

Report to: LED Monitoring Forum

Date of Meeting 6th July 2021

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A



Developing a Leisure Strategy

Report summary:

The report outlines the need for now moving towards the development of a Leisure Strategy for the Council. This is following Sport England's guidance having now completed the SOPG Diagnostic work (the scope details are within the report). The report is seeking the LED Monitoring Forum's approval to appoint consultants to develop this final stage and agree a timetable for the production of the Leisure Strategy.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

That the LED Monitoring Forum asks Cabinet to make a recommendation to Council for the approval of a maximum budget of £25,000 towards the production of a Leisure Strategy for the Council which maybe partially funded from a Sports England Grant with the balance met from the Transformation Fund..

Reason for recommendation:

This will enable the Council following the production of the SOPG Diagnostic assessment, to move in line with Sport England's guidance and begin the work for the production of a Leisure Strategy this financial year.

Officer: Charlie Plowden, Service Lead – Countryside & Leisure

Portfolio(s) (check which apply):

- Climate Action and Emergencies
- Coast, Country and Environment
- Council and Corporate Co-ordination
- Culture, Tourism, Leisure and Sport
- Democracy and Transparency
- Economy and Assets
- Finance
- Strategic Planning
- Sustainable Homes and Communities

Equalities impact Low Impact

Climate change Low Impact

Risk: Medium Risk; The failure to produce a Leisure Strategy will make future decisions on how the Council provides its leisure offer and the finances for doing so much more complicated. The Leisure Strategy's purpose is to help the Council make informed strategic decisions on its leisure facilities and also the future funding model for LED its contracted leisure provider.

Links to background information None

Link to [Council Plan:](#)

Priorities (check which apply)

- Outstanding Place and Environment
 - Outstanding Homes and Communities
 - Outstanding Economic Growth, Productivity, and Prosperity
 - Outstanding Council and Council Services
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Report in full

1. Strategic Outcomes Planning Guidance (SOPG) Diagnostic

1.1 The purpose of the SOPG Diagnostic is to provide a position statement for East Devon DC to illustrate where we are in the process of thinking about, and planning for physical activity and leisure provision over the next 5-10 years.

1.2 The SOPG Diagnostic will:

- Provide an overview of the District:
- Headline demographic, health and socio economic review of the district
- Review of any existing needs assessment/supply/demand surveys
- Existing participation and activity levels and trends; what are the gaps? Who is inactive, where and why?
- Review of local and regional strategies and policies specifically relating to health and wellbeing, plus corporate plan and local plan (and any specific housing development proposals that may impact future demand)
- Identify local priorities and why these are important- what does East Devon DC want to achieve through the provision of physical activity and leisure and why?
- Identify the Shared Outcomes to be achieved in relation to health and well-being
- Identify gaps in existing evidence base
- Describe what East Devon DC currently provides, where and how
- Site visits of all Council facilities including dual use sites (Subject to Covid restrictions)
- Map all facilities by type and location
- Review the community outreach service
- The current arrangements with Leisure East Devon (LED)
- What that delivers in terms of throughput and social value
- The current cost of the service
- Review of each facility in relation to key strategic factors: meeting local need; community capacity; usage; whether adjacent/competition with other provision; financial (cost, investment, income generation); building condition; catchment areas; key users e.g. schools for curriculum delivery; dual use management arrangements/operating hours etc
- Run Sports Facility Calculator (SFC) to assess indicative future need
- Stakeholder consultation – engage with identified key strategic stakeholders to get their views on the challenge and opportunities for East Devon DC in terms of physical activity and leisure provision
- Assess where East Devon DC is now in terms of provision compared to need and opportunities and where it is compared to the SOPG process; this will identify key elements of work that are needed to underpin a future strategic approach to provision and delivery

1.2 On the basis of the above:

- Identify the scope for the Leisure Strategy
- Identify the focus for the Leisure Strategy- what are the key issues to be explored?

- Develop headline options
- Identify suggested timeline and next steps
- Draft and final report

2. Leisure Strategy

2.1 We need to set out our Council's vision and principles for sport and physical activity that creates a new vision for leisure and that achieves:

- Promoting opportunities for all residents to be active and to participate in sporting and leisure activities to improve health and wellbeing, in high quality facilities or environments.
- Enabling an increase in the proportion of the adult population achieving the Chief Medical Officer's physical activity guide levels from 66% to 70%; and to reduce those who are deemed inactive from 20.9% to 16% by 2021 (measured by Public Health Outcomes Framework).
- Support the aims of the Government's Childhood Obesity Plan 2016 for children to engage in 60 minutes of physical activity each day, with half of this being delivered in schools.
- Maintain our leisure centre provision through a model of community facilities in each of the District's main localities (Exmouth, Broadclyst, Honiton, Sidmouth, Ottery St Mary, Colyton, Axminster & Seaton).
- Enable the provision of other facilities across the District such as our green spaces, play areas, Nature Reserves, beaches etc. for multiple uses.
- Support the contribution made by voluntary organisations to grassroots sports clubs in promoting our commitment to physical and mental health wellbeing.

2.2 The strategic review of all the leisure facilities is important as some are beginning to age and there is a need to plan and understand what their future maintenance costs will be for the Council's capital maintenance programme.

2.3 The challenges being faced by the Council with its budget setting process and the Medium Term Financial Plan means we will require the Leisure Strategy to help us plan carefully the future budget provision for supporting our leisure activities. We need to be clear on what the service will look like in future years, and what savings could be achieved in relation to asset provisions;

2.4 The Leisure Strategy will help to deliver the leisure ambitions within the new Council Plan for supporting health & wellbeing within our communities. It will also help focus the Council's understanding of how our community leisure facilities can help support not just physical and mental wellbeing but also social and community development and economic development too.

Financial implications:

The Forum is being asked to recommend to Cabinet, who in turn if agree will recommend to Council, a budget of £25k to commission a Leisure Strategy. Funding maybe available from Sports England to offset some this cost. It is recommended the balance of this sum after any external funding is met from the Transformation Fund.

Legal implications:

To follow