

STROUD DISTRICT COUNCIL

COMMUNITY SERVICES AND LICENSING COMMITTEE

16 SEPTEMBER 2021

Report Title	STROUD DISTRICT COUNCIL- LEISURE AND WELLBEING STRATEGY 2021 - 2041
Purpose of Report	<p>To present Stroud District's draft Leisure and Wellbeing Strategy which provides the rationale and recommendations to enable the delivery of exemplary leisure and wellbeing provision in the district over the next 20 years. This report seeks it's adoption by the Council and a mandate to develop detailed action plans and delivery structures.</p> <p>The draft strategy addresses a unique and exciting opportunity for the district, across sectors and in partnership with allied health professionals and educationists, to establish a dynamic network of services and facilities which are cutting edge and accessible to all.</p>
Decision(s)	<p>The Committee RESOLVES:</p> <ul style="list-style-type: none">a) To adopt the Leisure and Wellbeing Strategy 2021-2041b) To DELEGATE authority to the Strategic Director of Communities in consultation with the Chair of this committee to consider in detail options for the management of leisure and wellbeing assets post October 2024 and make recommendations to this committee in December 2021c) To DELEGATE authority to the Strategic Director of Communities in consultation with the Chair of this Committee to consider in detail facility opportunities and make recommendations to a future meeting of this Committee.d) To DELEGATE authority to the Strategic Director of Communities to produce a rolling 3-year physical activity and health and wellbeing action plan to deliver the outcomes of the Leisure and Wellbeing strategy and report back to a future meeting of this committee.
Consultation and Feedback	<p>Workshops – Members, officers and Youth Council Stakeholder consultation Focus groups – Included community groups, sports clubs, sports coaches, arts and education Community engagement online survey National and local strategies were also used to inform the direction of the strategy.</p>

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Options	At this point no other options are available.			
Background Papers	Indoor built facility needs assessment 2019 Playing pitch strategy 2019 SDC local plan resubmission draft plan 2021			
Appendices	Appendix A - Draft Leisure and Wellbeing Strategy Appendix B – Draft Leisure Strategy Executive Summary			
Implications (further details at the end of the report)	Financial	Legal	Equality	Environmental
	No	No	No	No

1. Introduction / Background

- 1.1 In October 2020 Community Services and Licencing Committee approved the procurement to commission industry experts to carry out a review, make recommendations and produce a 20-year draft strategy for Leisure and Wellbeing across the Stroud District.
- 1.2 In December 2020 Max Associates (industry experts) and a council project team were assigned to work on and develop the strategy. The draft Leisure and Wellbeing Strategy is included at Appendix A
- 1.3 A review of the management options appraisal is included within the strategy as the Stratford Park Leisure Centre contract which is currently managed by Sports and Leisure Management (SLM) after being extended in February 2020 for a further 3 years finishes in October 2024.
- 1.4 Within this 20-year strategy a key outcome is to produce a 3-year rolling physical activity and health and wellbeing action plan which will include the development, utilisation and partnership working within our community hubs.

2. The Strategy Structure

- 2.1 The Sport England Strategic Outcomes Planning Model was used to develop and structure the strategy which is set out in four sections; Outcomes, Insight, Interventions and Commitments. Using this structure presents the content, rationale and recommendations in an accessible way which is line with a commonly recognised 'industry standard'. It meets Sport England requirements and therefore compliment future funding applications.
- 2.2 Stage 1 – **Outcomes** – A review of national and local strategies along with stakeholder consultations and workshops which helped define the key outcomes of this strategy.
- 2.3 The common themes identified from this section of the strategy include:
 - Reduce health inequalities
 - Support individuals to be independent
 - Use physical activity as an intervention

- Connected communities – *All in it together*
- Exercise of prescriptions (*Develop Healthy lifestyles*)
- Community involvement and ownership
- Protect and improve mental, physical and wellbeing
- Improved active travel
- Accessibility for all
- Stratford Park – holistic links across the site and with community

2.4 As a result of the work completed in this section 10 key themes emerged

- A need to consider connections across all service areas (sports, leisure, heritage and arts) to impact more people
- The Museum in the Park proactively contributes towards wellbeing and needs to be protected and form part of the future leisure and wellbeing service
- Positive experiences are needed for all age groups
- To maximise participation, costs needs to be factored into the solutions
- Leisure, health and wellbeing have a key role to play in the recovery from Covid-19 pandemic
- Outdoor space is a critical element of leisure and wellbeing and needs to form part of the leisure and wellbeing offer
- Accessibility to leisure and wellbeing services needs to be improved to increase participation
- Community facilities are critical to increase accessibility
- Improved active travel solutions will increase the number of people walking/cycling
- There are opportunities for a holistic approach across the whole of Stratford Park

2.5 From the key theme's outcomes were matched against the Covid recovery workstreams.

- Community Resilience and Wellbeing
- Housing and Homelessness
- Environment and Climate Change
- Economy Market Towns & Rural Vitality

2.6 Stage 2 – **Insight** – Understanding your community and place includes health statistics, current user profiles, demographics both now and future, activity levels, focus groups and online surveys. Establishing where we are now and where we want to be whilst aligning these with both national and local strategies.

2.7 The Sport England “Active Lives Report” identified that adult inactivity levels in the Stroud district had increased by 7% and previously active adult levels of activity had decreased by 4% (figures compared from 2018/2019 – 2019/2020).

2.8 Covid has had a negative impact on activity levels both nationally and locally particularly in the 16-34's and over 75's.

2.9 The Active lives report does not have any up to date figures on activity levels for children in our district, however the national trend is showing a decline in activity levels. We are presuming this is the same for Stroud District.

2.10 Following the insight gathered in this section combined with the outcomes identified in stage one, 15 key messages emerged:

- A variety of activities is required for people who do not like sports
- Higher quality of facilities will encourage more people to participate
- Older people are underrepresented in the leisure centres, it is important to find activities to increase their participation in leisure and wellbeing
- The inactive need to be encouraged to participate regardless of age/gender/ability etc
- Pricing needs reviewing to increase accessibility
- The community hubs proactively contribute towards health and wellbeing outcomes and there is scope to roll this out across the District
- The community provision complements the traditional leisure portfolio across the District
- People living in rural areas are underrepresented in leisure centres, therefore local community facilities are critical to make services accessible to these people
- There is a need to address the shortages highlighted in the Built Facilities Strategy and the Playing Pitch Strategy
- There are excellent case studies across the District that should be used as a blueprint for other facilities and services
- There is an aging population and facilities and services need to cater for this
- Leisure and Wellbeing provision for areas where housing growth is planned needs to be considered
- Reducing travel time to facilities by providing local community facilities to reduce the probability of time being a barrier
- Covid-19 has reduced rates of participation in physical activity in Stroud and facilities and services have a role in rectifying this
- The council needs to improve cycling/walking routes to increase usage of these facilities

2.11 As a strategic outcome for leisure and wellbeing, the future targets have been identified under the five ways of wellbeing: Connect, give, take notice, be active and keep learning.

2.12 Stage 3 – **Identify** – How the outcomes can be delivered sustainably including the management options appraisal, facility investments, emerging capital interventions and community delivery. This includes recommendations to develop a physical activity strategy with supporting KPI's.

2.13 13 strategic outcomes were identified as a result of stages 1,2 and 3.

- Encourage the least active to be active
- Improved partnership working across leisure, culture, arts and external partners
- More people appreciate and use outdoor surroundings for leisure and wellbeing activities as residents and tourists
- Individual communities are empowered to make a change in their own community and feel confident about doing it
- Leisure, health and wellbeing to actively work in partnership with housing providers, developers and tenant services
- Increased levels of active travel
- Utilise our assets to raise awareness of climate change through health and wellbeing activities

- Leisure and community facilities that are energy efficient
- Help create a vibrant and sustainable economy that works for all
- Develop tourism potential of area as a unique selling point for living, working, visiting and investing in the District
- Ensure leisure and wellbeing services and facilities support the local economy and provide destinations for residents and visitors
- Maximise the value of local assets and ensure the benefits of economic development are retained locally
- Support the innovation and energy in creating locally led distinctive approaches to economy recovery and revival following the Covid – 19 pandemic

2.14 In order to achieve the outcomes consideration must be given to investing and developing our own leisure facilities, facilities across the District and working closely with our community partners.

2.15 Stage 4 – **Commitment** – Secure commitment to a strategic approach and delivery of outcomes. Agree a sustainable and effective business case, identify resource requirements to support implementation of capital projects and secure stakeholder commitment in order to move towards implementation.

2.16 As a small District Council, we must work closely with our communities, District and County partners to deliver the potential of this strategy.

2.17 Indicative costs provided by the consultants estimate an investment in the region of £20 million. This indicative estimate will require additional analysis and consideration. (Appendix A page 34)

3. Management Options Appraisal and capital funding opportunities

3.1 In October 2024 the current contract delivered by SLM will expire. Leisure Managements arrangements from this date now need to be considered.

3.2 To decide on any future management arrangements at least 24 months prior to October 2024, the council is should now consider which management options are appropriate and which services will be included within the new arrangement.

3.3 CS&L committee has established a task and finish group of elected members to explore and review the Leisure and Wellbeing Strategy with the Management Options Appraisal being one of the key tasks.

3.4 Task and Finish Group will continue to review the strengths and weaknesses of the management options provided by the consultants along with further consultation with industry colleagues and experts before a decision can be made on the best outcome for Stroud District Council. (Appendix A page 28)

4. Physical Activity and Health and Wellbeing Action Plan

4.1 The draft strategy covers a 20-year period with the outcomes aligning with the current Covid recovery workstreams and the 5 ways to wellbeing as identified in the new strategy

- 4.2 The new draft council plan has several key priorities already aligned to the strategy outcomes
- 4.3 In order to deliver on the 20-year strategy, a rolling 3-year physical activity and health and wellbeing action plan lined up to 13 Strategic Outcomes, 15 key messages, recovery workstreams and 5 ways to wellbeing needs to be developed and adopted detailing resource required, potential delivery partners and Key Performance indicators (KPI's) (Appendix A pages 6,18,24,26 and 27)

5. Conclusion

- 5.1 The draft Leisure and Wellbeing Strategy provides a clear framework and direction of travel for the development of health and wellbeing across the District over the next 20 years. The plan is nonetheless flexible with outcomes designed to meet the changing needs of our growing communities. It places Leisure, Health and Wellbeing at the centre of our priorities in the short, medium and long term.
- 5.2 The adoption of this strategy will enable the council and its partners to plan and deliver through their own structures and facilities and, in collaboration, in our communities. This will make leisure and wellbeing truly accessible to everyone.

6. IMPLICATIONS

6.1 Financial Implications

There are no direct financial implications arising from this report as it is to approve the Health & wellbeing Strategy. Any future Indicative costs identified in 2.16 would have to be considered by a separate report to this Committee.

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6.2 Legal Implications

There are no direct legal implications as a result of this report but there will be legal implications arising when implementing the actions in the strategy.

The Council has powers to provide such recreational facilities as it sees fit pursuant to Section 19 of the Local Government (Miscellaneous Provisions) Act 1976 and also to contract with a third party for them to provide such facilities due to Section 1 of the Local Government (Contracts) Act 1997.

Mention is made in the strategy of setting up a local authority trading company. Due to the complexities and additional administration of setting up a company, the benefits of this option compared to the others would need to be carefully considered alongside financial and legal advice. The Council can set up a wholly owned company under S95 of the Local Government Act 2003 where it wishes to carry out a function (in this case, leisure provision) for a commercial purpose.

The Council will need to comply with relevant legislation when implementing the strategy, including the Public Contract Regulations 2015 when procuring goods, services or works and the Local Government Act 1972 (and any relevant Act relating to owning and purchasing land) if disposing or acquiring property or land.

The Council also needs to ensure compliance with the Public Sector Equality Duty (s149 Equality Act 2010) and the Best Value Duty under Section 3 of the Local Government Act 1999 (a duty to make arrangements to secure continuous improvement in the way in which its functions are exercised having regard to a combination of economy, efficiency and effectiveness). This includes the duty to consult service users and residents when considering service changes.

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6.3 Equality Implications

An EqIA has been carried out by Officers in relation to the decision made in this report and no equality negative implications arise.

6.4 Environmental Implications

There are no significant implications within this category.