



SHROPSHIRE HEALTH AND WELLBEING BOARD

Report

Meeting Date	20 th November 2025				
Title of report	Place Universal Offer				
This report is for (You will have been advised which applies)	Discussion and agreement of recommendations		Approval of recommendations (With discussion by exception)	Information only (No recommendations)	x
Reporting Officer & email	Pete Ezard Pete.ezard@energizestw.org.uk				
Which Joint Health & Wellbeing Strategy priorities does this report address? Please tick all that apply	Children & Young People	x	Joined up working		x
	Mental Health		Improving Population Health		x
	Healthy Weight & Physical Activity	x	Working with and building strong and vibrant communities		x
	Workforce		Reduce inequalities (see below)		
What inequalities does this report address?					

1. Executive Summary

Energize STW as a 'system partner' for Sport England has received £510,000 through an investment strand call Place Universal Offer to consider more effective system thinking and implementation through a 'place' lens. The use of this investment will be in line with Shropshire Council and SHIPP priorities.

2. Recommendations

The Board is asked to note the update on the Place Universal Offer.

3. Report

Energize STW is one of 42 Active Partnerships working with local and national partners to improve quality of life through physical activity and movement. We are predominately funded through Sport England although several projects are supported through local strategic commissions.

Following a series of successful 'local delivery pilots' Sport England have commitment additional resource and investment to support place-based working where there is clear evidence that a more targeted approach has a positive impact on those facing the greatest inequalities. As such this commitment has extended to Shropshire and we will receive an investment of £510,000 over two years starting in January 2026.

Energize STW will be the gate keeper for this investment, but over the last few months we have been working with key stakeholders across Shropshire Council, health and voluntary sectors to understand how we should use this money in line with SHIPP priorities.

Following several stakeholder and working group meetings the following focus areas have been identified.

Active Environments – Focus on planning/infrastructure teams with closer alignment to public health and population health agendas.

Direct Alignment with Local Youth Transformation Pilot and National Neighbourhood Health

Implementation Plan to accelerate both DCMS and DH&SC government place focused investment areas. This will inform test and learn areas/audiences with these soon to be identified through the programme of work.

Digital Connectivity – Understanding and supporting the role digital has in supporting people to live well, empowering movement and staying connected to their communities.

Distributed Leadership – Within a disconnected system, gain the necessary system leadership across the strategic function of our whole place. Explore leadership opportunities within neighbourhood areas identified

Crucially, the investment must demonstrate system change, understanding and better connecting the systems that shape how we live and ultimately moving from transactional to transformational approaches and sustainable investment.

Sport England recognises that incorporating multiple approaches and components is more likely to facilitate system change, therefore the funding will also have to align to the following eight areas.

- Support to build on existing progress
- Access to system change facilitators
- Evaluation and learning
- System leadership support
- Test and Learn
- Capacity and capability
- Specialist support and resources
- Collaboration and networking

Please note that the investment is not to support existing short falls in budgets, fund management costs or activity that is currently funded by Sport England or other restricted grants (e.g. HAF)

Risk assessment and opportunities appraisal <i>(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)</i>	All risks will be covered through Energize’s own risk register and operations will be underpinned by the compliance standards we have to meet through the UK Sport Code of Governance and the Charities Commission. However, we would be completely transparent in our operations if the H&W Board required further checks to take place.	
Financial implications <i>(Any financial implications of note)</i>	None	
Climate Change Appraisal as applicable	N/A	
Where else has the paper been presented?	System Partnership Boards	ShIPP
	Voluntary Sector	
	Other	
List of Background Papers		
Cabinet Member (Portfolio Holder) or your organisational lead e.g., Exec lead or Non-Exec/Clinical Lead		
Appendices		