

HEALTH AND WELLBEING BOARD

DATE	1st October 2026
REPORT OF	Diane Lee – Director of Public Health
SUBJECT	Sport England Place Partnership Expansion
STATUS	Open

CONTRIBUTION TO OUR AIMS

Sport England place partnership expansion grant funding will support the implementation of North East Lincolnshire's Council Joint Health and Well Being Strategy by contributing to increased healthy life expectancy, reducing health inequalities and embedding ill-health prevention across the borough. The place expansion grant funding is to support inactive residents of our priority wards and demographics to increase their physical activity levels through a range of coordinated initiatives across a two-year delivery plan.

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 and the Joint Health and Well Being Strategy. The ask is for the board to consider the report and to support the delivery of the place partnership expansion (Move Together NEL) initiative and for the board to support the delivery of the programme.

RECOMMENDATIONS

The Health and Wellbeing Board is asked to:

- a) **Note** the successful award of £1,169,044 Place Expansion funding from Sport England to support delivery of the Move Together NEL programme to March 2028, building on the £401,159 development phase funding previously secured.
- b) **Recognise** the contribution of the Move Together NEL programme to the delivery of the North East Lincolnshire Joint Health and Wellbeing Strategy through increasing physical activity, reducing health inequalities and supporting a Marmot approach to prevention.
- c) **Support** the delivery of the programme through a whole-system approach, encouraging alignment with partner organisations, communities and existing programmes including health, education, voluntary sector and neighbourhood-based initiatives.
- d) **Receive** an annual progress update on delivery, outcomes, learning and

impact, including the programme's contribution to reducing health inequalities and improving outcomes for children and young people.

REASONS FOR DECISION

To enable the Council to deliver the Sport England Place Expansion funding with support and oversight from the Joint Health and Well Being Board.

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 council 's Sport and Physical Activity strategy, the Council has been engaging with Sport England regarding investment into North East Lincolnshire and in 2024 submitted a development grant funding application to become part of Sport England's place expansion programme. The application for £401,159 revenue funding was confirmed as successful in December 2024. The award allowed the council to create additional capacity by recruiting a Place Partnership Development Manager and Research and Engagement Advisor to support the wider leisure team in delivering the outcomes set out in development grant funding delivery plan and in submission of a full award application to Sport England. The full award application was submitted in April 2026. The application was successful, confirmed by Sport England in July 2026. NELC were awarded £1,169,044 of revenue funding for place expansion delivery up to March 31st 2028.
- 1.3 The full award grant funding will be used to complete work within the Sport England approved delivery plan which aligns to the Sport and Physical Activity Strategy and Joint Health and Well Being Strategy. Move Together delivery will have a particular focus on several areas such as; Active Education, Physical Activity Cancer Rehabilitation Pathways, Health Improvement Programmes (i.e. Pre and Post Natal), Community Led Activation Awards, and Playful Place, Health equity and Marmot Place Implementation.
- 1.4 The Move Together NEL programme is overseen through a multi-agency Steering Group comprising representatives from North East Lincolnshire Council, health and wider partners, the voluntary and community sector and education. The Steering Group provides strategic oversight of delivery, monitors progress against agreed outcomes and ensures alignment with wider system priorities, including the Joint Health and Wellbeing Strategy and Marmot Place ambitions. Formal reporting arrangements are in place with

Sport England to ensure compliance with funding requirements, robust financial management and effective evaluation of programme impact. The Health and Wellbeing Board will receive annual updates on progress, outcomes and learning arising from the programme.

2. RISKS, OPPORTUNITIES AND EQUALITY ISSUES

- 2.1 The funding award from Sport England comes with associated conditions and output. Delivery of these will be implemented and monitored through robust project governance.
- 2.2 The Sport England Place Expansion Funding will complement and align with wider strategic programmes including Marmot Place, Pride in Place, Playful Place and other place-based initiatives
- 2.3 The Place Expansion award has supported the development of a Move Together NEL Steering Group comprised of NELC staff and wider partners, including colleagues from the voluntary and community sector and Education.
- 2.4 Funding agreements will be put in place with all delivery partners. Each funding agreement will include a set of agreed KPI's, Evaluation and Learning responsibilities, payment schedule, and project deliverables that delivery partners will need to abide to.
- 2.5 All community led activation awards will be subject to an Expression of Interest form which will be assessed by an agreed Assessment panel prior to any award letter being commissioned.

3. OTHER OPTIONS CONSIDERED

There is the option to not fully endorse this work, however this would present a missed opportunity of supporting work across the wider health and wellbeing system including initiatives that support residents become more active, more often and reducing barriers to access.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

- 4.1 As part of the full award a Move Together Communications plan and Branding Guidelines have been developed.
- 4.2 The communications plan has been produced following engagement with residents during the development grant funding phase. The engagement sought to understand our residents' feelings towards, understanding of, and awareness of physical activity. Engagement highlighted the need for simple clear messaging about what physical activity is and where it can be accessed, it is considered that clear messaging will lead to greater awareness and accessibility of physical activity opportunities for our residents as well as a

greater understanding of how to integrate physical activity into everyday lives.

5. FINANCIAL CONSIDERATIONS

The programme is entirely grant funded by Sport England thus reducing pressure on council resources and creating future opportunities to leverage additional funding from other resources dependant on the successful delivery of this programme. Incorporating the wider aim of supporting council priorities, the funding will support prevention, tackle health inequalities, support implementation of Marmot Principles across the borough, as well as strengthen communities by helping residents lead healthier lifestyles and be more active.

6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

- 6.1 Improving physical activity amongst children and young people is a key prevention priority for North East Lincolnshire. Local data highlights significant inequalities in health outcomes and behaviours from an early age, including variation in healthy weight and opportunities to be physically active. Supporting children and young people to build active habits from an early age delivers physical, mental and social benefits, whilst contributing to improved educational attainment, wellbeing and long-term health outcomes. The Move Together NEL programme seeks to reduce barriers to participation and increase opportunities for children and young people, particularly within communities experiencing the greatest disadvantage. Delivery Plan Focus 12 identifies Active Education as a key priority. To support this, a new Active Schools Co-ordinator and Teach Active delivery programme will adopt a place-based approach, working with schools to become hubs for increasing physical activity and movement among pupils, staff, and the wider community. Through the Teach Active programme, schools will have access to movement-based resources that embed physical activity throughout the school day, helping to reduce sedentary behaviour and increase overall activity levels.
- 6.2 Collectively these actions support the principle of giving every child the best start in life and align with wider Health and Wellbeing Board priorities around prevention, reducing inequalities and supporting children and young people to thrive.

7. CLIMATE CHANGE, NATURE RECOVERY AND ENVIRONMENTAL IMPLICATIONS

The place expansion grant funding has several focus areas that link to our 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. PUBLIC HEALTH, HEALTH INEQUALITIES AND MARMOT IMPLICATIONS

8.1 The Move Together NEL programme has been intentionally designed to support delivery of North East Lincolnshire's Marmot Place ambitions. Local population health data demonstrates significant inequalities in health outcomes and healthy life expectancy between communities across the borough. Physical inactivity is both a consequence and a contributor to these inequalities, with residents living in our most disadvantaged communities more likely to experience barriers to participation and poorer health outcomes. By targeting investment, engagement and community-led solutions within priority communities, the programme aims to reduce inequalities in access to physical activity opportunities and contribute to healthier, fairer lives for all residents.

8.2 The programme adopts a proportionate universalism approach, providing opportunities that benefit the whole population whilst directing additional support towards communities experiencing the greatest disadvantage. This approach aligns with the Marmot principles and with the Joint Health and Wellbeing Strategy ambition to increase healthy life expectancy and reduce the gap between our most and least advantaged communities.

9. MONITORING COMMENTS

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance or physical assets). As a result, no monitoring comments have been sought from the Council's Monitoring Officer (Chief Legal Officer), Section 151 Officer (Director of Finance) or Strategic Workforce Lead.

10. WARD IMPLICATIONS

The Move Together NEL Programme will impact across all wards, however it acknowledges prioritisation of work in the following identified wards, Immingham, East Marsh, West Marsh, South, Heneage, and Sidney Sussex. Priority neighbourhoods have been identified using a combination of socio-economic, health outcomes and physical activity data, ensuring investment is focused where it has the potential to have the greatest impact on reducing inequalities.

BACKGROUND PAPERS

[5.-Sport-England-Funding-Cabinet-Report.pdf](#) (Sport England Cabinet Report)

11. CONTACT OFFICER(S)

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