

**Report of the Head of Cultural Services**  
**External Funding Panel – 2 December 2015**

**COCA COLA PARK LIVES FUNDING**

**Purpose:** To seek approval to formally submit a business case to accept a proposal of £200,000 of funding from Coca Cola GB to deliver a Regional 'Park Lives' scheme in collaboration with Neath Port Talbot CBC and Bridgend CBC

**Policy Framework:** Council Policy Healthy City, City of Sport; Sustainable Swansea New Models of Delivery.

**Reason for Decision:** To submit a formal business case to accept a proposal from Coca Cola GB for an initial offer of £200,000 to deliver a regional 'Park Lives' scheme

**Consultation:** Legal, Finance and Access to Services.

**Recommendations:**

- 1) That the Panel notes the implications contained in this report and approves the submission of a business case to attract an initial £200,000 of funding.

**Report Author:** Ian Beynon

**Finance Officer:** Aimee Dyer

**Legal Officer:** Wendy Parkin

**Access to Services Officer:** Phil Couch

## **1.0 Background**

- 1.1 Coca-Cola Great Britain is investing more than £20 million in community-based physical activity programmes across the country to get one million people active by 2020. They wish to invest £100k p.a for 2 years initially for a regional Park Lives scheme including Neath Port Talbot CBC and Bridgend CBC, commencing in April 2016.
- 1.2 Swansea will be the grant recipient and will co-ordinate the regional delivery of the programme, which will focus on regular, free, accessible and appropriate physical activity in local communities to help address the current level of physical inactivity in Swansea and assist in promoting

physical activity and reducing sedentary behaviours and barriers to participation

## **2.0 Proposal**

2.1 Through the Park Lives scheme the intention is to address the current levels of physical inactivity by providing opportunities for people in the region to become healthy, independent and active through a broad range of physical activity and healthy lifestyle opportunities in parks and open spaces.

2.2 The initial phase of the scheme will be to deliver a programme of activities commencing in April 2016 to 31 March 2018. If successful, Coca Cola GB will extend the project for a further 2 years and inject an additional £200,000 into the scheme.

2.3 The focus of the activity programme will be from April to the end of September each year with a further focus on an intensive activity programme for the duration of the school summer holidays.

2.4 The programme will provide appropriate interventions to increase the number and diversity of people participating in regular, free, accessible and appropriate physical activity in their local environment - everyone who wants to participate should be able to do so, regardless of their current activity levels.

2.5 The programme will also assist in reducing the current inequality in regular participation by focussing resources on target areas and groups.

2.6 Activities will range from the more traditional - where there are exit routes into clubs, community groups, Streetgames sessions, facilities or even self-lead as an individual or family – to more innovative and new to encourage engagement and stimulate interest in becoming involved for the first time.

## **3.0 Property Implications**

3.1 None

## **4.0 Equality and Engagement Implications**

4.1 An EIA Screening Form has been completed with the agreed outcome that a full EIA report was not required. The reasons for this were:

4.2 This project will provide opportunities for free physical activities in selected parks and open spaces in agreed locations throughout the Authority. Sessions will not be available for all residents in Swansea and will be targeted in identified locations to have the biggest impact on physical well-being. The sessions will be designed to be age appropriate

and to ensure that it is designed and planned in the best interest of children will include specific opportunities to involve children. All promotion and advertising for the scheme will be bi-lingual.

## **5.0 Financial Implications**

- 5.1 Coca Cola GB has indicated that £200,000 is available to the 'Swansea Bay' region, comprising City & County of Swansea, Neath Port Talbot CBC and Bridgend CBC
- 5.2 CCS will act as the Grant Recipient Body on behalf of the regional bid and will handle financial claims and the distribution of the budget.
- 5.3 There will be no additional long term financial commitment required by the Authority and any match funding will be in-kind from within existing resources

## **6.0 Legal Implications**

- 6.1 Generally the terms attached to any Grant Funding are legally binding and should be formally recorded in an appropriate document/contract with external delivery partners as required.
- 6.2 Procurement rules (both EU and the Council's) will have to be fully complied with in all respects, whether in relation to inter-authority services or the procurement of services from external delivery agents.
- 6.3 The Council will have to comply with all Conditions attached to the offer.
- 6.4 Any documentation entered into as referred to in this Report will have to contain any necessary clauses required by the Head of Legal and Democratic Services and the Head of Financial Services to protect the Council's interests so far as they are able.
- 6.5 An appropriate legal agreement with Neath Port Talbot and Bridgend CBCs will need to be entered into for the delivery of this project and the Head of Legal will need to be consulted with regard to drafting the necessary documentation in order to protect the Council's interests.

### **Background papers:**

None

### **Appendices:**

None