

Delegated Officer Report

Decision Maker	Katrina Stephens Director of Public Health
Date of Decision	October 2021
Subject:	Recruitment of Active Through Football Programme
Report Author:	Neil Consterdine Assistant Director - Youth, Leisure and Communities
Ward (s):	Central, West, South

Reason for the decision:

The Active Through Football programme requires the recruitment of a dedicated member of staff to ensure effective delivery of the programme and in accordance with the grant agreement made by the Football Foundation.

Summary:

Oldham have been awarded a sum of £447,995 by the Football Foundation to deliver the Active Through Football programme over the next 5 years. The purpose of the report is to request Cabinet Member approval to recruit a fixed term post to fulfil the terms and conditions of the grant agreement with the Football Foundation. See appendix 1 for JD / PS. The report sets out the requirements of the programme and the need for this post.

The programme has been funded by the national lottery and is being managed by the Football Foundation. It will see £10 million pounds of targeted revenue investment being invested in up to 15 places over the next 5 years.

The ambition of Active Through Football is to increase physical activity levels and create sustained behaviour change through a place-based approach through the medium of football targeting people age 16+ from lower

socio-economic groups (LSEG). The place of focus will be along the Ashton Road corridor of Oldham taking in the localities of NE Werneth, Coppice, Hathershaw, Hathershaw West, Fitton Hill North, Fitton Hill South.

A condition of this revenue grant is to appoint a Project Manager to oversee the co-ordination, delivery and monitoring of the programme locally.

A condition of the grant is to appoint a post for the duration of the programme which runs from September 2021 to August 2026. This would require appointing into a fixed term post for 4.5 years.

The post has already been through JE and graded at Grade 6.

What are the alternative option(s) to be considered? Please give the reason(s) for recommendation(s):

Option 1: To recruit a post to oversee the co-ordination, delivery and monitoring of the programme locally. This would be in line with the other 12 successful applicants nationally who will all be appointing ATF Project Managers.

Option 2: Not recruit a post. This will put at risk the effective delivery of the programme locally and impact the councils' ability to fulfil the terms of the grant agreement as Oldham Council does not have adequate internal resource to manager this programme.

Recommendation(s):

Option 1: To recruit an Active Through Football Development Officer to co-ordinate, deliver and monitor the Active Through Football programme for the borough. This will ensure that the programme can be efficiently managed over the duration of the funding. 99% of the total project cost is being provided by the funding body. The remaining 1% match funding has already been secured by one of the community partners. The only commitment from the Council as holder of the project is in-kind expenses such as line management, desk space

Implications:

What are the **financial** implications?

The Grant allocated to Oldham is £447,995 which will be made available in incremental payments over the next 5 years.

As set out in the grant determination letter, a condition of the funding is that all successful applicants employ a dedicated programme manager to oversee the management of the programme locally.

The proposal is to employ a post at Grade 6 over the duration of the programme which will run from September 2021 to August 2026.

As the contract exceeds 4 years the employee has the right to a redundancy payment under employment law. Any redundancy costs will have to be identified from the service area.

(Nicola Harrop – Finance Manager)

What are the **procurement** implications? *Not applicable*

What are the **legal** implications?

The fixed term contract is for 5 years, if a fixed term contract exceeds 4 years the employee acquires permanent employee status, therefore maybe review whether a fixed term contract is the appropriate type of contract. Also, at the expiry of the fixed term contract a redundancy payment maybe payable and therefore these costs should also be factored into determining the actual cost and to ensure that any funding provision covers these costs. (Radhika Aggarwal - Principal Employment Solicitor)

What are the **Human Resources** implications?

The proposed role has been evaluated via the Council's Job Evaluation scheme.

If approved, the post would need to be established on the ITrent system to ensure a smooth onboarding process once recruitment is complete.

Recruitment to the post should be in line with the Council's Recruitment Policy and Guidance.

The Council's Fixed Term Employees guidance should be followed, and further advice sought from the HR Advisory Service at the end of the fixed term contract. There may be redundancy implications if the fixed term contract is over 2 years. If a fixed term contract spans over 4 years, then at that point the employee is entitled to be considered as a permanent employee.

[Jen Windle, HR Advisory Team Leader]

Equality and Diversity Impact Assessment attached or not required because (please give reason)

Not required. However, of note the project is specifically targeted to support equalities.

What are the **property** implications?

Not applicable

Risks:

The length of time of the fixed term post.

Co-operative agenda

The allocation of this funding is consistent with the Council's co-operative themes of community leadership, co-production and early help.

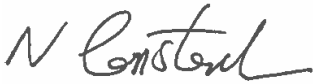
Has the relevant Legal Officer confirmed that the recommendations within this report are lawful and comply with the Council's Constitution? Yes

Has the relevant Finance Officer confirmed that any expenditure referred to within this report is consistent with the Council's budget? Yes


Are any of the recommendations within this report contrary to the Policy Framework of the Council? No

List of Background Papers under Section 100D of the Local Government Act 1972:

Title	Available from
None	

Report Author Sign-off:	
Neil Consterdine Assistant Director - Youth, Leisure and Communities	
Date:	14 October 2021

Appendices to the report are set out below

Appendix number or letter	Description
Appendix 1	Active Through Football Development Officer JD/PS  9932 Active Through Football D

Signed:



(Director of Public Health)

Date: 14 October 2021

Update on the ATF Programme

1. Background

1.1 The Active Through Football Programme is an exciting new Sport England lottery-funded initiative delivered by the Football Foundation. The programme is aimed at increasing activity levels and creating sustained behaviour change through football via a Place-based approach. The aim of the targeted revenue investment is to **increase activity levels in people aged 16+ from lower socio-economic groups (LSEG), including women and girls, disabled people and those from Black, Asian and Minority Ethnic (BAME) communities).**

1.2 The key aims the programme wants to achieve are:-

Insight – to increase understanding of opportunities/barriers for target audience to play football, through community engagement

Community Ownership – to increase involvement of target audiences in the design and delivery of activities through ongoing community engagement.

Increased Activity – to increase activity levels in people aged 16+ from target audiences through football.

Behaviour Change – for sustained improved long-term physical activity habits through behaviour change in target audiences.

The programme will be evaluated nationally by evaluation partners from Leeds Beckett University.

1.3 Oldham have been successful in their application to be one of 13 localities across England to receive funding from the Football Foundation to deliver the programme over the next 5 years.

The headline data from Active Lives shows that there has been a steady decline in activity levels in adults in Oldham since the survey began in 2014. The number of people in Oldham 'moving' has reduced from 73.4% in 2014 to 70.2% in 2020. Oldham currently has 29.8% of the adult population as inactive, which is above the GM average for the inactive population across all groups. Our headline data also tells us that inactivity is highest among those from the BAME community, those from lower sec audiences and among those with a disability.

1.4 The opportunity that is being created through ATF will allow the focus of delivery through a football/physical activity lens within a place and will fit into the Oldham Model principles of delivery. It will build on the place-based approach taken through the Local Delivery Pilot, and we will continue to use our learnings from this within another place.

1.5 We recognize that we cannot impact across the whole Borough with this project and believe a targeted approach within a 'place' will have more lasting impact and fits with the principles of the Oldham Plan. The data and insight have enabled us to narrow down the place of focus to the Ashton Road Corridor which takes in the Medlock Vale ward, some of Alexandra ward and Werneth and include the neighbourhoods of North East Werneth, Coppice, West Hathershaw, Hathershaw, Fitton Hill North, Fitton Hill South and some of Alexandra. Although this is a relatively small geographically area, it is densely populated with very diverse communities.

1.6 It will specifically target people aged 16+ from lower socio-economic groups including Women and girls, Disabled people and those from Black, Asian and Minority Ethnic (BAME) communities living in the defined area. As a place-based approach, this project fits with the principles of the Oldham Model and will support the emerging Place Based Work Strategy. It will follow a similar approach to other place-based work such as the Local Delivery pilot and

Thriving Communities whereby local people are involved in collective action, co-production and decision making and working alongside services and other stakeholders.

It will also align to and support the emerging Community Champions programme set up to 'support people shown to be most at risk from Coronavirus (COVID-19) in particular, those from an ethnic minority background, disabled people and others to follow safer behaviours and reduce the impact of the virus on themselves and those around them.' As identified from our community engagement these are also our target audiences for the ATF initiative.

- 1.8 An appointed Project Manager will work closely with groups, individuals, community connectors and other key stakeholders living and working within these communities to create new opportunities for local people to be more active both as participants and as volunteers.

2. Current Position

- 2.1 A condition of the grant is to appoint an Active Through Football Project Manager. This would be hosted by the council and sit within the Youth, Leisure and Communities Directorate. The post holder will work closely with key local stakeholders who have already committed to come together as a consortium to create and deliver a plan for the Place. The plan will be based predominately on the delivery of recreational and informal small-sided football activity and developed through ongoing community engagement as this is central to the aims of the Active Through Football Programme.
- 2.2 The formation of an ATF Consortium is a requirement of the grant and is to be made up of representative stakeholders and partners with various experiences and knowledge of the place and/or target audiences. Letters of commitment have already been secured from a range of partners who supported the application and are willing to be part of the consortium moving forward. This will ensure the programme has both a good reach to the communities we want to engage with and ensure it is linked to wider pieces of work, networks, projects and initiatives.