

28 March 2022

Wards: Newington & Gipsyville,
Orchard Park & Marfleet

Active Through Football – Revenue Grant Funding

Report of the Director of Regeneration

This item is not exempt
Therefore exempt reasons are not applicable

This is a key decision. The matter is in the Forward Plan
0009/22

1. Purpose of the Report and Summary

- 1.1 To update Cabinet on the revenue grant funding bid submitted to the Football Foundation (FF) Active Through Football (ATF) programme.
- 1.2 To seek approval to award delegated authority to the Assistant Director of Economic Development & Regeneration to accept grant funding from the FF, should the bid be successful.
- 1.3 To seek approval to enter into a Service Level Agreement (SLA) with the Tigers Trust to deliver the ATF Programme.

2. Recommendations

- 2.1 That the Assistant Director of Economic Development & Regeneration is authorised to accept grant funding of £525,000 from the Football Foundation to deliver the Active Through Football 5-year revenue programme and, in consultation with the DLS&P, to enter into a funding agreement with the FF.
- 2.2 That the AD ED&R in consultation with the DLS&P is authorised to enter into a Service Level Agreement with the Hull Consortium's key partner, the Tigers Trust, to deliver the ATF programme.

3. Reasons for Recommendations

- 3.1 To establish that the Assistant Director of Economic Development & Regeneration is the authorised officer to accept grant funding from the FF to deliver the ATF Programme.

- 3.2 To ensure that the Authority has suitable terms and conditions to govern the arrangements with the Tigers Trust as its delivery agent for the ATF activity programme encapsulated in an SLA and that this is in line with the FF's approval.
4. Impact on other Executive Committees (including Area Committees)
- 4.1 By delivering in the agreed three place areas (Newington & Gipsyville, Marfleet and Orchard Park wards) the ATF programme aims to increase participation in football within the two target audiences of 16–19-year-olds and the diverse ethnic minority communities, which in turn will help to improve the health and wellbeing of the target audiences in the individual wards.
- 4.2 A briefing paper on the ATF programme will be presented to the Riverside, North & Park Area Committees.
5. Background
- 5.1 In September 2020, Hull was one of 50 Local Authorities invited to establish a Consortium to submit an Expression of Interest (EOI) to the Football Foundation for their Active Through Football programme. This is a 5-year revenue grant funded project to increase activity levels and create sustained behaviour change through football, for people aged 16 and over from lower socio-economic groups, using place-based approaches.
- 5.2 The Active Through Football Programme aligns very closely with the Authority's public health objectives to improve health outcomes and reduce health inequalities. It will also support the delivery of the Authority's multi-agency physical activity strategy: 'Towards an Active Hull' which aims to increase physical activity levels of the most inactive residents of Hull. It also has strong links with the Authority's Health & Wellbeing Strategy, Cultural Strategy and both Open Spaces and Playing Pitch Strategy. This programme can see football play a part in tackling some of those inequalities through working with the people who are most in need.
- 5.3 The Hull Consortium was established in October 2020 and members include:-
- Hull City Council – Regeneration Directorate – voted the Lead Organisation;
 - Hull City Council – Public Health;
 - Hull City Council – Youth Services;
 - Hull Culture & Leisure Ltd.
 - Tigers Sport & Education Trust;
 - University of Hull;
 - Active Humber;

- East Riding County Football Association;
 - Humber All Nations Alliance;
 - Street Games Sports Charity;
- 5.4 There are a number of strategies, policies, and inclusive in sport work streams that are currently being delivered or involve Consortium partners. Therefore, the Consortium were ideally placed to shape the ATF programme to work alongside the other delivery workstreams (such as Child Dynamix Youth Sports Programme, Hull University's Football Unites, Tigers Trust KICKs programme, Street Games Peel Street Project, Hull Sports Turn Up & Play and Rackets Cubed etc), filling in identified gaps and/or linking up. The ATF programme is a key enabler to deliver the Public Health outcomes framework and Towards an Active Hull strategy.
- 5.5 The EOI was submitted in November 2020 and a positive decision to progress to the next stage of a full bid submission was confirmed in December 2020.
- 5.6 The full submission had to develop an activity programme based around a place(s) and a target audience(s) where football could engage local communities in lower socio-economic groups which are deemed to have been left behind.
- 5.7 Through collaboration with the various stakeholders using their local insight and available data, the Consortium agreed the two defined target audiences for this programme – 16–19-year olds and the diverse ethnic minorities community. The data was sought from the following sources:
- Public Health England Health Profile for Hull;
 - Hull Joint Needs Assessment;
 - Sport England Active Lives;
 - Active Humber data insight packs;
 - Hull Data Observatory;
 - Sport England Active Lives Survey data.
- 5.8 The three place areas chosen by the Consortium to increase activity through football with the 16–19-year-old target audience group were Newington & Gipsyville, Marfleet and Orchard Park wards. Although this group is spread throughout the City, during the COVID pandemic these three wards suffered from the highest prevalence of issues and are priority wards for Community Safety Partners. In addition, these wards are amongst the most deprived wards in the City (see Appendix 1). In both male and female, the 16-19 age bracket is significantly less active than their peers, hence becoming a target audience of this programme.

- 5.9 For the diverse ethnic minority communities, the Newington & Gipsyville ward was the chosen place area to target the programme. Demographically the diverse ethnic minority communities are not evenly dispersed throughout the city, however, there are noticeable pockets with high diverse ethnic minority population densities and the ward was chosen simply as the one with the highest density. Nationally, we know those from diverse ethnic minority communities are less likely to be active and the data used show that black and Asian people are less active and have become more so since the COVID pandemic. Anecdotally the pattern locally mirrors nationally.
- 5.10 Although the initial target audiences have been agreed by the Consortium and the funders, through the learning and success of the programme, there may be opportunities over the latter years of the programme to review the target audiences and the place areas. This would be in collaboration and in agreement with the Football Foundation and Sports England.
- 5.11 Once the place and target audiences were established, the Consortium parties began community engagement sessions during February-March 2021, which was challenging due to the COVID-19 restrictions in place during this time. However, the engagement that was undertaken demonstrated a real need in these areas and a delivery and financial plan was developed based around the results of the community engagement.
- 5.12 The full bid submission was submitted by the Consortium in May 2021.
- 5.13 In August 2021, the FF acknowledged that although Hull's bid submission had a very strong Consortium and some strong elements, a final decision could not be made at that time and they gave the Consortium an opportunity to provide additional information, undertake further community engagement and revisit the financial plan. Therefore, they invited the Consortium to work with them to amend the application to reflect a maximum grant request of £525,000.
- 5.14 During September – December 2021, the Consortium worked closely with their stakeholders to develop and undertake a more focused piece of engagement activity to define the original activity delivery plan, with particular emphasis on engaging the diverse ethnic minorities community in the three place areas.
- 5.15 The Delivery Plan was reviewed in line with the feedback received and finalised (see Appendix 2). The plan includes such activities as community engagement, informal turn up and play sessions, walking football, Futsal sessions and Tournaments. Separate sessions for male and females, especially from the diverse ethnic minority

communities, will be made available to ensure sessions are fully inclusive to the target audiences.

- 5.16 The revised finance and delivery plan was submitted for review by the FF early January 2022, who acknowledged the excellent work that had been undertaken. The finalised documents were formally submitted on 12th January 2022.
- 5.17 The Consortium anticipate hearing the outcome of the bid during March 2022. If the bid is successful, the Council will receive a maximum of £525,000 over a 5-year period to deliver the Active Through Football Programme within the three defined place areas.

6. Issues for Consideration

- 6.1 The Council, as lead organisation of the Consortium, will be the accountable body for the ATF grant. The project will be overseen by a Project Board with Consortium representatives as members and the Football Foundation and Sport England having observer status. A draft Terms of Reference has already been established which formed part of the original bid, which will be reviewed and finalised should there be a successful outcome to the bid.
- 6.2 If the bid is successful, the revenue funding will be available from April 2022 for five years and will follow a claim process via the FF every six months. The first six months payment will be due in April once the Council have met the pre-claim conditions. The rest of the draw down of grant will be every six months thereafter, following a Performance Review with the FF. The Authority will need to enter into a funding agreement which will be required to be accepted by the Assistant Director of Economic Development and Regeneration on receipt.
- 6.3 The Authority, as the accountable body, will provide the project management of the programme and a dedicated Project Officer will be based within the Council and sit within the Regeneration Directorate. The Project Officer will be responsible for establishing effective project monitoring and management systems, sound financial management systems for the management and transfer of project funds, regular Board progress reports based on agreed milestones and submitting of claims to the Football Foundation and/or any other funding bodies on behalf of the Hull ATF Consortium as required. This post is wholly funded by the ATF revenue grant funding for the 5 year programme.

6.4 During the development process, Consortium members identified a key consortium member, the Tigers Trust, as having the experience of delivering a range of activities across the City with a range of partner organisations. The Trust has a proven track record of delivering and coordinating the delivery of a range of inclusive football related activities with partners and holds the unique position of the charity attached to Hull City FC. The 'power of the badge' proves to be powerful in engaging with many groups and individuals. The Consortium, in conjunction with the FF, has agreed for the Trust to work in collaboration with the Council's Project Officer to facilitate the delivery of the key objectives and activities of the programme, maximising the value added from the benefits of existing activity. Although the Authority will remain solely responsible for the grant and complying with the funding agreement terms, the Authority will also need to enter into a separate agreement (SLA) with the Tigers Trust to deliver the programme of work.

7. Options and Risk Assessment

7.1 **Option 1 – Do Nothing**

As the Authority established the Hull Consortium and became the lead organisation in driving forward a bid for the funding, not accepting the Football Foundation grant funding for the delivery of the Active Through Football programme, would cause a significant reputational risk to the Authority.

It would also result in the loss of opportunity this programme will bring to increase physical activity levels which is most needed in Hull, in areas of the city with lower socio-economic groups and that has many health inequalities affecting different groups which will also play a part in tackling some of those inequalities through working with the people who are most in need.

7.2 **Option 2 – Accept the Football Foundation Grant for the delivery of the Active Through Football Programme and enlist the Tigers Trust as the Authority's Delivery Agents**

By accepting the revenue grant funding from the Football Foundation (£525,000 maximum) should the bid be successful for the delivery of the Active Through Football Programme, will not only bring employment opportunities for the residents of the City, but also help to increase physical activity and tackle inequalities within the identified place areas and target audiences.

With the agreement of the Hull Consortium members and the Football Foundation, it is recommended the Authority enlist the Tigers Trust as their delivery agents for the ATF activity programme via an SLA.

8. Consultation

- 8.1 Hull Consortium members, as listed above in 5.3, have worked collaboratively on the bid submission and have consulted with their appropriate stakeholders throughout the process. Consortium members and their stakeholders will play a key part in the development of the programme to ensure it meets the Football Foundations objectives.
- 8.2 Two in-depth consultation / engagement exercises have been undertaken with the identified target audiences – 16–19-year-olds and the diverse ethnic minorities community – within the three agreed place areas. Their feedback has aided the Consortium to develop and refine their first year's delivery plan. Continuous consultation and engagement will form a key part of the ATF programme and will remain at the heart of the project throughout the five-year term.
- 8.3 A briefing paper on the ATF programme will be presented to the Riverside, North & Park Area Committees.

9. Comments of the Monitoring Officer (Director of Legal Services and Partnerships)

- 9.1 The Council may fund and deliver activity and sport programmes, including football, under S. 19 Local Government (Miscellaneous Provisions) Act 1976. However, funding support can be given to non-professional sports organisations only, therefore the Director must be satisfied that the Tigers Trust is a charitable non-profit body prior to entering into an SLA and that such an arrangement is consistent with UK Subsidy Rules. The SLA will effectively be a form of contract requiring services to be provided to a defined standard. It is therefore to be regarded as a procurement of services and thus subject to Contract Procedure Rules or potentially the EU regime, dependent on the level of funding to be committed under an SLA. Due to the nature of the services, the light touch regime will apply if the Public Contracts Regulations 2015 are applicable, providing flexibility for the Council to make a direct award, subject to it being satisfied as accountable body that to do so is best value. However, a dispensation from CPRs will need to be recorded with supporting rationale. The funding agreement with the Football Foundation is expected to contain terms and conditions which will include transfer of risk to the Authority, including clawback in the unlikely event of breach. Such funding terms are typically non-negotiable, therefore any consequential risk needs to be understood and mitigated as far as possible prior to acceptance. [CA]

10. Comments of the Section 151 Officer (Director of Finance and Transformation)

10.1 The contents of the report and the intention of the Council becoming the accountable body, are noted. Robust monitoring arrangements will be important to ensure adherence to the grant conditions and to manage potential financial risk. (WL)

11. Comments of Assistant Director of HR & OD and compliance with the Equality Duty

11.1 I am content that the report has highlighted the need to have regard to the Equalities legislation and that this proposal will address some inequalities for our residents. There are no Human Resources issues arising from this decision. KH

12. Comments of Overview and Scrutiny

12.1 The Forward Plan entry relating to this decision was considered by the Overview and Scrutiny Management Committee at its meeting of 7 February 2022. The Committee agreed that: 1) any future decisions related to the funding will be scrutinised by the Overview and Scrutiny Management Committee; 2) any future allocation should be based on Wards rather than post-codes; and, 3) feedback to the next OSMC meeting will detail how the post-codes included in the bid were identified as being those that would best benefit from investment in community football, what specific Wards in those post-codes would benefit, and whether the bids were aligned with existing football initiatives to deliver joined up projects. (Ref. Sc6693 (FH))

13. Comments of Councillor Bridges, Deputy Leader

13.1 The Active Through Football project will achieve many tangible outcomes, not least in terms of increased health and wellbeing for participants and developing local community resources. ATF provides an exciting opportunity to reach out to communities who have been under represented in grassroots sport, and in areas where there is less local provision to develop football skills and play. The project will meet the strategic aims of the recently published Joint Health and Wellbeing Strategy, and be a demonstration of the work overseen by the Active Hull Partnership towards Active Sport, Recreation and Volunteering. This work will be done in partnership with the voluntary and community sector who can help the reach into local communities. I fully support the aims and objectives of this project and look forward to seeing how it develops and builds further opportunities to link in with grassroots sports and local communities.

Mark Jones, Corporate Director of Regeneration

Contact Officer: Carmen Taylor or Alex Codd

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Officer Interests: None

Background Documents: None applicable

Implications Matrix

This section must be completed and you must ensure that you have fully considered all potential implications

This matrix provides a simple check list for the things you need to have considered within your report

If there are no implications please state

I have informed and sought advice from HR, Legal, Finance, Overview and Scrutiny and the Climate Change Advisor and any other key stakeholders i.e. Portfolio Holder, relevant Ward Members etc prior to submitting this report for official comments	Yes
I have considered whether this report requests a decision that is outside the Budget and Policy Framework approved by Council	Yes
Value for money considerations have been accounted for within the report	Yes
The report is approved by the relevant Assistant Director	Yes
I have included any procurement/commercial issues/implications within the report	Yes
I have considered the potential media interest in this report and liaised with the Media Team to ensure that they are briefed to respond to media interest.	Yes
I have included any equalities and diversity implications within the report and where necessary I have completed an Equalities Impact Assessment and the outcomes are included within the report	Yes
Any Health and Safety implications are included within the report	Yes
Any human rights implications are included within the report	Yes
I have included any community safety implications and paid regard to Section 17 of the Crime and Disorder Act within the report	Yes
I have liaised with the Climate Change Advisor and any environmental and climate change issues/sustainability implications are included within the report	Yes

I have included information about how this report contributes to the City Plan/ Area priorities within the report	Yes
I have considered the impact on air quality, carried out an appropriate assessment and included any resulting actions or opportunities necessary to improve air quality in the report.	Yes
I have considered the impact on Children Looked After and Care Leavers and any resulting actions/implications have been included within the report.	Yes