



## AGENDA ITEM:

### SUMMARY

Report for:	<b>Housing and Communities Overview &amp; Scrutiny Committee</b>
Date of meeting:	<b>18/06/2014</b>
PART:	<b>1</b>
If Part II, reason:	

Title of report:	<b>Get, Set, Go Dacorum</b>
Contact:	Cllr Neil Harden, Portfolio Holder for Regulatory & Resident Services <b>Author:</b> Claire Lynch, Community Partnerships Officer <b>Responsible Officer:</b> Matt Rawdon, Group Manager, People
Purpose of report:	1. Monitoring and information
Recommendations	1. That members note the report and identify any areas where they require additional information.
Corporate objectives:	1. Community Capacity: enabling self-help and volunteering to build communities. 2. Regeneration: developing skills and aspirations of local people. 3. Dacorum Delivers: developing more effective ways of delivering services which meet customer expectations.
Implications:	<u>Financial</u>  £45,000 from reserves (approval granted October 2013)  <u>Value for Money</u>  The project seeks to use sport as a mechanism for dealing with some of the social problems that we have in a holistic way, improving efficiency and services for local residents.  £45,000 from DBC and £17,500 from Sportspace will provide the cash contribution needed to release £250,000 from Sport England and £77,500 in-kind contributions from local voluntary sector groups. The total project cost over three year is £390,000 and will cater for approximately 2,500 residents in Dacorum.
'Value For Money Implications'	

Risk Implications	Risk register reviewed on 04.06.2014
Equalities Implications	<ul style="list-style-type: none"> <li>• Equality impact assessment completed Jan 2014</li> <li>• Publicity will be targeted at specific areas that demonstrate social problems but recruitment will be open to the wider community</li> <li>• Extra funding will be targeted at training and development of existing providers to up skill i.e. equality and diversity training.</li> <li>• Two groups from the 'protected characteristics' will have targeted projects: health inequalities and access issues for ethnic minority groups, access issues for disabled people.</li> </ul>
Health And Safety Implications	<ul style="list-style-type: none"> <li>• All providers will have appropriate public liability and insurance policies.</li> <li>• Service Level Agreements will identify that the service provider will be responsible for Health and Safety procedures.</li> <li>• Risk Assessments will be carried out by the service provider for each activity and submitted to Get, Set, Go Dacorum co-ordinator.</li> </ul>
Consultees:	<p>30 partners from National Governing Bodies, District Partnerships, Sports Clubs and providers, Voluntary Sector, Children's and Community Centre's, Public Health, Clinical Commissioning Group, Housing Associations, ethnic minority groups and Secondary Schools attended two consultation workshops with the Council to develop the project.</p> <p>Questionnaires have been completed by;</p> <ul style="list-style-type: none"> <li>• 230 students at Adeyfield School</li> <li>• 90 students at Hemel School</li> <li>• 43 families in Woodhall Farm LSOA</li> <li>• 23 females from ethnic minority backgrounds</li> </ul> <p>Consultation and development of project is on-going through the three year programme. Additional consultation to take place in coming months;</p> <ul style="list-style-type: none"> <li>• Students at Cavendish School</li> <li>• Targeted consultation of attendees of children's centres</li> <li>• Men from ethnic minority backgrounds</li> <li>• Residents in rural areas</li> </ul>
Background papers:	<ul style="list-style-type: none"> <li>• Sports Policy Statement, Cabinet Report, 24 April 2012</li> <li>• Community Sports Activation Fund Application, Cabinet Report, 22 October 2013</li> </ul>
<p>Historical background</p> <p><b>Community Sport Activation Fund</b></p> <p>The Community Sport Activation Fund is a £40m revenue fund from Sport England which will:</p> <ul style="list-style-type: none"> <li>• Enable people to create a sporting habit for life.</li> <li>• Help stimulate local sports delivery.</li> <li>• Provide a flexible investment at a very local level.</li> </ul> <p>The fund aims to:</p> <ul style="list-style-type: none"> <li>• Increase once a week participation in sport by those aged 14 and above.</li> <li>• Encourage and support local partners to work together to develop new approaches to delivery.</li> <li>• Invest in projects that will deliver sustainable increases in participation.</li> </ul>	

- Support communities across England to help ensure sport becomes a regular part of the majority of people's lives.

### **DBC application to CSAF**

In January 2014 an application was made to Sport England for £250,000 (Appendix 1: Application). A successful application would release £45,000 from DBC (Appendix 2: CSAF application Cabinet Report), £17,500 from Sportspace and over £77,250 of in-kind support from the Community and Voluntary Sector Group (Appendix 3: Budget and Financials).

<b>Key background dates for CSAF application</b>	
October 2013	Cabinet committed £45,000 to the project
December 2013	Decision made to apply in January (extra £7.5 million available)
December 2013	Sportspace committed £17,500 to the project
January 2014	CSAF workshop with partners; info used to develop application. <i>Get, Set, Go Dacorum</i> chosen as name for the project.
January 2014	Partners committed over £77,250 of in-kind support
27 January 2014	£250,000 application made to Sport England
09 April 2014	Action planning workshop
June 2014	Confirmation that application was successful

### **Six priorities for Get, Set, Go Dacorum**

*Get, Set, Go Dacorum* is targeted at specific wards and Lower Super Output Areas (LSOA's) across the borough, using sport as a mechanism for dealing with six key priorities;

- Health inequalities in the most deprived communities
- Obesity
- Child poverty
- Rural exclusion
- Health inequalities and access issues for ethnic minority groups
- Access issues for people with a disability

We will use sport as a mechanism for dealing with these problems by increasing the level of activity in the areas where we know the problems exist. We will provide individual and family sporting activities, build a network of community sport leaders through workforce development and provide equipment and support to deliver exciting sporting experiences for residents in their local area.

### **Partnership**

A strong partnership approach has been taken to the project, particularly the links with the wider health and well-being agenda. The aim is to provide a range of services for residents by pulling together a variety of partners to tackle the problems that the evidence suggests we have in that geographical area (Appendix 4: Evidence base). The Sport England funding will cover the costs of the sport and physical activity while alternative funding such as health inequalities money and existing resources will be used to target the gaps in service.

The partnership includes National Govern Bodies, District Partnerships, Sports Clubs and Providers, Children's and Community Centres, Housing Associations, Ethnic Minority groups, Secondary schools and health representatives from Public Health and the Clinical Commissioning Group (Appendix 5: Partner details).

As the project progresses, further clubs/groups will be engaged proactively. Service Level Agreements will ensure delivery is in line with the project delivery plan. These will be performance managed by the Project Coordinator.

**Engagement and publicity**

A variety of engagement and publicity methods will be used ensuring that key health and wellbeing messages are translated through all interactions with residents within a particular area. We will target the resources of the Neighbourhood Action Team, Housing Associations, Children’s Centres and a variety of other organisations to ensure that residents most in need are signposted into the relevant activity/service.

**Delivery**

A delivery plan for the project has been developed (Appendix 6: Delivery plan) this is supported by individual actions plans for each project. This will ensure that the overall strategic priorities will translate into specific actions for each partner to make the project a success.

**Key dates before the launch of the project**

30 June 2014	Sportspace staff member to be seconded to run the project for 25 hours per week
July 2014	Partnership workshop to develop delivery plan
July- September 2014	Development of project: branding, marketing, web portal, publicity, recruitment
3 and 10 September	Understanding Health; Training for staff from Royal Society of Public Health
12 September 2014	Initial publicity of <i>Get, Set, Go Dacorum</i> at Tour of Britain
20 September 2014	Provisional date for launch event
End September 2014	<i>Get, Set, Go Dacorum</i> starts

Glossary of acronyms and any other abbreviations used in this report:

CSAF – Community Sports Activation Fund  
 CCG – Clinical Commissioning Group  
 NGB – National Governing Bodies