

Shared Prosperity Fund – LPG Project Concept Form

Your name and organisation:	John Golding East Devon District Council
Project name:	Leisure Strategy implementation

Which of the three intervention themes does this project fall under? (Please answer with one 'X')

Communities and place	X	Supporting local business		People and skills	
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Which of the interventions in the [intervention list](#) best describes your project?

For example, if your project is to fund a feasibility study, you might answer 'E14' or 'E31'

E10; E15

Please describe your proposed project, detailing local need and desired outputs.

Your response should outline how this project will help to alleviate specific local social and economic challenges in East Devon (see presentation slides). We're particularly interested in projects that will achieve:

- Green growth
- Wage growth
- Productivity growth
- Poverty reduction
- Lower economic inactivity
- Higher graduate retention
- Higher civic pride
- Cultural and economic opportunities for disadvantaged individuals

The Council has employed Strategic Leisure to review and propose content for a wide ranging leisure strategy for the district. We have recently received a draft document for consideration after an extensive investigation, consultation and research into leisure provision in the district.

The aim of the draft strategy is to improve the quality of life for East Devon residents and provide good quality opportunities to be regularly physically active. The role of the Council in co-ordinating, facilitating, enabling, and in some cases delivering opportunities to be physically active is key, whether provision relates to facilities or services, indoors and outdoors.

In East Devon 'leisure' means physical activity, sport and recreation – programmes, services and facilities – provided by the Council, its partners, community organisations, private facilities and schools, which provide an opportunity for individuals, clubs and teams to take part and be active. "Leisure Facilities" refers to all facilities be they built or non-built, manmade or natural which are used, or could be used to deliver the concept of Leisure within East Devon.

This strategy will sit alongside the Council's Corporate Plan, Local Plan, Asset Strategy, Public Health, Cultural and Tourism strategies to ensure that important corporate considerations including carbon reduction, reducing inequality and maximising the value of East Devon's assets are integral principles in the way that leisure facilities are delivered.

The strategy is supported by a detailed Leisure Facilities Supply and Demand Audit which identifies the current and future facility needs to support an increase in population in the District. The

Strategy is also informed by detailed community, sports club and school consultation and feedback from key stakeholders, National Governing Bodies of Sport and neighbouring authorities.

East Devon's draft Leisure Strategy identifies the current and future built leisure facility needs of East Devon's population through to 2031. The Council's Playing Pitch Strategy is in the process of being updated and will identify outdoor sports pitch and facility needs going forward. This will provide the Council a complete overview of leisure provision and requirements across the District.

The draft Leisure Strategy recognises that there are significant challenges with delivering the level of infrastructure required, and while the Council has a role in championing and enabling the provision required, it is unrealistic to expect the Council to be able to deliver everything. Innovative partnerships, cross-sector sustainable delivery and funding models, and significant amount of capital funding will be required in order to achieve the level of provision that this strategy identifies as needed.

Key principles being advocated 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 draft Leisure Strategy has identified a need for additional capacity to enable improved leisure provision and access to leisure. The recommendations also recognise the value of health & wellbeing and use of our outstanding environment to encourage physical activity and improved mental health for those who do not access sports facilities, sports clubs and organised sport. This emphasis on a new approach to leisure requires capacity to implement.

Our consultants have advised:

- A point of contact for physical activity in EDDC who can sign post community or partner queries about where to go/what is available.
- Someone who can 'join' things up both externally to ensure activity is coordinated and there is no duplication, plus represent EDDC at partner meetings; also to confirm-ordinate EDDC activity across departments so there is consistency, alignment to agreed outcomes and it's clear who is delivering what.

- A contact point for LED who drives what they deliver over and above their core service of facility management e.g. maybe this person could help LED get commissioned to deliver health programmes which would increase income and reduce subsidy- this is more likely to happen with EDDC backing than just an approach from LED.

This requires a **Leisure Enabler** position, a new post that coordinates leisure provision, identifies and secures external funding, encourages and enables provision by leisure providers and links with health & wellbeing.

The officer will be the point of contact for LED and drive the implementation of the Leisure Strategy.

The post holder will promote the value of leisure and maintain a comprehensive database of leisure provision in the district. He or she will also ensure that the objectives of the Leisure Strategy are consistent with the Council's other plans and priorities.

Please outline the proposed budget for this project in Years 1, 2 and 3.

We will prioritise projects that offer best value for money.

I am requesting **£60k per annum** to fund a new post of Leisure Enabler and a budget to stimulate and enable leisure projects that meet the objectives of the Leisure Strategy.

This will allow us to make some progress on implementing the Strategy and move away from our reliance on LED and built facilities for the majority of EDDC sponsored leisure provision.

Please outline the timeframes for delivering this project in Years 1, 2 and 3.

We will prioritise projects that are 'quick wins'.

We anticipate adoption of the Leisure Strategy by Cabinet and Council this summer. Once adopted there will be an expectation that the recommendations are implemented. With no spare capacity to be proactive on leisure there is a risk that delivery and change is slow.