



PRCC.43 13/14

**Committee: Prosperous
Communities**

Date 4th February 2013

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Subject: Community Activation Fund

Report by:

Chris Allen, Head of Public Protection Services

Contact Officer:

Karen Whitfield
Leisure & Cultural Services Team Manager
01427 675140
Karen.whitfield@west-lindsey.gov.uk

Purpose / Summary:

To update Members on an application to the
Community Activation Fund

RECOMMENDATION(S): That Members note the contents of this report

IMPLICATIONS

Legal: None

Financial : A budget has been set aside of £12,000 for the next three years if the bid is successful **FIN/76/14**

Staffing : The Community Sport Activators will be employed by the Lincolnshire Sports Partnership

Equality and Diversity including Human Rights :
If successful the bid will increase leisure activities at a local level ensuring access for all and removing current barriers to participation

Risk Assessment :

Climate Related Risks and Opportunities : None

Title and Location of any Background Papers used in the preparation of this report:

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

1 Background

1.1 The Corporate Plan clearly identifies the health and wellbeing of residents as a priority. The theme of having active, healthy and safe citizens and communities includes the following priorities:

- An active and healthy population
- Providing opportunities to access sport and cultural facilities to enhance the wellbeing and vibrancy of the community.

There is a clear recognition that leisure has a large part to play in keeping residents healthy, both physically and mentally and providing longer term savings in respect of the wider health care economy.

1.2 The recent leisure review identified that there was a multitude of leisure activity happening across the District. However, a lack of co-ordination had resulted in patchy provision and need in some areas is not being met.

1.3 The results of the Central Lincolnshire Sports Study identified that there are sufficient leisure facilities in West Lindsey to meet demand but these are not coordinated or working together to provide a balanced programme.

1.4 The Council adopted its current Leisure Strategy in September 2013. The Strategy is seen as the catalyst for the development of a cohesive approach to the delivery of sporting activities across the District, underpinned by a shared vision and direction. The main aims of the Strategy are to:

- Increase opportunities to access leisure activity by promoting fun and enjoyment.
- Increase awareness of sport and recreation activities.
- Enable and promote effective partnership working
- Increase the diversity of provision to enable all to participate in activities to the best of their abilities.

1.5 Increasing participation in leisure and physical activity has the ability to help both the Council and our partners' health strategies and will be a key part of achieving their outcomes. Lincolnshire's Joint Strategic Needs Assessment and the goals of Lincolnshire West's Clinical Commissioning Group identify a need to improve health and quality of life, and to reduce health inequalities and obesity. The Joint Health and Wellbeing Strategy for Lincolnshire has within its key themes promoting healthier lifestyles, the need to improve health and social outcomes and reduce inequalities for children and the need to tackle the social determinants of health. The Council's Health and Wellbeing Strategy clearly identifies the following priorities: reducing obesity in priority areas, increasing awareness and adoption of healthier lifestyles, helping communities to be self sufficient with regard to health and improving the health and wellbeing of children and young people.

- 1.7 Gainsborough, although it has an established and well used leisure centre actually has the lowest percentage of current participation in sports (3 x 30 mins) of the three market towns in the District. Two areas within Gainsborough - South West and Park Springs have been identified as priority neighbourhoods.
- 1.8 Market Rasen and Caistor both have sporting facilities based at schools which are used under a chance to share agreement. This has resulted in a gap in daytime provision and family orientated activities. The leisure review has revealed other facilities within the respective towns which are currently under utilised and could meet demand.
- 1.9 Scampton and the ex-MOD villages of Newtoft, Brookenby and Hemswell Cliff have also been identified as priority neighbourhoods. They have recently secured funding for two project workers for one year to work to organise and deliver a programme of sports sessions and leadership courses at community facilities. The provision of an additional, dedicated sports co-ordinator will provide additional resources to tackle the challenges facing residents living in areas of the greatest need as well as creating opportunities to enhance the growing partnerships in these communities.

2 Community Sport Activation Fund

- 2.1 The Community Sport Activation Fund is a £40million pot being run by Sport England. The main aims of the funding are:
 - To provide activities reflecting a broad range of sports
 - Informal opportunities which could lead to regular participation
 - Multi-sport activities which provide people with a range of choices and opportunities to suit them
 - Family orientated activities with a focus on the 14 plus age group
 - Local activator roles that focus on directly organising and delivering new opportunities for participation
- 2.2 Projects can be for up to three years and the grants will range from £50,000 - £250,000 with partnership funding required. The current funding round closed on the 26th January 2014.
- 2.3 Officers and the Lincolnshire Sports Partnership (LSP) have submitted a joint bid to the Community Activation Fund. If successful the funding will provide for four full time co-ordinator posts to be based in Gainsborough, Market Rasen, Caistor and Scampton and the ex MOD villages.
- 2.4 The project will run for three years and the Council will provide match funding of £12k per annum (£3,000 per co-ordinator) for the life of the project (total £36k). This amount has been set aside as part of

the budget setting process and has been met from the £230,000 per year savings made from the renegotiation of the leisure contract.

2.5 The co-ordinators will be tasked with developing sports and active recreation provision at a local level and would be based within the local communities they were working with. They will be tasked with developing their roles under a social enterprise model, generating income and identifying alternative funding sources to ensure the work continues past the three years of the project. With funding support for three years, there is also adequate opportunity to develop sustainable partnerships on the ground to take forward this work once the funding ends.

2.6 A successful bid to the Community Activation Fund and the recruitment of sports coordinators in our priority communities will go a long way to providing the resources necessary to deliver the aims and ambitions articulated in our new Leisure Strategy and our Health and Wellbeing Strategy 2012 to 2015.

3 Recommendation

3.1 That Members note the contents of this Report.