

CABINET

Sport & Physical Activity Strategy & the District's Funding Allocation from Sport England for Sport & Physical Activity

18th March 2008

Report of Head of Cultural Services

PURPOSE OF REPORT

To seek approval and adoption of the Sport & Physical Activity Strategy 2008 – 2011 and associated Implementation Plan.

To seek approval for the Council to manage the overall scheme in terms of monitoring and evaluating all the projects and reporting back to Sport England.

To seek approval for the Council to act as the accountable and delivery body for the district's Community Investment Fund allocation of £219,000; subject to a successful stage 2 application to Sport England.

To seek approval for the Council to act as the accountable body for some of the match funding associated with the above bid. The total match funding associated with this bid is £547,700 (including £141,200 in-kind contribution). Lancaster City Council would be accountable for £337,500 (combined public/private sector match).

Key Decision

X

Non-Key Decision

Referral from Cabinet Member

Date Included in Forward Plan

March 2008

This report is public

RECOMMENDATIONS OF COUNCILLOR MAIA WHITELEGG

- (1) That the Sport & Physical Activity Strategy and associated Implementation Plan be adopted and that the Stage 2 application to Sport England be approved.
- (2) That approval be given for Lancaster City Council to act as the accountable body for £337,500 match funding and the potential Sport & Physical Activity Community Investment Fund allocation of £219,000 (Sport England Grant).
- (3) That subject to recommendations numbers 1-2 being approved and the outcome of the Stage 2 bid being successful the Head of Financial Services be

authorised to update the General Fund Revenue Budget in 2008/09 to 2010/11 to reflect the additional expenditure and financing of the project.

1.0 Introduction

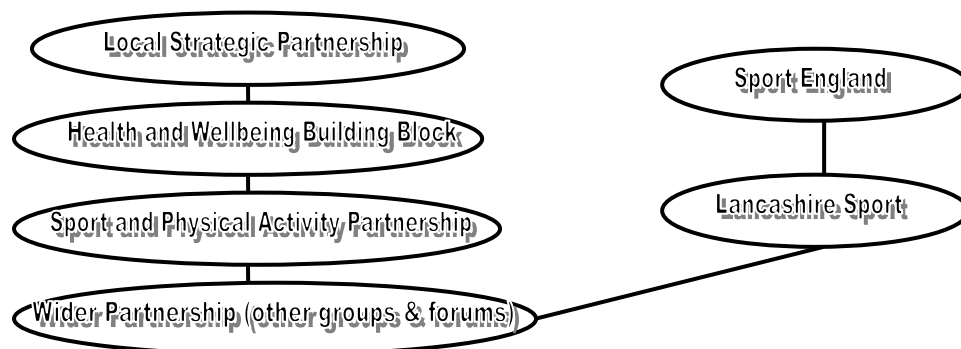
- 1.1 Sport England announced details of substantial investment in projects that lead to increasing participation in sport and physical activity. However for every £1 invested by Sport England a further £2 of match funding is required. A minimum of £438,000 match funding is required, which can include in-kind contributions. Lancaster District's total estimated match funding is £547,700 including (£141,200 in-kind contribution). Lancaster City Council would be accountable for £337,500 (combined public/private sector match).
- 1.2 Lancaster District has been recommended an award of £219,000. However, to gain an actual grant, Lancaster City Council must lead and co-ordinate an application from a local Sport & Physical Activity "Partnership" that includes a process of consultation with local stakeholders to develop a strategy for increasing participation in Sport & Physical Activity (see appendix 2 attached). A stage one bid (expression of interest) was submitted in November 2007 together with a draft Sports & Physical Activity Strategy and Implementation Plan. This was approved in principle subject to a full application being submitted (stage two) by 31st March 2008 (full approval pending).
- 1.3 Sport England has requested that all bids be developed with support and final approval by Lancashire Sport before being formally submitted to Sport England. Lancashire Sport is an independent body that is core funded via Sport England. Lancashire Sport has set a deadline for draft stage two bids to be submitted to Sport England by 18th February. They feel that this will allow time to deal with any issues with the bids that Sport England may have, before the final Sport England deadline of 31st March 2008.
- 1.4 Should the bid to Sport England be unsuccessful it might be possible to deliver some of the projects/strands highlighted in Appendix 1. However these would have to be discussed with the remaining funding partners and revised based upon the remaining funding available. In the event that this bid is unsuccessful the revised projects/strands would need to be reported on in more detail.
- 1.5 It was agreed with the Portfolio Holder at the time, for this opportunity to be pursued to raise the importance of Sport & Physical Activity participation and to develop projects that will widen access, raise awareness of the current provision within the district and lead to an increase in participation.

2.0 Proposal Details

2.1 Sport & Physical Activity Strategy & Implementation Plan

This Strategy is a three year plan formulated by Lancaster's Sport & Physical Activity Partnership (SPAP) consisting of 18 individuals representing Lancaster City Council, the Primary Care Trust, Education, Older People Partnership, Diversity Forum, Lancashire County Council and the private and voluntary sector. The SPAP is a sub-group of the wider Health & Wellbeing Forum, which is a building block of the Local Strategic Partnership (LSP). The Health & Wellbeing Forum has approved the strategy and Implementation Plan.

Lancaster's delivering system:



Sport & Physical Activity Strategy's Vision

“For all members of our community to fulfil their sporting potential and ambitions, improve their physical health and to widen access to a range of quality services and increase overall participation in sports and physical activity”.

The strategy document aims to be a practical working tool, to be referred to whenever decisions about sport & physical activity need to be made that are applicable to all aspects of sport & physical activity services. It is intended that the strategy will have an impact on individual council services, public sector organisations and voluntary and private sector organisations.

The Sport & Physical Activity Strategy has been distributed to all council services in order for them to consider whether or not it impacts on them and future business plans and their comments are reflected within the report.

The strategy aims to provide a theoretical underpinning of provision and sets out a direction for an improved implementation of sport & physical activity opportunities.

The purpose of the strategy is to:

Act as an outline of how Lancaster District intends sport & physical activity provision to develop between 2008-2011

Provide a framework for allocation of resources, which effect sport & physical activity opportunities, which lead to an increase in participation

Address the sport & physical activity needs of the whole community, whilst also focusing on the needs of specific priority group

Underpin Lancaster District's application to the Sport England Community Investment Fund

Be flexible and able to respond to future changes and developments

The Strategy will benefit:

The strategy will focus on the whole community whilst paying particular attention to some under represented groups e.g. people with a disability, people from ethnic minority backgrounds, older people, women and girls and young people at risk. These priorities have been highlighted in Lancaster's 'Active Peoples Survey'. This

nation-wide survey was commissioned by Sport England and provided baseline data regarding current levels of adult participation across the country. It takes account of people's different abilities, their age, gender, cultural backgrounds, social, family, economic and environmental situation.

2.2 Lancaster District's Sport England Funding Allocation

It is proposed that the Council acts as the accountable body and deliverer for the £219,000 Sport England funding and the £337,500 match funding for the three-year lifetime of the programme.

All local authorities throughout the North West of England have been allocated a proportion of Sport England funding, subject to a successful application.

It is a requirement of the fund that the organisation putting forward the projects, submits the application and acts as the accountable body.

The Council is also required to oversee, monitor and evaluate its portfolio of projects throughout its three-year lifetime.

The stage two application must be made of a portfolio of projects, which meets the funds tight criteria. Projects must show how they are going to increase participation in sport & physical activity, in particular amongst adults. Each project must be of a minimum of £10,000 and be ready to start within 3 months of funding being approved.

Potential projects have been agreed and are currently being developed through the Sport & Physical Activity Partnership, in line with the consultation, which was undertaken as part of the strategy development. As a result of the funding criteria limiting what can be undertaken and the match funding required 1:2, the group has proposed several projects, all of which will be led by Lancaster City Council's Cultural Services. Please see appendix 1 for details of the projects.

3.0 Details of Consultation

3.1 Consultation has been widely undertaken at a number of levels. The development of the strategy and the portfolio of projects have been undertaken by the Sports & Physical Activity Partnership.

3.2 This strategy reflects the outcome of consultations with adults via Sport England's 'active peoples survey', young people via various 'Year 9 participation surveys' and children, young people, parents and play providers via a 'play survey'. It will also take account of the findings of the consultation that has recently taken place as part of a 'review of open spaces' lead by the Council's Planning Service.

4.0 Options and Options Analysis (including risk assessment)

Options regarding the Sport & Physical Activity Strategy:

Option	Advantages	Disadvantages	Risks
1, Adopt the strategy & Implementation Plan	<p>Act as an outline of how Lancaster District intends Sport & Physical Activity provision to develop between 2008-2011.</p> <p>Provide a framework for allocation of resources, which effect sport & physical activity opportunities.</p> <p>Address the sport & physical activity needs of children, young people and adults in Lancaster District.</p> <p>Underpin Lancaster District's application to the Sport England Community Investment Fund.</p>	Match funding and resources required to oversee and deliver the strategy and Implementation plan	<p>Conflicting priorities – Council unable to allocate sufficient resources to support strategy, without cutting other service areas. (this would be managed internally by Cultural Services</p> <p>Unsuccessful implementation – failure to meet objectives</p> <p>Not securing match funding</p>
2, Not adopt the strategy & Implementation Plan	No resources required to oversee strategy	<p>Lose potential for a coordinated approach towards Sport & Physical Activity</p> <p>Lose Sport England Community Investment Fund allocation and further substantial amount of match funding</p>	A strategy is one of the requirements to be able to access the district's Sport England allocation. This opportunity will be lost without the adoption of the strategy

Options regarding the Sport England Bid:

Option	Advantages	Disadvantages	Risks
3, Accept the responsibility to act as accountable body and deliverer of the Sport & Physical Activity and relevant	<p>Enable the Sport England allocation to be accessed.</p> <p>Lead the district in developing new</p>	Match funding and additional staff resources will be required to deliver the programme.	If the funding application to Sport England is successful there will be terms and conditions of grant

match funding	methods and opportunities for increasing participation in sport & physical activity through Sport England funding and the match funding		which the Council must comply with. If these are not met there is a risk that funding will be clawed back. (See also earlier risks)
4, Act as the accountable body only for the funding and don't lead on delivery of the Sport & Physical Activity.	Possibility of attracting additional resources and support to the programme if external deliverers could be found.	To date the Sport & Physical Activity Partnership has not been able to identify any alternative deliverers, apart from the Lancashire Cricket Board. (agreements would have to be made with any deliverers prior to the March application deadline) Reduced control on the outcomes. Still requires staff time to monitor agreements. Additional benefits may not be delivered.	Unlikely to satisfy Sport England. Funding would be lost.
5, Take no formal responsibility for the programme	No additional work or added responsibility	The district would not be able to access the allocated Sport England funding and match funding. Negative impact on council's image. Costs of opportunities lost	Negative impact on council's image.
6, Take responsibility for the GP Referral Scheme as a separate project	No bid to Sport England required only an agreement with the Primary Care Trust. It would be a reduced scheme due.	As above	As above

5.0 Officer Preferred Option (and comments)

5.1 Options 1 and 3 are the preferred options.

This would allow the district via the local authority to access the potential £219,000 Sport England funding and associated match funding based on an adopted sports & physical activity strategy with the Council acting as the accountable body.

Due to the nature of the proposed projects and the lack of an alternative the City Council are in the best position to deliver the portfolio of projects.

6.0 Conclusion

6.1 Opportunities for children, young people and adults to participate in good quality, accessible and affordable sports & physical activities is essential to their health and wellbeing. They provide enriching experiences that can help with a range of issues including contributing to addressing adult and childhood obesity, tackling anti social behaviour and juvenile nuisance and developing community cohesion.

An opportunity has been presented to the Council that will allow us to look at new methods of supporting and developing sport and physical activities. Providing opportunities for people to participate in sport and physical activities always feature highly within communities, for children, young people and adults. This strategy and programme of activities will enable a coordinated approach to be provided to develop new approaches that will lead to an increase in regular participation in sports and physical activities.

RELATIONSHIP TO POLICY FRAMEWORK

The Sports & Physical Activity Strategy and projects will contribute to the following;

**Corporate plan;
Priorities;**

3.5 To contribute to health improvement and reduce health inequalities through both delivery of our own services and work with partners

4.1 Work with partners in the Community Safety Partnership to deliver the Partnership's crime reduction targets

6.3 Work to maintain a cohesive community where respect for all is valued and celebrated

7.4 Work with members of the LSP on joint initiatives to implement the sustainable Community Strategy

Community Strategy;

Vision 1 Meeting essential needs

Vision 2 Taking part

Vision 6 Fun, leisure and creativity

CONCLUSION OF IMPACT ASSESSMENT

(including Diversity, Human Rights, Community Safety, Sustainability and Rural Proofing)

The Sports & Physical Activity Strategy and programme will impact on the above topics of diversity, rural issues and community safety as they have been and will continue to be key areas of consideration for positive impact when developing the strategy and portfolio of projects.

The key impact areas are sustainability and personnel;

Sustainability; The funding for the portfolio of sport & physical activity projects is for a set period of 3 years. Sustainability has been addressed through the development of the projects by choosing projects that involve existing local partners and providers.

Personnel; The sports and physical activity programme will require a number of members of staff to deliver the programmes. This will be funded through the Sport England allocation with match funding from the council and other partners as highlighted.

(Project 1 strand 2 will require the employment of a new 3-year fixed term full-time member of staff for the lifetime of the project and a 2-year extension of the existing Community Sports Coaches and re-designating these posts as Sport & Physical Activity Officers. These costs would be fully funded by the grant and associated match funding).

FINANCIAL IMPLICATIONS

The Sport & Physical Activity Strategy 2008-2011 is estimated to cost a total of £766,700 including £141,200 in-kind contribution, however although Lancaster City Council will take the lead on reporting the total activity of the Programme to Sport England on behalf of the Partnership not all of the transactions will pass through its books. If Members agree to recommendations 1 to 3 the Council's General Fund Revenue Account will need to be updated by the additional expenditure of £556,500, which will be 100% funded through Sport England Grant (£219,000) and other public/ private match funding (£337,500). The £123,500 in-kind LCC contribution is already built into the General Fund Revenue Budget and covers existing staff resources within Cultural Services Leisure Development Team. It is not expected that there will be any additional funding required from Lancaster City Council to support this activity.

The expenditure and financing requirement of this project will be profiled across the three years 2008/09 to 2010/11. It is difficult to predict the precise profile of this for the purpose of this report however, as this is dependent on the outcome of the Sport England funding decision and some of the match funding is not yet confirmed. Confirmation of the offer of grant funding from Sport England and the remaining match funding should be completed by April 2008.

No financial or contractual commitment will be entered into by the Council for any element of the Programme until relevant funding has been confirmed by each of the funding Partners. It is expected that if successful the Sport England grant will be claimed quarterly in arrears and the match funding will be received upfront by the relevant organisation contributing to the individual projects within the various strands.

Subject to whether redundancy applies there may be additional revenue costs for the council to pick up after the three-year life span of this project. This is linked to the new post that will be established (see appendix 1 stand 2) as the post holder would be eligible for redeployment and potentially redundancy. Dependant on age, and whether enhanced or

statutory redundancy payments were made the potential estimated cost is a minimum of £1,400 and a maximum of £4,200. The re-designated Community Sports Coaches (see appendix 1 strand 2) would also be eligible for redeployment/redundancy, however they have already accrued these rights as their current contract is due to end on 31/3/09. No budget is currently allocated for these potential costs, however this will be managed by Cultural Services if redundancy is applicable.

Below is a summarised break down of the expenditure and funding for this Programme:

2008/09 to 2010/11

Expenditure	(£)
Project One - "Community Activity Programme"	
• Strand One: Sporting Sports Programme (Adults)	280,100
• Strand Two: Get Active Together (over 55's & Exercise Referral)	279,400
• Strand Three: Diversionary Activities (Young People at Risk)	117,300
Project Two - "Hit for Six"	89,900
Total Expenditure	766,700
Funding	
Sport England	219,000
Public/Private Match (Cash) (LCC Accountable for only 337,500)	406,500
Public/Private Match (In-Kind)	17,700
LCC Match (In-Kind)	123,500
Total Income	766,700

SECTION 151 OFFICER'S COMMENTS

The Section 151 Officer has been consulted and has no further comments.

LEGAL IMPLICATIONS

Upon looking at this report there would appear to be no legal implications directly arising from this report.

MONITORING OFFICER'S COMMENTS

The Monitoring Officer has been consulted and has no further comments.

BACKGROUND PAPERS

Sport & Physical Activity Strategy 2008 – 2011

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