

OFFICER DECISION RECORD 1 FORM

This form should be used to record Officer Decisions in Excess of £100k (but below the key decision threshold), or where required by Financial, Contract or other Procedure Rules or following formal delegation from Cabinet or a Cabinet Member or a Council Committee.

Decision Reference No: 2018/17/PH/SportEng

BOX 1

DIRECTORATE: Public Health

DATE: 20/11/18

Contact Name: Jodie Bridger

Tel. No.: 01302 736631

Subject Matter: Sport England Local Delivery Pilot - Physical Activity Community Insight

BOX 2**DECISION TAKEN**

To release £119,000 from the Sport England Local Delivery Pilot (LDP) fund; commissioning Sheffield Hallam University to work with our communities, understand people's everyday experiences and understand the factors that influence physical activity behaviour. This work will take part across three phases; 1) surveys, 2) insight and 3) coproduction/co-design.

BOX 3**REASON FOR THE DECISION****Background**

Doncaster has been working resolutely on addressing physical inactivity. Our compelling vision for change has been recognised by Sport England and we have been awarded with Local Delivery Pilot (LDP) status, following a competitive, 12 month application process.

This is a bold new approach for Sport England to build healthier, more active communities across England. Around £100 million of National Lottery funding will be invested across the projects in the 12 pilot scheme areas over four years, to create innovative solutions that make it easier for people in these communities to access sport and physical activity. For more on the LDP please see [Sport England's website](#).

The LDP work forms an important strand of the implementation of the Get Doncaster Moving strategy, and will test and explore what it takes to secure population scale change in physical activity behaviour.

We want our LDP to play its part in tackling inequalities by addressing inactivity in those communities who do not demonstrate patterns of regular participation. Therefore we'll focus on people on low incomes and children & families.

The approach for the LDP was approved by cabinet on the 23-1-18 through the Physical Activity and Sport Strategy & Sport England Local Delivery Pilot paper.

So far, Doncaster has received a development award of £369,000 from Sport England, which has been allocated for the following:

- Physical activity community insight
- Recruitment of staff capacity to deliver the outcomes of the LDP
- Mapping the Whole Physical Activity System
- Evaluation of the process since the Sport England site visits in September 2017

As already mentioned, the focus of this ODR is the physical activity community insight

Physical activity community insight

Over the past 18 months we have used a number of data sets (England's Active People Survey Small Area Estimates, Experian MOSAIC and local facility usage data) to gather an understanding of our audience and communities. This work has highlighted that there are geographical gaps in our physical activity infrastructure and that the interventions we have in place, such as our leisure centres and our parks, are not being used by all parts of the community.

It is essential that, in order to stimulate widespread behaviour change, we find out 'what works for whom in what circumstances'. This gap in understanding was highlighted in a recent report commissioned by DMBC and Yorkshire Sport Foundation and is embedded in our Physical Activity and Sport Strategy. The use of in-depth insight research would provide the opportunity to significantly bolster our work and provide a clear steer for service design and embedding into our core physical activity offer. It will help to ensure that there is representation of the specific local demographic characteristics of the Borough and groups with protected characteristics are adequately represented in the research.

The insight work will take place in three stages:

Stage 1 - Surveys with over 1,000 households in 7 communities, Check accuracy of desk-based data collection and start to understand local priorities, motivations, behaviours and aspirations.

Stage 2 - Recruiting and training over 20 community explorers from our communities, who will engage with residents through face-to-face conversations, focus groups and events; ensuring that all views of the local community are represented.

Stage 3 – Workshops and events with communities to design interventions, services and opportunities.

Approval of this ODR will allow release of the funding for Sheffield Hallam University (and their research partner, Qa Research Limited) to carry out the three stages described above.

BOX 4

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

Option 1 – to not deliver the community insight work

If the insight work does not take place with our communities, there is a high risk that the Local

Delivery Pilot will not achieve the aims described above (Box 3), because it does not tackle the issues identified by our resident and communities. It will also jeopardise our relationship with Sport England, as it will break an original funding agreement with Sport England.

Option 2 – to use a different provider to deliver the community insight work

The insight work was commissioned via the crown procurement process, and there were two providers who met and scored highly on the essential criteria. Sheffield Hallam University were awarded the tender because they were able to provide the most appropriate services to meet the requirements of the Local Delivery Pilot, at the best value for money.

BOX 5

LEGAL IMPLICATIONS

Section 1 of the Localism Act 2011 provides the Council with a general power of competence, allowing the Council to do anything that individuals generally may do.

Section 111 of the Local Government Act 1972 gives the Council the power to purchase goods and services.

It is understood that this contract was tendered in compliance with the Public Contract regulations 2015 and is consistent with the Council's Contract Procedure Rules.

Legal Services should be consulted at the earliest opportunity to help finalise the contract and ensure that any obligations within the terms and conditions of grant from Sport England and in particular clawback provisions are transferred down to the provider.

Name: Paula Coleman Signature: By e-mail Date: 29th November 2018

Signature of Assistant Director of Legal and Democratic Services (or representative)

BOX 6

FINANCIAL IMPLICATIONS:

The Physical Activity and Sport Strategy and Sport England's Local Delivery Pilot was approved at cabinet on 23/01/18, this report also approved the entry into a series of funding agreements with Sport England throughout the 4 year term of the Local delivery Pilot. The initial development budget awarded to DMBC from Sport England is £369,868 across 3 years with the profiled spend per the table below.

Year 1	Year 2	Year 3
£278,552	£45,206	£46,110

The cost of the Insight work identified in this report is included in Year 1 profiled spend and is therefore affordable from with this grant from Sport England.

Name: Helen Rowlands Signature: H Rowlands Date: 27/11/18

Signature of Chief Financial Officer and Assistant Director of Finance (or representative)

BOX 7

OTHER RELEVANT IMPLICATIONS

N/A

Name: _____ **Signature:** _____ **Date:** _____

Signature of Assistant Director (or representative)

ANY IMPLICATIONS SENT TO DEPARTMENTS SHOULD GENERALLY BE SUBMITTED AT LEAST 5 WORKING DAYS IN ADVANCE TO ENSURE THESE CAN BE GIVEN THE RELEVANT CONSIDERATION.

BOX 8

EQUALITY IMPLICATIONS: (To be completed by the author).

The community insight will support the delivery of the wider Get Doncaster Moving physical activity and sport strategy and the Sport England Local Delivery Pilot, which have both undertaken equality impact assessment and consultation.

The community insight will meet the outcomes set out in this strategy and associated documents providing greater opportunities for all our communities to take part; specifically those who are under-represented.

BOX 9

RISK IMPLICATIONS: (To be completed by the author)

If the insight does not take place, there is a high risk that the outcomes of the Sport England investment will not be met, causing damage to the reputation of DMBC with a national partner. There is also a high risk that communities will not be involved in the decision making about what changes they want to see to improve their physical activity levels, therefore any implementation plans would not be appropriately informed and may not address the most relevant barriers to activity.

During delivery of the project, there is a risk to health and safety of both researchers and the public in the collection of doorstep surveys, however the researchers are experts in their field and have full policies and procedures in place to mitigate the risks.

There is a risk that the communities and residents will not engage with the researchers; however, communication has been circulated to DMBC Communications team, Head of Customer Service and Head of Communities in order to raise awareness of what research is being carried out, and why.

BOX 10

CONSULTATION

We have consulted with the communities team and the team delivering Well Doncaster – to ensure that this compliments ongoing community consultation work.

We have consulted with the communications team, to ensure the right channels of internal and external communications have been used.

Meetings are being held on a regular basis with the Portfolio holder.

**BOX 11
INFORMATION NOT FOR PUBLICATION**

None identified.

Name: _____ **Claire Hewitt** _____ **Signature** _____ **Date:** 7th December 2018

Signature of FOI Lead Officer for service area where ODR originates

**BOX 12
BACKGROUND PAPERS**

NO

**BOX 13
AUTHORISATION**

Name: Rupert Suckling **Signature:** _____ **Date:** 7th December 2018

Chief Executive/Director/Assistant Director of _____

Does this decision require authorisation by the Chief Financial Officer or other Officer

YES

If yes please authorise below:

Name: **Steve Mawson** **Signature:** _____ **Date:** 18/12/18

Chief Finance Officer & Assistant Director of Finance

Consultation with Relevant Member(s)

Name: _____ **Signature:** _____ **Date:** _____

Designation _____

(e.g. Mayor, Cabinet Member or Committee Chair/Vice-Chair)

Declaration of Interest NO

If YES please give details below:

PLEASE NOTE THIS FORM WILL BE PUBLISHED ON THE COUNCIL'S WEBSITE IN FULL UNLESS IT CONTAINS EXEMPT OR CONFIDENTIAL INFORMATION.

Once completed a PDF copy of this form and any relevant background papers should be forwarded to Governance Services at

Democratic.Services@doncaster.gov.uk who will arrange publication.

It is the responsibility of the decision taker to clearly identify any information that is confidential or exempt and should be redacted before publication.