



# Active Local – Sport England Supported Places Briefing

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April 2025 – March 2027

## Overview

Active Local is Herts Sport & Physical Activity Partnerships (HSP) place-based approach aimed at addressing inactivity, health inequalities, and social disadvantages in targeted Hertfordshire communities. It builds on Asset-Based Community Development (ABCD) principles and has been solely funded by HSP since 2018.

## Sport England's Place Approach

Sport England's Uniting the Movement strategy commits £250m to tackling inactivity through place-based work. Though Hertfordshire was not included in the first two targeted investment phases, HSP has now secured £664,808 through Sport England's new Place Universal Offer (PUO) as an Early Tester.

## What is the Place Universal Offer (PUO)?

The PUO provides a range of support with tools, resources, and funding to enable systemic, long-term change. It promotes: Systems thinking & collaborative leadership; Community-driven solutions; Proportionate universalism (greater support where disadvantage is higher). The funding provided by Sport England requires the Partnerships and its partners to promote place-based working universally and have a very targeted approach for direct test and learn delivery (known as Supported Places).

## Hertfordshire's Sport England's Supported Places (2025–27):

1. Waltham Cross (Broxbourne)
2. Cowley Hill (Hertsmere)

*Our funding is targeted primarily at Children and young people in these two areas.*

## Our Approach

- Deploy local officers to map community assets & consult residents
- Establish local steering groups and strategic partner groups with key stakeholders
- Co-design and co-deliver bespoke Sport & Physical Activity Action Plans
- Implement test-and-learn projects with funding flexibility

## Support Offer

- Local leadership programmes
- Workforce development
- Data and insight tools
- Evaluation frameworks
- Learning communities & case studies

## Collaboration is Key

Success depends on building trust locally and fostering cross-sector partnerships. Sustainable impact will come from shared leadership and truly community-led solutions