

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

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: Andrew Wilesmith, Head of Sport and Leisure

Cc: John Fox, Head of Health and Culture

Date: 12/10/2026

Dear Councillor Barry & Councillor Placey

The purpose of this letter is to inform you of the background details set out in the Executive Decision which has allocated £50,000 from the Sport and Physical Activity Strategy Grant Budget and £50,000 from Tendring's Public Health Improvement Budget. The £50,000 for the Sports grant has been agreed at the July 2026 Cabinet meeting and outlined in the Cabinet Report. This report has committed £50,000 a year for the sports grants over the next two financial years (2026-27 & 2027-28).

The purpose of bringing together the Sport and Physical Activity Grant Funding and the Public Health Improvement Funding in 2026/27 is to create an outcome-led approach to delivering the most impactful grants to our local communities. This will create a single application route for organisations and reduce the barriers to apply for funds. The strategic objectives of both portfolios have overlapping outcomes and by joining resources, this would further the impact as a central part of this project. This also increases collaboration and shared opportunities between Sport and Leisure and Health and Wellbeing in Tendring.

The release of Year 2 Grants delivers on the outcomes from the Sport and Activity Strategy that was adopted in September 2024. Additionally, the release of the Public Health Improvement Funding delivers on the strategic priorities outlined in Tendring District Council's Health and Wellbeing Strategy, including addressing the wider determinants of health, the socio-economic factors that impact the health of residents, improving mental wellbeing and resilience, encouraging residents to lead a healthier lifestyle and improving the prevention and management of long term health conditions, all through a partnership approach.

The following are strands that have been identified as pots that will help communities and deliver on the joint strategic outcomes mentioned above. The amounts from each fund are identified below.

Fund Name	Amount from Sports Grant Budget	Amount from Public Health Improvement Budget	Total allocated to the Fund
Active Travel	£10,000	£10,000	£20,000
Club Development & Disability Activity	£20,000	£10,000	£30,000
Early Years Children & Afterschool Sport	£20,000	£0	£20,000
Food & Nutrition for Families	£0	£30,000	£30,000

Tendring has a population of 150,000 people, shaped with a unique coastline making the area desirable and unique for residents and visitors that come to the district. Despite the qualities that shape the local coastal towns and rural villages, geographical isolation of coastal areas is a running theme nationally. Strategically, the Service recognises the relationship between isolation and deprivation. The 2025 Indices of Deprivation Index showcases health inequalities and access to opportunity to be impacted in coastal towns and Tendring has Lower Layer Super Output Areas (LSOAs) that score some of the highest in the country for deprivation.

The Council is just one facilitator for sport and activity in the district, and the strategies aim to engage with a range of locally trusted providers who deliver for our communities, such as grassroots clubs, community organisations and local activity providers. Most of the district's population is concentrated in the peripheral towns, including Clacton on Sea, Harwich and Dovercourt in the north, Walton on the Naze, Frinton on Sea, Manningtree & Lawford, and Brightlingsea. There is also a large rural community who are not served by strong 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 to be more accessible.

These funds will also deliver on the strategic objectives set out in the Tendring Health and Wellbeing Strategy, using our Public Health Improvement budget which is provided by Essex County Council Public Health on a yearly basis in the form of a Health & Wellbeing grant. This grant is subject to an MOU with ECC which outlines the criteria for how TDC can award the funding locally. As per the MOU, it can be used to address a health and wellbeing priority in the local area or reduce health inequalities by focusing on the wider determinants of health.

Club Development & Disability Activity

For inclusive access clubs and supporting individuals. The council aims to deliver community initiatives through established community pathways which have been developed by sports clubs and recreational groups. Through this support, local

initiatives and pilot projects can be developed, as well as improving the affordability for participants to take part in programmed, league affiliated or specialist/inclusive sport and activity. There is also a focus on improving access and opportunity for people with disabilities to participate in physical activity, creating environments that meet their needs. Projects will also be considered that aim to provide wider health and wellbeing advice and support for sports club participants in addition to the sports and physical activity benefits they have gained. This could include the development of new social groups and events at the club premises to prevent isolation, or screening services and health checks delivered on site through partnership working with health and the voluntary sector.

Early Years Children & Afterschool Sport

The grant will be used to fund core costs of programming for afterschool sport and activity sessions for primary school aged children and early years. The aim is to improve awareness and exposure of sports services to children and families to boost participation and behaviour change for long-term physical health benefits, physical literacy and access to opportunity. To also build capacity for adapted and inclusive sports practices, the grant funding can provide opportunity for providers to upskill staff/volunteers for inclusive services. This fund also aims to link sport within primary schools to the Wellbeing Hub model, which is a key part of the Health and Wellbeing Strategy and use sport and physical activity to support the Wellbeing Hub model longer term.

Active Travel Grant

Coastal and rural communities are known to be at risk of isolation and accessibility. The Active Travel funding will aim to raise awareness of alternative travel for local journeys and champion physical activity initiatives and active wellbeing. There is a particular focus in getting more young people to travel to and from school by means other than a car.

Food & Nutrition for Families

This fund aims to improve nutrition knowledge, cooking skills and healthy eating behaviours among families living in underserved communities and areas of deprivation in Tendring. The fund will support accessible, community-based initiatives that increase confidence in planning, preparing and choosing healthier food that remains affordable. Projects will empower families with practical skills, nutrition knowledge and the resources to make more informed dietary choices. The scheme seeks to strengthen community resilience, encourage sustainable behaviour change and ensure that children and families have improved knowledge and skills to be able to lead healthier lives.

The grant funding award is set to achieve the following outcomes and use sport and physical activity and health and wellbeing outcomes to improve the lives of residents.

- Sustained healthy behaviour change
- Improved long-term community resilience and capacity to support healthy lifestyles at a local place-based level
- Improved reported quality of life and mental wellbeing
- Long term sustainability & quality of sports and activity facilities and wider community offer
- More opportunities available for residents to live a healthier lifestyle

After submissions are collected, the scoring panel (comprised of council officers) will provide their individual scores based on a set-criteria that contributes to an overall average rating. Successful submissions will be required to reach an overall threshold score. The highest scoring applicants will then be considered for funding. This will be based on the following criteria:

1. Does the application align with strategic priorities set out in one or both of the Sport and Activity Strategy and the Health and Wellbeing Strategy?
2. Does the project meet the objective of the fund applied for?
3. Does the applicant outline a clear rationale throughout the project to support club development, physical health or mental wellbeing?
4. Does the project demonstrate value for money and investment back into the community with appropriate scale?
5. Does the applicant provide a clear cost breakdown of expenses?

Please can you, by way of a completed form (below) or by return email, indicate your consent to proceed with the proposed projects. 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

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Dear Charlie,

Thank you for your memorandum dated 12/10/2026 requesting approval to start Year 2 of the Strategic Funding of Sports & Activity projects and allocation of £50,000 of Public Health funding to these 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

Cllr Gina Placey, Portfolio Holder for Partnerships