

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 30th 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 7th November 2023
 - Expansion of our investment into communities to ensure those with the greatest need are able to be physically active.

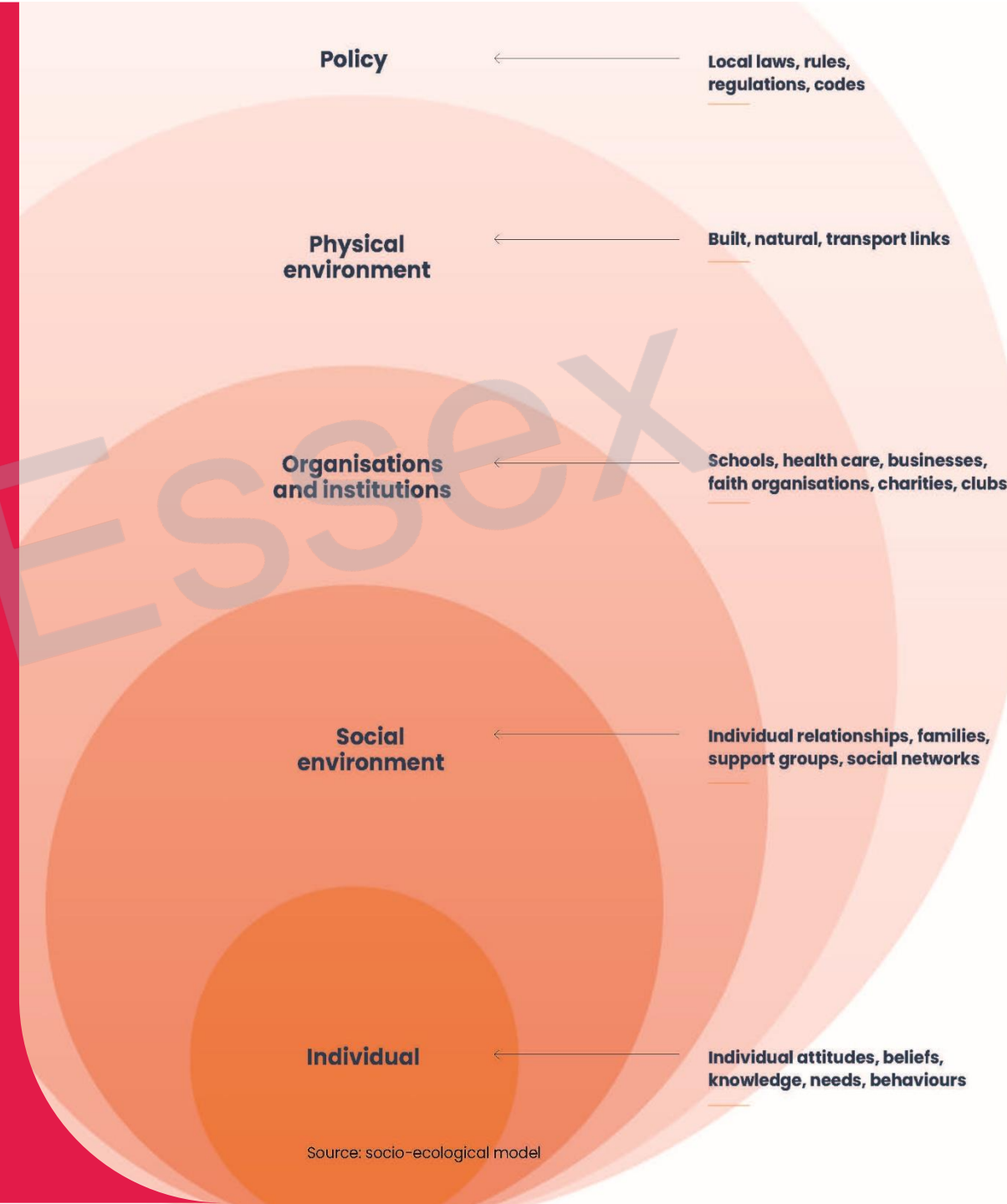
How does the investment breakdown?

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?**

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



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 |





Football Focused Excellence



Macey, Move With Us



An introduction from Active Essex

Harlow Wheelchair Athletics



We Are Warriors

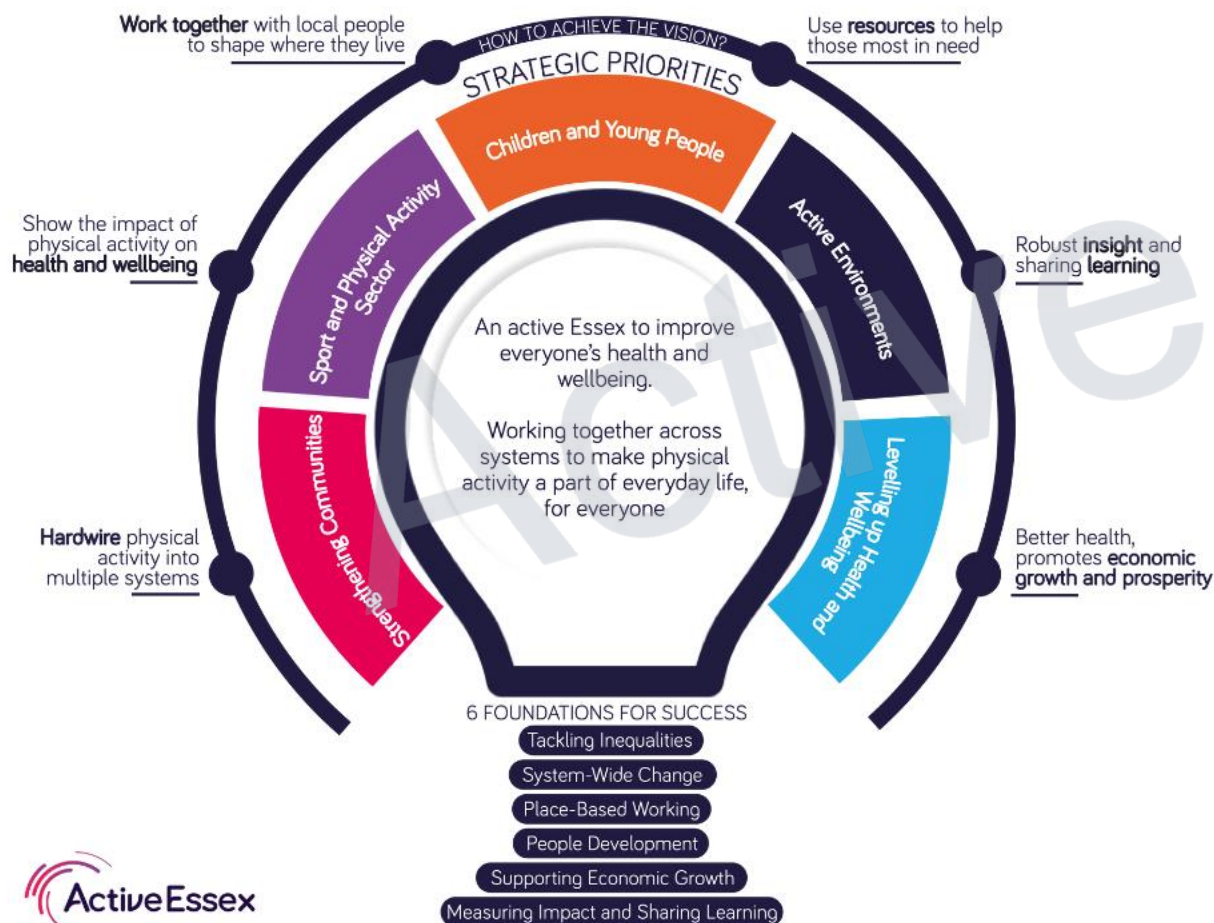


Harlow College

Strategy Synergy

All prioritising place-based working

FIT FOR THE FUTURE



EVERYONE'S ESSEX



Economy



Environment



Children & Families



Promoting health, care and wellbeing for all ages

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

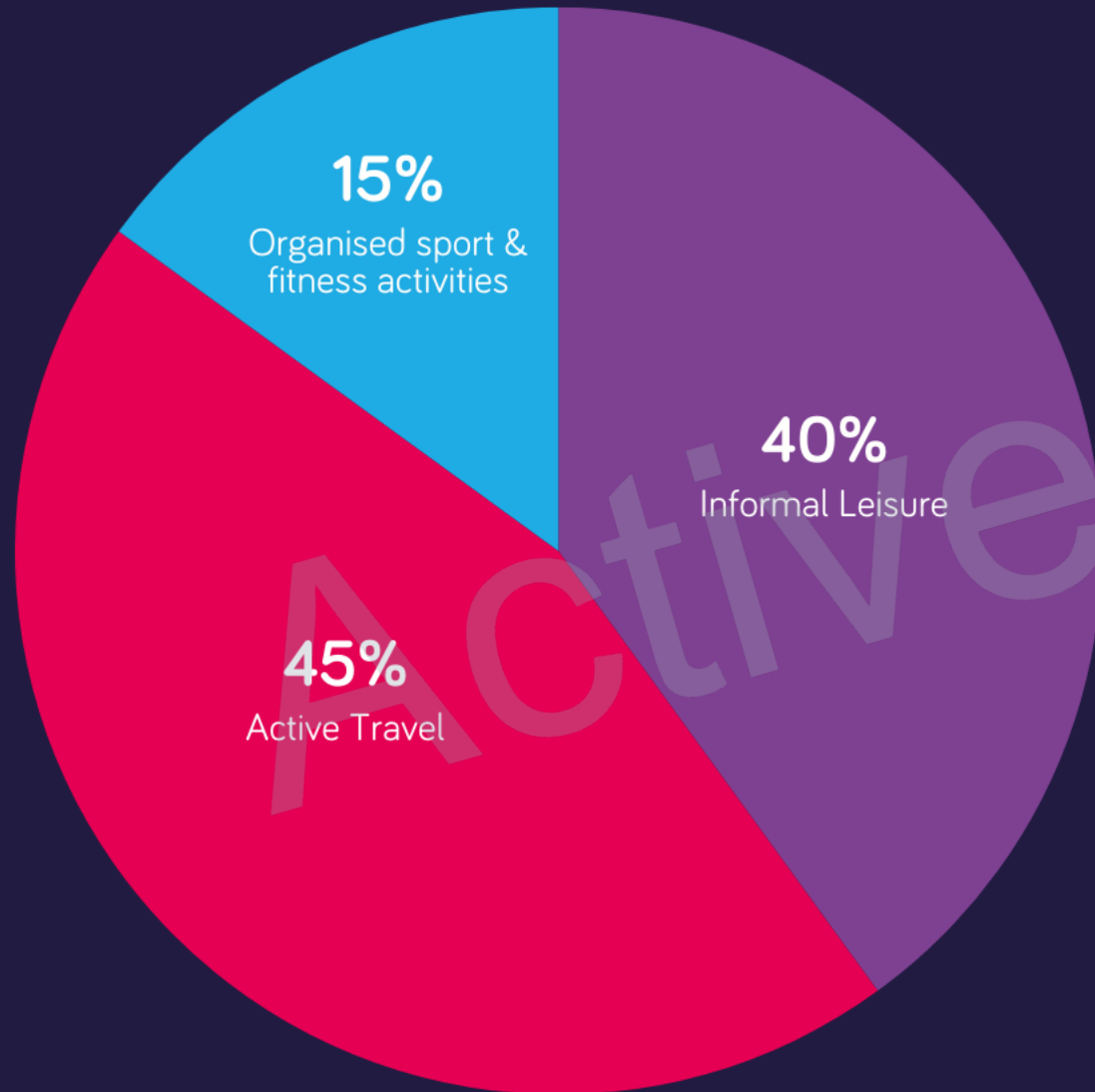


Making sport and physical activity more inclusive and welcoming for all, so that everyone can have confidence that there is a place for them in sport



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

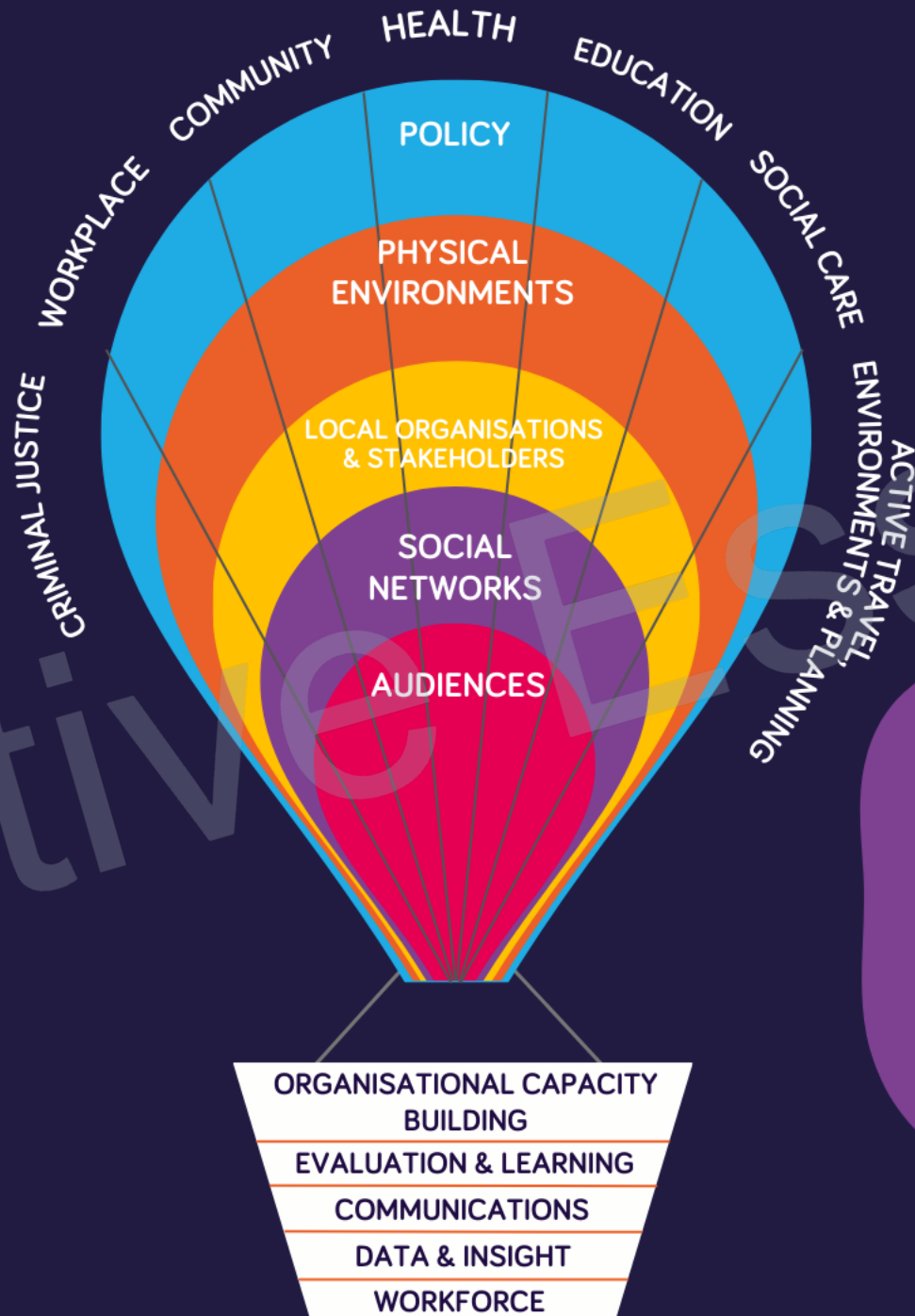
Place-based working

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.



Essex Residents survey (2023) identified that 23% of Essex residents are ‘active’ and do at least 150 minutes of at least moderate-intensity activity a week, this is lower than the latest national figures, though levels of ‘inactivity’ is also lower at 20%.

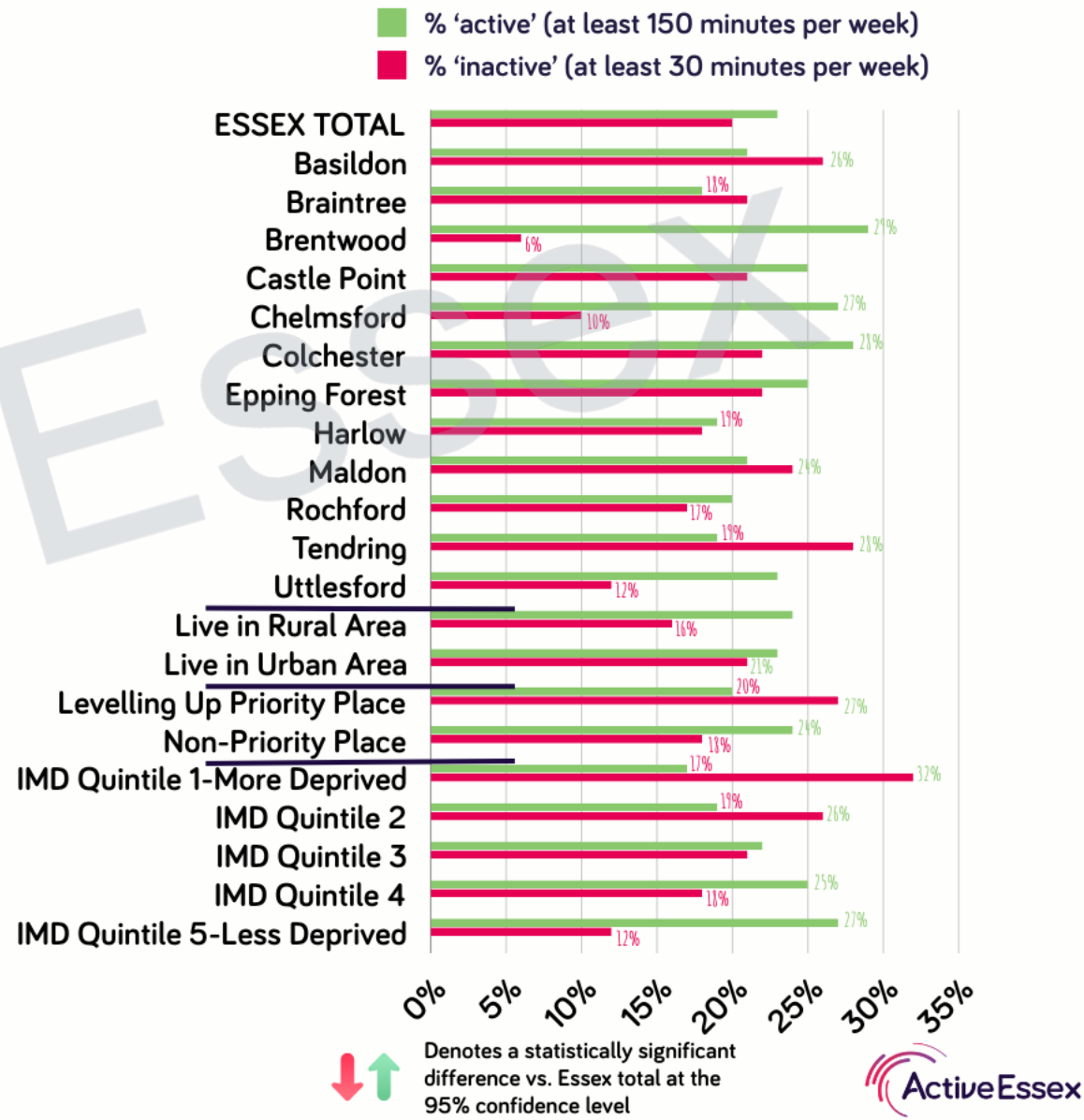
Data indicates 19% of Harlow residents are active.

Levels of physical activity a week (combined scores)

■ Inactive - less than 30 minutes ■ Fairly active - 30-150 minutes ■ Active - at least 150 minutes



Base: All residents (answering) excluding those answering 'prefer not to say': 2023 = 6,064.
Benchmark: Active Lives Survey November 2021 to November 2022 (198,911)



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

£ £63,553.44

total investment from LMF since 2022

CASE STUDIES



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



LMF LONDON MARATHON FOUNDATION
INSPIRING ACTIVITY

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

£ £45,110.57

total investment from AEF since 2018

CASE STUDIES



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



ActiveEssex
Foundation

Funding and Projects in Harlow

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

£ £35,143

total investment from TIF Funding

CASE STUDIES



Read about the TIF impact in Harlow, with the Harlow College case study [here](#).



SPORT ENGLAND
Tackling Inequalities Fund

38 Clubs funded across Harlow for the half term and holiday clubs

£ £581,362.00

total investment for HAF since 2022

CASE STUDIES



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



Essex ActivAte