



## AGENDA ITEM:

### SUMMARY

<b>Report for:</b>	<b>Cabinet</b>
<b>Date of meeting:</b>	<b>22<sup>nd</sup> October 2013</b>
<b>PART:</b>	<b>1</b>
If Part II, reason:	

<b>Title of report:</b>	<b>Community Sport Activation Fund Application</b>
Contact:	<p>Cllr Neil Harden, Portfolio Holder for Regulatory &amp; Resident Services</p> <p>Author and Lead Officer: Natalie Webb, Team Leader: Community Partnerships</p> <p>Matt Rawdon, Group Manager (People)</p> <p>Steve Baker, Assistant Director (Chief Executive's Unit)</p>
Purpose of report:	<p>To seek Cabinet approval in principle to release £45,000 of reserves to support delivery of the Community Sport Activation Fund.</p> <p>The release of the funds will only be required if an application to the Sport Activation Fund is successful. The £45,000 will then be used to deliver the project as outlined in the application.</p>
Recommendations	<p>1. That Officers are directed to establish a partnership to prepare an application to the Community Sport Activation Fund.</p> <p>2. That Cabinet recommend to Council to approve, in principle, the release of up to £45,000 to support this grant application.</p>
Corporate objectives:	<ul style="list-style-type: none"> <li>• Building Community Capacity.</li> <li>• Supports the Dacorum Delivers programme.</li> </ul> <p>This project will also contribute to the health and wellbeing</p>

	agenda as explained in more detail in the body of the report.
Implications:  'Value For Money Implications'	<u>Financial</u> Up to £45,000. <u>Value for Money</u> The project aims to increase the value for money of Council services and has the potential to lever funding in for the borough.
Risk Implications	If this report is not approved, early discussions indicate that it is not likely that an application to this fund will be presented from an organisation in Dacorum.
Equalities Implications	There are no specific equalities implications associated with the approval of the release of funds. However, if successful, the funding is likely to facilitate opportunities for Dacorum's diverse communities to engage in sport and physical activity.
Health And Safety Implications	There are no specific health and safety implications associated with the approval of the release of funds. However, if successful, the funding will have a positive impact on health and wellbeing in Dacorum by encouraging engagement in sport and physical activity. This will be further outlined in the funding application and subsequent reports.
Monitoring Officer/S.151 Officer Comments	Monitoring Officer:  S.151 Officer
Consultees:	Cllr Neil Harden Steve Baker, Assistant Director Chief Executive's Unit Shane Flynn, Assistant Director Performance and Projects Paul Sutton, Group Manager (Financial Services), Accountancy Richard Baker, Senior Accountant Paul Wiltshire, Social Enterprise and Commissioning Officer Elissa Rospigliosi, Strategic Development and Transformation Officer
Background papers:	<a href="#">Dacorum Borough Council Sports Policy Statement</a> Appendix 1: Community Sport Activation Fund Prospectus Appendix 2: Community Sport Activation Fund Frequently Asked Questions

<p>Glossary of acronyms and any other abbreviations used in this report:</p>	
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**1. BACKGROUND**

1.1 In April 2012 the Cabinet endorsed a Sports Policy Statement (see background papers) which outlined the Council’s approach to sport. The statement covers working jointly with other organisations for the benefit of sport in Dacorum.

1.2 The Sports Policy Statement highlights that the Council will work jointly to support development of sporting activities in Dacorum and that the Council will support funding applications which may benefit the local community.

1.3 The Community Sport Activation Fund provides an opportunity for the Council to support a funding application, promote the Council’s community leadership role and further enhance its reputation of having a commitment to sport in the community.

**2. THE COMMUNITY SPORT ACTIVATION FUND**

2.1 The Community Sport Activation Fund is a £40m revenue fund from Sport England which will:

- Enable people to create a sporting habit for life.
- Help stimulate local sports delivery.
- Provide a flexible investment at a very local level.

2.2 The fund aims to:

- Increase once a week participation in sport by those aged 14 and above.
- Encourage and support local partners to work together to develop new approaches to delivery.
- Invest in projects that will deliver sustainable increases in participation.
- Support communities across England to help ensure sport becomes a regular part of the majority of people’s lives.

2.3 The intention is to provide between £50,000 and £250,000 funding to local partnerships that will deliver sport activity and encourage participation at a grass-roots level.

2.4 The guidance (which is in the prospectus, appendix 1) provides the following as examples of projects that they expect to fund:

- Activities that encompass the Council’s wide definition of sport
- Informal “come and try it” opportunities, which will build regular and sustained once a week participation
- Multi-sport activities that provide people with a range of choices and opportunities
- Family orientated opportunities, where the Council’s funding is focused on the 14+ age group

- Local activator roles that focus on directly organising and delivering new local sports opportunities for participation

2.5 The guidance states:

*One of the key features of this fund is working in partnership at a local level to deliver sporting outcomes. The applicant and their partners must demonstrate their commitment to the success of the project by investing an appropriate amount of their own resources. We will normally require an overall contribution from you and your partners that is at least one third of the total project costs.*

*At least half of your partnership funding must be financial; the other half may be contributed as 'in-kind'. Please see our detailed FAQ on what counts as eligible in-kind partnership funding. (Page 4)*

2.6 Though the guidance has since been updated, successful projects which achieved funding from round one of the grant show how other authorities have benefited from the funding. Examples include:

- £178,731 awarded for a multi-sport initiative aimed at young people in crime hot spots and deprived areas of Broxbourne.
- £140,000 awarded to Oxford City Council to lead a partnership offering sport sessions to 15-21 years olds right on their doorsteps (focussed in five specific areas).
- £250,000 awarded to Devon County Council to support Devon Active Communities deliver community group-based informal sport projects, creating nearly 400 new community-based Activity Leaders.

### **3. PROPOSAL**

3.1 The Community Sport Activation Fund offers the Council an opportunity to support the community in applying for additional resource to deliver a new project in Dacorum.. The project “will use local knowledge and insight to provide appropriate opportunities to meet existing unmet demand or develop additional demand for sport in a local geographical area. The project will use local activation and leadership to build a sustainable increase in participation”.

3.2 Officers have held initial discussions with the organisations listed below. If the recommendation is approved officers will meet with them formally to discuss the establishment of a partnership to put together an application to the fund. The organisations are as follows:

- Sportspace
- Dacorum Sports Network
- Adeyfield Community Centre
- Grove Hill Community Centre
- Warners End Community Centre
- Bennetts End Community Centre.

3.3 Whilst the Council would be a partner, and will be instrumental in setting up the partnership and making the funding application, the Council need not be the lead agency: this will be for discussion and decision within the partnership (though the lead agency must comply with the terms of the grant).

- 3.4 It will be suggested to the partnership, that, should the application be successful, part of the funding be spent on officer time to coordinate, plan and deliver the project. This will be in accordance with information under the headings 'What are considered to be ineligible revenue costs?' page 3/4 and 'Can strategic/co-ordinator posts for local partnerships be funded through this programme?' page 8, of the Frequently Asked Questions (appendix 2).
- 3.5 In order for the application to succeed, there needs to be a financial and in-kind commitment (see paragraph 2.5). Initial discussions have highlighted that it is unlikely that the financial commitment will be met by another organisation in Dacorum. However, they have suggested that in-kind contributions would be made.
- 3.6 Cabinet is asked to recommend that Council commits, in principle, to a one-off financial contribution of up to £45,000 from its reserves. These funds will enable an application for the grant. The release of the funds will only be required if an application to the Sport Activation Fund is successful. The contribution (up to £45,000) will then be used to deliver the project as outlined in the application. If the grant application is not successful there will be no cost to the Council.
- 3.7 The funds will only be released if there is an equal 'in-kind' contribution from the partnership over the life of the project and if Sport England approves the grant application (appendix 1, page 4). Appendix 2, page 6 outlines how an in-kind contribution is defined.
- 3.8 Should the recommendation be approved, the Community Partnerships team will set up the appropriate partnership and work with them to complete the grant application. Membership of the partnership will likely include some, or all, of the organisations listed in paragraph 3.2. The application will be evidence based and will take into account other service areas and work streams, for example, Neighbourhood Action, Health and Wellbeing.
- 3.9 For instance, the Council's work on health and wellbeing considers levels of physical activity in Dacorum, recognising that there is a clear relationship between improved fitness and physical and mental health. Such evidence (developed in combination with information about other factors which may affect the target communities) will be used to support the application. The health and wellbeing agenda also provides opportunities to coordinate the project with other interventions, such as healthy eating initiatives, in order to maximise its impact.
- 3.10 If the recommendation is agreed, it is likely that the grant application will be worked up and submitted in round three which opens in November 2013 to January 2014 or round four, which opens in May 2014 to June 2014.

#### **4. RECOMMENDATIONS**

That Officers are directed to establish a partnership to prepare an application to the Community Sport Activation Fund.

That Cabinet recommend to Council to approve, in principle, the release of up to £45,000 to support this grant application.