Borough of Telford and Wrekin

Health & Wellbeing Board Briefing Note

Thursday 03 December 2026

Sport England Place Expansion – Progress Report

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1. Purpose

To update the Health and Wellbeing Board on progress on the Sport England Place Partnership Development Award and seek the Board's support for the submission of the Full Award application to Sport England, which should secure approximately £1.2 million of external investment for physical activity to support prevention, reduce health inequalities, strengthen communities and improve health and wellbeing outcomes across Telford & Wrekin.

2. Background

2.1 Telford & Wrekin has been selected as one of 27 additional Place Partnerships nationally through Phase 2 of the Sport England Place Expansion Programme. The programme forms part of a national investment of up to £250 million, designed to support place-based approaches that address inactivity, improve health outcomes and tackle inequalities through system-wide change.

2.2 The local partnership secured a Development Award of £414,265 covering the period November 2025 to March 2027, and in early November 2026 submitted a Full Award application for £1,185,438 covering April 2027 to March 2028. Governance is provided through the Telford & Wrekin Integrated Place Partnership (TWIPP) arrangements and led by Energize STW, with strategic oversight through local partnership structures including TWIPP. The Sport England decision on our Full Award application is expected in January 2027.

2.3 The programme reflects the ambitions of both the Health and Wellbeing Board and Telford & Wrekin Integrated Place Partnership (TWIPP) by bringing together local government, NHS organisations, Primary Care Networks, Adult Social Care, leisure services, the VCSE sector and local communities to deliver coordinated action to shared challenges in supporting people to be more active.

3. Progress Through the Development Award

The Development Award has provided an opportunity to test innovative approaches, strengthen partnerships and develop a deeper understanding of the conditions required to create sustainable system change for increasing levels of physical activity. Learning from this "test and learn" phase has identified several critical enablers for long-term success:

- Shared system capacity and resource.
- Stronger hyperlocal neighbourhood approaches.
- Improved marketing and communications.
- System leadership development.
- VCSE sector resilience and infrastructure.
- Improved access to information and digital solutions.
- Targeted investment focused on priority populations and communities.

Examples of activity already delivered include:

- System leadership programmes strengthening collaboration and collective leadership.
- Shared roles that increase capacity across organisations.
- VCSE resilience initiatives supporting voluntary and community sector infrastructure.
- The Get Yourself Active programme embedding movement within Adult Social Care.
- Hyperlocal neighbourhood approaches in Donnington that build on community strengths and local assets.

4 Proposed Full Award Investment Priorities

4.1 The Full Award proposal (reference Appendix 1) focuses on a series of interconnected workstreams designed to create sustainable system change.

These include:

Workstream	**Proposed Focus**
Governance and System Leadership	Leadership development, partnership governance and resident co-production
Shared System Capacity	Cross-sector capacity supporting delivery across key system priorities
Hyperlocal Communities	Neighbourhood investment in Donnington, South East Telford and Malinslee
Children and Young People	Youth voice, women and girls programmes and workforce development
Adult Social Care	Inclusion, co-production and workforce development
Leisure and Physical Activity	Exercise referral, outreach and workforce development
Green Assets	Activation of parks, open spaces and volunteer opportunities
Working Age Adults	Workplace wellbeing, musculoskeletal health and employer engagement
Primary Care and Acute Services	Active Practice Charter, wellbeing coaching and physical activity pathways
VCSE Development	Community navigation, infrastructure and sustainability
Digital and Data	Shared activity directory, referral systems and data sharing infrastructure
Marketing and Communications	Behaviour change campaigns and public engagement
Research and Evaluation	Embedded research and impact measurement

4.2 The programme adopts a targeted approach, directing investment towards neighbourhoods and population groups experiencing the greatest disadvantage and poorest health outcomes. Focused investment within Donnington, Southeast Telford and Malinslee will help ensure resources reach communities where they can have the greatest impact. Priority populations include children and young people, disabled people, carers, women and girls, working-age adults facing disadvantage and residents requiring support through health and care services. Through neighbourhood-level delivery and co-production, the programme will help improve access to opportunities that support health, wellbeing and social connection.

4.3 The programme supports a shift from reactive services towards prevention by embedding movement and physical activity within routine health, care and community pathways. Through work with Adult Social Care, Primary Care Networks, Health and Wellbeing Coaches, community navigators and acute services, physical activity becomes part of everyday conversations and support pathways. This approach contributes to the prevention of long-term conditions, improved management of existing health conditions, reduced deconditioning and improved mental wellbeing, supporting residents to remain healthier for longer.

4.4 A central feature of the programme is investment in local people and communities. Increased community capacity through navigators, volunteers, champions and resident-led action will support long-term improvements in health and wellbeing outcomes. Investment in VCSE infrastructure will further strengthen the community assets that residents rely upon every day.

4.5 The Full Award investment is expected to deliver:

- Increased community capacity through volunteers, navigators, champions and resident-led action.
- Better integration between the Council, NHS, primary care, leisure services and the VCSE sector.
- Earlier intervention through physical activity being embedded within services and pathways.
- Increased use of community assets, leisure facilities and green spaces.
- Greater resident involvement in shaping local solutions.
- Improved data, evaluation and intelligence to support future decision-making.

5.0 Recommendations

The Health and Wellbeing Board is asked to:

1. Note the progress achieved through the Development Award phase.
2. Endorse the submission of the Full Award application to Sport England.

Legal comment

The proposals are consistent with the Health and Wellbeing Board's role in encouraging integrated working under section 195 of the Health and Social Care Act 2012. Legal clearance

is limited to noting progress and strategic endorsement. Endorsement does not authorise acceptance of grant conditions, contractual commitments or additional Council expenditure. Before implementation, the relevant statutory powers and constitutional approvals must be confirmed, and the grant and partnership agreements reviewed to establish the legal recipient, delivery responsibilities and any Council liability, including repayment or clawback.

Appendix 1 – Sport England Place Expansion – Full Award (Plan on a page)

