

Shared Prosperity Fund – Leisure Strategy Implementation

The vision in the draft Leisure Strategy states: ‘Our role is essential in facilitating and enabling provision of good quality, accessible, and inclusive leisure for both residents of, and visitors to, East Devon because of the positive impact being active has on our health and wellbeing, and the contribution it makes to national and local public health initiatives.’

This submission is centred on bringing the draft Leisure Strategy to life, which in turn requires build capacity and resources to implement the ambitious range of objectives and actions.

- Any data regarding local **challenges** in our area which this project will help to resolve (bullet-points are fine)

This extract (table 2 below) from the draft Leisure Strategy identifies challenges under a number of headings and usefully summarises the barriers or challenges that we will need to break down in the process of delivering the vision and priorities in the strategy. The greatest challenge having set expectations through an ambitious Leisure Strategy will be providing the capacity to progress the various actions flowing from the high level principles. We have established a ten year journey and the pace of change will largely depend upon the client role of the Council and the support from LED Community Leisure Ltd (LED) and other leisure partners. LED is a not-for-profit Community Benefit Society and charitable trust that has a 30-year contract to manage the Council’s built leisure facilities until 2036.

Table 2: Summary of Key issues identified from stakeholder consultations

Key Issue	Relevant Factors to consider in developing the future Leisure Strategy
Built Assets	<ul style="list-style-type: none"> • The key issues concerning the existing leisure facilities in East Devon are: • Age and condition, particularly of the EDDC facilities • Activities offered - type, timing and nature • Lack of investment • Location of existing facilities, particularly in relation to new communities • Dated dual-use agreements which do not facilitate community access (particularly daytime), use nor taking part in physical activity • Growth of Axminster and impact on demand; Flamingo Pool small and average quality offer but does have a hydro pool; migration seen to Chard • Some assets in particularly poor condition e.g. Broadclyst

Key Issue	Relevant Factors to consider in developing the future Leisure Strategy
	<ul style="list-style-type: none"> • Lack of indoor facilities in Cranbrook; a lack of provision for young people and teenagers; the College facilities are managed commercially and are already full of football; • The proposal for a leisure centre in Cranbrook and whether capital resources are available • Opportunity to work more closely with Exeter City Council in terms of developing new facilities serving cross-border communities • The option of asset transferring all outdoor facilities to Town Councils • Pitch investment priorities are Exmouth and Honiton • The future geographical focus for provision needs to reflect existing and new e.g. Exmouth, Honiton and Axminster
Physical and Mental Health and Wellbeing	<ul style="list-style-type: none"> • Already many providers and lots offered • The role of EDDC in health and wellbeing. • Needs better co-ordination and joined-up approach e.g. linking the work of Public Health and LED • Need for audit of existing offer before more is developed to optimise resources; develop offer based on existing networks • Opportunity to develop increased Volunteer capacity • GP Referral/Social Prescribing- how can these partnerships be developed • Links to the arts could be explored in these programmes • New app being developed – EDDC should be part of the development of the new Health and Wellbeing App to improve co-ordination • LED is already delivering a lot e.g. working with GPs, online signposting etc., but where does EDDC want their focus to be; should the focus be in areas of deprivation through e.g. the Holiday Hunger programme • Memory cafes – could be the starting points for healthy walks etc.
The Great Outdoors	<ul style="list-style-type: none"> • Use of the natural active environment • Safe walking, running and cycling routes • Co-ordinated cycling routes – mapped and co-ordinated – residents and tourists • Outdoor gyms • Growing participation in wild swimming • Growing participation in informal activities e.g. skateboarding, BMX • Group exercise growing in popularity – how control use/access? • Potential to link physical activity into some agricultural support work • Exmouth seafront – is this a venue for physical activity? • Residents like being active outdoors but want to feel safe
Urban v rural	<ul style="list-style-type: none"> • Isolation • Accessibility • Limited public transport; worse in more rural areas

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Specific Sports	<ul style="list-style-type: none"> • Very limited indoor netball facilities – only two • No regional netball facilities • No netball facilities in Sidmouth • Limited indoor tennis facilities; not all well used; Clubspark should be introduced to outdoor courts; bookings could then be on LED website • Gymnastics needs a site in Honiton • Lack of 3G pitches • Youth offer under-developed e.g. boxing, martial arts • The role of sports clubs in terms of increasing and sustaining participation moving forward needs to be better defined • Sea sports/activities need more promotion and support • Is there opportunity to develop new sports e.g. Padel tennis • Residents' priority activities are swimming, walking and gardening; followed by cycling, the gym and GP Exercise Referral; where relevant EDDC should be responding to these as a priority
Disability	<ul style="list-style-type: none"> • There is a need for improved disability facilities and access e.g. pool pods
Strategic Alignment	<ul style="list-style-type: none"> • EDDC Public Health Strategy should be the driver for the outcomes of the Leisure Strategy • Also the Leisure Strategy should align to the new Active Devon Strategy
Affordability	<ul style="list-style-type: none"> • Inconsistencies in concession pricing • LED Membership offer is the same across East Devon, irrespective of facility mix offered
Demography	<ul style="list-style-type: none"> • East Devon has a predominantly older population; provision needs to meet their needs • Community survey identifies daytime as the favoured time to take part in physical activity • Reduction in young people taking part in physical activity • There is a need to properly identify needs of each age group and then provide for them • Cost is an issue for the elderly • Residents think physical activity is very important – to stay fit, for enjoyment, to improve health • Residents identify barriers to participation as: cost, time, poor quality facilities, lack of safe routes, lack of provision, inability access activities at the time they need them • In general, residents want to be more active
Communication and Co-Ordination	<ul style="list-style-type: none"> • Lack of car parking in Sidmouth for physical activity facility

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	<ul style="list-style-type: none"> Needs to be greater awareness of what is already available and being delivered, by whom and where. Audit mapping would help to focus resources in the future
Future Operational Management	<ul style="list-style-type: none"> LED would like an annual agreement over the management fee Risk allocation e.g. utility costs Need for capital investment in built assets

- Any data or information regarding local **opportunities** in our area which this project will help to realise (bullet-points are fine)

Our approach set out in the draft Leisure Strategy will specifically target and cater for those residents who are socially and economically disadvantaged to ensure they are able to benefit from affordable and accessible opportunities which contribute to reduced health inequalities and improved quality of life.

Partnership is key to delivery of our Leisure Strategy to ensure co-ordination across culture, leisure and tourism services, and that it co-exists with the policies and priorities of our local partners.

The concept of a Leisure Enabler, guided by EDDC and employed by LED will have the purpose of stimulating new leisure provision and providing resilience to existing provision. The officer will focus on the delivery of the Leisure Strategy and bring to life the projects and recommendations contained in the analysis and action plan. There will be an emphasis on leisure that involves physical activity with mental health benefits. A focus on equality and reducing barriers to accessing leisure provision for all generations will also be a priority.

Working with a wider range of partners and stakeholders the Leisure Enable will provide advice and guidance on establishing groups interested in running events and activities. The Leisure Enabler will link up with and bring to life leisure activities wanted by communities, and identify suitable venues, sites and facilities to run schemes safely by supporting organisers. Schemes using our natural environment will be encouraged, alongside those with a low carbon footprint.

The Leisure Enabler will not be able to deliver the Leisure Strategy alone and will need to be supplemented by additional resources to make progress on many of the commitments. The appointment will allow us to make a start on delivery and scoping the resource needs of the recommendations and objectives.

Leisure will be interpreted broadly and linked with other Council priorities, including culture, tourism, poverty prevention, health & wellbeing and climate change, leading to improving the quality of life for residents.

The key Principles underpinning this vision that helpfully identifies opportunities are:

1. That the provision of leisure facilities for residents and visitors alike is an essential function of this Council.
2. That such leisure facilities are important to improve the health and wellbeing of residents and visitors alike and thereby support national and local public health initiatives.
3. That such leisure facilities are inclusive and must cater for all residents and visitors, irrespective of ability, age, gender, ethnicity, income and belief.
4. That this Leisure Strategy specifically targets and caters for those residents who are socially and economically disadvantaged to ensure that such residents gain access to and benefit from the Council's Leisure facilities.
5. That the term "Leisure Facilities" refers to all facilities be they built or non-built, man-made or natural which are used, or could be used to deliver the concept of Leisure within East Devon.
6. That such leisure facilities, are provided by a range of providers including the Council, its partners, community organisations, private facilities and schools.
7. That the Council's partner Leisure Provider (for EDDC owned/leased facilities) is financially sustainable in both the short and long term.
8. That this Leisure Strategy will co-exist and support other strategies, particularly Culture, Tourism and Public Health to promote amongst the residents of East Devon the needs of good health, positive wellbeing, cultural diversity and economic development irrespective of age, gender, orientation, ethnicity, income and belief.

The core objectives of the draft Leisure Strategy also outline opportunities and are grouped under five headings:

- Facilities that meet the current and future sporting and leisure needs of East Devon residents
- EDDC priorities are aligned to and compliment Outreach Health and Wellbeing
- Effective Partnerships Delivering a Sustainable Community Sport and Leisure Offer
- Harnessing the Value of the Great Outdoors
- Review of the existing Leisure Management Contract

There are significant opportunities for improving access to leisure. We are keen to see an expansion of physical activity that doesn't necessarily involve attending a leisure centre, gym, or club, building on the outreach work already in place through LED and other providers and making better use of our outstanding environment. There are more benefits to be secured through linking leisure with health & wellbeing, good mental health, improved diet and healthier lifestyles. The draft Leisure Strategy compliments the Council's Public Health Strategy and we need to ensure good read across and shared outcomes are highlighted and delivered. This broad view of leisure needs to be championed and enabled in order to make a step change in delivery.

Cranbrook is a new town with limited leisure facilities and a recognised need for some form of health & wellbeing/leisure centre. Our rural villages would also benefit from leisure opportunities within the communities.

- Select which **outputs** the project will achieve, see the attached spreadsheet (please only tick outputs which you feel can be effectively and regularly reported back to Government)
 - Attached.
- Updated project **descriptions** (let us know if you are happy for us to use the project description from your Project Concept Form)
 - The original project description is still relevant.
- Any key **risks** that could affect delivery of the project (for example lack of staff or expertise)
 - Sufficient capacity to deliver the draft Leisure Strategy
 - Partners buy in to the objectives and priorities contained in the Leisure Strategy
 - Investment required to provide a broader leisure offer is limited
- How much **experience** do you have in managing this type of project and what **capacity** do we have to deliver this proposed project (please respond with 'strong', 'some' or 'limited' for both).
 - Some experience in house.
 - , and LED already has a Community Engagement (outreach) Manager who has developed a considerable and award-winning programme that could be significantly expanded through the additional capacity and support of a Leisure Enabler; LED has both the experience and capacity to manage the additional post, in partnership and liaison with the Council. The bid is all about creating the capacity to apply to the delivery of a new Leisure Strategy.