

Slough Borough Council

Report To: Health & Wellbeing Board

Date: 18 June 2024

Subject: Sport England Place Based Investment

Chief Officer: Tessa Lindfield, Director of Public Health & Public Protection

Contact Officer: Brett Nicholls CEO Get Berkshire Active

Ward(s): Britwell

Exempt: No

1. Summary and Recommendations

1.1 This report sets out the background to Sport England's Place Based Work and its proposal to invest via Get Berkshire Active (GBA) into Britwell to create a sustainably active environment for residents. In the first instance this requires GBA to submit a Development Bid proposal to Sport England.

Recommendations:

1.2 Committee is recommended to:

- a. Be aware of the proposed investment and consider how this fits /could fit within the aims of the HWB
- b. Provide support to GBA to prepare the Development Award bid including providing insight and data and officer time as part of the emerging Steering Group (GBA, SBC, local groups)
- c. Consider if there are opportunities for local match funding to support the bid to Sport England (SE)

Reason: This is a potentially substantial investment from SE and for the bid to be successful SE expect to see significant partnership collaboration in the place.

2. Report

Introductory paragraph

2.1 Physical Inactivity (sedentary behaviour) is one of the leading causes of ill health (physical and mental) with a serious impact not only on individuals but on communities and society. If the pandemic showed us one thing, it is how important physical activity is. It has a profound effect upon people's mental and physical health from birth till death. It is also known to have more collective, societal effects too, such as: reducing loneliness and isolation; providing positive outlets for troubled youths; creating more productive workforces and the potential to reduce ever spiralling health and social care costs to name but a few. Unfortunately, Slough and, Britwell in particular, is one of the least active areas in England.

2.2 Working with SE in a Place Based and Whole Systems approach gives us the opportunity to go beyond the traditional attempt to get people active (normally seen by initiating short lived, limited outcome projects) and focus on the causes of inactive lifestyles. If successful this would be a 3–4-year investment period.

Options considered

N/A

3. Background

3.1 SE is committed to expanding place partnerships and has allocated £250m of National Lottery and Exchequer Funding into place-based systemic work over the next five years. A significant proportion of the investment (£190 million) will be focused on an additional 80-100 places which have been identified, via the Place Need Classification and ongoing collaborative conversations, as having the greatest need. This includes revenue and capital investment through until 2028.

3.2 Britwell, in Slough has been identified as a target investment area – the only one in Berkshire. An Inception Meeting for local strategic partners was held on Wed 27th Mar at Beechwood School where SE and GBA provided an overview of Place Based working and provided an opportunity for early discussion. Partners attending this meeting included SBC PH & Education, headteachers, NHS Frimley, TVP, the CVS and local 3rd sector organisations.

3.3 There will be a 2-stage investment process. Places are encouraged to apply for a development award first which can provide the resources needed to explore the potential for a longer-term relationship with SE as a place partner. Any development award investment will form part of any overall award made, in due course, to your place partnership.

3.4 Development award investment can support places to progress and explore their thinking regarding place based systemic working and this might include, but is not restricted to:

- I. Capacity to develop thinking on the evaluation and learning approach in place including potential to use tools such as maturity matrix, stakeholder survey, conceptual framework where helpful
- II. Insight gathering and understanding with potential to include, where relevant, evidence base need for the built environment.
- III. System mapping.
- IV. Convening spaces for stakeholders in places.
- V. Leadership development.
- VI. Action planning and early test and learn interventions.

4. Implications of the Recommendation

4.1 Financial implications

This is about inward investment into Britwell from SE. Whilst it is not a competitive bid (SE have identified Britwell as a target investment area) we nonetheless have to show:

- a. How this bid will make a sustainable, long-term difference to activity levels
- b. How the bid is supported by local strategic partners such as SBC, NHS Frimley etc
- c. How any options that are included in the proposal but that are outside of SE remit to fund (e.g. early years support) will be locally funded/supported

4.2 **Legal implications**

There are no specific legal implications for the council. SE investment will come via GBA who will be responsible for the governance of the programme

4.3 **Risk management implications**

The main Risks identified pertinent to this paper are:

- a. Not providing sufficient support to GBA thus risking SE viewing the proposal as not well supported locally and thus rejecting the bid
- b. A commensurate risk to reputation (failing to secure a substantial investment opportunity)
- c. Britwell remaining a highly inactive area with the continuance of the individual and collective problems associated with that (high levels of health and social care costs)

4.4 **Environmental implications**

Part of the work of this programme will consider ways to increase levels of active travel which in turn will have very positive environmental implications including fewer car journeys and the associated improvement in air quality.

4.5 **Equality implications**

A specific and explicit goal of SE and GBA is to reduce inequalities. This is both in the provision and take-up of physical activity opportunities and by using the power of physical activity to tackle wider societal inequalities such as in health, education, employment etc. Evidence indicates that the following demographics are currently some of the least active and thus will be particular targets of this programme:

- a. People with disabilities and long-term health conditions
- b. People from more deprived socio-economic backgrounds
- c. Some ethnic minorities
- d. Women and girls

4.6 **Procurement implications**

N/A

4.7 **Workforce implications**

There will be no increase to staff numbers in SBC as a result of this investment. Any increased capacity required (and funded via SE) will come through GBA. However, it is possible that secondment of staff could be a consideration as part of this programme. SE

will also be providing access to its Place Based Leadership training course which may be available to some SBC staff to attend.

4.8 Property implications

Investment form SE can be used for both capital and revenue however all funding will be decided via a needs led approach. The purpose of the development award bid is to enable this needs led enquiry to take place. The Britwell Community Centre/Hub/Health Centre is considered an important focus for this programme of work and council support to use it to support increasing physical activity levels would be required.

5. Background Papers

None