

To: City Executive Board
Date: 10 September 2015
Report of: Head of Community Services
Title of Report: Leisure & Wellbeing Strategy, 2015 to 2020

Summary and Recommendations

Purpose of report: To approve the Leisure & Wellbeing Strategy 2015-2020 that has been updated to reflect responses from public consultation.

Key decision? Yes

Executive lead member: Councillor Mike Rowley, Executive Board Member Leisure, Parks and Sport

Policy Framework: Strong & Active Communities

Recommendation(s): That the City Executive Board resolves to:

1. APPROVE the Leisure & Wellbeing Strategy, 2015-20.

Appendix 1: Risk Register
Appendix 2: Equalities Impact Assessment
Appendix 3: Leisure & Wellbeing Strategy, 2015-2020
Appendix 4: Summary of consultation results

Introduction

1. The draft Leisure & Wellbeing Strategy, 2015-2020 was approved for public consultation by the City Executive Board on the 17 December 2014. The consultation generated some very useful feedback which has helped to further improve the strategy.
2. The strategy details our plans, acts as a framework of influence for partners and includes good practice case studies. In the context of this strategy, leisure encompasses physical activity, sport and all activities that take place in leisure and outdoor sports facilities.

3. The Leisure & Wellbeing Strategy outlines the Council's approach to
 - Continuing to improve the city's leisure centres
 - Creating a world class leisure offer
 - How we will get more people physically active
 - Sports Development
 - How we will work with partners
4. The Leisure Facilities and Sport and Physical Activity Strategies were implemented in 2009 and expired in 2014. This strategy builds on the progress that has been made by our Leisure Facilities and Sport and Physical Activity Strategies 2009-2014 and details how we will channel our resources over the next five years.

Relationships to other Strategies

5. The delivery of the Leisure & Wellbeing Strategy, 2015-2020 is supported by the Green Spaces Strategy, Culture Strategy, Playing Pitches Strategy and the Youth Ambition Strategy.

A summary of the work we have undertaken on needs

6. An extensive needs analysis has been undertaken which confirms that the Council's target groups were still appropriate. These being:
 - Younger People
 - Older People
 - BME Communities
 - Disability Groups
 - People from areas of deprivation.

This was also verified with the online consultation and in the focus groups.

Summary of the consultation process

7. The main consultation period was undertaken from the 20 February to 24 April 2015, a total of 102 people giving their views.
8. The consultation was launched by a press release. 61 stakeholders and organisations – such as National Governing Bodies, education providers, Oxfordshire County Council, Oxfordshire Clinical Commissioning Group and public health – were emailed directly and people were asked in our leisure centres to fill in the questionnaires.
9. The draft strategy was available for comment on Oxford City Council's online consultation system, eConsult, and the consultation was promoted in the council's internal newsletter, Council Matters.
10. The views of senior managers in public health and the Managing Director of the County Sports Partnership were initially sought to help to scope the strategy.

11. A full review of needs was undertaken in 2013-14 and the report was displayed in each political party's group room.
12. The strategies objectives were talked through with the Leisure Partnership Board which comprises representatives from; young people, older people, public health, leisure centre users, officers and councillors.
13. The Council's Inclusion Officer led a piece of work to understand barriers to taking part from a range of minority groups. Further focus groups with groups of young people, older people and people from minority groups were undertake to obtain a more in-depth understating.
14. We also held a planning and licencing focus group to join up the strategies across these areas to improve public health.
15. The focus group sessions were particularly useful as they gave us the views from our target groups who would not usually engage in such a process. The main finding from the target group sessions was that we need to improve how we communicate what is available and for some minority groups there was a barrier in relation to integrating with other community groups who were seen as having differing values.

Summary of consultation results

16. The consultation has shown strong support for all aspects of strategy. Common themes from the consultation:
 - **Closer working with schools and secondary education sites**
The main project underway is the council funded new gym at the Oxford Spires Academy. We are also exploring areas where we can work with schools and the colleges to further improve the city's offer.
 - **Improved communication of what's available**
We will continue to build on the work in our focus groups to find and implement ways to communicate with target groups. For young people we will continue to promote the usage of our App Bungee.
 - **Improvement to make it easier for more people to use cycling as a mode of transport**
Cycling is now a focus sport in the city which is shown in the action plan. We will look to feed into transport strategies and review cycle travel plans at our sites.
 - **The importance of the strategy to help to address health issues**
The strategy has increased its emphasise on health outcomes.
17. The feedback from the consultation along with the Council's response is summarised in Appendix 4.

18. Resourcing of subsequent actions from consultation results are demonstrated in tables seven, eight and nine of the Leisure and Wellbeing Strategy, 2015-2020, Appendix 3.

Level of Risk

19. The level of risk is low. The Risk Register is shown in Appendix 1.

Climate Change

20. Current and future projects will continue to place a high priority on ensuring low carbon technology is implemented. The strategy includes an increased emphasis on green transport.

Equalities Impact

21. An Equalities Impact Assessment is shown in Appendix 2.

Financial Implications

22. The action plan included within Appendix 2 shows the financial position for each strand of the strategy.

23. The strategy will form an evidence base that will help support applications for external funding, bids to Council for additional resources and the application of leisure related developer contributions.

24. Bids to Council for additional resources will be incorporated into the Council's medium term financial planning process and the subject of Future reports.

Legal Implications

25. There are no direct legal implications.

Name and contact details of author:

Name: Ian Brooke
Job title: Head of Community Services
Tel: 01865 252705 e-mail: ibrooke@oxford.gov.uk

List of background papers:

The 2013/2104 Needs Analysis can be found here:
[Leisure and Wellbeing Participation needs](#)