

**REPORT FROM:** CHIEF EXECUTIVE  
**TO:** POLICY AND RESOURCES COMMITTEE  
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## **PENDLE'S SPORT AND LEISURE STRATEGY**

### **PURPOSE OF REPORT**

To inform Members of the Sport and Leisure consultation findings and to seek Member feedback and input into the draft Pendle Sport & Leisure Strategy, as attached in Appendix 1.

### **RECOMMENDATIONS**

- (1) To comment on the draft Pendle's Sport & Leisure Strategy and approve a consultation period for partners, with the final version of the Strategy being presented to Council in early 2019.
- (2) To note the findings from the Sport and Leisure consultation undertaken in July/ August this year.

### **REASONS FOR RECOMMENDATIONS**

To help shape the Pendle Sport and Leisure Strategy, which will support delivery of the Council's Strategic Objective to create and sustain resilient communities.

### **ISSUE**

Pendle's Sport & Leisure Strategy is being developed to support the delivery of resilient communities, recognising the significant contribution sport and leisure provide in improving health and economic wellbeing. The strategy will provide the framework for the future delivery of sports/leisure provision across Pendle and is guided and shaped by the findings from the public consultation held over summer this year. It will help enable the council to prioritise provision and guide a strategic review to determine future sustainable delivery models for Pendle Leisure Trust services across Pendle.

The draft Pendle Sport & Leisure Strategy content includes:

- A Vision
- Making the case for physical activity
- Strategy purpose
- Strategic links

- Summary of the evidence base
- Insights and behaviours
- Pendle's current Leisure Provision
- The role of Pendle Council in providing leisure opportunities
- Future considerations for Leisure services
- Priorities for Leisure

The suggested Vision '*that all people in Pendle have the opportunities to participate in a range of sports and leisure activities to enable them to maintain and improve their own health and wellbeing and become more active, more often*' aspires to increase activity levels across Pendle, particularly within our communities that experience poor health outcomes. We want to ensure that suitable, appealing and accessible facilities and services are available across Pendle, enabling people to take greater control over their health and wellbeing, becoming more resilient and less dependent on the public sector.

## **Insights and behaviours**

The strategy captures the findings from the public consultation held over summer 2018 to give an indication of leisure choices and preferences that people opt for across Pendle. It also considers motivations and barriers to keeping fit.

More than 700 responses were received to the survey, through a combination of online and paper, which ran for a period of 8 weeks. The main findings include:

- Walking for leisure appears to be the most common physical activity and is particularly popular with 55 to 64 year olds. The more conventional fitness activities such as gyms and fitness classes are most popular with 18-34 year olds.
- Whereas 18 to 34 year olds are the group most inclined to run on their own, 35 to 44 year olds are more likely to be involved in organised running.
- In terms of physical activities that respondents are thinking of undertaking in the next 12 months, again walking for leisure is the most commonly selected response.
- The youngest age group (18 to 34 year olds) are least likely to consider walking for leisure. Instead this age group is more likely than any other age group to consider fitness activities in future.
- Affordability and cost is a big priority for people, with some respondents commenting on the expense of local facilities and memberships
- There is some willingness to travel for better quality facilities and activities, particularly 18 to 34s, with the oldest age group least likely travel to access facilities and memberships. 46% of respondents are willing to travel to use better or more varied sports and leisure facilities.
- Convenience means different things to different groups – younger groups want extended opening times that fit around their work and family life, older groups want facilities in close proximity to them
- Satisfaction is above 70% with access and availability of sports and leisure facilities in the area, as well as overall satisfaction with provision in their local area.
- Around one in five have used either parks or playing fields in the borough

Respondents to the survey were asked if they had used any leisure facilities during the last 12 months. 43% indicated that they had used Pendle Leisure Centre, whilst 38% had used Pendle Wavelengths. 17% indicated that they have not used any leisure or sport facilities in the last 12 months. A higher percentage of respondents have accessed parks/ playing fields outside Pendle (25%) than West Craven Leisure Centre (21%).

One in four indicated that they are part of a local sports club or organised group. 27% are not part of a group or club but indicated that they would like to in the future.

Overall the findings suggest that people are accessing a range of facilities and services for leisure with the conventional sport venues such as swimming pools, gyms and sport halls still popular, albeit they are just one component within a broader spectrum of sport and leisure choices.

The consultation findings report can be found in Appendix 2.

The suggested Sport and Leisure priorities, (in the strategy, each listed with associated key actions) are:

### ***Achieving Health and Well Being Outcomes***

We intend to focus our resources on areas that will increase the health and well-being of our residents. Therefore those areas of activities that are most popular and have greatest impact on health will be prioritised.

### ***Engagement to Increase Activity Levels***

We will ensure that the facilities and services we operate and the wider leisure offer, encourage usage, particularly among those who are inactive, and engage our communities.

### ***Review of our Pendle Leisure Trust Facilities***

We will review the Pendle Leisure Trust facilities within the wider context of Pendle's leisure offer and ensure that the facilities operate in a way that delivers the greatest impact on health improvement. The Strategy will help set the framework and context for any strategic review of leisure services.

### ***Working with Local Clubs, Groups and the Third Sector***

We recognise the very significant contribution our existing local clubs and community groups make to Pendle's sport and leisure offer. Local clubs and groups can often engage with our residents in ways that public services cannot. We must work with clubs and groups to encourage people to take up or continue such physical activity opportunities.

### **Next steps**

Members are invited to submit their comments and feedback on the draft Strategy to instigate the consultation process. The consultation will then be extended to key partner organisations via Pendle Health & Wellbeing Partnership with the final version presented to Full Council in early 2019. Any comments/ feedback can be submitted to Gill Dickson.

It is proposed that upon Strategy approval, the Policy and Resource Committee receive annual progress reports on strategy implementation.

### **IMPLICATIONS**

**Policy:** Pendle's Sport and Leisure Strategy will help support the delivery of the Council's strategic objectives and provide a framework to guide future decisions on leisure services.

**Financial:** Beyond 2019/20, funding for the delivery of sport and leisure services in Pendle will come under further pressure. The Strategy will guide a Strategic Review to explore options for future delivery to ensure long term sustainability of leisure services.

**Legal:** None arising directly from this report

**Risk Management:** None arising directly from this report

**Health and Safety:** None arising directly from this report

**Sustainability:** None arising directly from this report

**Community Safety:** None arising directly from this report

**Equality and Diversity:** The outcomes from the Strategic Review will be subject to an Equality Impact Assessment.

## **APPENDICES**

Appendix 1- Pendle's Draft Sport & Leisure Strategy 2018- 2023

Appendix 2- Pendle Sport and Leisure Research Report August 2018

## **LIST OF BACKGROUND PAPERS**

'Review of the Pendle Leisure Trust', Policy & Resources Committee, 28/08/18