

TITLE OF REPORT: **Active Through Football Project**

REPORT OF: **Director of Public Health, Alice Wiseman**

Purpose of the Report

1. To update Cabinet regarding the Active Through Football (ATF) programme and note the use of delegated powers under Schedule 5, Part 2 General Delegations to Managers, Paragraph (4)(e) to secure external funding from the Football Foundation.

Background

2. Active Through Football is a new Sport England lottery funded initiative delivered by the Football Foundation. The programme is aimed at increasing physical activity levels and creating sustained behaviour change through football in a Place based approach.
3. £10 million of targeted revenue investment will be invested in up to 15 Places over the next 5 years, with an aim of increasing activity levels in people aged 16 + from lower socio-economic groups.
4. Football Foundation expected local key stakeholders to come together as a consortium to create and deliver a plan for the Place. The plan is based on the delivery of recreational and informal small sided football activity and developed through community engagement.
5. The East of Gateshead was identified as Gateshead's Active Through Footballs projects 'Place' due to the high levels of multiple deprivation that are evidenced in these communities, with the majority of lower super output areas being within the 10% most deprived in England.
6. However, wards or lower super output areas just over the border into central or south also fall within the 10% most deprived areas in England and include communities that face multiple barriers to participating in sport or physical activity. Therefore two additional wards, High Fell and Deckham were also included in the project 'Place'. Partners Edberts House (Larkspur House) and Gateshead's Older People's Assembly have physical assets and community leaders within these additional wards, and it was highlighted through the consultation that these were well established and trusted organisations based in the heart of the communities.

7. A local consortium was developed including Council departments, Gateshead College, Edberts House, Gateshead Older Peoples Assembly (GOPA), RISE (a local charity), Local Football Clubs and Gateshead Football Club Foundation. The consortium devised due to their reach and connections to the target audience of the project. The Council was agreed as the lead consortium member and therefore the lead applicant for the grant application.
8. On completion of an initial the community engagement exercise as part of the application process, it was concluded that the target audiences should include refugees, men aged 50 plus, women aged 16 plus and individuals with mental health issues. However, it is anticipated that whilst there would be some key target groups, programmes would be aimed at the wider community to avoid exclusivity.
9. Additional local organisations, Mind, Peace of Mind and the Comfrey project, have been identified through the process, who could provide valuable insight and connections with our target audiences. They will be engaged in discussions to see how we can work in collaboration in the project design and delivery process and if they would like to be part of the consortium.
10. A final funding application was submitted to the Football Foundation on 7th May and included a delivery plan to support a 5-year project. The successful application of £0.57m was confirmed from Football Foundation in August. The Director of Public Health following consultation with the Strategic Director, Resources and Digital accepted the award as an urgent decision under Schedule 5, Part 2 General Delegations to Managers, Paragraph (4)(e) of the Constitution, as acceptance had to take place within 10 days of notification, under the relevant delegated powers in line with the Council's Constitution. The terms and conditions were approved and signed by the Strategic Director, Corporate Services and Governance (See appendix 2)

Proposal

11. The proposal is to progress the project as set out in the application but initially and specifically:
 - i. Complete and submit the pre-claim conditions to Football Foundation
 - ii. Engage with the consortium members to start developing the delivery and community engagement plan
 - iii. Recruit a Project Manager
 - iv. Attend Football Foundation seminars and briefings
 - v. Engage with new potential stakeholders
 - vi. Provide regular update reports on the progress of the project

Recommendation

12. It is recommended that Cabinet notes both the update regarding the Active Through Football project and the urgent decision taken by Director of Public Health, following consultation with the Strategic Director, Resources and Digital to accept the grant award from the Football Foundation, in accordance with Schedule 5, Part 2 General Delegations to Managers, Paragraph (4)(e) of the Council's Constitution.

For the following reasons:

- (i) To support delivery of the Council's Thrive Agenda and priorities.
- (ii) To work with key local partners to develop opportunities for residents from lower socio-economic groups to create sustained behaviour change through football in a Place based approach.
- (iii) To increase participation in sport and physical activity, notably football.

Policy Context

1. The proposal supports the overall vision for Gateshead as set out in Council policy objectives such as 'Thrive'. The development of sustainable sport and leisure provision supports conditions for volunteering and community cohesion, as well as promoting a healthy and active Gateshead in line with Gateshead's Health and Wellbeing strategy.

Background

2. Further to the detail provided in the covering report, the Active Through Football programme outcomes are:
 - a. Insight: Increased understanding of the opportunities and barriers for our target audiences to play football.
 - b. Community ownership: Increased involvement of our target audiences in the design and delivery of activities through on-going Community engagement
 - c. Increased activity: Increased activity levels in people aged 16+ from our targeted audiences through football.
 - d. Behaviour Change: Achieve the behavioural change amongst our target audiences of regular engagement in long term physical activity
3. East Gateshead (plus 2 additional wards, Deckham and High Fell) have been identified as Gateshead ATF's Place, due to the high levels of deprivation and Lower Socio-Economic Group datasets, insight and subsequent inequalities present prior to Covid-19 and which are likely to be exacerbated due to the pandemic. The target audiences within the Place will include refugees, men aged 50 plus, women aged 16 plus and individuals with mental health issues.
4. The consortium has a wealth of experience working in a place-based way and across a multitude of systems to ensure that physical activity is considered as a key component by partners in achieving their outcomes. These outcomes could be linked to health, wellbeing, education and social cohesion. They help to connect local system partners working with sport and physical activity and bring national learning to a local context. These skills will contribute to the ATF project in Gateshead on an on-going basis, helping to ensure that access to football opportunities is considered across the system.
5. Gateshead's Health and Wellbeing Strategy recognises that to deliver improvements at a population level, comprehensive action across the whole system of community, civic and service interventions are required. Approaches that are multifaceted and complementary are more likely to be successful in reducing inequalities and helping people in Gateshead thrive. Health and wellbeing are influenced by where we live and the communities we live in and the project will support the strategy's aims by developing quality community activities, prioritising neighbourhoods with greatest need, removing barriers to participation and supporting people to be locally involved.

Economic Impact

6. The revenue grant is for £0.57m over 5 years. The project plan identified a new fixed term full time role for a Project Manager and 2 full time or 4 part time sports coaches to deliver the project.
7. The Gateshead ATF delivery model will help to justify or challenge existing identified need through community engagement and potentially assist to lever in funding to deliver the Local Football Facilities Plan priorities as well as supporting more diverse use of existing football facilities such as the Gateshead International Stadium in the area.

Consultation

8. In preparing this report, consultations have taken place with;
 - a) Culture, Sport and Leisure Portfolio holders
 - b) The Football Foundation and Sport England
 - c) The Active Through Football project consortium members described in para 18.

Alternative Options

9. The option of not progressing with the proposal will result in the loss of a 5-year activity project and the £566,506 grant, aimed to support local residents to be physically active and therefore deliver policy objectives such as the Thrive agenda and the Gateshead Health and Wellbeing Strategy.

Implications of Recommended Option

10. **Resources:**
 - a) **Financial Implications** - The Strategic Director, Resources and Digital confirms that the financial obligations of the project and in-kind match requirements will be met from existing budgets.
 - b) **Human Resources Implications** - The project will require the appointment of a project manager employed on a fixed term contract for the length of the project.
 - c) **Property Implications** – There are no implications arising from
11. **Risk Management Implications** – There are no implications arising from this recommendation.
12. **Equality and Diversity Implications** – There are no implications arising from this recommendation

13. **Crime and Disorder Implications** – There are no implications arising from this recommendation.
14. **Health Implications** – The proposals will result in increased activity levels in people aged 16+ from our targeted audiences and within lower socio-economic groups through football. Achieve the behavioural change amongst our target audiences of regular engagement in long term physical activity as part of an active and healthy lifestyle
15. **Climate Emergency and Sustainability Implications** – There project will support devise physical activity opportunities in local areas to meet the needs of residents, resulting in less need to travel to source services. The proposals will also enable a volunteering and training programme to support the local VCS organisations and grassroots sports clubs in capacity building and the volunteer workforce, and potential employment.
16. **Human Rights Implications** – There are no implications arising from this recommendation.
17. **Ward Implications** – The recommendations will initially impact upon the following wards, Deckham, Felling, High Fell, Pelaw and Heworth, Wardley and Leam Lane and Windy Nook and Whitehills.
18. **Background Information** – None.