

To: Councillor Mick Barry, Portfolio Holder for Leisure & Public Realm

From: Charlie Colwell, Community Sport and Activity Manager

Cc: Lee Heley, Deputy Chief Executive & Corporate Director, Place and Wellbeing

Cc: Mike Carran, Assistant Director Sport, Culture & Health Management Team

Cc: Kieran Charles, Head of Sport and Leisure

Date: 27/11/2025

Dear Councillor Barry,

The purpose of this information is to inform you of the background details set out in the Executive Decision which allocated **£23,400** to the *Workforce and Coach Education Grant (£10,000)*, *The Active Spaces and Places Grant (£10,000)* & *The Active Travel Grant (£3,400)*. The Sport and Activity Strategy Budget has £96,500 remaining and the proposed costs for Year 1 would not have an unsustainable impact on future workstreams.

The initial release of Year 1 Grants begins the delivery process from the Sport and Activity Strategic Action Plan that was adopted in September 2024. The 3-Year Plan outlines the below action plans.

- Upskill Local Volunteers
- Outreach Programme
- Improve Cycling Opportunities

The 2025 Deprivation Index showcases the relationship between areas of deprivation, health inequalities & access to opportunity. Tendring has a stunning coastline and an attractive rural landscape that makes it a desirable place to live for over 145,000 residents. The benefits of living by the sea in a clean and healthy environment are well documented and make the district special in many ways.

The Council is just one facilitator for sport and activity in the district, and this strategy aims to engage with a range of providers who deliver for our communities, such as voluntary clubs, community organisations and local activity providers.

Most of the district's population is concentrated in coastal communities including Clacton on Sea, Harwich and Dovercourt in the north, Walton on the Naze, Frinton on Sea, Manningtree and Lawford, and Brightlingsea. There is also a significant rural community who are not served by strong road and other transport networks. Due to the Tendring geography, residents may have challenges in accessing sports facilities outside their ward. The below grant funding allocations recognise the district's hardships and addresses inequalities to support activity and sport services.

Workforce and Coach Education Grant

The grant will aim to boost skills, competencies and training qualifications for local providers by dedicating funds towards workshops, compliance requirements qualifications and coaching badges. The aims of this grant are aimed to make community groups and sports clubs more proficient in their disciplines and operationally capable.

Active Spaces and Places Grant

The grant will aim to activate community spaces and places to localise sport and activity in the district. Funding will contribute towards core costs for local providers to run activity sessions. This will look to remove limitations to community groups priced out of sport and activity sessions and address financial hardships. The fund is designed to be accessible and target priority geographical areas for community organisations to operate. Sports clubs and local groups along coastal, deprived and rural areas are areas to improve mental and physical health through physical activity. By localising activity in targeted geographical areas around the district, the council will aim to engage isolated and at-risk groups.

Funding block bookings will address longevity and sustainability of programmed recreation with lump sum grants that is intended to cover a major aspect of programmed costs. The fund will review applications that futureproof the programme to continue provision beyond the length of the funding.

Active Travel Grant

Overall, the objective is to support connectivity in local towns amongst isolated communities, as well as using the district's unique rural/coastal assets for active travel. Coastal and rural communities are known to be heavily isolated, and the *Active Travel Grant* will aim to reduce health inequalities and improve accessibility, which can include towns & neighbourhoods without reliable transport links or means of safe active travel for those without private transport.

The fund is also aimed to support active travel initiatives for more people to cycle and upscale cycle safety awareness. The funding available will commission access to cycling opportunities and initiate behaviour change to travel and address wider determinants of health through active travel.

The grant funding award is set to achieve localised sport and activity for all district communities under the following themes.

- Coastal Areas
- Rural Areas

- Deprived Areas

After submissions are collected, the scoring panel (comprised of council officers & local professional organisations with a focus on community development and health) will provide their individual scores based on a set criterion that contributes to an overall average rating. Successful submissions will be required to reach an overall threshold score to be awarded grant funding.

Year 1 Strategy Funding Grants:

Allocation: **£23,400** – Proposed spend as below:

1. Workforce & Coach Education
 - a. Grants of £350 per submission (£700 for special bids)
2. Active Spaces & Places
 - a. Grants of £500 per submission (£1000 for special bids)
3. Transport & Active Travel
 - a. Grants of £500 per submission (£1000 or more for special bids)

Please can you, by way of a completed form (below) or by return email, indicate your consent to proceed with the proposed projects, we would be most grateful. Please do not hesitate to get in touch to discuss any aspect further before granting your consent on any of the above outlined proposals.

Kind regards,

Charlie Colwell

Community Sport & Activity Manager

Tendring District Council, Town Hall, Clacton-on-Sea, Essex, CO15 1SE

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Dear Charlie,

Thank you for your memorandum dated **DATE**, requesting approval to start Year 1 of the Strategic Funding of Sports & Activity Projects.

I agree/ do not agree with the outlined process after the open call.

Kind regards,

Cllr Mick Barry

Portfolio Holder for Leisure & Public Realm