

## Report to the head of Active Leeds

**Date:** 21/05/19

**Subject:** Run Leeds Website

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## Summary of main issues

The Run Leeds project is a social running offer that aims to ensure core market participants maintain their level of activity enabling them to become more resilient to the pressures and unpredictable changes that may occur in life. There is a focus on some of the most deprived communities across the city, and with underrepresented groups.

A fundamental part of the project is led with a body of research. With currently over 1,500 existing participants the project aims to examine the importance of participant's personality, resilience, and social connections in maintaining a physical activity habit. This will be done using surveys initially, and further follow up research with participants through interviews and focus groups.

This report summarises the need to enter a contract for 2 years with Leeds Beckett University (LBU) as the research partner for the Run Leeds project.

## Recommendations

The Head of Active Leeds is recommended to approve the waiver of the following contracts procedure rule: *Contracts Procedure Rules No 8.1 and 8.2 – Intermediate value procurements*, and award a contract to Leeds Beckett University in the sum of £12,000. The contract shall commence on the 01.03.19 and expire on the 28.02.21. The purpose of this agreement is for Leeds Beckett University to undertake research for the Run Leeds project.

## **1. Purpose of this report**

1.1 To waiver *Contracts Procedure Rules No 8.1 and 8.2 – Intermediate value procurements*, and request the authorisation of the £12,000 payment to Leeds Beckett University to cover the research element of the Run Leeds project for the period of 1st March 2019 through to 28<sup>th</sup> February 2021.

## **2. Background information**

2.1 The Run Leeds Project has been delivered by Leeds City Council's Active Leeds service for the past 4 years. This was externally funded by Sport England under the National Governing Body Place Pilot scheme, which ended on the 31<sup>st</sup> December 2017.

2.2 Following a successful bid to Sport England in October 2017 as part of the "core market" funding the project was awarded £176,000 over a four year period.

2.3 Phase 2 of the project aims to consolidate and expand the social running offer across Leeds, and to test how the project can support regularly active people to remain active when going through life changes. The project is a city wide programme but will have a focus on priority localities and the under-represented group women and girls.

2.4 The Run Leeds project has built up a database of over 1,500 social runners city-wide. The online community is an integral part of the project as it collates all elements of the project in a central place via the website and social media. Around 2,300 unique users find their way to the Run Leeds website each month.

2.5 The research aim of the project is to determine the prevalence of 7 key life changes in core runners. Whilst also examining the importance of participant's personality, resilience, and social connections in maintaining a physical activity habit.

2.6 The data will be collected and analysed via Leeds Beckett University using online surveys, in depth interviews and focus groups. Robust valid research and evaluation is essential to the project to ensure that the aims and outcomes of the project are achieved, and the learning from the research can be taken forward and implemented.

2.7 Leeds Beckett University already have a strong relationship with the Active Leeds team, and have been heavily involved in the research element of existing projects such as Leeds Let's Get Active and the Whole Systems Approach.

### **3. Main issues**

#### **3.1 Reason for contracts procedure rules waiver**

- 3.2 The research element of the Run Leeds project is a fundamental part of the project, and will inform the approach that is taken forward.
- 3.3 Entering into the contract with Leeds Beckett University would mean the Run Leeds project would benefit from the knowledge and experience that a research partner with its specialist research focus could bring to the project.
- 3.4 The insight and research that will be gathered from working with Leeds Beckett would positively impact on the service provision and is vital to the successful implementation and sustainability of the approach.
- 3.5 There is already a strong relationship between Active Leeds and Leeds Beckett University as they have previously been the research provider for projects such as Leeds Let's Get Active and the Whole Systems Approach.
- 3.6 Active Leeds and Leeds Beckett University have a signed data sharing and processing agreement in place for effective data analysis.

### **Consequences if the proposed action is not approved**

- 3.7 The external funding received from Sport England is time limited and needs to be spent by the 28<sup>th</sup> February 2021 otherwise the funding would be lost.
- 3.8 The lack of a research partner would mean the opportunity to benefit from the knowledge and experience that a research partner, with its specialist research focus, could bring to the project development phase of the project, would be lost. This would directly impact on the quality of the service provision as it would relate to the ability of the project to effectively engage the target market.

#### **3.9 Advertising**

- 3.10 This contract has not been advertised as it is felt that Leeds Beckett University are best placed to conduct the research. They are the only organisation who have the understanding of the local area as well as the research expertise and academic theory.

### **4. Corporate Considerations**

#### **4.1 Consultation and Engagement**

- 4.1.1 The project funder Sport England were consulted regarding the recruitment of the research partner and it was decided that Leeds Beckett University would be best placed to carry out the research and evaluation of the project.

4.1.2 Run Leeds was discussed at the executive board in October, and a report outlining the approach was presented to board members.

## 4.2 Equality and Diversity / Cohesion and Integration

4.2.1 There are no equality and diversity issues associated with the recommendations in the report.

## 4.3 Council policies and City Priorities

4.3.1 This particular development in the Run Leeds project contributes to the Active Leeds Service vision for Leeds 'to be the best city to be active in' increasing participation in physical activity and helping reduce health inequalities In addition to supporting the following:

4.3.2 Leeds Health and Wellbeing Strategy 2016 – 2021. Priority 7: Get more people, more physically active, more often.

4.3.3 Leeds 2030 Vision for Leeds 2011 to 2030 priorities – Best City for health and wellbeing – people are supported by high quality services to live full, active and independent lives.

4.3.4 Leeds Sport & Active Lifestyles Strategy 2013 – 2018 – Leeds will have more people participating in sport & active recreation.

4.3.5 Best Council Plan 2018/19 – 2020/21:

The Run Leeds programme helps people directly to be more physically active and can address many of the best Council outcomes and priorities, but in particular the key outcomes include:

**Enjoy happy and healthy lives and;  
Enjoy greater access to green spaces, leisure and the arts'**

The proposals also support the Best Council plan priorities as below:

**Health and wellbeing** - the strategy provides a vision for Leeds as a healthy and caring city for all ages, where people who are the poorest improve their health the fastest. Enabling people to live active lives is a key part of the plan to prevent people falling into ill health.

**Safe and strong communities** – Developing positive approaches to being physically active in our most deprived areas is an essential goal and outcomes will not be delivered if we don't take an Asset Based Community Development approach.

#### **4.4 Resources and value for money**

- 4.4.1 The £12,000 total funding for the research element of the project has been received externally from Sport England, therefore it will not require any additional funding from the council.
- 4.4.2 Leeds Beckett University will provide the evaluation for the project which will inform the approach taken for the rest of the project.
- 4.4.3 Utilising the research and evaluation that is produced from the Run Leeds project there is potential to be able to scale this up on a larger scale, and replicate the approach across other projects and sports in the city.
- 4.4.4 The research and evaluation with Leeds Beckett University could also help to draw down additional funding from Sport England in the future.

#### **4.5 Legal Implications, Access to Information and Call In**

- 4.5.1 This matter is not subject to call in.
- 4.5.2 As this project already has an allocated budget provision the service are not requesting any additional funding. Therefore this DDN will be recorded as being an administrative decision.

#### **4.6 Risk Management**

- 4.6.1 The risk of ignoring the recommendations of this report are that operations will be slowed down or even brought to a halt.
- 4.6.2 There is a risk that without a valid research and evaluation element the projects aims and objectives would not be achieved. Therefore there would be a limited amount of insight and learning that could be taken forward and implemented.
- 4.6.3 There are the risks of failing to draw down additional funds from Sport England if the budget provided for the research and evaluation is not utilised to its full potential.
- 4.6.4 The funding has been secured from Sport England to fund the research and evaluation of the programme.

### **5. Conclusions**

- 5.1 The contribution of £12,000 to Leeds Beckett University, for work starting on the 1<sup>st</sup> March 2019 to 28th February 2021 is a fundamental part to the Run Leeds

Project. The robust research and evaluation will directly affect the implementation of the project as well as future scaling up of the project.

## **6. Recommendations**

6.1 The Head of Active Leeds is recommended to approve the waiver of the following contracts procedure rule: *Contracts Procedure Rules No 8.1 and 8.2 – Intermediate value procurements*, and award a contract to Leeds Beckett University in the sum of £12,000. The contract shall commence on the 01.03.19 and expire on the 28.02.21. The purpose of this agreement is for Leeds Beckett University to undertake research for the Run Leeds project.

## **7. Background documents<sup>1</sup>**

7.1 None

---

<sup>1</sup> The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.