

## CABINET

<b>DATE</b>	15th January 2025
<b>REPORT OF</b>	Councillor Dawkins, Portfolio Holder for Culture, Heritage, and the Visitor Economy
<b>RESPONSIBLE OFFICER</b>	Carolina Borgstrom, Director of Economy, Environment and Infrastructure
<b>SUBJECT</b>	Sport England Place Expansion Funding
<b>STATUS</b>	Report Open
<b>FORWARD PLAN REF NO.</b>	<b>Not included on the Forward Plan therefore, to be considered under the General Exception provisions of the Constitution</b>

### CONTRIBUTION TO OUR AIMS

Sport England place expansion grant funding will support the delivery of the Council's Sport and Physical Activity Strategy contributing to priorities across the Council's Outcomes Framework supporting the delivery of 'Stronger Economy' and 'Stronger Communities'. The place expansion grant funding is to support residents to become more active, more often, promoting good health and wellbeing and support deliver better quality lives.

### EXECUTIVE SUMMARY

The report presents an update on the place expansion grant funding award from Sport England to support the delivery of the Council's Sport and Physical Activity Strategy. The report seeks Cabinet approval to accept the grant funding and progress with delivery of the project.

### RECOMMENDATIONS

It is recommended that Cabinet:

1. Supports and agrees to accept the Sport England grant funding grant of £401,159 for the development of place expansion in North East Lincolnshire.
2. Authorises the Director of Economy, Environment and Infrastructure, in consultation with the Portfolio Holder for Culture, Heritage, and the Visitor Economy to accept the funding and thereafter implement the proposed initiatives and to take all ancillary actions reasonably arising
3. Authorises the Assistant Director Law and Governance (Monitoring Officer) to execute and complete all requisite legal documentation in relation to the matters outlined above.

### REASONS FOR DECISION

To enable the Council to accept a grant funding award from Sport England to support the delivery of the Council's Sport and Physical Activity Strategy.

## 1. BACKGROUND AND ISSUES

- 1.1 The Council developed and adopted a Sport & Physical Activity Strategy in 2023 that focuses on supporting residents lead more physically active lives. The strategy was developed to align with Sport England's wider national strategy "Uniting the Movement" that recognises the need to focus investment and resources on the communities that need it most. Specifically, this is about building the movement from the ground up by working with organisations and communities to understand the issues and barriers facing people to get active, and working together to develop local solutions.
- 1.2 To support the delivery of the strategy, the Council has been engaging with Sport England regarding investment into North East Lincolnshire and submitted a development grant funding application to become part of Sport England's place expansion programme over the coming years. The application for £401,159 revenue funding was confirmed as successful in December 2024 and needs to be considered for acceptance in advance of February 2025.
- 1.3 The development grant funding will be used to complete work that aligns to the Sport and Physical Activity Strategy across the following areas with more headline information set out as a plan on a page within Appendix 1:
  - To support work around sport and physical activity in North East Lincolnshire
  - Provide capacity to develop a larger funding application to Sport England in 2026/27
  - Revenue funding for a range of collaborative and partnership work within the local sector
  - Revenue funding for a range of strategy review and leisure centre feasibility work
- 1.4 Although the funding will be used to support sport and physical activity across the whole of North East Lincolnshire, elements of the funding will be concentrated on working with local communities that may need greater support to be more active, more often. This approach aligns to Sport England's investment priorities and the Council's Sport and Physical Activity Strategy.
- 1.5 The place partner development funding forms the first phase of a two-phase process with Sport England to support further investment into North East Lincolnshire. The timeframe for this first phase is across 2025/26 and 2026/27 with the ambition to apply for a second phase of grant funding in future.

## 2. RISKS AND OPPORTUNITIES

- 2.1 The funding presents an opportunity to support the delivery of the Council's Sport and Physical Activity Strategy and bring external grant funding into North East Lincolnshire to deliver improved opportunities to address the challenge of inactivity.

- 2.2 The grant funding through Sport England comes with associated conditions and output. Delivery of these will be implemented and monitored through robust project governance.

### **3. OTHER OPTIONS CONSIDERED**

- 3.1. There is the alternative option to do nothing and not accept the grant funding, however this may have a negative impact on wider health and wellbeing outcomes and limit the Council's ability to invest in sport and physical activity across North East Lincolnshire. It would also undermine the extensive work that has been put to developing a deeper relationship with Sport England.

### **4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

- 4.1. There are substantial potential positive reputational implications for the Council in accepting the grant and driving physical activity in North East Lincolnshire. It is important that the funding award is communicated effectively to explain the rationale behind the funding application and the planned areas for investment.
- 4.2. To support communications throughout place expansion grant funding an action plan has been agreed with the Council's communications team, covering communication and information requirements and channels to be used.

### **5. FINANCIAL CONSIDERATIONS**

- 5.1. The funding award is £401,159 from Sport England for the development of place expansion work in North East Lincolnshire.
- 5.2. It is important to highlight that the Council's existing sport and leisure budgets are committed to fund the delivery of our public leisure centres and facilities, therefore there are limited resources available to fund more focused work around the wider delivery of the Council's Sport and Physical Activity Strategy. This funding award and recommended acceptance will enable external grant funding investment into North East Lincolnshire and support with this strategy delivery.

### **6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS**

Taking part in sport or being physically active has many positive outcomes for children and young people whether these are physical, mental or social benefits of being active. The place expansion grant funding investment aims to support increase opportunities and reduce barriers for children and young people locally to be active in North East Lincolnshire bringing forward these associated health and wellbeing benefits.

## **7. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

The place expansion grant funding has several focus areas that link to our Greener Future ambition including work around active travel, being active in parks and open spaces and facility feasibility work that will consider the benefits of more efficient use of buildings and energy efficiency improvements.

## **8. CONSULTATION WITH SCRUTINY**

Previous consultation with the Tourism and Visitor Economy Scrutiny Panel took place in July 2023 when the Sport and Physical Activity Strategy was developed. The outcome of the Cabinet decision will be communicated at the next available meeting of the Economy Culture and Tourism Panel.

## **9. FINANCIAL IMPLICATIONS**

- 9.1. Acceptance of the £401k Sport England revenue grant will provide funds to help support the delivery of the Council's Sport and Physical Activity Strategy.
- 9.2. This is a 100% externally funded grant which requires no match funding contribution to be made by the Council.

## **10. LEGAL IMPLICATIONS**

- 10.1. Immediate legal implications arising will be around the terms and conditions of external grant funding and the completion of funding agreements and ancillary documentation. Legal Services will support this process, ensuring the interests of the Council are protected.
- 10.2. As individual projects arise throughout the delivery phase Legal Services will continue to support colleagues.
- 10.3. The delegations sought are appropriate to an exercise of this nature.

## **11. HUMAN RESOURCES IMPLICATIONS**

There are no direct HR implications arising from the contents of this report. However, in the event that additional resource/staffing is required, to be financed by either this funding or otherwise, specific HR advice will be provided in respect of recruitment and contractual arrangements in accordance with the recommendations in this report and to comply with the Council's Constitution, legislation and the Council's policies and procedures.

## **12. WARD IMPLICATIONS**

Place expansion grant funding will cover all wards across North East Lincolnshire.

**13. BACKGROUND PAPERS**

Cabinet Report August 2023: Sport & Physical Activity Strategy  
[6.-Sport-Physical-Activity-Strategy-Cabinet-ReportPDF-1694KBicon-namepaperclip-prefixfa.pdf](#)

**14. CONTACT OFFICER(S)**

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**COUNCILLOR HAYDEN DAWKINS**  
**PORTFOLIO HOLDER FOR CULTURE, HERITAGE AND THE VISITOR**  
**ECONOMY**



**Appendix 1 - Sport England Place Expansion Development Grant Funding: Plan on a page**

<b>Sport England Investment ask:</b>	<b>What we need to know more about / need to do:</b>	<b>Sport England Grant focus:</b>	<b>Deliverables:</b>
<b>Ask 1 - Capacity Engagement &amp; Insight</b>	<p>Conversation-based engagement and insight work at a local priority area level, with priority groups</p> <p>Ensure conversations are coordinated with other engagement that is ongoing, there is lots of different engagement work going on in these places through different organisations &amp; sectors.</p> <p>Further review of information of what we already have and wider engagement that has been completed or is in the pipeline locally</p>	Engagement & Insight	<p>Develop &amp; deliver a targeted engagement through conversation level approach to be completed in priority areas, with priority groups</p> <p>Review of existing and ongoing wider engagement across NEL to identify overlaps</p> <p>Analysis and reporting of findings to identify barriers and enablers of physical activity in these areas</p> <p>Develop &amp; establish our baseline for evaluation &amp; learning</p> <p>Findings to support inform the full application</p>
<b>Ask 2: Lead collaboration across local Sport &amp; Physical Activity Sector &amp; Network</b>	<p>Capacity building / leadership support to set up governance arrangements and embed these with NEL structures</p> <p>Capacity to set up, develop and coordinate local sport &amp; physical activity network</p>	Leadership, capacity & network	<p>Provide capacity to set up governance arrangements and board structures</p> <p>Provide capacity to set up sport &amp; physical activity network (or equivalent) depending on findings from data &amp; engagement to unite partners and organisations locally</p> <p>Working across the system and raising the profile of being active with decision makers within policy and strategy, and wider department investments (Council, community, private and ALBs)</p>
<b>Ask 3: Capacity – Mapping work across assets, open space, partners, system &amp; funding</b>	<p>Map our assets where physical activity can take place including sports facilities, community settings, education sites, parks, open spaces, beaches and waterfront.</p> <p>Understand and build partnership working with colleagues in transport to influence active travel schemes and map future opportunity.</p> <p>Map our current funding streams and potential future investments, understand opportunities for co-investment on shared outcomes.</p>	Mapping physical activity assets, partners, current activity, funding streams	<p>Clear map across NEL of assets for physical activity including:</p> <ul style="list-style-type: none"> <li>•Active travel opportunities and initiatives</li> <li>•Youth centre provision and community facilities</li> <li>•Education facilities and access to school / education sites</li> <li>•Facilities and areas to be active in our parks, open spaces, and natural environment</li> <li>•Facilities and areas to be active across our beach front and waterfront areas</li> <li>•Community sport and leisure facilities, outside of traditional leisure centre settings</li> </ul> <p>Clear map and understanding of existing activity delivery, the key partners &amp; organisation, and the range of different funding that may overlap on co-investment</p> <p>Develop full picture of the strategic opportunity for co-investment with other ALBs</p> <p>Develop &amp; establish our baseline for evaluation &amp; learning</p> <p>Findings to support inform the full application</p>
<b>Ask 4: Capital/Revenue Investment feasibility study, facility and pitch strategy development</b>	<p>Commission feasibility studies at Grimsby site and Cleethorpes Leisure Centre.</p> <p>Commission work to review and update our indoor built facilities strategy.</p> <p>Commission work to review and update our playing pitch strategy.</p>	<p>Leisure Feasibility Work</p> <p>Playing Pitch Strategy</p> <p>Indoor Built Facilities Strategy</p>	<p>Feasibility study to develop business case and costings for future public leisure estate in NEL and inform future decision making.</p> <p>Further our understanding of ALB funding, regeneration, strategic schemes for shared investment purpose and shared outcomes.</p> <p>Identify future full grant revenue &amp; capital priorities.</p> <p>Up to date Playing Pitch Strategy</p> <p>Up to date Indoor Built Facilities Strategy</p> <p>Findings to support inform the full application</p>
<b>Ask 5: Leadership &amp; Capacity</b>	<p>Put in place a permanent structure that supports leadership, collaboration and advocacy to put being more active at the mind of decision makers.</p> <p>Develop these leaders of the sector through visiting other places and attending development opportunities.</p>	<p>Leadership capacity through Place Partnership Development Manager and through Research &amp; Engagement Advisor</p> <p>Leadership development</p>	<p>Appointment of Place Partnership Development Manager</p> <p>Appointment of Research &amp; Engagement Advisor</p> <p>Attendance at leadership development opportunities set out by Sport England</p> <p>Visit and learn sessions completed to other areas</p> <p>Governance arrangements implemented with new steering group and network established</p> <p>Physical activity on the agenda at Health &amp; Wellbeing board and start to embed within decision making of wider departments</p>
<b>Ask 6: Capacity Evaluation &amp; Learning</b>	Develop capacity to properly understand evaluation & learning.	Evaluation & Learning capacity	<p>Develop our Evaluation &amp; Learning approach</p> <p>Develop Theory of Change</p> <p>Set a local approach to Evaluation &amp; Learning that will be embedded across this work</p>
<b>Ask 7: Marketing, Communication &amp; Administration</b>	<p>Initial funding to support with early work around marketing &amp; communication.</p> <p>Need to understand what our residents want from communication channels.</p> <p>Support for administration costs to deliver engagement and insight work, facilitate sector forums and meetings.</p>	<p>Marketing &amp; Communication</p> <p>Administration</p>	<p>Understand the most effective channels for marketing and communication around physical activity benefits and opportunity</p> <p>Findings to support full application</p>
<b>Ask 8: Early Test, Learn &amp; Develop</b>	<p>Early test &amp; learn revenue funding to create excitement around place partner expansion locally and generate momentum.</p> <p>A chance to understand what is working and learn from things that don't work so well.</p> <p>Community Feasibility Study Pot to support future funding bids led by local organisations across NEL VCSE sector.</p>	<p>Early test &amp; learn revenue</p> <p>Community facilities feasibility study pot</p>	<p>Test and learn interventions creating buy-in locally and momentum around physical activity</p> <p>Understand what works and what does not work</p> <p>Build opportunities for local organisations to bid for further funding</p> <p>Findings to support full application</p>