



Report to Policy Committee

Author/Lead Officer of Report: Lisa Firth,
Director of Parks, Leisure and Libraries

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Report of: Lisa Firth, Director of Parks, Leisure and Libraries

Report to: Communities, Parks and Leisure Committee

Date of Decision: 14th November 2022

Subject: PlayZones Funding Application - Site Selection and Community Engagement Approach

Has an Equality Impact Assessment (EIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, what EIA reference number has it been given? tbc				
Has appropriate consultation taken place?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Has a Climate Impact Assessment (CIA) been undertaken?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Does the report contain confidential or exempt information?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-				
<i>"The (report/appendix) is not for publication because it contains exempt information under Paragraph (insert relevant paragraph number) of Schedule 12A of the Local Government Act 1972 (as amended)."</i>				

Purpose of Report:

To seek approval of a site selection and community engagement approach for the PlayZones funding programme.

A PlayZones funding stream was launched by the Football Foundation in 2022, the funding is used to create safe, inclusive, and accessible outdoor sports facilities that bring communities together through recreational forms of football and a range of other sports and physical activities. The fund will enable the refurbishment and creation of multi use games areas across the City.

Recommendations:

That the Communities, Parks, and Leisure Committee:

1) Approve the proposed approach to:

- site selection as set out in the report
- community engagement outlined in the report

2) Notes:

- the proposed consortium approach to the development of the funding application
- that a final list of sites will be reported to the Communities, Parks and Leisure Committee
- that if secured, any capital funding associated with this funding will be presented to the Strategy and Resources Committee for approval.

Background Papers:

Football Foundation – Community Engagement Toolkit

PlayZones – Technical Design Guidance

Lead Officer to complete:-	
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.
	Finance: <i>Chris Nicholson</i>
	Legal: <i>Marcia McFarlane</i>
	Equalities & Consultation: <i>Louise Nunn</i>
	Climate: <i>Jessica Rick</i>
	<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>
2	SLB member who approved submission: Ajman Ali
3	Committee Chair consulted: Richard Williams
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Committee by the SLB member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.

Lead Officer Name: Lisa Firth	Job Title: Director Parks, Leisure and Libraries
Date: 14 th November 2022	

1. PROPOSAL

Background

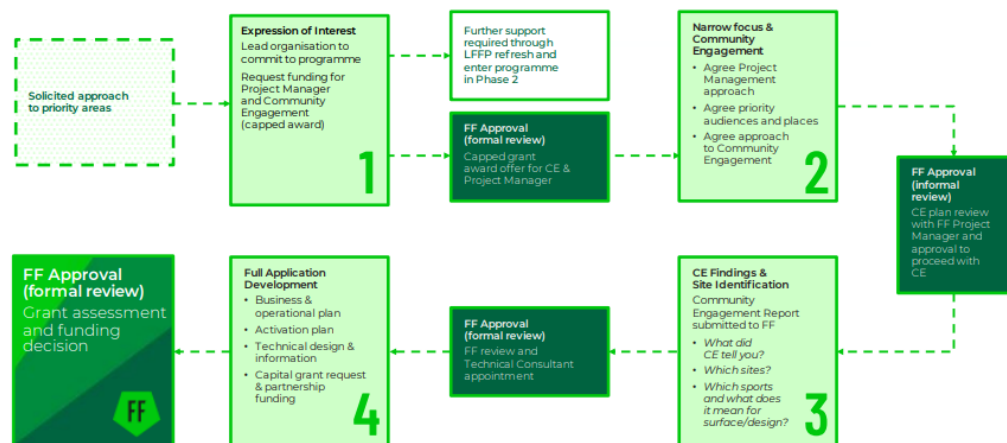
PlayZones Funding Programme

The Football Foundation PlayZones funding stream was launched in 2022 and provides funding to create safe, inclusive, and accessible outdoor sports facilities that bring communities together through recreational forms of football and a range of other sports and physical activities. Whilst the investment is football-led, PlayZones will be multi-sports courts and the Football Foundation want other sports and activities to benefit from our facilities. Sports included on each PlayZone will be subject to consultation.

The funding is required to be targeted at the following groups: women and girls, lower socio-economic groups, disabled people and those with long-term health condition and ethnically diverse communities.

Sheffield City Council submitted expression of interest to the PlayZones programme in June 2022 and consequently we have been invited to submit a full application by February 2023. We are invited to apply to refurbish or re-develop 15-20 sites (the final number will depend on match funding availability). This could potentially be a significant investment of £1.5-£2 million. The development of the grant application follows a clear process with community engagement being a critical part of selecting sites and developing designs and activation plans for each proposed site.

PROJECT DEVELOPMENT PROCESS



Football Foundation- PlayZone Programme Workshop

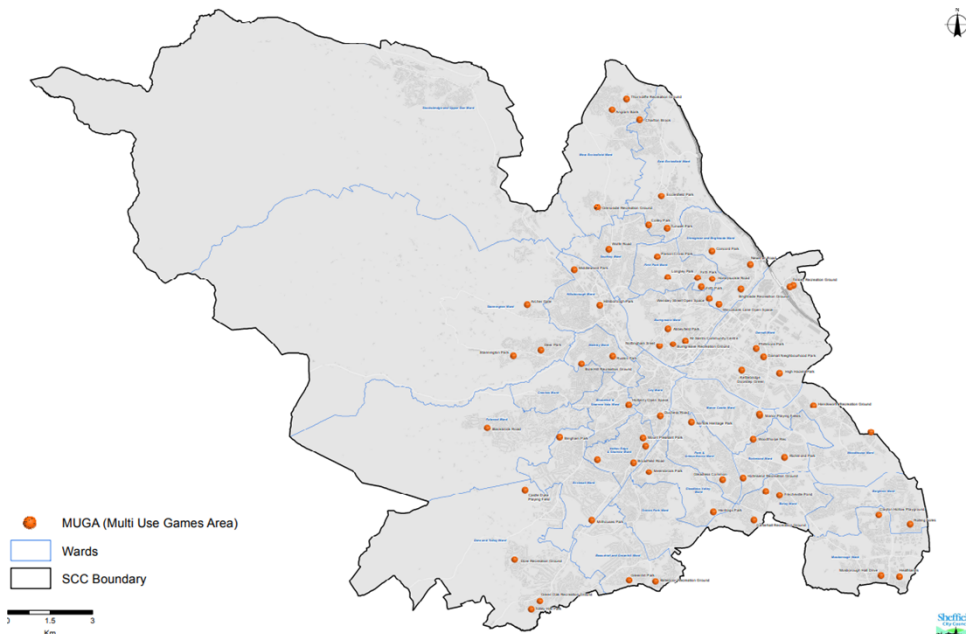
The funding requires a consortium approach to developing, managing, and delivering the project. This consortium is led by Sheffield City Council Sports, Leisure and Health Team working closely with the Parks and Countryside Service and includes partners from National Governing Sports Bodies (Football, Netball, Hockey, Rugby Union, Rugby League and

Cricket), SCC Youth Services, SCC Safer Neighbourhoods, the Football Foundation, Yorkshire Sport, Sheffield Wednesday Community Foundation, Sheffield United Community Foundation, Sheffield and Hallamshire County FA, Voluntary Action Sheffield, Yorkshire Cricket Foundation, and Sport England.

The application requires match funding of minimum 25% across the portfolio of projects, which we expect to identify through S106, Public Health, local CIL and other external funding pots allocated to parks and green spaces across the city.

Current provision of Multi Use Games Areas across the City

Sheffield City Council has 55 multi-use games areas across the City. These are mainly managed by the Parks and Countryside Service and range in quality from poor to good with some multi-use games area are in significant need of investment. Some areas are well served with facilities whilst other areas in the City have gaps in provision. In some areas, such as Burngreave, there are numerous facilities, but many are in need of upgrading. The Play Zones fund will provide an opportunity for Sheffield City Council to apply for funding to carry out refurbishment of multi-use games areas where this is required and in a small number of cases, create new multi-use games areas to help reduce these gaps in provision. As part of the development of the Playzones application, the mapping of location and quality of our facilities will be a crucial part of prioritising sites for investment.



The number of PlayZones included in the funding application will be limited and there are some key design requirements set out by the Football Foundation which sites will need to meet. A clear approach to site selection is therefore required as part of this process. This report to Committee will recommend an approach to site selection and to community engagement.

Site Selection

Criteria set out by the Football Foundation include the following:

- The funding is required to be targeted at the following groups: women and girls, lower socio-economic groups, disabled people and those with long-term health condition and ethnically diverse communities.
- Design – The Football Foundation require that PlayZones are to be fully fenced and have lighting. They can be used for a range of sports dependent on local demand including football, basketball, cricket, netball, hockey and rugby.
- Bookable – At least some sessions are required to be bookable to enable target groups to access the courts. This can be part of a mixed approach with free informal access and some bookable sessions. How this will be implemented will depend on local needs and requirements.
- Activation – for each PlayZone, an activation plan will be required which will be developed with community partners who are able to activate the site.
- Match Funding – across the programme there is a requirement for minimum 25% match funding. S106, Public Health, local CIL and other external funding pots allocated to parks and green spaces across the city is available towards this.
- Ownership - appropriate ownership of land or facility through freehold or have a leasehold in place for a minimum of 10 years, though other ownership arrangements will be considered

Due to the criteria and target groups set out by the Football Foundation, a robust selection approach is required to ensure we identify feasible sites that can not only reach our target groups and be effectively activated by partner organisations; but that can also go through our planning and design phase successfully.

The PlayZone Consortium's approach to scoring sites for selection will therefore include the following scoring criteria:

- **Site suitability**
Site suitability will be assessed to ensure the existing sites or proposed new locations for sites are able to meet the football foundations design and funding requirements. Assessment will include pre-planning discussions to identify any planning and ecology issues relating football foundation design requirements such as fencing and lighting and community engagement to ensure the community support wider aims to provide some bookable sessions.
- **Community need**
This will include considering public health data to identify

communities most in need in terms of health inequalities, evidence from the Sport and Leisure Strategy public consultation including physical activity data across postcode areas, consultation carried out from parks and countryside site based consultations, previous LAC consultations and insight from local members and partners in local areas. Mapping and gap analysis of facilities across the city will also feed into this.

➤ **Funding availability**

As outlined above, minimum 25% match funding is required across the programme. Match funding availability and opportunities will therefore form part of the site selection scoring to ensure our application includes sites which enable us to meet this target across the programme. In some cases, this match funding will be site specific (eg. S106 contributions) and will only be used at the site it is allocated to.

Where new multi-use games area sites are being considered, sustainability and our ability to maintain these will also be considered as part of this criteria.

➤ **Supporting target groups**

The ability to provide facilities which target one or more of the target groups outlined above will form part of the site selection scoring criteria. Where sites have the ability to deliver benefits to a number of the identified target groups this will be taken into account as part of the score.

➤ **Multi-sport partnerships**

It is critical that we have support in place from partners and national sport governing bodies to develop multi sports facilities and activate the PlayZones that we deliver to ensure we meet the requirement to deliver an activation plan. Sites will be scored dependent on their ability to meet this criteria.

➤ **Community engagement feedback**

As part of the bid development, we will carry out community engagement to gain insight and feedback from local communities on sites within their areas. This feedback will be fed into the site selection scoring process with those sites with strong community demand and positive feedback being prioritised.

The above assessment criteria will be used to score existing sites for refurbishment and any proposed new sites across the city and the resulting scores will be used to prioritise a final site list for submission to the PlayZones programme.

It should be noted that whilst minimum 25% match funding is required across the programme, if a specific site has a shortfall, but scores very highly on other areas of need such as supporting target groups and

community feedback and it is possible to meet the minimum 25% across the whole programme, it will still be considered.

It is anticipated that due to the target groups of this fund, the condition of existing multi-use games areas across different parts of the City and the fact that Public Health match funding is already allocated to the 30% most deprived wards of the City, that there will be a larger proportion of sites identified within the most deprived areas of the City as part of this selection process.

Community Engagement Approach

The PlayZones funding application requires the development of a Community Engagement Approach. This approach is guided by the Football Foundation toolkit which is attached as a background paper.

From the inception, Sheffield City Council have been working with a wider consortium to help direct this project into the areas of greatest need across Sheffield. The community engagement plan will be developed and agreed with our wider consortium and the Football Foundation,

- There will be regular meetings and engagement with the PlayZones Consortium members: Sport National Governing Sports Bodies, Youth Services, Safer Neighbourhoods, the Football Foundation, Yorkshire Sport, Sheffield Wednesday Community Foundation, Sheffield United Community Foundation, Sheffield and Hallamshire County FA, Voluntary Action Sheffield, Yorkshire Cricket Foundation, and Sport England.
- Community engagement will be delivered by Sheffield City Council, consortium members and local community anchor organisations.
- Community anchor organisations will be vital in ensuring we reach key target groups, in particular ethnically diverse communities where there may be community languages needed to ensure they have opportunity to contribute. This will be a similar approach to our Sport and Leisure Strategy Consultation in early 2022.
- There will be focused engagement with the key target groups: women and girls, lower socio-economic groups, disabled people, those with long-term health condition and ethnically diverse communities. Where possible we will engage with groups previously involved in our Sport and Leisure Strategy consultation. We will also be pro-active in identifying other groups, particularly in these target communities in each area local to possible PlayZones sites.
- Consultation will be carried out with Local Area Committees and local members to gain local insight on possible PlayZones sites and to identify groups and organisations who we need to include

- Consultation with local community and residents in close proximity to possible Playzones sites will be included.

The engagement will include a targeted four tier approach:

Consortium network – PlayZones network, Football Foundation and key partners at Yorkshire Sport.

Key anchor organisations – People keeping Well networks, Move More networks and strategic community networks and organisations.

Grassroot organisations – Localised groups and organisations that work directly in communities across Sheffield.

Hyperlocal – Key individuals and groups based in community settings.

Engagement at each of the tiers will include:

Consortium network – Site activation plans, engagement approaches, long-term planning of use for sessions at PlayZones, strategic approach to PlayZone site identification.

Key anchor organisations – Listening to key local insight and need from a more place-based strategic angle, support in identifying areas of need for further direct engagement, support with identifying local organisations who could support with PlayZone activation and long-term hire/use.

Grassroot organisations – Listening to key local insight and need from a community perspective, support with identifying local organisations who could support with PlayZone activation and long-term hire/use, greater insight into direct community experiences of sites etc.

Hyperlocal – Speaking to potential PlayZones users to identify their needs for the site, interest in sport pairings for PlayZones, ideas for long-term engagement and use, location identification insight, listening directly to community voices.







Ongoing engagement with consultees will continue following site identification to develop designs and activation plans for the proposed sites. If funding is secured, this will continue as we deliver the PlayZones sites.

2. HOW DOES THIS DECISION CONTRIBUTE ?

- 2.1 This decision contributes to Our Sheffield Delivery Plan priorities including the strategic goal 'Healthy lives and wellbeing for all' in particular the area of focus around 'Redesigning the sport and leisure offer in the City'.

Sheffield City Council's new Sport and Leisure Strategy is due to be launched in November following a public consultation and development in 2022. The Strategy sets out six themes which the PlayZones programme will contribute to:

Strategic Themes

<p>1 Investing in an Active Sheffield</p> <p>The Council will invest its available resources in high quality indoor and outdoor sport and leisure facilities, prioritising access for those with the least resources and reflecting the desire to minimise any impact on the environment.</p>		<p>4 Active Children & Young People</p> <p>The Council will work in partnership to enable positive experiences of physical activity for children and young people. This approach will support their physical and mental health and personal and educational development.</p>	
<p>2 Inspiring Sporting Achievement</p> <p>The Council will ensure that major sporting events attract investment and deliver social and economic benefits to Sheffield. Local sporting talent should reach its full potential through a network of support, coaching and quality facilities.</p>		<p>5 Active Environments</p> <p>The Council will prioritise the design of safe, attractive and environmentally sustainable places and routes across all neighbourhoods and communities. We will support active travel options and make it easier for people to be active in their everyday lives.</p>	
<p>3 Active Communities</p> <p>The Council will focus on enabling local, enjoyable and accessible opportunities for everyone be active in their own neighbourhood. We will focus our support on those groups who are least likely to take part, such as older people, disabled people and people with long term health conditions.</p>		<p>6 Connecting to Health & Wellbeing</p> <p>The Council will collaborate with local sport and physical activity organisations and health providers, promoting joined up thinking to support local residents in moving more and feeling great.</p>	

The refurbishment of multi-use games areas across the City will contribute to the above themes in the following ways.

- Enable investment in our outdoor sport and leisure facilities to improve their quality.
- Provide opportunities for the development of sporting talent working with national governing bodies, clubs and community partners to activate the PlayZones.
- Ensure local provision in areas in most need of quality facilities.
- Focus on the PlayZones priority groups women and girls, lower socio-economic groups, disabled people, those with long-term health condition and ethnically diverse communities.
- Provide facilities which will benefit children and young people across the City.
- Improve the quality of our parks and open spaces and contribute to creating 'Active Parks' across the City
- Provide facilities and activities to encourage more people to be more active more often.

3. HAS THERE BEEN ANY CONSULTATION?






3.1 Sheffield City Council carried out a city wide consultation exercise in early 2022 to help inform a new Sport and Leisure Strategy which will be launched in November. The consultation focused on people's current views about sport, leisure and physical activity, the impact of the pandemic, what would help them be more active, priorities in their local areas and where they would like to see investment.

Feedback from the citywide questionnaire supported improving facilities to enable people to be more active outdoors and support for creating community hubs in each area which links closely to Parks and Countryside ambition to create Active Parks across the City.

There was some key feedback from target group consultees around improving multi use games areas in parks and green spaces with feedback from young people supporting low cost activities, mainly in outdoor locations with adult supervision to ensure personal safety and support fair access to activity space for younger children. There were clear views of how facilities could be improved, citing inconsistencies in pitch surfaces, markings and goalposts on pitches and Multi Use Games Areas (MUGAs) located in parks.

There was also feedback from young people around the lack of coaches and outreach for diverse sports, alongside the need for more courts/pitches/surfaces/tracks/gym equipment in parks and greenspaces to be able to access those sports outdoors for free.

Additionally, lighting was a key aspect consultees would like to change so that they may be able to access opportunities all year round and to feel safe.

<p>Survey of Sheffield residents</p>  1788 responses	<p>Focus groups in 7 local areas</p>  48 residents
<p>Survey of priority audiences</p>  328 responses	<p>Target group consultations with priority audiences</p>  30 groups & 300 individuals
<p>Survey of Clubs & NGBs</p>  38 responses	<p>TOTALS SURVEY REPOSESES – 2116 SESSION ATTENDEES - 348</p>

Further to this, the Parks and Countryside satisfaction survey 2021 (1109 respondents) identified that 20% of respondents did not visit their local green space as it didn't have the facilities they needed.

As part of the PlayZones grant application development, as detailed in the proposal above, further consultation on a more local level and with target groups will be carried out to enable the prioritisation of sites to be developed as PlayZones.

4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION

4.1 Equality Implications

- 4.1 The proposals identified within this report are expected to have positive equality of opportunity impacts as our community engagement and

subsequent investment in facilities will help to reduce barriers to participation and encourage more people to be more active, more often, especially those who may not currently have access to good quality outdoor sports facilities.

The funding programme requires us to work closely with target groups women and girls, lower socio-economic groups, disabled people, those with long-term health condition and ethnically diverse communities. This will allow us to tackle inequalities in access to facilities and inactivity across the city by targeting those groups we know face barriers to getting active.

The PlayZones programme will contribute to a number of our Equality Objectives including:

- Understanding Communities – we will use the data and insight we collected Sport and Leisure Strategy consultation and collect further data and insight as part of the PlayZones Community engagement to help inform PlayZone site priorities and meet community needs.
- Break the cycle of inequality and improve life chances – If the grant funding application is successful, the PlayZones programme will contribute to improving health and wellbeing by providing new and upgraded outdoor sports facilities with an activation programme to encourage usage.

4.2 Financial and Commercial Implications

4.2 As detailed in the proposal section, the Playzones funding application requires minimum of 25% match funding. There are currently a number possible PlayZones sites in parks that have S106 and public health funding allocated and there are also opportunities for Local Community Infrastructure Levy (CIL) funding in some areas linked to community priorities and local community plans. The availability of match funding will be a key part of the site selection scoring approach to ensure that the PlayZones projects has funding of 25% across the programme. The number of PlayZones sites submitted as part of the application will be limited to a total budget by the amount of match available.

In terms of future sustainability, where any new sites are proposed, sufficient funding will need to be identified to enable these to be maintained in the future. This also applies to any refurbished sites where new facilities such as lighting will be installed. This will be considered as part of scoring and site selection process.

Commercial

The Football Foundation have stated that a requirement of their funding may be for us to use their design framework to develop designs for the PlayZones. They have not yet determined whether will have a framework in place for construction work. This will be confirmed when funding is secured.

4.3 Legal Implications

4.3 There are no implications at this stage, this report describes the selection criteria that Football Foundation requires. The council has therefore included these in developing its site selection criteria. Once funding is secured, we will be required to assess grant conditions and implications of these before formally accepting the grant

4.4 Climate Implications

If the grant funding application is successful, any new facilities developed as part of the programme will consider the following principles:

- Ensure the use of sustainable construction methods
- Consider the ecological impact of any proposals and ensure these are mitigated
- Consider the energy implications of lighting arrangements to ensure the most efficient and sustainable options are chosen (for example user controlled)
- Identify opportunities to promote and increase active travel and sustainable transport access to facilities – Provision of good quality recreational facilities close to where people live will reduce potential number of vehicle journeys
- Consider opportunities for improving biodiversity where appropriate
- Consider options for minimising waste in construction
- Consider options for repair/upgrade instead of replacing where appropriate

In most cases, Playzones will be refurbishing existing Multi Use Games areas but in the case of new sites as part of the site scoring method site suitability will be considered to ensure the new PlayZones do not impact adversely on ecology, drainage or trees and woodlands.

A full scored Climate Impact Assessment has not been completed at this stage but will be completed for any PlayZones sites delivered if the grant application is secured.

4.5 Other Implications

(Refer to the decision making guidance and provide details of all relevant implications, e.g. human resources, property, public health).

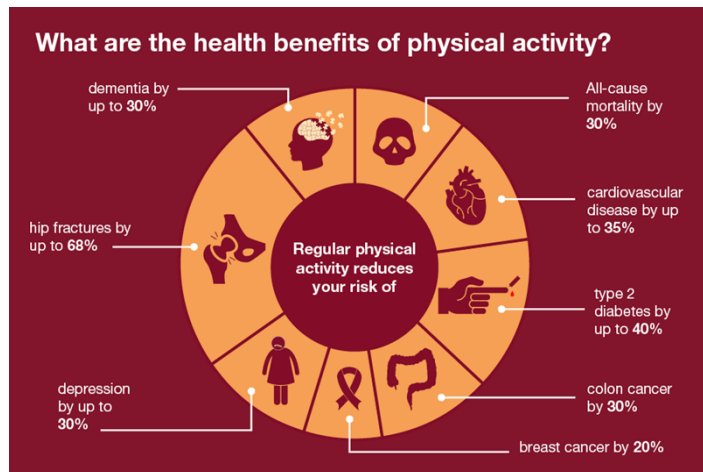
Personnel Implications

The PlayZones have awarded Sheffield City Council a £25K revenue development grant which has been used to employ a temporary member of staff who will support the bid development and community engagement process.

Public Health Implications

If funding is secured, the PlayZones will have positive implications for public

health. Regular physical activity can reduce the risk of a range of health conditions and can prevent or delay onset of these conditions



which will contribute to an increase in life expectancy in target groups.

Ensuring facilities are targeted to those groups highlighted by the PlayZones programme, where increasing activity levels can make the most difference, will contribute and have a positive impact on inequalities in health outcomes across the City.

5. ALTERNATIVE OPTIONS CONSIDERED

(Outline any alternative options which were considered but rejected in the course of developing the proposal.)

- 5.1 The option of not applying for the PlayZones programme has been considered. This has been rejected as it would mean we do not secure a significant amount of investment into Sheffield outdoor sport facilities, which is a key priority in our Sport and Leisure Strategy. The condition of multi-use games areas would not be improved, gaps in provision could not be resolved and those communities who most need these facilities and their activation would miss out on this opportunity.

6. REASONS FOR RECOMMENDATIONS

- 6.1 The Football Foundation Playzones Programme provides an opportunity for us to increase the quality and usability of a significant number of multi-use games areas across the city.

The PlayZones programme will enable us to provide facilities and activities for communities and target groups who currently face barriers to getting active. This will enable us to tackle inequalities.

The site selection and community engagement approach outlined in the above report is required to ensure we identify the most feasible sites that can reach our target groups; are supported by local communities; are able

to be effectively activated via our partner organisations and can pass the through planning and design phase successfully.

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