

## BARNSLEY METROPOLITAN BOROUGH COUNCIL

**North Area Council Meeting:  
22<sup>nd</sup> January 2018**

**Agenda Item: 5**

**Report of North Area Council  
Manager**

### Sport England Families Fund

#### **1. Purpose of Report**

- 1.1 This report provides the Area Council with an introduction to Sport and Active Health's funding application to Sport England for their Families Fund.
- 1.2 It also seeks a steer from the Area Council to see if they will consider providing match funding that will significantly strengthen bid submitted.

#### **2. Recommendation**

- 2.1 **The North Area Council should note the appendix of this report which provides an initial briefing note regarding the project proposal, which aims to increase participation in physical activities by families.**
- 2.2 **The Area Council should agree if they would be willing to provide the match funding for this project if the application is successful in the bidding process to Sport England.**

#### **3. Background Information**

- 3.0 BMBC's Sport and Active Recreation team have been successful in reaching the second round of the Sport England Families Fund despite strong competition.
- 3.1 The proposed project will work closely with family centre staff to facilitate family multi-sport sessions. Increasing overall health and wellbeing for all participants.
- 3.2 The project will be delivered over 3 years.
- 3.3 Although this is a borough-wide project which will use the Family Centres as a hub, this funding bid is particularly pertinent to the North Area because it is proposed that the project will be piloted at Athersley Family Centre. This will mean that the North Area will be the first locality to benefit from this opportunity.
- 3.4 The Sport and Active Recreation Team are in the process of developing a more detailed funding bid. A match-funding contribution will be viewed very favourably by the funding body.

- 3.5 Notification regarding the success of the application will be received in March 2018.
- 3.6 The Area Manager believes that this piece of work could compliment the FRESH Street project that will be delivered from March 2018.

**4. For decision**

- 4.1. Area Council is asked to indicate if they would consider allocating a £5,000 match funding sum to this project if the application is successful.

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**Date:**  
**15<sup>th</sup> December 2017**

## **Appendix 1: Sport England – Families Fund Project Outline**

**Total Sport England Investment sought:** £200k (approx)

**Match funding sought:** 25-35k (all sources)

**Length of project:** 3 years

**Application deadline:** 12<sup>th</sup> January 2018

**Project Idea:** Develop a physical activity project that integrates physical activity into the early help referral process, upskills outreach workers and parents to exercise together as a family in/around our five family centre hub sites (Athersley, Grimethorpe, Thurnscoe, Darfield and Worsbrough).

Families identified through our early help panel to be experiencing the issues stated in the target audience section will be signposted into our project. Our 20+ family outreach workers and 34 family support workers will provide the face to face family engagement. They will develop with the family a specific sport and physical activity action plan, which would aim to move them along the ‘family journey of change’. Each family journey will be specific to that family and look different.

Although our family outreach and family support workers are highly experienced and skilled in dealing with families, they are not experts in physical activity. We will brief them on the project and the benefits of physical activity. They will be put on motivational interviewing training, as many of the families we consulted had a negative attitude towards sport and physical activity.

Our family outreach workers currently deliver group family activities. We plan to upskill these workers so they can deliver family multi-sport sessions. Additionally we will upskill parents who show an interest in delivering and supporting family specific activities, which will develop their skills and confidence. There will be a lead outreach worker and two supporting outreach workers at each hub site, who will advocate the project across their teams.

We will deliver our project over 3 years. Year 1 will be a pilot year, with intensive consultation and delivery in one locality. The learning and consultation from Year 1 will be used to deliver the project in the other four localities in Years 2 and 3. Consultation will still be continued after year 1 and fed into the project but on a less intensive basis.