

REPORT TO EXECUTIVE

DATE	22nd April 2020
PORTFOLIO	Executive Member for Housing and Leisure
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Appointing Burnley Leisure – Together an Active Future**PURPOSE**

1. To seek Executive approval to appoint Burnley Leisure as the council's delivery partner for the Sport England grant funded program: "Together an Active Future".

RECOMMENDATION

2. That Burnley Leisure is appointed as the council's delivery partner.
3. That the Head of Policy and Engagement be authorised to negotiate the funding agreement with Blackburn with Darwen in consultation with the Chief Operating Officer and the Executive Member for Housing and Leisure.
4. That the Head of Legal and Democratic Services is authorised to execute all documents to give effect to the decision.

REASONS FOR RECOMMENDATION

5. The management and funding agreement between the council and the leisure trust permits the council to appoint Burnley Leisure to deliver externally funded sport and wellbeing projects on behalf of the council.

Burnley Leisure has the capacity and expertise to deliver the project's objectives and was instrumental in bidding for the grant funding.

SUMMARY OF KEY POINTS

6. The English Sports Council ("Sport England") has developed a program to invest Lottery funding in selected grassroots projects that focus intensively on a specific local area. The core purpose of the investment is to identify innovative solutions to make it easier for people in these areas to access sport and physical activity.

The projects will look at how to break down the barriers that stop people getting active, such as poor transport, safety, cost and confidence. And they will encourage wider, collaborative partnerships which look at how all parts of a community can better work together to help the most inactive. This will include working with organisations beyond the sport sector such as voluntary groups, social enterprises, faith organisations and parenting groups.

7. Pennine Lancashire has been selected as one of the 12 Local Delivery Pilots (the “Pennine Lancashire LDP”). Blackburn with Darwen Council is acting as the lead for the Pennine Lancashire LDP on behalf of the districts within Pennine Lancashire. Burnley will enter into an agreement with Blackburn with Darwen who, as accountable body, will distribute the grant award to the districts. Under the terms of the agreement, Burnley is permitted to work with a delivery partner to achieve the objectives of the programme.

The outline delivery plan and associated costs are set out in Appendix 1. This covers the a “test and learn” phase which will last until the end of 2021/22. Sport England may make additional funding available for a further delivery phase up to 2025, if the first phase is successful in achieving the objectives.

FINANCIAL IMPLICATIONS AND BUDGET PROVISION

7. The program is 100% grant funded.

POLICY IMPLICATIONS

8. Together an Active Future is a key part of the council’s strategic commitment to work with partners to improve residents’ health, and to continue to develop the leisure and cultural offer in partnership with Burnley Leisure.

DETAILS OF CONSULTATION

9. Not applicable.

Appendix 1: Outline delivery plan and grant allocation

Work Theme	Description	Grant allocation
Physical Activity and Mental Health in Primary school aged children	<p>Focussing on Physical activity and mental health in primary schools</p> <p>A joined-up approach involving schools, services, family & community support</p>	£40,000
Neighbourhoods	<p>To support the current system and make it more joined up.</p> <p>To champion the role of physical activity and help to communicate local existing program and opportunities amongst groups, organisations and individuals. They will continue to carry out in depth community engagement, which will influence design and delivery, and to 'test and learn' any new approaches, with a group or community.</p> <p>Focused in the most deprived wards and very much a collaborative approach working with local housing association and the CVS and existing community connectors.</p>	£56,603
Research by marketing professionals	<p>To obtain insight into the inactive population and help engage with them better.</p> <p>Marketing tends to assume that the target audience has at least some desire or motivation to take part in physical activity.</p> <p>Burnley want to create personas for people who, for whatever reason, are not interested in being more physically active, to give us insight into the inactive population and help us engage with them better to move them towards being active.</p> <p>These will then be used to test varied marketing techniques.</p> <p>This work stream will be embedded within the neighbourhood engagement.</p>	£55,500
Active Lifestyle Hub	This is contribution towards a Pennine Lancs service similar to Burnley Leisure's Up and Active programme.	£35,700
Capacity	Staffing capacity to work on the above themes	£169,250
		£357,053