

<b>Report to:</b>	<b>EXECUTIVE CABINET</b>
<b>Date:</b>	27 March 2024
<b>Executive Member:</b>	Cllr Eleanor Wills – Executive Member (Population Health & Wellbeing)
<b>Reporting Officer:</b>	Debbie Watson, Director of Public Health
<b>Subject:</b>	<b>MOVING TAMESIDE - SPORT ENGLAND FUNDING 2024-2025</b>
<b>Report Summary:</b>	<p>This report provides an update on the refresh of the physical activity framework for Tameside. The plan aligns to the developing Healthy Places strategic framework and supports the newly adopted '<i>Building Back Fairer, Stronger, Together</i>' Health and Wellbeing Strategy and Locality Plan, setting out seven guiding principles to enable a systems approach to increasing physical activity levels in Tameside.</p> <p>The report also provides an overview of the Sport England Place Partner bridging investment and recently announced extension of the Place Partnership funding for 2025-2028.</p>
<b>Recommendations:</b>	<p>That Executive Cabinet be recommended to:</p> <ul style="list-style-type: none"> <li>(i) Note the Sport England Place Partnership bridging investment of £0.216m for Tameside, distributed directly as follows: Action Together (£0.120m), Active Tameside (£0.066m) and Tameside MBC (£0.030m)</li> <li>(ii) Accept the grant allocation of £0.030m to sustain the Council's current programme until 31 March 2025.</li> <li>(iii) Note and agree the Tameside approach for increasing physical activity levels across the life course and support the development of a Greater Manchester Place Partnership application to the Sport England Place Partnership expansion funding for 2025-2028 which will include a Tameside allocation.</li> </ul>
<b>Corporate Plan:</b>	The priority areas in the Physical Activity Framework and Place Partnership delivery are broad reaching as there is significant impact of physical inactivity levels across the life course and across several areas of the Corporate Plan particularly Very Best Start in Life; Nurturing our Communities; Longer and Healthier Lives with Good Mental Health; and Independence and Activity in Older Age, and Dignity and Choice.
<b>Policy Implications:</b>	The Tameside physical activity framework advocates for the creation of a system which seeks to enable anyone who lives, works or is educated in Tameside to be physically active. The local framework with align to the regional Greater Manchester Moving in Action and national Uniting the Movement strategies. As part of this system change a review of all policies will be required to embed a health in all policies approach wherever possible.
<b>Financial Implications: (Authorised by the statutory Section 151</b>	The report is requesting acceptance of the bridging investment funding allocation of £0.030m from Sport England. The total confirmed bridging investment funding amount for the Borough in

**Officer)**

2024/25 is £0.216m, which will be distributed directly by Sports England as follows:

- Tameside MBC: £0.030m to sustain the Council's current programme until 31/03/2025,
- Active Tameside (£0.066m) and,
- Action Together (£0.120m).

While expansion funding has been announced until 2027/28 no further confirmation has been received on funding amounts beyond 2024/25. The service needs to take this into account when commissioning services as part of the current programme for 2024/25 and, as per standard procurement practice, included appropriate break clauses within the contract arrangements. This will ensure that the commissioned services can be altered or withdrawn in the event that the grant ceases or reduces to mitigate any adverse financial impact on the Council.

**Legal Implications:  
(Authorised by the  
Borough Solicitor)**

The Council must have in place a robust system of checks and measures (including a risk register) to ensure that monies are used in accordance with the conditions set out by Sport England Place Partnership.

The Council must be mindful that there is no certainty over funding beyond 2024/25 and so any contracts entered into must be capable of termination at that point without any runoff costs.

**Risk Management:**

The programme described in the paper delivers on the grant conditions of the Sport England Place Partnership funding as administered by Greater Manchester Moving. Risks to the effective delivery of the plan are identified, managed and mitigated by the Tameside Active Alliance Executive which reports to the Health and Wellbeing Board.

**Background Information:**

The background papers relating to this report can be inspected by contacting Beth Wolfenden, Head of Public Health Programmes:



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## 1. INTRODUCTION

1.1 In the latest UK Chief Medical Officers' (CMO) physical activity guidelines<sup>1</sup> launched in September 2019, the CMO reiterated a clear message about physical activity:

“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.”

1.2 Regular physical activity provides a range of physical and mental health, and social benefits, many of which are increasing issues for individuals, communities and society. These include:

- Reducing the risk on many long-term conditions such as heart disease and dementia
- Helping manage existing conditions
- Ensuring good muscle and bone health
- Developing and maintaining physical and mental function and independence
- Helping maintain a healthy weight
- Reducing inequalities for people with long-term conditions

1.3 In addition to supporting good physical and mental health and functioning, regular activity also contributes to a range of wider social, environmental and economic benefits. These include:

- Reducing road congestion and air pollution through increased active travel
- Improving community links, levels of cohesion and social capital
- Increased productivity in the workplace
- Improved learning and attainment
- Development of social skills
- Cost savings to the health and social care system

1.4 Sport England are the national body responsible for getting more people active across England and provide investment for local areas to support people to be physically active. In 2019, 12 areas across the country were selected to be 'Local Delivery Pilot' sites with a total of £100m invested over 5 years to test new ways of working to enable long-term behaviour change across the population. Greater Manchester (GM), via GM Moving was selected as one of these sites and in 2023 the Local Delivery Pilot was rebranded as 'Place Partners' signifying the shift from testing to full integration of the new way of working as a system.

1.5 GM's original grant allocation was £10m. £0.767m was allocated to Tameside and Glossop with the Council receiving £0.351m over the five-year period and the rest allocated to Action Together and Active Tameside as Local Delivery Partners. There have been several key partnerships developed during this period and achievements as a result include:

- A partnership between TMBC Public Health, Children's Services, and Manchester Bike Kitchen (MBK) that enabled provision of around 100 reconditioned bikes at affordable prices via several pop-up sales.
- The creation of a walking trail on Sunny Bank Vale, in partnership with TMBC Public Health and Engineers, Greenside Primary School, Friends of Sunny Bank Vale, Manchester and District Orienteering Group, Greenside Children's Centre and Health Visiting Team and Action Together.
- Worked with approximately 15 local small and medium enterprise businesses to support active workplaces including, active travel, and promoting positive policies and practices for staff wellbeing.
- Partnership work between TMBC Public Health, Tameside General Hospital, Cycling UK, Tameside Women's Community Cycling Club and Big Local to offer women's cycling sessions around Chadwick Dam, offered to female hospital staff and female residents of Ridge Hill

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<sup>1</sup> [Physical activity guidelines: UK Chief Medical Officers' report - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/820207/physical-activity-guidelines-uk-chief-medical-officers-report-2019.pdf)

- A partnership between TMBC Public Health, Policy, Big Local, Fit for Life CIC, Cycling UK and Suez Recycling to test a Cycling Without Age virtual cycling initiative in sheltered accommodation, leading to a successful bid for a Trishaw through Fit for Life CIC for more 'real life' cycling for older people.

A comprehensive list of achievements can be seen in appendix 1.

- 1.6 In November 2023, Sport England announced that there will be a further £250m investment over the next 5 years to expand the place partner work across England<sup>2</sup>. This funding includes:
- Commitment to continue to work with the 12 existing place partners with £335m allocated to strengthen and deepened the work already started.
  - £190m focussed on an additional 80-100 places which have greatest need.
  - £25m to create a universal offer of key tools and resources, ensuring every area in England can access support.

## 2. BACKGROUND

- 2.1 Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4b annually (£0.9b to the NHS alone). The current cost of physical inactivity in Tameside is around £21.5m per year.
- 2.2 Tameside currently has the fourth highest rate of physical inactivity in adults in the North West and the 18<sup>th</sup> highest in England. 31% or 57,000 of adults in Tameside are inactive and 43,000 of those do nothing at all. Of the remaining 14,000 adults 3,000 are not active enough and 11,000 are not active to optimum intensity as per UK CMOs guidelines<sup>3</sup>. Over half of our children (58%) are not active enough.
- 2.3 The prevalence of physical inactivity in Tameside is higher in some groups in the population: These include our:
- Older people aged 55-74
  - Least affluent communities
  - People not in work/in the workforce.
  - South Asian communities
  - Adults with a limiting illness or disability.
- 2.4 The GM Place Partnership has a city region approach to improving physical activity rates. There are nine key principles that underpin this work:
- Must be an identifiable need: supported with evidence, targeting the physically inactive and aligning to one or more of the target audiences.
  - Builds on individual and community assets to add value to what is already going on.
  - A plan for engaging with the key audiences and a commitment to co-design with public services and VCSE engaged.
  - Must follow a whole system approach.
  - Should demonstrate how it addresses social and health inequalities as a cross cutting theme.
  - Embrace innovation and calculated risk in the interest of doing things differently.
  - Is part of a coherent plan for physical activity in the locality with a whole place approach and focus on growth and sustainability.
  - Committed to the GM and National Community of Learning approach.
  - Distributed Leadership where everyone is a leader.

<sup>2</sup> [Place Partnerships expanded to help those in greatest need | Sport England](#)

<sup>3</sup> [Physical activity guidelines - GOV.UK \(www.gov.uk\)](#)

- 2.5 The Tameside Active Alliance is a collaboration of stakeholders and local representatives. Its primary role is to provide strategic leadership to deliver our ambition to improve the health and wellbeing of those who live, work, volunteer in or visit Tameside through increased physical activity. The Partnership aims to support everyone who lives, works or in in education in Tameside to be physically active by enabling safe, clean and accessible neighbourhoods and use physical activity to reduce health inequalities and build social connections for mental and physical health and wellbeing in our communities.
- 2.6 The developing Tameside Healthy Places strategic framework describes the vision for a whole system approach to improving health and wellbeing in Tameside. Physical activity is a key workstream within this approach, alongside tobacco, food and healthy weight. Regular reports to the Tameside Health and Wellbeing Board on the progress against the physical activity framework as part of the wider Healthy Places strategic framework will be scheduled to ensure robust governance and oversight of delivery of the plan.

### **3. REFRESH OF THE TAMESIDE PHYSICAL ACTIVITY FRAMEWORK**

- 3.1 Tameside's physical activity framework is informed by national<sup>4,5</sup> and GM strategies<sup>6</sup> and sets out a systems and place based approach for increasing physical activity levels. The delivery of the framework will be supported by a partnership action plan which is currently in development.
- 3.2 The seven guiding principles of the physical activity framework are:
- Develop strong system leadership across the partnership for physical activity in Tameside.
  - Commit to a long-term whole system approach to enable communities to be more physically active.
  - Advocate for a physical activity-promoting environment.
  - Build a social movement for physical activity through meaningful community engagement using strength based and person centre conversations.
  - Ensure a focus on accessibility, inequalities, and inclusion across all work.
  - Take a life course approach.
  - Build in robust monitoring, evaluation and learning mechanisms, deliver evidence-based activity, be led by local data and strive for innovation and excellence.
- 3.3 Strategic oversight of the physical activity framework will be provided by the Tameside Active Alliance Executive. Regular reports on progress will be provided to the Healthy Places Strategic Framework group which is a subgroup of the Health and Wellbeing Board.
- 3.4 Engagement on the physical activity framework and action plan has taken place with Health and Wellbeing Board Members on 16<sup>th</sup> November 2023 and wider physical activity stakeholders 20<sup>th</sup> November 2023. The reports from these sessions can be seen in appendix 2 and 3 respectively. Further engagement is planned between January and April 2024 with wider voluntary, community and faith sector partners and the public.

### **4. SPORT ENGLAND PLACE PARTNERSHIP AND EXPANSION FUNDING**

- 4.1 In November 2023, Sport England announced a further £250m investment in increasing physical activity levels at a place level. GM Moving will be coordinating the Place Partnership application for further investment to cover 2025-2028 with a total of £35m over three years

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<sup>4</sup> [Get Active: a strategy for the future of sport and physical activity - GOV.UK \(www.gov.uk\)](https://www.gov.uk/get-active)

<sup>5</sup> [Uniting the Movement | Sport England](https://www.sportengland.org/uniting-the-movement)

<sup>6</sup> [Our strategy | Greater Manchester Moving \(gmmoving.co.uk\)](https://www.gmmoving.co.uk/our-strategy)

being made available for the 12 existing Place Partnership to bid into. Further information on the process for this is expected imminently.

4.2 Tameside’s approach to the Place Partner programme since 2019 has been to develop community capacity across the borough by investing in community organisations working directly with residents. This approach promotes and supports long term, sustained increased physical activity levels within our most inactive communities.

4.3 To bridge the time and funding gap until 1<sup>st</sup> April 2025, further funding has been secured from Sport England to continue the locality work in Tameside. Tameside’s allocation for 2024/25 is £0.216m and will be allocated directly from GM Moving to each of the three Place Partner partnership organisations in Tameside which are:

- Tameside Metropolitan Borough Council - £0.030m
- Active Tameside - £0.066m
- Action Together - £0.120m

A breakdown of planned activity can be seen in table 1 in section 5.

4.4 The oversight and management of the Place Partner programme will be provided through a named lead from each of the delivery organisations with regular reports to be received by the Executive group of the Tameside Active Alliance, which is Chaired by the Director of Public Health. A report will be produced annually and presented to the Health and Wellbeing Board in March 2025.

4.5 To support effective delivery the Place Partner programme, Tameside Place Partner leads engage in regular forums supported by GM Moving including Place Partner Forums and Communities of Practice. Evaluation support is provided by GM Moving and their academic partners and regular reports are provided for Sport England via GM Moving on behalf of GM local authorities.

## 5. SUMMARY OF PLACE PARTNERSHIP ACTIVITY FOR 2024-2025

5.1 Table 1 below is an overview of the Tameside Place Partnership delivery for 2024-2025.

<b>Tameside Place Partnership Delivery 2024/25</b>		
<i>Provision</i>	<i>Amount</i>	<i>Delivery Partner</i>
Initiate the development of a borough-wide marketing campaign and webpage for maximum impact along with designated TMBC active travel/active workplaces webpages based on feedback that it is required across both the community and businesses.	£0.015m	TMBC
Development of physical activity sessions that engage care leavers or those that are not in education, employment, or training (NEET) to overcome barriers to moving more.	£0.005m	TMBC
Further development of Live Active programme to support people with risk factors for long-term conditions, to increase their physical activity levels and reduce their risk of developing disease.	£0.066m	Active Tameside
Continuation of community funding for community groups to access to create activities which enable people to engage in activities to move more. Providing Community Development support to local groups to help them to do this and ensure sustainability of the groups for the future and this is supported by a development worker 3 days per week.	£0.120m	Action Together

Project funding budget for Public Health to develop initiatives that reduce barriers to physical activity, enabling people to move more, more often.	£0.005m	TMBC
Project funding budget for Public Health to develop initiatives aimed at older adults that complement the Ageing in Place work in Tameside	£0.005m	TMBC
<b>Total</b>	<b>£0.216m</b>	

## 6. RECOMMENDATIONS

6.1 As set out at the front of the report.