

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO COMMUNITY SERVICES COMMITTEE

meeting date: TUESDAY 17 OCTOBER 2023
title: Together an Active Future (TaAF) UPDATE
submitted by: ADAM ALLEN DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE HEAD OF CULTURAL AND LEISURE SERVICES

1 PURPOSE

- 1.1 To provide Committee with the attached summary update on the Sport England funded TaAF project.
- 1.2 Relevance to the Council's ambitions and priorities

- Corporate Objective – To help make people's lives safer and healthier.

2 BACKGROUND

- 2.1 The TaAF project is part of Sport Englands' National Delivery Pilot programme which has 12 areas across the Country all trying different approaches to increase physical activity.
- 2.2 The Pennine Lancashire area consists of Hyndburn, Pendle, BwD, Rossendale, Burnley, and Ribble Valley. Each are approaching their areas in different ways that are appropriate to the issues that are relevant to their residents.
- 2.3 The initial phase was the Pathfinder stage and that has now concluded with the Accelerator stage just beginning. The funding for the programme is due to end in 2025.
- 2.4 The approach is quite different to any previous Sport England project and is focused on trying new approaches rather than funding delivery. The organisation has moved dramatically to a placed based approach and recognised that the previous ways of encouraging people to become active through national campaigns and themes, were not achieving the desired results. Hence the local delivery pilot approach.
- 2.5 In order to best explain the project, we have worked with TaAF to produce the attached summary of the project in Ribble Valley to date, outlining the successes and the plans for the latter stage of the project until 2025.
- 2.6 The Active Villages theme is of particular importance to Sport England as Ribble Valley provides the perfect test bed for new approaches to getting people active in rural settings. It is hoped that this element of the scheme could result in a national model for Sport England and that this could encourage greater financial investment by Sport England in the future.

3. CONCLUSION

- 3.1 Sport England has been encouraged by the thinking and application of new ideas in Pennine Lancashire. Locally residents have benefited from the new way of working, the proposal for Active Villages provides a model for other rural areas to improve their activity levels in ways that are grown locally and not prescribed either nationally or regionally.

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BACKGROUND PAPERS – None

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