

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

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meeting date: 30 MAY 2023  
title: TOGETHER AN ACTIVE FUTURE (TaAF)  
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### 1 PURPOSE

- 1.1 To update Committee on the Local Delivery Pilot project.
- 1.2 Relevance to the Council's ambitions and priorities
  - Community Objectives - To help make people's lives healthier and safer.
  - Corporate Priorities - To sustain a strong and prosperous Ribble Valley.
  - Other Considerations – To assist with the facilities for all ages in Longridge.

### 2 BACKGROUND

- 2.1 The Council is part of the Pennine Lancashire Sport England Local Delivery Pilot (locally called Together an Active Future, TaAF). This is one of 12 pilot projects in England funded by Sport England the total funding allocation nationally is £100m over 5 years. These pilots range in size from Hornsea, with a population of a few thousand people to Greater Manchester with over 3 million. Sport England commissioned the pilots because data showed that over 37% of the population were inactive (doing less than the recommended 150 mins a week) and over 25% of people were doing less than 30 mins of activity a week. Previous programmes have been based around short term, target driven programmes and grant funding, and Sport England recognise this isn't the approach needed for a large proportion of the population. It was recognised that a different approach was needed to try and engage with these people and make a lasting impact.
- 2.2 The Local Delivery Pilots are focused on changing mindsets; the funding is not for building facilities or simply doing more of the same activities for the small group of people who are currently physically active. Sport England required the Council to submit proposals for engagement with Community groups based on some core themes which are specific to the areas in the pilot.
- 2.3 TaAF consists of a 'Core' Team (based at offices in Burnley) that works directly with Sport England and in turn supports and guides work within each locality. Each locality has developed its own workstreams based on existing demographic information and local insight, the first phase of TaAF was called Pathfinder, and was not focused on delivering programmes. The primary aim was working with and building relationships with our target communities and partners. The work we have done was in line with 'design principles' that have been put in place by the core team and apply across Pennine Lancashire.

- 2.4 BwD Council are the accountable body for the TaAF funding, and it covers the following areas Ribble Valley, Pendle, Burnley, Rossendale, BwD and Hyndburn. Unlike previous Sport England grant funded projects, the funding is not provided upfront and must be applied for as the project progresses. Sport England have the right to veto payment of activities and programmes which are undertaken without their sign off.
- 2.5 RVBC is the accountable body for TaAF in Ribble Valley. Only monies spent can be drawn down, with evidence of spending. There is a budget allocated to RVBC for staffing; 1 P/T locality lead 3 days a week. It is their role to work with the TaAF core team and with Ribble Valley communities, ensuring that design principles are adhered to. In addition to the part time post the Council has followed Sport England direction to engage with individuals and groups in the community and these are paid an agreed sum for delivering specific outcomes.
- 2.6 To be successful, RV as with the other areas of Pennine Lancashire need to demonstrate to the core team and to Sport England that the design principles are embedded in the work which the Council does under the umbrella of this project. In the first stage, called Pathfinder, the focus is on test and learn and not delivery.
- 2.7 Unlike previous Sport England funding, the pilots are aligned with the new S.E. strategy, with a focus on Place. Previously an organisation would apply for funding for scheme, receive the funding and have an exit strategy built in on the basis that when funding finished the scheme might end with it. With the pilots, sustainability is a requirement. Also, SE are asking to embed new ways of working with partners not previously involved with people being active.
- 2.8 TaAF consist of two parts, the Pathfinder element, which is the first phase aimed at gathering information and insight, working with identified themes or work streams, this element is concluding. The next stage is the Accelerator phase where the work identified in the Pathfinder is developed and expanded. The project is funded until March 2025, with completion of projects by the end of 2025.
- 2.9 All the pilots have struggled in getting people to understand that the funding available is not grant based, nor provided to either support existing programmes of activity or fund something which has no sustainability to it. There is no fund into which groups can bid for grants, that is not the way in which TaAF is set up to deliver the project. Sport England have made it clear that this is their money not that of the individual pilots to distribute as they see fit in some arbitrary manner. That said the decision making is designed to be locally based so SE are not expecting to be involved in the detail of how the funding is spent directly for most of the work commissioned, what they do expect is the criteria set out being followed. RV must claim the money spent retrospectively and so a cautious approach is necessary to avoid the situation where funding is granted, and SE decide that it does not meet their criteria.
- 3.0 ORIGINAL RIBBLE VALLEY PATHFINDER THEMES
- 3.1 The original two themes which were identified locally were, Rural Impact, where working through local partners with key expertise who can and reach into places of rural isolation, the Council has been testing an approach that learns about the reality of people's activity levels in rural areas, how that relates to where they live, and the barriers and motivations to be more active. This

includes creating an environment for people and partners to come together and find the right solutions for them, utilising local knowledge and assets particular and unique to their place.

- 3.2 This approach started with Dunsop Bridge, with an intention for it being replicable and adaptable to different villages across Ribble Valley in the accelerator phase.
- 3.3 The expertise of local partners has been engaged to help the Council; Community Spotlight (working with the village halls), Roefield Leisure (delivering rural roadshows) and a local community champion Bowland Fitness for the pilot work in Dunsop bridge.
- 3.4 The second theme, Creating a Connection, has seen RV officers working to achieve a strong lasting network that brings together partners from different organisations and sectors, who work together, support each other and with whom we can raise awareness of the value and importance of physical activity. This network, which will be a key vehicle in delivering TaAF's ambitions will be founded on the principles of collective decision making, collaboration not competition and evolving to deliver based on need.
- 3.5 To help in the development of this workstream the Council has engaged the expertise of Ribble Valley CVS who have links into the community and established networks and Roefield Leisure who are supporting work around younger people and physical activity.

#### 4.0 ACCELERATOR THEMES

- 4.1 The accelerator phase moves the pilot into the second stage of work, which builds upon the learning from pathfinder. For Ribble Valley the first one of these two themes will be "Connecting Partners", which will focus on people with long term health conditions to support them being more active.
- 4.2 The second themes develops the rural work and is focused on a "Whole Village Approach" to support people to be active where they live. The work done in Dunsop will serve as the template for the theme and up to 4 other villages will be identified to work with.

#### 4 ISSUES

- 4.1 The capacity of the Council staff to deliver the project has been discussed with the core team and options to increase capacity will be determined over the next couple of months.

#### 5 CONCLUSION

- 5.1 The TaAF project is viewed by S. England as an important element of their new Ten-Year Strategy, which is focused on Place Based working, this places an emphasis on involving the people in the communities of an area to determine what works for them in terms of sport and physical activity. As opposed to the previous approaches, whereby it was a case of seeing if people happened to like what was been provided.
- 5.2 This approach will help to determine future investment from S. England, including facility development and the emphasis on insight is viewed as way to

achieve the best value for the funding that comes from the lottery and the public purse.

- 5.3 Sport England regard the work of the Pennine Lancashire pilot as innovative and exactly why the investment was made available for the pilots in the first place. As the pilot moves into the Accelerator phase, the challenge will be to maintain the excellent work to date and build upon the successes achieved.

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BACKGROUND PAPERS:

For further information please ask for Mark Beveridge 01200 425111