment plan (aligned with planned investment of public funds) in principal sporting infrastructure to include cricket, rugby, football and tennis.
- Providing subject matter expertise as the Army Sport Infrastructure focal point pmanner@ascb.uk.com:
 - On the appropriate standard of sporting facilities for the level of competitions played by the Army.
 - Guidance to sports teams and units/garrisons/stations on infrastructure and potential funding sources.
 - Cohering charity funding sources to deliver holistic sporting venues by the most appropriate means, including through life support where necessary.



SAFETY AND ASSURANCE

Safe Sport Delivery: Chairs and committees must be proactive in ensuring the safe delivery of their sport is law with extant direction and guidance. The Army Sport Safety & Assurance Officer (SAO) will provide subject matter expertise in order to guide and assist Chairs. Further advice is available from the SAO at ajackson@ascb.uk.com

Assurance Visits: The 2nd Party Assurance (2PA) visits process is owned by Army Sport. It assists and advises Chairs in achieving and maintaining a safe competitive environment for all participants. The SAO will provide an effective and transparent programme, with a specific focus on high-risk sports. Chairs are encouraged to contact the SAO if they require further information or wish to arrange an early 2PA visit.

Guidance Document: The SAO will shortly promulgate an annual guidance document that details extant requirements for the safe delivery of Army Sport.



KEY DATES 2023

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| 21 JUN UKAF Sports Awards, London | 26 SEP TASS Briefing Day, Aldershot |
| 13 JUL Army Sport Board (concentrating on the annual audit of Army Sport accounts) | 12 OCT Elite Sport ReM Board |
| 18 JUL TASS selection Board for Army athletes | 14 NOV UKAF Sports Board |
| 19 JUL Scholarship selection for Army athletes | 16 NOV Army Sports Awards, Royal Military Academy Sandhurst |
| 28 SEP Virtual Quarterly meeting with Army Sport Chairs and Secretaries | 6 DEC Virtual Quarterly meeting with Army Sport Chairs and Secretaries |
| 13 SEP UKAF Sports Board | 13 DEC Army Sport Board (concentrating on Army Sports operating grants for FY 24/25) |

SUMMER 2024: Review of the Army Sport Plan



MORE INFORMATION



ARMY SPORTS LOTTERY

The ASL is the financial lifeblood of sport in the army. By joining the lottery you are supporting sport in the Army at all levels.

JOIN NOW

www.armysportlottery.com



ARMY SPORT WEBSITE

The Army sport website provides a one-stop shop for all you need to know about sport in the army, from policy through to contacts, events and fixtures.

FIND OUT MORE

www.britisharmysport.com

