

# Uniting the Movement

Expanding Place Partnerships

# In our 2022–25 plan we have said:

## **EXPANDING PLACE PARTNERSHIPS**

***In order to focus our investment and resources on the communities that need it most, we'll significantly increase the number of places across England that we partner with and invest in, building the movement from the ground up by working with organisations and communities to understand the issues and barriers facing people to get active, and working together to develop local solutions..."***



# Place Expansion Commitment

*£250m over next 5 years to expand our place-based partnerships to 80-100 additional places via the network of people in our existing LDPs and Active Partnerships alongside a universal offer that all places can benefit from and deepening in the existing pilot areas.*

To deliver impact against:

- Increasing Activity
- Decreasing Inactivity
- Tackling Inequality
- Providing positive experiences for children and young people

# Recent Milestones

- Government's Strategy '**Get Active**' launched on 30<sup>th</sup> August 2023
  - Strong focus on increasing participation and ensuring sport and physical activity is accessible to everyone regardless of background or postcode.
  - Places significant importance on tackling inequalities, which ties in well with Uniting the Movement, Sport England's own long-term commitment.
- Place Partnerships Announcement on 7<sup>th</sup> November 2023
  - Expansion of our investment into communities to ensure those with the greatest need are able to be physically active.

# How does the investment breakdown?

Investment	Description	Amount
Deepening	Primarily revenue invested to support deepening work and move to "place partnerships"	£35m
Universal	Place-based components of a universal offer and a common approach to measurement and evaluation across the whole of our place work	£25m
Expansion	Lottery revenue and capital mix invested directly into up to 100 places through the relevant mechanism over 5 years.	£190m

**What do we mean by  
systemic place-based  
work?**

# Local Delivery Pilots

In 2017, we invited communities from all over England to test a new way of working with us by becoming one of 12 'local delivery pilots'

## Our 12 local pilots

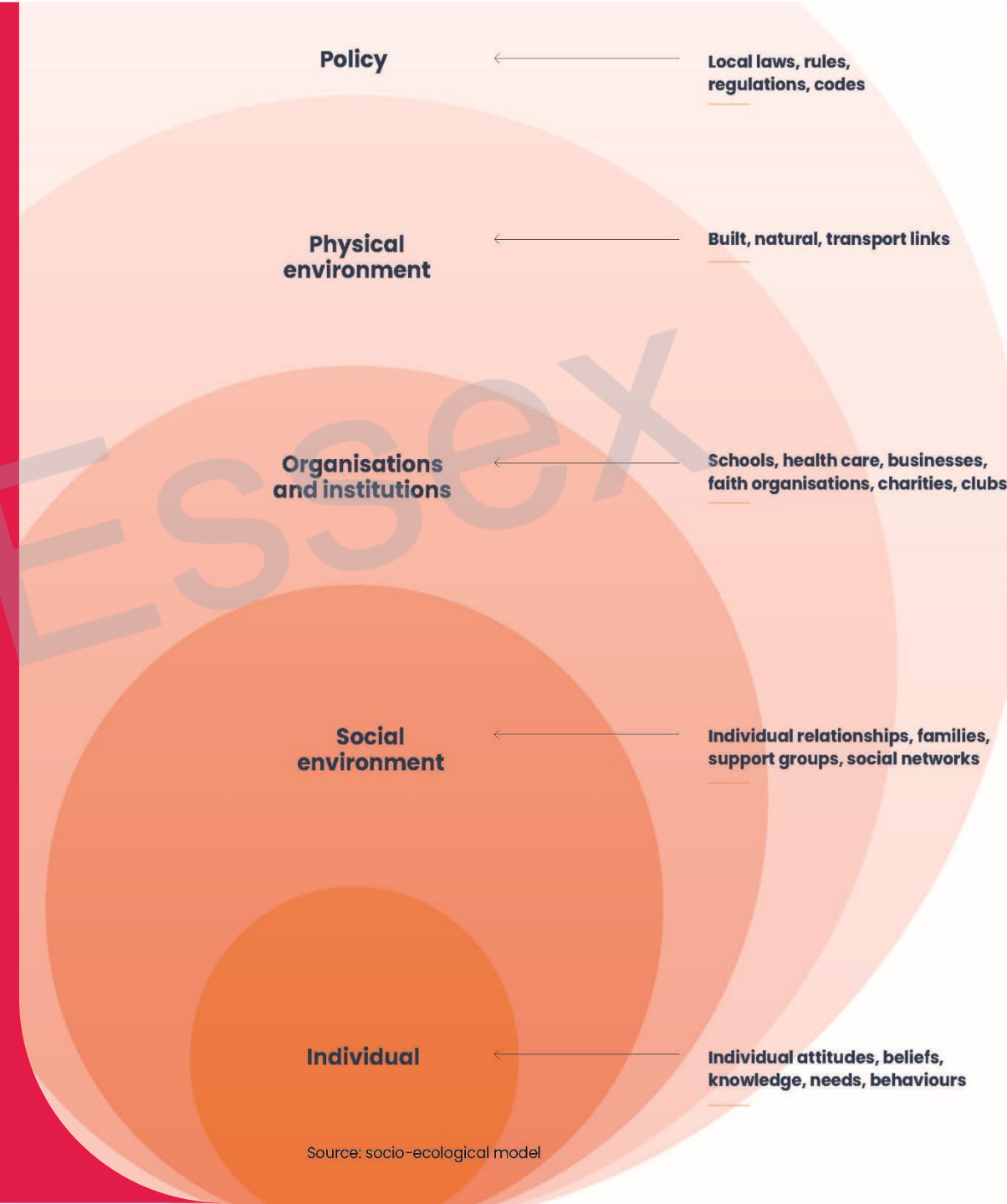
At the end of the process, we had 12 local pilots:

- |                            |                        |
|----------------------------|------------------------|
| 1. Southall                | 7. Withernsea          |
| 2. Greater Manchester      | 8. Bradford            |
| 3. Calderdale              | 9. Essex               |
| 4. Birmingham and Solihull | 10. South Tees         |
| 5. Exeter and Cranbrook    | 11. Hackney            |
| 6. Doncaster               | 12. Pennine Lancashire |



# Doing things differently

- Working in a defined geography and responding to community need
- Understanding and better connecting the system that shapes how we live
- Moving from transactional to relationship-based investment
- Test and learn approach





## Place Based Expansion System video

<https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fvimeo.com%2Fuser22067452%2Fpreview%2F885926731%2Fca1dd46c1e&data=05%7C02%7CRob.Hayne%40ActiveEssex.org%7C8f24e69061d044e7c1b908dc10531bf9%7Ca8b4324f155c4215a0f17ed8cc9a992f%7C0%7C0%7C638403196334356970%7CUnknown%7CTWFpbGZsb3d8eyJWljoImC4wLjAwMDAiLCJQIjoV2luMzliLCJBTiI6IklhaWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=CxWlQoHUgrXKDRMLY6uaA4UwuDTq1x0SqLlevLfJul4%3D&reserved=0>



Women Like Us Festival



Alt Movement



Thurrock Skate Jam



Essex ActivAte Club - Thurrock

# An introduction from Active Essex



Coaching Champions



# Strategy Synergy

All prioritising place-based working

## FIT FOR THE FUTURE



## UNITING THE MOVEMENT



The five big issues, they're looking to address:

- Recover and reinvent
- Active environments
- Connecting communities
- Positive experiences for children and young people
- Connecting with health and wellbeing

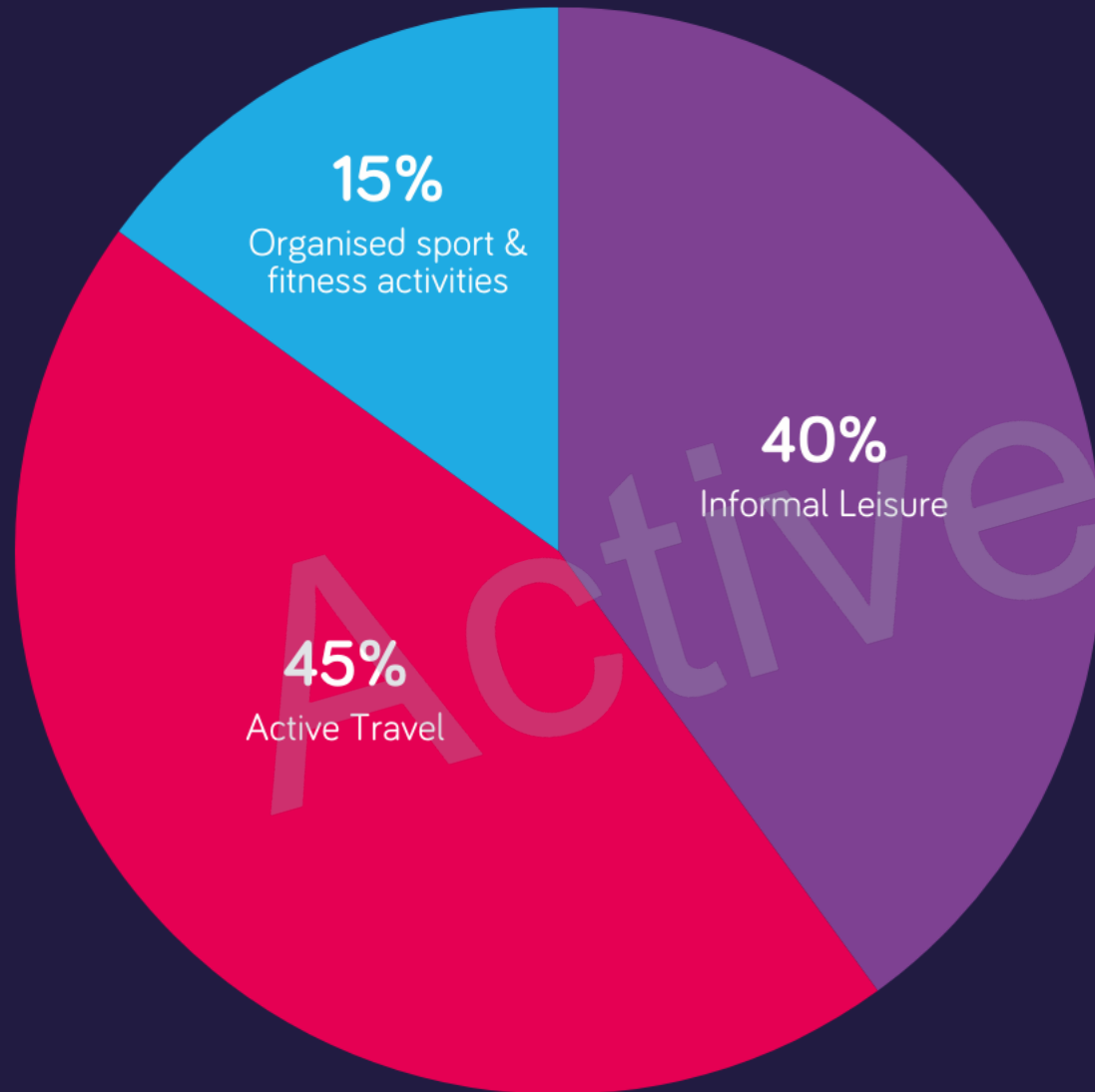
## DCMS - GET ACTIVE

A strategy for the future of sport and physical activity

### Three core priorities:

- Being ambitious in making the nation more active within government and in the sport sector
- Making sport and physical activity more inclusive and welcoming for all, so that everyone can have confidence that there is a place for them in sport
- Moving towards a more sustainable sector that is more financially resilient and robust

# How are people physically active in the UK?



**Opportunities to  
be more active**

Source: Intelligent Health



## The two priorities:

1

System working

2

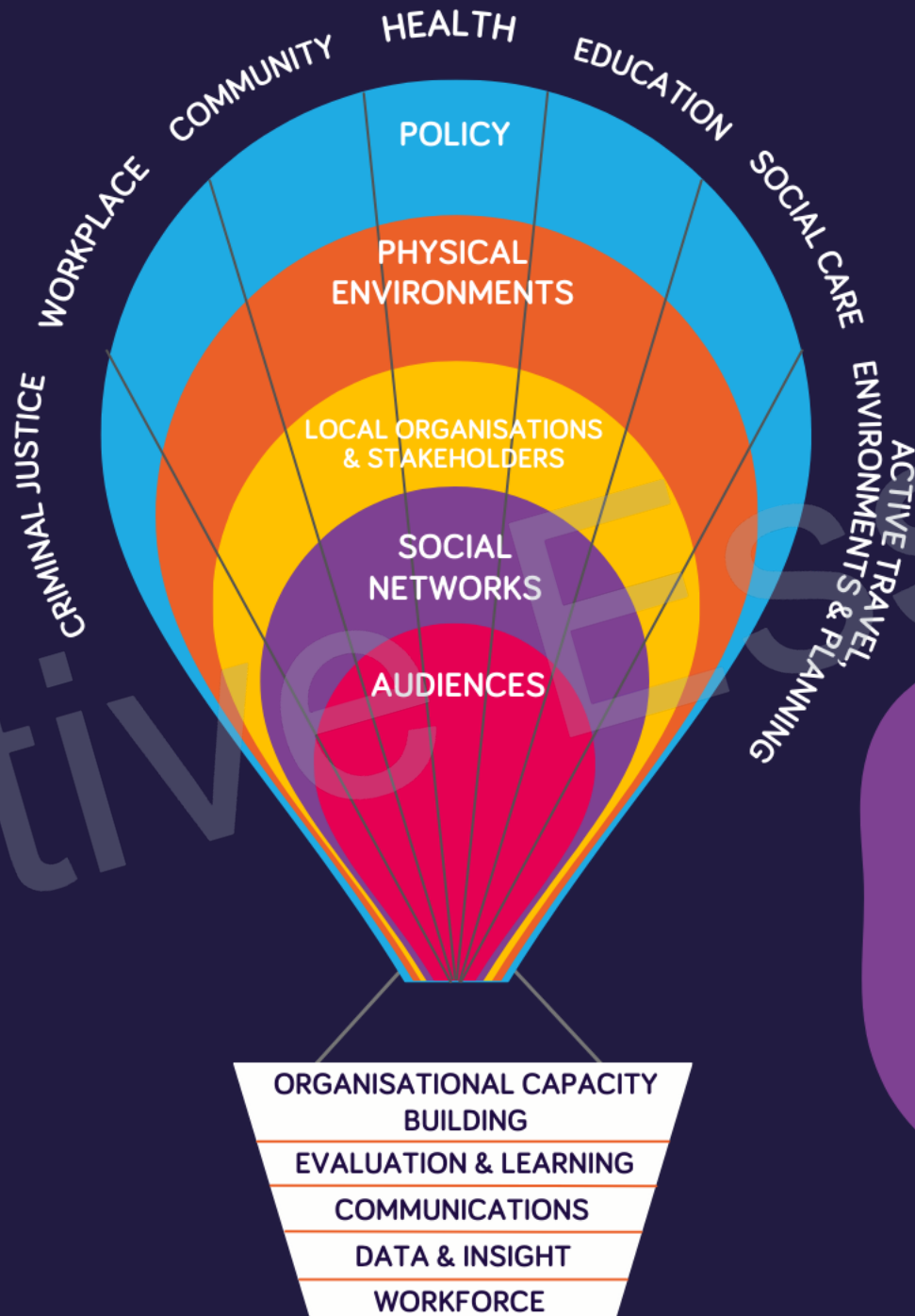
Place-based working

The two are completely  
inter-dependent



# 1 System working

LDP HARD WIRING PHYSICAL ACTIVITY INTO MULTIPLE SYSTEMS ACROSS ESSEX



Now fully adopted across all of Active Essex Operations



## 2 Place-based working

### Active Essex current definition of place-based working

To create healthier, more cohesive, more physically active communities focusing on places with greatest need.

- **Changing the way partners worked together**  
through place-based, whole system change.
- **Changing the way partners worked with communities in a place.**

This began as an objective to build a movement for change and overtime, morphed into an asset-based community development (ABCD) approach, which become core to the approach.



37 Projects funded in Thurrock, through the London Marathon Foundation, as a result of RideLondon coming to the county for the past 2 years.

£ £87,960.53

total investment from LMF since 2022

#### CASE STUDIES



Read about the London Marathon Foundation funded projects [here](#).



**LMF** LONDON MARATHON FOUNDATION  
INSPIRING ACTIVITY

10 Projects funded in Thurrock, using the power of sport and physical activity to reduce anti-social behaviour.

£ £21,095

total investment from AEF since 2021

#### CASE STUDIES



Read about the Sport and Youth Crime Prevention project [here](#).



**ActiveEssex**  
Foundation

## Funding and Projects in Thurrock

12 Projects funded in Thurrock, through Sport England's Tackling Inequalities Fund (TIF).

£ £58,208

total investment from TIF Funding

#### CASE STUDIES



Read about the TIF impact in Thurrock, with the Arts Outburst case study [here](#).



**SPORT ENGLAND**  
Tackling Inequalities Fund

35 Clubs delivered across Thurrock during each Easter, Summer and Winter holiday.

£ £1,949,595

total investment for HAF since 2021

#### CASE STUDIES



Take a look at the Essex ActivAte programme, and the impact it has had on communities [here](#).



**Essex ACTIVate**

£30,000 Active Thurrock funding from 2021-2024, to help lead, develop and co-ordinate sport and physical activity in partnership with Active Essex. This us through working closely with local sports clubs, leisure centres and organisations to promote physical activity and health & wellbeing.

**ActiveEssex**



# Place Partner Meetings

Inception meeting – Expansion process

# Leadership Support

- Leadership Development is a key part of the place-based approach, embedded in Sport England's UTM strategy.
- Each new Sport England Place have access to a place-based leadership programme, to be undertaken during the development phase of their work.
- Overview of the place-based leadership programme available. Explains how it has evolved and the purpose/value of holding a local programme.
- Upcoming *Cllr Leadership Essentials* course available
  - 28-29th February 2024 @ Warwick University
  - Reserved for our new place partners (x1 space per Place - great opportunity to network)
  - Note- accommodation and meals provided throughout
- Officer Leadership Essentials course later in the year (TBC)

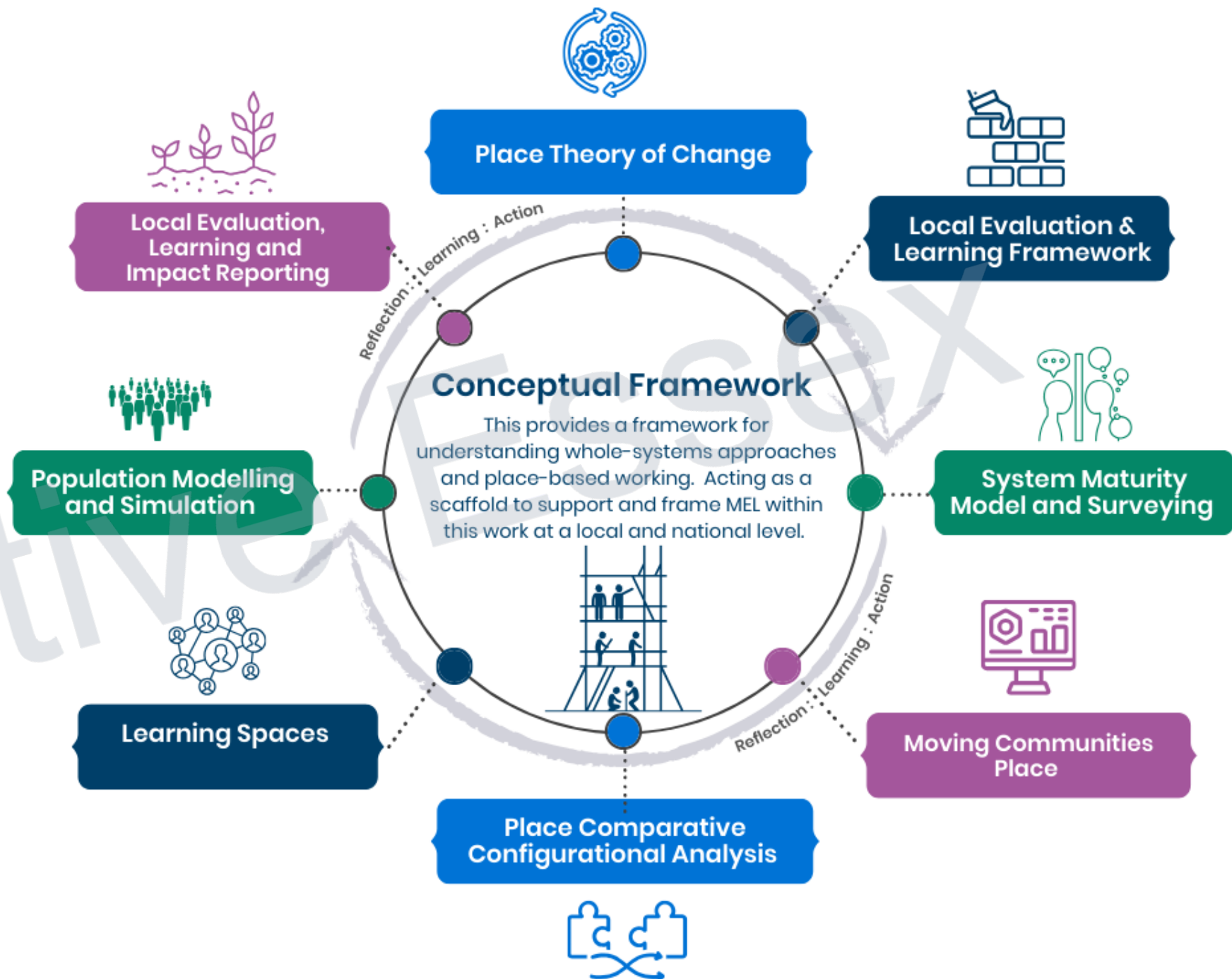
# Place Evaluation & Learning context

- Sport England has iteratively developed the **Place Evaluation & Learning (E&L) Framework** to achieve the ambitions of the new evaluation and learning approach within **place-based systemic working**,
- This is with a focus to demonstrate progress across our four aims:
  - **Increasing Physical Activity**
  - **Decreasing Physical Inactivity**
  - **Narrowing Inequalities**
  - **Improving Children's Experiences**
- We are keen to develop a **proportionate** approach to place E&L with each Place Partner, including consideration of Sport England System Partner E&L requirements.
- An overview for this approach is provided within the **Place E&L Summary**.

# Visualising the Approach

The combination of the components together enables local places and Sport England to causally understand progress, change, and outcomes, at a local, programme, and population level over time.

Click on each of the E&L components opposite to find out more





# Investment Approach

- **Sport England investment is available to support this work.**
- Sport England is committed to investing **£190 million** of National Lottery and Exchequer Funding into place-based systemic work for the **80-100 places** which have been identified, via the Place Need Classification. This includes **revenue and capital investment** through until 2028.
- Two stage process: **Development award and Full award.**
- There are no specific pre-defined amounts ring-fenced for investment into places. Investment amounts need to be **realistic and cost effective**, representing **best value and be proportionate to the size and scale of place and the complexity of challenges identified.**
- **Flexible and agile process** so that we can work with different places with different needs and within different timescales. This isn't a '**dash for cash**'.
- Sport England investment should form **one, *contributing part*, of overall funding for this work, moving towards future self-supporting systemic change.**
- Opportunity to engage with Sport England on potential **capital investment** (aligned to plans for systemic change in place)

# Facilities Support

- Capital/facilities support is embedded in expansion plans & investment opportunities
- Capital/technical team can provide expertise & advice to places on strategic planning, investments and the design and development of facilities and infrastructure projects.
- Should be a bottom-up approach to identify any capital/facility needs in a place
- Sport England has an established capital process & support function that can be followed/accessed if projects come forward as a priority for a place