

DUDLEY HEALTH AND WELLBEING BOARD

Agenda Item no. 8(e)

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| DATE | 14 th March 2024 |
| TITLE OF REPORT | Sport England Place Based Investment |
| Organisation and Author | Dudley MBC Public Health Balraj Johal |
| Purpose | Inform the Board of the funding opportunity and to seek input into the development of Dudley's bid. |
| Background | <p>In recent years Sport England have placed a strong emphasis on 'Place Based' & 'System' approaches to tackle physical inactivity. Over the next 5 years £190 million will be invested by Sport England to expand their place-based partnerships into 80-100 additional places via the network of people in their existing Local Delivery Pilots and Active Partnerships.</p> <p>It is a fundamentally new approach to investment. One that is based on data, local intelligence of places, readiness and avoiding competition between partners. Delivery to take place over 4-5 years.</p> <p>To filter down the 80-100 places Sport England are prioritising those places where the need is greatest and the leadership and conditions are in place to progress work at pace. They are doing this through a phased approach with 3 tranches. All the Black Country LA areas have been approved as priority places as part of tranche 1.</p> |
| Key Points | There will be a 6-month period where plans can be developed. It is important at this stage to not start the conversation with the amount of money but to outline the commitment, readiness and priorities that can inform the investment ask. |

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| | <p>The emphasis on Sport England is to see places adopt a coproduction approach, piloting interventions that have been developed with systems partners and communities, before scaling up to wider delivery. This is a major shift in approach for the funder who have previously had a transactional approach to investment, leading with pre determined solutions.</p> |
| Emerging issues for discussion | <p>To discuss priority areas for the bid. Initially three areas that have been identified are;</p> <ul style="list-style-type: none"> • Transport / active travel • Children and Young People • Embedding activity into adult social care |
| Key asks of the Board/wider system | <p>The ask of the Board is consider how best they would like to input into the Dudley bid to help ensure it progresses as a truly system wide programme of work.</p> |
| Contribution to H&WBB key goals: <ul style="list-style-type: none"> • Improving school readiness • Reducing circulatory disease deaths • More women screened for breast cancer | <p>Through increasing levels of physical activity levels the main contribution to H&WBB goals would be through reducing circulatory disease deaths.</p> |
| Contribution to Dudley Vision 2030 | <ul style="list-style-type: none"> • More people walk and cycle for work, studying and leisure • Improved health outcomes and higher wellbeing • Connected, empowered people making things happen in their communities |

Contact officer details

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