

What is the role of Local Authority Leisure Services?

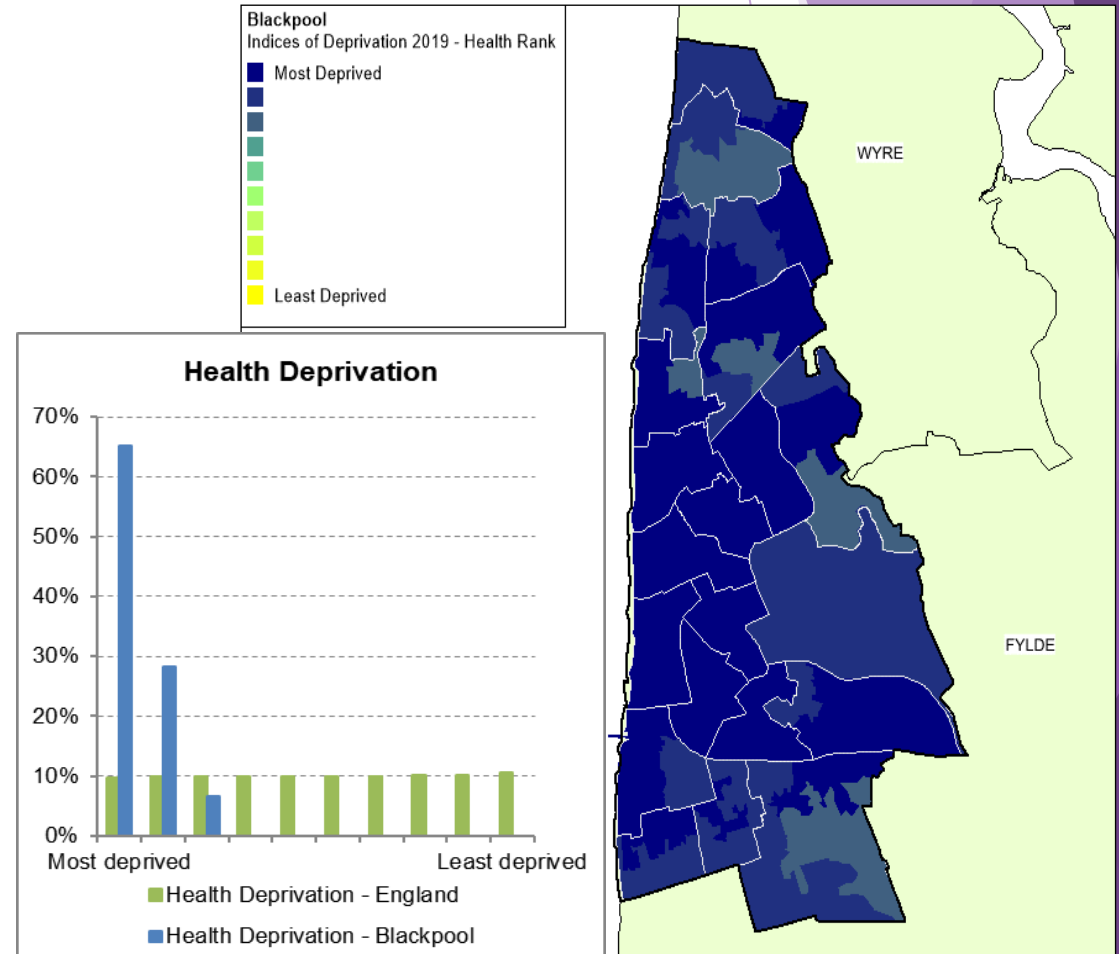
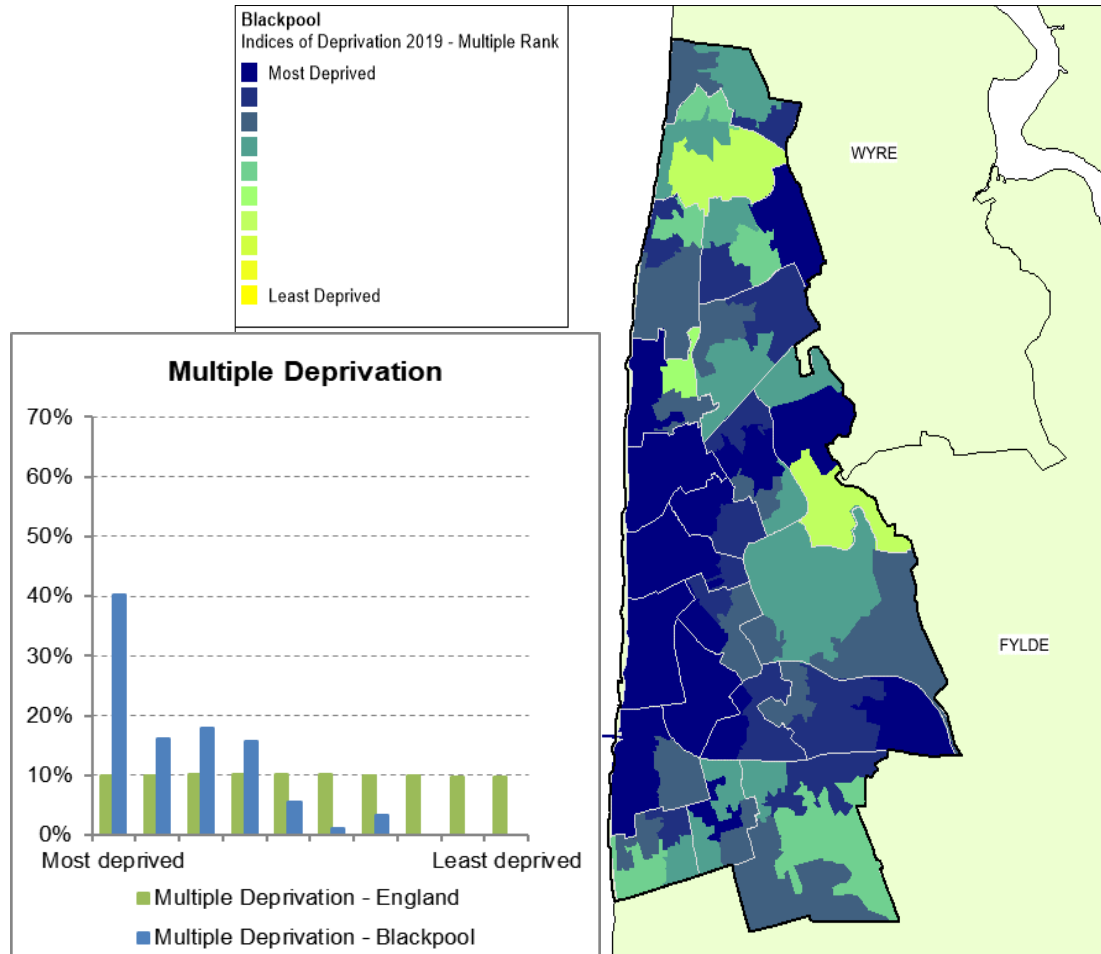
Lisa Arnold

Head of Parks, Leisure & Catering Services

Introduction

- ▶ The Blackpool Landscape
- ▶ Blackpool Council Leisure Services - Active Blackpool
- ▶ The future role of Local Authority Leisure Services

Blackpool IMD Statistics 2019



Wellbeing Services

- ▶ Parks
 - ▶ Lowest tree canopy cover in the UK
 - ▶ Park of the year for 2017 & 2019
- ▶ Leisure
 - 3 leisure facilities
 - Outdoor activity service
 - A range of outreach programmes
 - 1 million visits/year
- ▶ School and Community Catering
 - ▶ Universal free school breakfast programme
 - ▶ 1/3 children entitled to free school meals



Blackpool Active Lives Strategy - Outcomes

- ◀ A: Corporate leadership
- ◀ B: Increased levels of (all) young people's participation in physical activity/sport
- ◀ C: Increased levels of (all) adult participation in physical activity/sport
- ◀ D: Achieve equitable levels of participation among key targeted groups
- ◀ E: Improve third and voluntary sport sector contribution to strategy delivery
- ◀ F: Ensure that optimum use is made of sport/physical activity facilities
- ◀ G: Evaluate achievement via effective performance measurement
- ◀ H: Invest in and improve communication

Leisure Services Overview

- ▶ £3.9million income target
- ▶ £2.7million fee's & charges
- ▶ 3 leisure facilities
- ▶ Outdoor activity service
- ▶ A range of outreach programmes
- ▶ Over 1 million visits per year
- ▶ 1/3rd of visits from concessionary customers
- ▶ 45% of customers from 20% of the most deprived areas in Blackpool
- ▶ 56% of children non-swimmers on week 1 of school swimming



Health Referral Programme

- ▶ Eligibility - Anyone who would benefit from being more active
- ▶ Specialist programmes
 - ▶ Cardiac
 - ▶ Respiratory
 - ▶ Cancer
 - ▶ Stroke



ACTIVE BLACKPOOL Physical Activity and Diabetes

ACTIVE BLACKPOOL Physical Activity for weight loss

ACTIVE BLACKPOOL Physical Activity and your heart

ACTIVE BLACKPOOL Physical Activity and cancer

Make a start today, ask your GP or health practitioner to refer you.

T: 01253 478007
pool@blackpool.gov.uk
ortblackpool.co.uk

T: 01253 478474
pool@blackpool.gov.uk
ortblackpool.co.uk

T: 01253 478007
pool@blackpool.gov.uk
ortblackpool.co.uk

T: 01253 478007
pool@blackpool.gov.uk
ortblackpool.co.uk

Blackpool Council
SPORT BLACKPOOL

T: 01253 478007
E: active.blackpool@blackpool.gov.uk
www.sportblackpool.co.uk

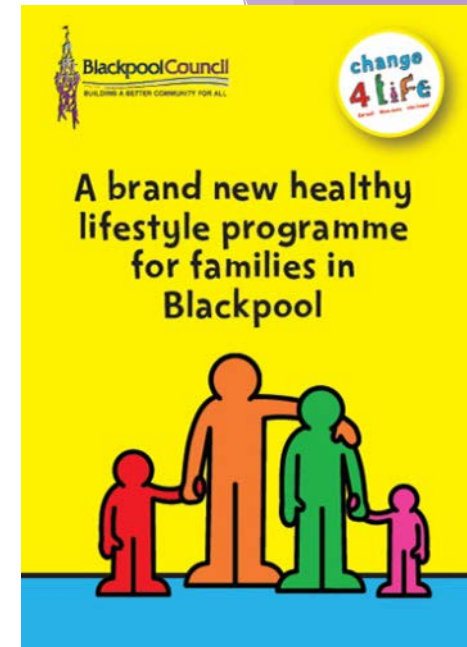
Targeted Programmes

Externally Funded Projects

- ▶ More Positive Together (European Funding)
- ▶ Get Out Get Active 2 (Activity Alliance)
- ▶ We are Undefeatable (Sport England)
- ▶ Family Weight Management Programme (Public Health)
- ▶ Sport 4 Champions (Catering Service)

Concessionary Programmes

- ▶ Passport to Leisure
- ▶ Free Swimming
- ▶ Talented athlete pass
- ▶ Free Carer scheme
- ▶ Over 50's free induction
- ▶ Blackpool Polar Bears



Time to press the reset?

- ▶ What is our purpose?
- ▶ Collaboration V's Competition
- ▶ Profit V's local priorities
- ▶ Shared Learning
- ▶ Consistent and coherent voice
- ▶ Shared purpose
- ▶ Leadership