

Leisure Futures

A Blueprint for Scalable Change

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The scale of the challenge

- Ten out of Oxford's 83 neighbourhoods are amongst the **20%** most deprived in England². **Core20PLUS5**
- After housing costs, one in four children live below the poverty line, this rises to 36% in Blackbird Leys.
- On average, men in the most deprived areas of Oxford live 13.8 years less than those who live in the least disadvantaged areas – this is a similar life expectancy gap as between the [most affluent and least affluent parts of the UK](#).
- Almost one in three children leaving primary school in Oxford are overweight or obese, with one in six classed as obese⁵; some 63% of adults in England are overweight or obese⁶.
- The 2021 [health and social care white paper](#) shows the need for a more integrated system, with one in three patients admitted to hospital as an emergency now having five or more health conditions, up from one in ten a decade ago.

Set within a volatile external environment



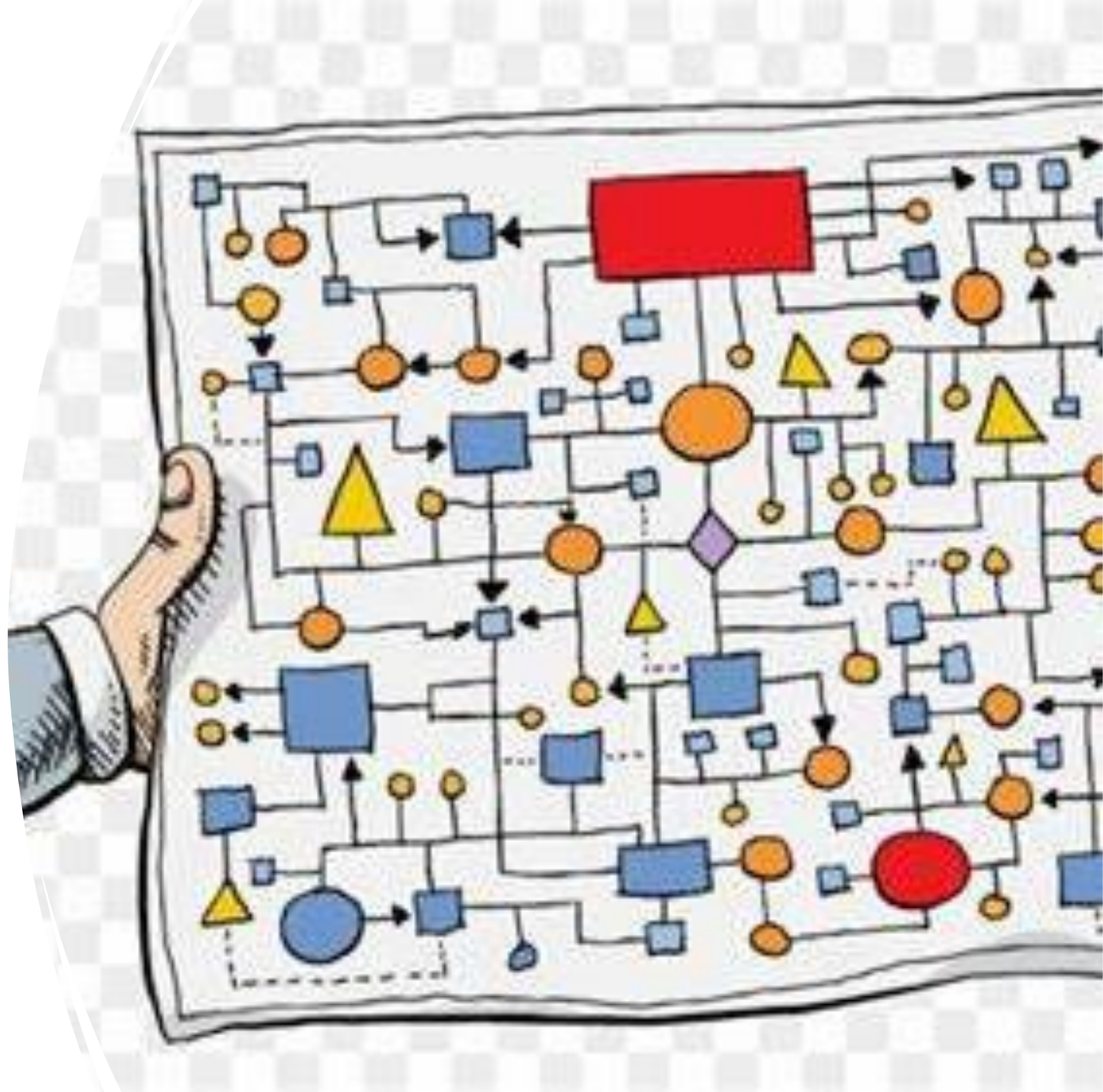
Our local energy

- Oxford's leisure contract expires in April 2024 – providing an opportunity to develop a blueprint for how leisure centres can play a far greater role in tackling inequalities.
- Strong relationships and well-established multi-partner activity programmes - Oxfordshire on the Move
- Local Strategies - healthy place shaping approach.
- Understood need for a whole system approach ...



Understanding a complex system

- Navigating local systems
- Building relationships
- Going with the energy
- Follow up



Creating a plan



City conversation



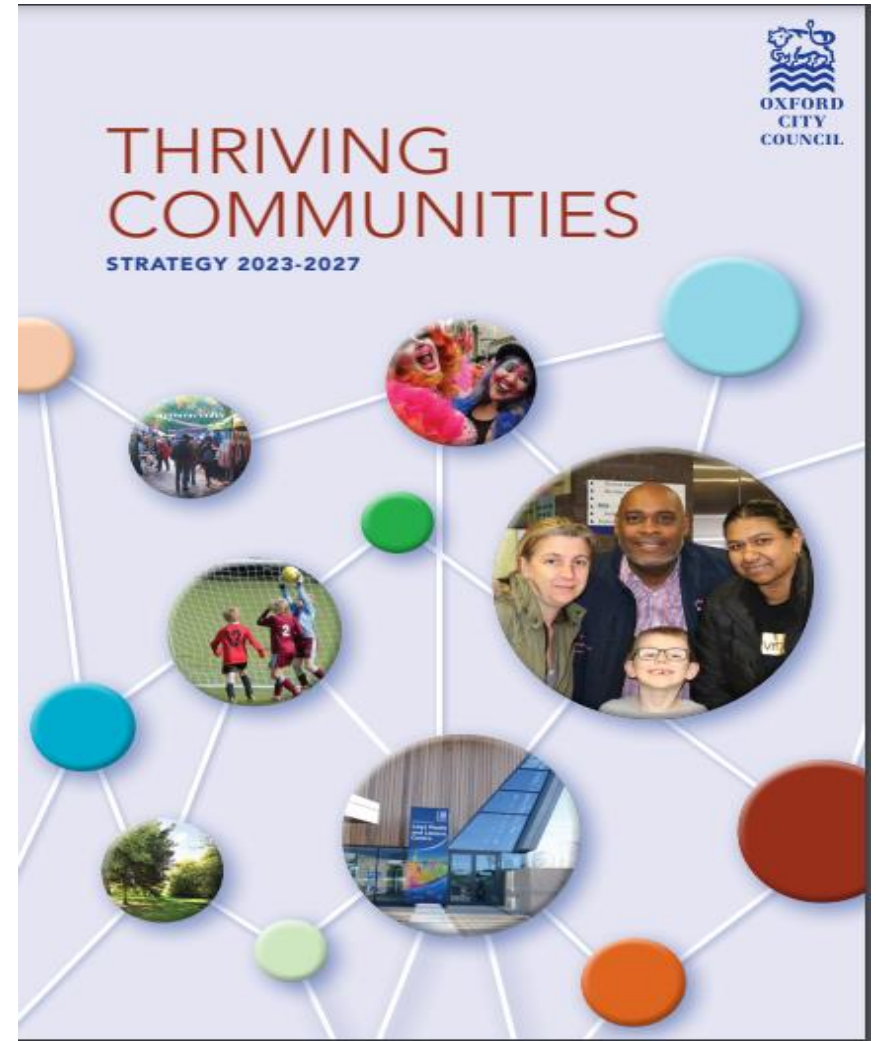
Our 4 Ps



Connecting the system



Thriving Communities Principles





FUTURE

Leisure Futures

4 strands

- Now
- Tender
- Internal comparator
- A new delivery model

A blueprint for scalable change – strategic propositions



1. Workforce
2. Collocation
3. Quality
4. Commissioned services
5. Tackling inequality
6. Key workers

Our Aims

- 1) Strategic leadership for the local area to implementation a sector skills strategy.
- 2) Better prepare the workforce of the future with the knowledge, skills and behaviours required by local employers.

Our priorities



An inclusive and diverse workforce that better represents Oxford's population



Further Education (FE) working with employers to identify the sector needs and gaps

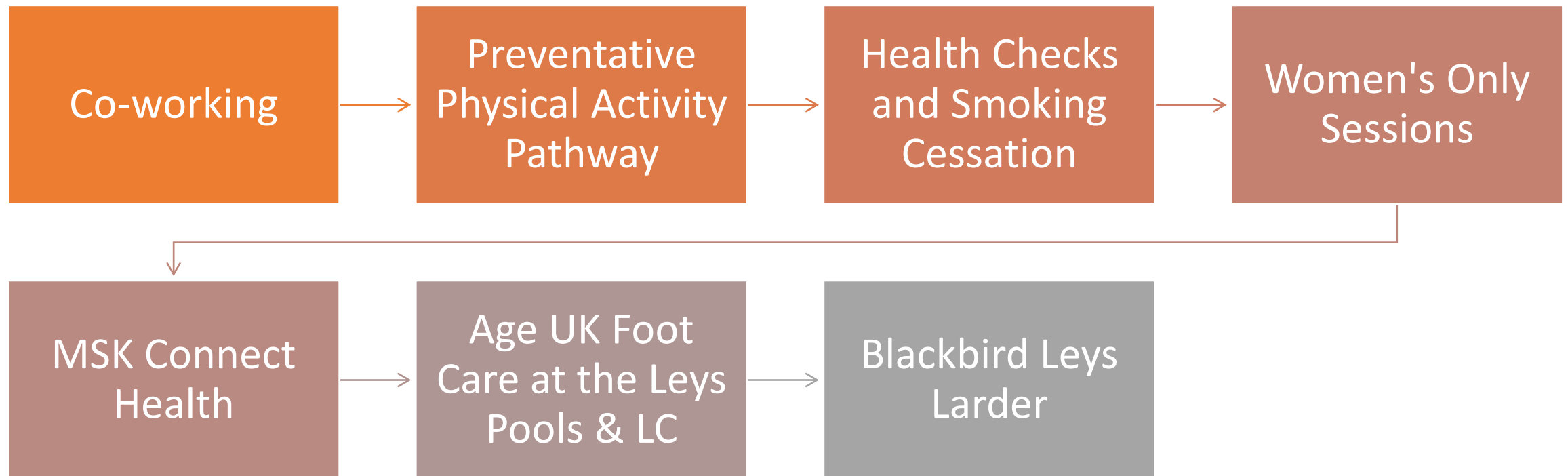


Retention and development of the workforce



Health – improve health and wellbeing of people living in Oxfordshire

Leisure to Active Wellbeing – Pilots





Part of a healthy place shaping approach

YOUMOVE



Bonus Card



MOVE
Together



Our learning

- Start early
- Be realistic about resources
- Protect the time
- Go with the energy
- Make deep relationships
- Keep telling the story
- Be bold and resilient
- Always learn ...



WHOLE SYSTEM APPROACHES TO TACKLING INACTIVITY- LEARNING FROM GOOD PRACTICE

Home » Whole system approaches to tackling inactivity – learning from good practice

EXERCISE REFERRAL AND WEIGHT MANAGEMENT, LONDON BOROUGH OF REDBRIDGE

Home » Case Studies » Exercise Referral and Weight Management, London Borough of Redbridge

Vision Redbridge

Overview

The Exercise on Referral (EOR) scheme is available to Redbridge residents aged 16 years+ who suffer with physical or mental health conditions which would benefit from increasing their physical activity levels. Residents are referred by their GP with health conditions, including diabetes, obesity, asthma, hypertension, depressions, stress, anxiety and musculoskeletal conditions. Vision also offers specialist pathways for Cancer, Cardiac, Stroke Rehabilitation and Long COVID as well as a 12 week pre diabetes pilot nutrition course.



Thank you

Any questions?



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