

Report to Head of Sport and Active Lifestyles

Date: 26.06.19

Subject: Whole Systems Approach to physical activity – Research Partner Contract

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

1. The long term ambition in Leeds is to deliver a more holistic systems approach to physical activity, across the life-course and across the city. This is a massive step change for the delivery of physical activity in Leeds and requires a fundamentally different approach to the way all organisation work together on this agenda. A systems approach to physical activity requires long term systemic change.
2. This report summarises the need to enter a contract for 2 years (with an option to extend for a further twelve months) with Leeds Beckett University (LBU) as the Research Partner for the whole systems approach to physical activity.

Recommendations

The Head of Sport and Active Lifestyles 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 £34,000. The contract shall commence on the 01/07/19 and expire on the 30/06/21. The purpose of this agreement is to undertake research and evaluation of the the whole systems approach to physical activity.

Under CPR 27 The Head of Sport and Active Lifestyles is asked to approve the wavering of CPR 8.1 and 8.2 and enter into a contract with Leeds Beckett University to the value of £34,000 for 2 years, to undertake research and evaluation of the pre-systems phase of the whole systems approach to physical activity. The new contract is due to begin 01/07/19 and finish on 30/06/21.

1. Purpose of this report

- 1.1** To waiver CPR's 8.1 and 8.2 and request the authorisation of the £34,000 payment to LBU to cover research and evaluation of the pre-systems phase of the whole systems approach to physical activity for the period 1st July 2019 through to the 30th June 2021.

2 Background information

- 2.1** The long term ambition in Leeds is to deliver a more holistic systems approach to physical activity, across the life-course and across the city. This is a massive step change for the delivery of physical activity in Leeds and requires a fundamentally different approach to the way all organisation work together on this agenda. A systems approach to physical activity requires long term systemic change.
- 2.2** Following an unsuccessful bid for funding to Sport England's Local Delivery Pilot fund in June 2017 the Public Health team within Leeds City Council agreed funding to the value of £50K towards the development of the systems approach.
- 2.3** A systems based approach to physical activity seeks to deliver the following outcomes:
- i. Create a blueprint for how to collectively run and operationalise a physical activity system
 - ii. Demonstrate how this system can improve outcomes for specific communities and be replicated in other areas across the city/region/country
- 2.4** Robust and valid research and evaluation is required to ensure the outcomes above are achieved and the learning can be scaled up in future to benefit the whole city.
- 2.5** Public health have been awarded funding form the Better Care Fund funding to support the physical activity ambition / Social Movement work stream of the physical activity systems project and this funding requires research and evaluation support.
- 2.6** In addition robust research and evaluation will support LCC's proposal to Sport England and / or other future funders for additional and significant funds to support the implementation of the whole systems approach.
- 2.7** LLGA have been working with LBU since early development stages of the project and have already provided significant support with the Local Delivery Pilot bid to Sport England in March 2017, the SMG Physical Activity Insight work (2018 – 19) and are a member of the Physical Activity Ambition Task Finish group. The have

contributed significantly to the design and planning of the Physical Activity 'Conversation' work to date.

- 2.8** LBU's existing contract came to an end on the 31st March 2019 and new contract now needs to be put in place to continue the whole systems approach research and evaluation work.

3 Main issues

Reason for contracts procedure rules waiver

- 3.1** Entering into the contract with LBU would mean the Whole systems approach project team would benefit from the knowledge and experience that a research partner, and more specifically LBU (ISPAL) with its specialist research focus, could bring to the project. LBU are also going to allocate a research officer specifically to the Leeds Whole Systems work.

Leeds Beckett's University are leaders in the research and evaluation of systems based approaches. Please see below a list of research projects relevant to this area of work that Leeds Beckett's University have and / or are currently working on:

Project Title	PI	Funder	Award amount £
Whole Systems Approach to Tackling Obesity	Paul Gately	Public Health England	1.5m
DPP Rapid Review	Paul Gately	Public Health England	44k
Workplace slimming world evaluation	Paul Gately	Public Health England	39k
Lets Get Active	Jim McKenna	Leeds City Council	24k
Evaluating the Stockport CC Local Delivery Pilot	Jim McKenna	Sport England	28k/yr
Evaluating the Cumbernauld CC Local Delivery Pilot	Jim McKenna	Sport England	34k/yr
Evaluating the EVOLVE programme delivery and impact	Jim McKenna	City of Bradford Metropolitan District Council	15k
Evaluating Derby CC 'b-active'	Jim McKenna	Derby City Council	18k/yr
Lets Get Active	Jim McKenna	Leeds City Council	16k/yr
An Evaluation of Leeds Children's Diabetes Service	Nicola Kime	Leeds Teaching Hospital Trust	12k
Geo-Demographic Profiling and lifestyle Behaviors (CDRC)	Claire Griffiths	Consumer Data Research Centre	29k

In addition to the above list Leeds Beckett's University are involved as research partners on the Calderdale Local Delivery Pilot and Doncaster Tour de Yorkshire Research.

- 3.2** Working with Leeds Beckett's University would positively impact on the quality of the service provision as it would relate to the ability of the project to effectively

engage the target market for the whole systems approach and to maintain this markets participation in the programme. This is vital to the successful implementation and sustainability of the approach.

- 3.3** LBU have worked successfully in the past with the Sport and Active Lifestyles on a number of projects. Leeds Let's Get Active; Leeds Physical Activity insight project with Social Marketing Gateway; Leeds Whole systems Approach (as a member of the task – Finish Group).

Consequences if the proposed action is not approved

- 3** The research and evaluation of the project is ongoing, so it would significantly delay the next stage of the Physical Activity system (the Ambition conversation) if a research partner is not in place with immediate effect. There is not time to advertise the tender and vet responses within the required timescales.
- 3.4** If no research and evaluation is carried out for the better Care Fund project then the project is at risk of losing this funding in future.
- 3.5** The lack of a research partner would mean the opportunity to benefit from the knowledge and experience that a research partner, and more specifically LBU (ISPAL) 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 for the whole systems approach and to maintain this markets participation in the programme. This is vital to the implementation and sustainability of the approach.
- 3.6** Leeds Beckett's have already worked with Leeds on this project for about 3 years. They have built up expert knowledge on the city and this area of work that would take a long time to replace. They already have relationships with many of the key members of the project team and attend the task – finish group on a regular basis.
- 3.7** Not having a research partner in place could affect the projects ability to seek future funding from partners such as Sport England.

Advertising

- 3.9** This contract has not been advertised as it is felt that the timescales for the required research and evaluation relating to the Physical Activity Ambition would not allow for the tender to be advertised and responses vetted. In addition LBU are the only organisation who have the understanding of the local area as well as world leading expertise in the field of systems delivery (as previously outlined).

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 The task – finish group which is a cross service project group have been consulted on the appointment of a research and evaluation partner and a project specific research officer. They are all in support.
- 4.1.2 Information Governance are providing advice about the work of the research partner to ensure that all data is shared appropriately and follows council Information Governance procedures.
- 4.1.3 The inclusion of a research partner in the Physical Activity systems work has been embedded in partner discussions for the last 3 years. This includes the following forums / partnerships; Sport Leeds board members, TRUE workshop for the Inner East of Leeds, Built Infrastructure workshop, Sport England, Marketing and Comms partners (i.e. Principles Agency); health and social care partners.

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.
- 4.2.2 The whole systems approach to physical activity will work as a priority in the more deprived areas of Leeds (1% areas specifically). Working with LBU will help us to engage with these communities in new and innovative ways to ensure we are working 'with' these communities to address their needs / aspirations in relation to physical activity. LBU will also help us to understand the conversation responses we collect from these communities.

4.3 Council policies and City Priorities

- 4.3.1 The work on the Whole systems approach to physical activity contributes to the City's ambition that "Leeds will be the most active city in the UK"; as outlined in the Sport and Active Lifestyles strategy 2013 – 2018 aiming to increase physical activity levels and improve health inequalities. It is also in support of the emerging priorities for the new Physical activity Ambition that is being developed for the city at present.
- 4.3.2 The approach supports The Best Council Plan 2019 – 2021, contributing to the 'promoting healthy, physically active lifestyles' priority and it aligns well with the councils new 1% localities approach and the 'The Three Pillars' priorities; health and Wellbeing, Inclusive Growth and Climate Change.
- 4.3.3 In addition the approach supports the physical activity actions for the prevention strand of the Leeds Health and Care plan.

4.4 Resources and value for money

- 4.4.1 This procurement is funded through the £50,000 committed by Public Health in 2018.
- 4.4.2 LBU will provide an evaluation report on the outcomes of the pre-systems work, including their involvement.

4.4.3 It is hoped the research and evaluation with LBU will help to draw down additional funding for the whole systems approach from the Better Care Fund and organisations such as Sport England.

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 There are risks of not robustly evaluating the processes we are going through to create a systems approach to physical activity which means the critical success factors will not be clear and future scaling of the programme is likely to be less effective.

4.6.2 There are risks of not truly working in a transformative way with our most deprived communities if we can't access the expertise and knowledge that LBU have around systems based working and engaging our target market.

4.6.3 There are the risks of failing to draw down additional funds from the Better care Fund and Sport England, or other funders, if there is not robust research and evaluation associated to the pre-systems phase of the project.

4.6.4 Funding is secured from Public Health to fund the research and evaluation programme.

5 Conclusions

5.1 The contribution of £34,000 to LBU, for work starting on the 1st July 2019 to 30th June 2021, generates significant value back to the Council in terms of the robust research and evaluation of the whole systems approach to physical activity. This robust research and evaluation will help with future scaling up of the project, with the engagement of priority communities and with the proposal to draw down additional funding from organisations such as Sport England for future delivery.

6 Recommendations

6.1 The Head of Sport and Active Lifestyles 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 £34,000. The contract shall commence on the 01.07.19 and expire on the 30.06.21. The purpose of this agreement is to undertake research and evaluation of the whole systems approach to physical activity.

7 Background documents¹

7.1 none

¹ 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.