

**Committee Name and Date of Committee Meeting**

Cabinet – 17 March 2025

**Report Title**

Moving Rotherham Partnership Delivery of Place Expansion Grant

**Is this a Key Decision and has it been included on the Forward Plan?**

Yes

**Strategic Director Approving Submission of the Report**

Ian Spicer, Strategic Director of Adult Care, Housing and Public Health

**Report Author(s)**

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**Ward(s) Affected**

Borough-Wide

**Report Summary**

This report provides an overview of proposed Sport England investment for Rotherham as part of the Place Expansion programme. It outlines key activities to be undertaken to expand opportunities for physical activity and develop the existing Moving Rotherham Partnership priorities.

**Recommendations**

That Cabinet:-

1. Approves spending of the Sport England Place Expansion grant in line with Sport England grant conditions and the development bid proposal outlined in this report.
2. Notes the ambitions of the Moving Rotherham Partnership beyond the Sport England grant.

**List of Appendices Included**

Appendix 1 Part A Initial Equality Screening Assessment  
Appendix 2 Equalities Full Assessment  
Appendix 3 Carbon Impact Assessment

**Background Papers**

[Health and Wellbeing Board, 6<sup>th</sup> March 2024. Item 12: Annual Update - Physical Activity/Moving Rotherham Board \(Pages 105 – 122 in report pack\).](#)

**Consideration by any other Council Committee, Scrutiny or Advisory Panel**

No

**Council Approval Required**

No

**Exempt from the Press and Public**

No

## Moving Rotherham Partnership Delivery of Place Expansion Grant

### 1. Background

- 1.1 There is growing recognition that increasing physical activity is essential for improving the overall health of the population. Regular movement can significantly reduce the risk and impact of long-term health conditions, enhance social engagement, and support positive mental health for people of all ages in Rotherham.
- 1.2 However, inactivity (doing less than 30 minutes of activity per week) is distributed unequally with higher rates of inactivity in areas of deprivation, across certain demographic groups and in those with long-term health conditions and disabilities.
- 1.3 Inactivity in Rotherham is greater than the national average, with almost 1 in 3 inactive adults. Improving physical activity levels across the population, with a particular focus on the least active, would reduce the health risks associated with prematurely developing long-term conditions and improve healthy life expectancy which contributes to wider economic benefits, such as a healthier workforce.
- 1.4 An increased focus on wider physical activity in Rotherham began with the Local Authority Healthy Weight Declaration which was signed in January 2020.
- 1.5 Yorkshire Sport Foundation (YSF) were then commissioned by the Chief Executive in July 2021 to undertake a strategic review of physical activity in Rotherham. A broad range of stakeholders were engaged in this process to understand the local system, what was working well and what the challenges were. This culminated in a final Big Active Conversation workshop in January 2023 to develop an action plan.
- 1.6 This plan is being delivered by the Moving Rotherham Partnership, with a Board chaired by the Director of Public Health, and Council-led subgroups made up of key stakeholders reporting up to the Board. The Moving Rotherham priorities include:
  - *Active Champions* - Develop skills and knowledge in relation to physical activity across all organisations and services, so that conversations with local people about being active happen as often as possible.
  - *Active Environments* - Help create environments that enable physical activity, whether this is outdoors in green spaces, town centres and local streets, or within schools, colleges and workplaces.
  - *Active Communities* - Bringing people together through physical activity has huge potential in helping local communities thrive and become vibrant places to live.
  - *Active Communications* - A Rotherham-wide 'social movement' and communications plan, helping to make being active in Rotherham something that everybody does, whether this is taking a few extra steps to

open the door to a carer, or running a marathon, and everything in between!

1.7 In 2023 Sport England committed to investing £250m over the next 5 years to expand its Place Partnerships to an additional 80. Sport England's focus for funding is:

- Increasing activity (increasing amount of time people spend being active)
- Decreasing inactivity (decreasing the proportion of population that are classed as sedentary/inactive.)
- Tackling inequality.
- Providing positive experiences for children and young people.

1.8 Rotherham has been identified as investment ready due to the acknowledgement of the successful work and partnerships already in place, with the Council being chosen as a partner in phase one of place expansion. This has resulted in the awarding of a £455k Development Award to Rotherham. The investment has the potential to significantly impact on the Moving Rotherham priorities noted above, and positions Rotherham as part of a selected group of local areas that receive direct support from Sport England.

1.9 This approach will see Rotherham working collaboratively to address local health inequalities, particularly in deprived areas, by fostering a culture that sees physical activity and movement as being a vital, yet normal, part of people's day to day lives.

## **2. Key Issues**

2.1 Sport England investment is in two phases: a development bid, and main award. The development bid is to help better understand the needs and priorities for physical activity in Rotherham ahead of a full award bid being submitted in early 2026.

2.2 The development bid and subsequent main award will significantly increase the scale and pace of the Moving Rotherham partnership plan delivery. The proposal has been developed to continue and build on the work already done, and underway locally, and has involved engaging with partners and stakeholders, using past projects and recent research to inform what should be prioritised in the development phase.

2.3 Three themes have been identified to progress this work – building system capacity, understanding our communities, and people living well and feeling included.

2.4 Under these themes, the development bid proposal includes:

- Creation of new roles that build local capacity to deliver the Moving Rotherham priorities. These include Council-hosted roles of a Programme Manager, Research and Evaluation Lead, and Children

and Young People Officer.

- Providing funding through a grant agreement for a project to use community engagement activities to identify how we can utilise outdoor and green spaces to better effect for physical activity, delivered by Voluntary Action Rotherham (Flux).
- Creation of an Activity hub hosted by Connect Healthcare to increase accessibility to exercise and activity for people with long-term health conditions, through a single referral route and use of health coaches. This will help connect people to activity opportunities that best suit their needs, including condition-specific and more generalised community-based activity sessions. Connect Healthcare are well placed to deliver this service as they have access to clinical records and are integrated into primary care delivery and are successfully delivering a health coach model for the Better Health Service weight management contract.
- Help us develop initiatives and positive messages to help normalise everyday movement through some media and marketing support.
- Support the partnership through additional training for a range of stakeholders.

2.5 The development grant award is £455,870. The spend proposal is outlined below:

Activity	Value	Action
<b>RMBC Staffing</b> Moving Rotherham Programme Manager 1FTE for 2 years Research and Evaluation 0.6 FTE for 18 months CYP Officer 0.6 FTE for 18 months	216,910	RMBC Recruitment
<b>Projects and community engagement support</b> Outdoors Active provided by Voluntary Action Rotherham (FLUX) (£40K) (Grant Funding)  Marketing and Comms plan commission (£20K) Community facilitation fund (£10K) Training and development for partners (£14,200) Incurred development costs (£700)	84,900	Grant Agreement  Procurement in compliance with Financial and Procurement Procedure Rules.

<b>Activity Hub</b> provided by Connect Healthcare Health Coaches x 3 and Lead health coach Hub development and training	154,060	Procurement via the existing Integrated Public Health & Lifestyle Behaviour Change Service (Get Healthy Rotherham - Wellbeing) - Non-Core Framework in compliance with The Health Care Services (Provider Selection Regime) Regulations 2023
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2.6 Delivery of the bid elements will additionally enable the partnership to expand its work across the 4 active priorities in areas not directly funded by the grant. Work will include greater reach to inactive people, with additional work to focus on community development, supported by Yorkshire Sport Foundation, and building a stronger disability network to support those with greater barriers to accessing physical activity. It also enhances the existing work within the Culture Sport and Tourism service particularly with local sports providers, such as community sports clubs and voluntary organisations. It will contribute to the development of leisure facilities and green and blue space infrastructure. It aligns to the Children’s Capital of Culture programme delivery, supporting a wider range of young people’s active opportunities as defined by them.

2.7 Progressing with this work will allow the Moving Rotherham Partnership to create projects and programmes that address specific local issues, health inequalities, or education, based on what the community needs most, ensuring that the people of Rotherham have a say in decisions that affect them.

**3. Options considered and recommended proposal**

3.1 Option 1: Cabinet approves spending of the Sport England Place expansion grant in line with grant conditions and the proposals outlined in the body of this report.

3.2 Whilst Sport England place expansion is place led, it must be in line with Sport England expectations and working principles highlighted in the bid process. Rotherham’s submission for this Sport England funding is based on working principles that include use of the National Evaluation Learning Partner (NELP) framework which promotes community led and system wide approaches, the demonstration of how the investment strengthens this, and the creation of sustainable ways of working. The Development funding will support further joint working with Sport England ahead of the full award submission in 2026.

3.3 Option 2: Cabinet does not approve spending of the grant and rejects the Sport England investment.

### 3.4 Recommended Proposal

Option 1 is recommended. Not accepting the bid funding would significantly impact the progression of the Moving Rotherham priorities and potential future Sport England investment.

## 4. **Consultation on proposal**

4.1 The commissioned Yorkshire Sport Foundation strategic review of physical activity and resulting Big Active Conversation engaged a broad range of stakeholders, including the Council, partner organisations, voluntary sector, and local providers. This engagement set the direction for the Moving Rotherham Partnership action plan and current direction for physical activity focus.

4.2 Insight from public consultations conducted in other areas has also been utilised to inform the bid submission, including from patients with long-term health conditions through a Primary Care Network supported survey, Children's Capital of Culture engagement projects, mental health consultation work, engagement at Rotherham Show and other neighbourhood feedback.

4.3 Internal and external partners have also widely been engaged in the development bid proposal through consultations and presentations to key groups, including:

- Public Health Senior Management Team
- Moving Rotherham Board
- Culture, Sport and Tourism Senior Management Team
- Prevention and Health Inequalities Board
- Cultural Partnership Board
- Health and Wellbeing Board

4.4 Additionally, leadership training for system partners has been delivered and will continue as an ongoing program in the coming months.

4.5 South Yorkshire Integrated Care Board, Voluntary Action Rotherham (VAR), Connect Healthcare, Yorkshire Sport Foundation, Rotherham United Community Trust and Places Leisure, all provided statements of support for the bid. Their input has helped make the proposal clearer and more effective by including important insights and expertise.

4.6 Further engagement and consultation will be undertaken ahead of the full award submission early 2026.

## 5. **Timetable and Accountability for Implementing this Decision**

5.1 Sport England approved the development bid submission in January. Subject to Cabinet approval, formal agreements and award of the funding can progress immediately.

5.2 The Council on behalf of Moving Rotherham Partnership are applying for a development award at this stage with a full award to be applied for in twelve months' time.

## **6. Financial and Procurement Advice and Implications**

6.1 There are no direct financial implications to the Council associated with this report. The grant allocation is £0.456m and will fund all planned spend on the activities associated with the place expansion programme.

6.2 There are varying procurement implications associated with the activity contained within this report and detailed in the table at section 2.5.

6.3 There are no procurement implications associated with the RMBC staffing, as this will be subject to Council recruitment processes.

6.4 For the Projects and community engagement support activity there are no procurement implications associated with the grant funding project for Outdoors Active to be delivered by Voluntary Action Rotherham (FLUX). The remainder of the activity in this section will be procured in line with the Council's Financial and Procurement Procedure Rules.

6.5 The Activity Hub requirement aligns with the scope of an existing framework contract delivered by Connect Healthcare Rotherham CIC for the Integrated Public Health & Lifestyle Behaviour Change Service (Better Health Service) which is now subject to the Health Care Services (Provider Selection Regime) Regulations 2023 ("PSR"). To ensure compliance with PSR it is proposed a call off arrangement/work order is made from the framework contract to cover the requirements of the Activity Hub.

## **7. Legal Advice and Implications**

7.1 In relation to the services relating to the Activity Hub these would be services subject to the new Provider Selection Regime under the Health Care Services (Provider Selection Regime) Regulations 2023.

7.2 If the Council wishes to call-off under the Non- Core Framework for Integrated Public Health & Lifestyle Behaviour Change Service (Better Health Service), it would be a new award and must comply with the Provider Selection Regime.

7.3 Regulation 18(3) states that where a framework agreement is concluded with a single provider, an authority may award a contract without a competition in accordance with that framework agreement.

7.4 The Council has created a Non-Core Framework Agreement with a single provider and as such is permitted to complete an award/call off without a competition in accordance with the original framework as established.

7.5 In relation to the Head Grant from Sports England, the Service must ensure that the claims, reporting, and monitoring arrangements set out in the terms



and conditions of the development and final grant with Sports England are followed in accordance with Rule 14.10 to 14.14 of the Council's Financial, Procurement Procedure Rules.

- 7.6 The proposed onward grant to Voluntary Action Rotherham (Flux) will set out what is required of them in terms of outputs and outcomes and will be legally enforceable. Further, the grant would not amount to a subsidy under the Subsidy Control Act 2022 as Voluntary Action Rotherham (Flux) is not an enterprise engaged in economic activity.

## **8. Human Resources Advice and Implications**

- 8.1 The development bid proposal includes creating three new temporary posts within the Council. Programme Manager, Research and Evaluation Lead and Children and Young People Officer. Due processes to be carried out in accordance with Council Policy.

## **9. Implications for Children and Young People and Vulnerable Adults**

- 9.1 The development bid proposal includes a specific Children Young People post to ensure strong links with Children's Capital of Culture and ongoing support for this cohort of the population in the future.
- 9.2 Plans are already being made to further speak with communities and learn about their challenges, community consultation is important for understanding the needs of children, young people, and their families so programmes can be designed to help them in the best way.
- 9.3 By building on work already being done, this funding can support programmes that make it easier for these groups to be active, leading to better physical and mental health, confidence, and opportunities to connect with others.

## **10. Equalities and Human Rights Advice and Implications**

- 10.1 Equalities implications have been considered and are described in the Sport England place expansion development bid themes.
- 10.2 *Understanding Our Communities.* This is about gaining a deeper understanding of local communities and the factors driving or hindering physical activity in different neighbourhoods or demographics, with a particular focus on Middle Super Output Area neighbourhoods identified by Sport England as priorities due to greater levels of inactivity. Initiatives will then be co-designed with communities, ensuring they are relevant and accessible.
- 10.3 *People Living Well and Feeling Included.* This theme of work will focus on physical activity support for inactive people including those with long-term conditions and disabilities, who are more likely to face barriers to being active.

## **11. Implications for CO<sub>2</sub> Emissions and Climate Change**

- 11.1 There are no direct implications for CO<sub>2</sub> emissions and climate change arising from this report.
- 11.2 Being more physically active benefits the environment by reducing carbon emissions through walking or cycling instead of driving, lowering fuel consumption, and improving air quality. It decreases resource use by reducing the demand for cars, infrastructure, and disposable vehicle-related products. Active lifestyles also promote the creation and use of green spaces, which support biodiversity and absorb CO<sub>2</sub>, contributing to a healthier and more sustainable environment<sup>1</sup>.
- 11.3 The wider work of the Moving Rotherham Partnership links closely with the active travel agenda, which can contribute to a modal shift to more sustainable transport including walking, cycling and wheeling.
- 11.4 An active outdoors project, led by Voluntary Action Rotherham (Flux), will also be funded to help identify how outdoor space can be used more regularly to support people moving more.

## **12. Implications for Partners**

- 12.1 Involving partners in physical activity work brings many positives, including opportunities to support communities and promote sustainable development.
- 12.2 Advocacy is key to showcasing the benefits of physical activity. Workforce development through education and training ensures skilled delivery of initiatives with consistent messaging to strengthening community health and wellbeing.
- 12.3 To see meaningful system change, partners are developing a more integrated and collaborative approach. Supporting communities and promoting sustainable development require partners to think beyond isolated initiatives and work together across sectors.

## **13. Risks and Mitigation**

- 13.1 There is a reputational risk and a risk of not being able to secure future investment from Sport England if the grant is not accepted at this development stage.
- 13.2 One of the key challenges will be gaining buy in from all stakeholders and bringing them along with the changes. The complexity of system wide changes needs a measured and deliberate approach. To fully realise the potential of Moving Rotherham priorities, continuing to strengthen partnership working will be essential. Not being able to do this, whilst unlikely, would have a negative impact on the pace of delivery. Systems leadership training

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<sup>1</sup> [Cycling and walking can help reduce physical inactivity and air pollution, save lives and mitigate climate change](#)

sessions have been provided to support partners in this way of working and ongoing training support is included in the grant.

- 13.3 Alternative metrics that better reflect the true impact and effectiveness of the changes of the work of the Moving Rotherham Partnership will be considered to ensure a more accurate and informed assessment of success. Measuring impact of complex systems programmes of activity is difficult and an ongoing national challenge. The Research and Evaluation officer post is included in the grant to provide capacity and expertise in supporting Rotherham to better identify and monitor the impact of this work on physical activity levels in the borough.

**14. Accountable Officers**

Gilly Brenner, Public Health Consultant

Approvals obtained on behalf of Statutory Officers: -

	<b>Named Officer</b>	<b>Date</b>
Chief Executive	Sharon Kemp OBE	03/03/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	17/02/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	19/02/25

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This report is published on the Council's [website](#).