

Newbiggin Moves – Programme Proposal (Apr 2026 – Mar 2029)

Submitted by: Northumberland County Council Sports Development Team

In Partnership with: Newbiggin-by-the-Sea Town Council

Who We Are

The **Northumberland County Council (NCC) Sports Development Team** creates opportunities that enrich lives, promote wellbeing, and encourage participation through sport and physical activity.

Our work includes:

- Delivering **inclusive sport, play and physical activity opportunities** for all ages and abilities.
- Building **links with local clubs, schools and community groups**.
- Using sport and leisure to achieve wider **health, education, and community objectives**.
- Organising and supporting **local events and activation programmes** that strengthen community cohesion.

In addition to programme delivery, NCC adds wider value by:

- Supporting local event planning and funding applications.
 - Providing club development advice (e.g. Clubmark, governance, funding).
 - Leading consultation and feedback collection.
 - Delivering sessions across local facilities such as PlayZones, schools, and parks.
 - Supplying evaluation, reporting and partnership coordination to evidence impact.
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Context

Since 2012, the partnership between **Newbiggin Town Council** and **NCC Sports Development** has delivered a broad range of sport and activity opportunities through Newbiggin Moves, but has also supported the attainment of national funding streams such as *Active Through Football*, *Football Foundation Pitch Development*, and *PlayZones*.

This long-term collaboration has strengthened local provision and community engagement. The proposed [Newbiggin Moves](#) programme will ensure this continues in a structured and sustainable way.

Why Town Council Support Is Needed

The Sports & Community Development Service relies on external grants to deliver community activity. At present, there is no dedicated funding to maintain the Newbiggin offer beyond March 2026. Without Town Council support, it would not be possible to continue providing low-cost or free sessions that residents and young people value. Feedback from community consultation has been clear; accessible, affordable activity is essential for local families and young people.

“The free sport sessions at our local centre are a great, inexpensive way to keep my children active and social. They’ve made new friends and gained so much confidence.” — Parent of a participant

Investment from Newbiggin Town Council will sustain delivery, safeguard opportunities for young people and adults, and ensure that activity remains inclusive and affordable.

Programme Proposal (Apr 2026 – Mar 2029)

Project	Delivery & Description	Added Value / Benefits
Newbiggin Moves – Community Sessions	Deliver up to three activity or outreach sessions per week during term time at venues such as Newbiggin Sports & Community Centre, PlayZone, the beach, and local parks. Programme design will be informed by ongoing consultation with local young people and families.	Builds on successful outreach models and ensures every young person has access to positive, active opportunities each week. Promotes inclusion and use of community assets.
Holiday Activity Programme	Organised activities & outreach delivery across Easter, May half term, summer, October half term, and February half term (excluding Christmas), offering a minimum of 15 hours of activity per week across 11 weeks each year.	Provides safe, structured, and enjoyable opportunities for children and young people during school holidays. Supports families and improves wellbeing and confidence.
Marketing & Promotion	Creation and distribution of promotional materials, timetables, and digital content to raise awareness of all activities.	Enhances visibility, supports delivery of the Town Plan , and encourages community engagement and facility use.

Total cost per annum: £20,457

Outputs and Outcomes

The **Newbiggin Moves** programme will focus on clear, reportable outputs and community outcomes rather than fixed participation targets.

Key Outputs:

- Regular, consistent delivery of weekly community and outreach sessions.
- Structured holiday programmes across five school holidays per year.
- Promotion and communication activity across multiple platforms.
- Ongoing consultation with participants and partners.
- Quarterly monitoring and annual summary reports to Town Council.

Expected Outcomes:

- Sustained access to inclusive, low-cost sport and physical activity.
 - Improved physical and mental wellbeing among participants.
 - Greater community connection and use of local facilities.
 - Enhanced volunteer and partnership capacity to support delivery.
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Added Value from NCC

In addition to direct delivery, NCC will:

- Support local event planning and funding applications.
 - Provide training and development opportunities for volunteers and young leaders.
 - Support for local sport & physical activity providers
 - Share best practice and coordinate links to wider county and regional initiatives.
 - Continue monitoring and evaluation to evidence progress and learning.
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Conclusion

Newbiggin Moves 2026-2029 represents the next phase in a successful local partnership that has been delivering positive outcomes for over a decade. With continued Town Council investment, the programme will maintain accessible, high-quality opportunities for local residents, strengthen the sustainability of community facilities, and contribute directly to Newbiggin's wellbeing and community priorities.