

Sport England: Towards an Active Nation Strategy 2016- 2021 'Developing a Local Government Offer'

Purpose

As background to the discussion.

Summary

Sport England's new strategy 'Towards An Active Nation' strategy 2016-2021 was published earlier this year and will triple investment in tackling physical inactivity (to £250 million) and potentially open up more funding to councils and local partners.

Mike Diaper, Executive Director Community Sport, Sport England spoke at the Councillors' Forum on 9 June 2016 where he outlined the new approach that Sport England were planning to take during the implementation of the new Sport England strategy.

This report updates Board Members on the work being undertaken by the LGA to ensure that councils figure prominently in the implementation of the new Sport England strategy and that councils are aware of the opportunities available to them.

Recommendation

Members are invited to note the report and raise any issues from a local government perspective for the local government 'asks/offer' list at Annex A.

Action

Officers will take forward actions identified.

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Background

Sport England strategy

1. In early 2016, Sport England consulted on developing its new strategy to take forward the Government's priorities. The [LGA's response](#) emphasised the importance of locally-led partnerships that can target national funding to local need and make the biggest difference to increasing participation and improving wellbeing.
2. The LGA response also made reference to the following:
 - 2.1 The opportunity through the new strategy to explore family recreational benefits and activities that the whole family could undertake, especially involving the young age groups, where often, it is the family members who take them to activities.
 - 2.2 Council run and outsourced facilities to be able to apply for revenue funded projects within these facilities, which would be organised with partners and by having a focus on the inactive. This would enable council facilities to be made more available to a wider group of people.
 - 2.3 Government/Sport England should bring fragmented funding for sport/physical activity across multi departments together in order to reduce bureaucracy and strip out duplication. This would be in line with Government approaches in other areas, for example economic growth.
 - 2.4 Opportunity to join-up the Sport England strategy with the forthcoming childhood obesity strategy, so that there is a coordinated effort to promote activity amongst young people (whilst recognising that the causes of obesity are multiple and complex).
3. The Sport England strategy [Towards an Active Nation](#) was published in May 2016 and highlighted:
 - 3.1 A much stronger focus on tackling inactivity so that everyone feels able to engage in sport or physical activity, whatever their ability.
 - 3.2 A focus on customer engagement and a customer-focused approach that draws on principles of behaviour change.
 - 3.3 Seven investment programmes (replacing the 30 plus current ones) amounting to some £1 billion of investment between 2017- 2021 with a much more outcomes-focused approach and with councils and local partners potentially able to access more funding.

4. Sport England will issue a series of investment guides for the different programmes and partners, beginning with an investment guide for NGBs published in June 2016. Sport England have indicated that a specific guide will not be published for councils.
5. Sport England are currently developing the detail of how they will take forward each of the investment programmes and timescales for this.

Some opportunities for councils within the Sport England strategy

6. The following opportunities in the strategy may enable councils to influence or receive funding under the seven investment programmes:
 7. **Tackling inactivity** (Funding allocated 13%)
 - 7.1 £120 million dedicated fund building on insight gained from 'Get Healthy, Get Active pilots'.
 - 7.2 Sport England working with Public Health England to develop clear messages on Chief Medical Officer (CMO) guidelines on physical activity.
 - 7.3 Collaborative programme of work with leading health charities to get more people active.
 8. **Children and young people** (Funding allocated 17%)
 - 8.1 Major new investment of £40 million into projects which offer new opportunities for families with children to get active and play together.
 - 8.2 Specialist training to at least two teachers in all secondary schools.
 - 8.3 Improve experience of children through the effective use of Sport and PE premium and School Games funding.
 - 8.4 Ensuring good pre and post curriculum sports/physical activity provision through supporting satellite clubs.
 9. **Volunteering** (Funding allocated 3%)
 - 9.1 By November 2016, creation of a new £30 million strategy for volunteering.
 10. **Mass markets** (Funding allocated 6%)
 - 10.1 Identify and back innovations that offer clear potential for growth at scale, especially in underrepresented groups, including digital solutions.
 11. **Core Market** (Funding allocated 29%)
 - 11.1 Providing insight, advice and funding to those who deliver to regular players, focusing on customer needs and delivering excellent experiences.
 12. **Local delivery** (Funding allocated 16%)

- 12.1 Invest at least £130 million in 10 places to develop and implement local strategies for physical activity and sport.

13. Facilities (Funding allocated 16%)

- 13.1 Work with industry to develop a single customer facing quality standard for all sports facilities.
- 13.2 Create a new Community Asset Fund offering small grants of up to £150,000 for facilities.
- 13.3 Increase investment in a Strategic Facilities Fund prioritising co-located facilities integrated with other community services. Multi-sport solutions will be favoured unless they offer poor value for money or there is no demand.
- 13.4 Invest £72 million in accordance with the football facility investment strategy, which will include the Parklife project and create football hubs in more than 20 major cities.

Developing a local government offer

14. The Culture, Tourism and Sport Board ensured that local government played a key role in shaping Sport England's strategy. This included the Chair of the Board meeting the Sports Minister, the Chief Executive of Sport England attending the annual LGA Culture, Tourism and Sport Conference and senior Sport England officials presenting to the Culture, Tourism and Sport Board in December 2015.
15. In order to ensure that local government plays a key role in the implementation of the Sport England strategy, it is proposed that further consultations are undertaken with representatives from councils which would enable the LGA to develop a 'local government offer' to Sport England.
16. Soon after the publication of the Sport England strategy, Mike Diaper, Executive Director Community Sport, Sport England spoke at the LGA's Councillors Forum on 9 June 2016. Councillors attending the Forum welcomed the strategy's focus on achieving wider social outcomes and that councils would be well placed to contribute to this agenda.
17. In July 2016, LGA officers undertook consultations with officer representatives of London Councils, District and County Councils Networks and the Chief Culture and Leisure Officers Association (cCLOA) in order to gauge their views on the Sport England strategy. All respondents welcomed the direction of the new strategy which mirrors a lot of the work that local government undertakes towards achieving social outcomes. Some respondents felt that councils who have lost officer resources would need additional support from the LGA and Sport England to become more aware of the opportunities the strategy offered.
18. Following the responses from the Councillors at the Councillor Forum and consultation with officer representatives, LGA officers have developed a draft 'local government

asks/offer' list (Annex A) which could form the basis for further discussions with Sport England.

19. Members are asked for their views on the draft 'local government asks/offer' list (Annex A)

Next Steps

20. Subject to members' steer, the LGA will work with Sport England to understand the timetable for implementation and put forward the LGA's key messages.
21. Officers will use LGA communication channels and improvement offer to make sure councils are aware of the opportunities available under the strategy.
22. The LGA will also liaise with councils to work up more detailed proposals for each of the 'asks/offer' list and to receive feedback on how well councils are able to contribute to the various investment programmes.

Annex A: Development of Local Government ‘asks/offer’ to Sport England Strategy

1. The proposals below outline the areas of the Sport England strategy where the LGA and councils can contribute to the successful implementation of the strategy.
2. Despite hosting a very successful 2012 Olympic and Paralympic Games, the current sport and physical activity landscape is mixed. Inactivity remains a big challenge for all in the sport and physical activity sector and only by developing a more collaborative and better connected approach will real inroads be made. Whilst still being the biggest public investor in sport and physical activity, councils continue to face challenges of providing services with reduced budgets.
3. However, the new Sport England strategy offers an opportunity to tackle these challenges in a positive way and councils need to play a key role in all the strategy’s programmes and this will enable a successful outcome for both Sport England and local government.

4. Overarching Principles

- 4.1 That local government remains a key investor in sport and physical activity and needs to be seen a central to any successful implementation of a national sport and physical activity strategy.
- 4.2 That there needs to be a re-balancing of funding away from national interventions to more locally led approaches, with councils receiving funding directly or being at the heart of any local partnership.

5. Tackling Inactivity

- 5.1 Councils able to apply to the £120 million fund to tackle inactivity.
- 5.2 The LGA and councils to work with PHE and Sport England to develop clear messages on the Chief Medical Officer(CMO) guidelines on physical activity.

6. Children and Young People

- 6.1 Councils able to apply to the £40 million fund which develop new opportunities for families and children.
- 6.2 The LGA to liaise with DfE/DCMS/Sport England/Public Health England to develop improved ‘connectivity’ between the curricular/extra-curricular sports/physical activity offer, which also links to priorities in the Government obesity strategy and is more accountable.

- 6.3 Councils (where they choose and can) to manage and oversee funding for satellite clubs in primary schools or by other appropriate deliverers, for example County Sports Partnerships in discussion with councils.

7. Volunteering

- 7.1 The new strategy for volunteering in sport and physical activity to recognise the role councils play in the capacity building of volunteers in order to help make the sport and physical activity landscape more sustainable. The LGA/councils to share good practice with Sport England.
- 7.2 Councils able to apply to the £30 million fund to support the implementation of the strategy.

8. Taking Sport into the Mass Market

- 8.1 The LGA to work with Sport England to further develop digital booking solutions for council owned facilities (whether in-house or run by Trusts).
- 8.2 Sport England to financially support councils to increase and replicate the offer of mass participation events, such as 'parkrun', go ride' within its facilities.

9. Supporting Sport's Core Market

- 9.1 Sport England to provide insight, advice and funding (where need identified) to councils to further develop regular players via revenue funding for promoting participation in council owned facilities (whether in-house or run by Trusts).
- 9.2 The LGA and Sport England to share information on improving the joint working between Sport England funded NGBs and councils.

10. Local Delivery

- 10.1 Councils to lead and/or be involved in all ten sport and physical activity pilots and the subsequent roll out of good practice, with the LGA/cCLOA acting as an advisor/consultative partner during the identification of the ten pilots and subsequently assisting with the sharing of good practice.
- 10.2 Ensuring that there is a good geographical spread amongst the pilots.
- 10.3 Drawing upon our wider experience to suggest principles that underpin good partnership working.
- 10.4 Enabling partnerships to providing any match funding via in-kind options or reducing match funding requirements in areas of deprivation or low participation rates.

11. Facilities

- 11.1 The LGA/councils to provide advice on the development of a quality standard for all sports facilities.
- 11.2 Councils able to apply to the 'Community Asset Fund'.
- 11.3 Councils able to apply to the 'Strategic Facilities Fund'.
- 11.4 Councils consulted on the '£72 million football facility investment strategy' being developed by Sport England and others.

12. Transforming Delivery

- 12.1 Councils/cCLOA to contribute to the development of a workforce strategy and subsequently work with CIMSPA to implement the strategy.
- 12.2 The LGA and Sport England continue developing the leadership offer for Portfolio Holders responsible for sport and physical activity, enabling Portfolio Holders to lead transformational change of their service.
- 12.3 The LGA/cCLOA and Sport England to explore the development of a leadership programme for senior council officers.
- 12.4 The LGA and Sport England to explore how they can support councils to engage with the strategy.