



North  
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Leisure

# APSE Sport and Leisure Advisory Group meeting 31 January 2024

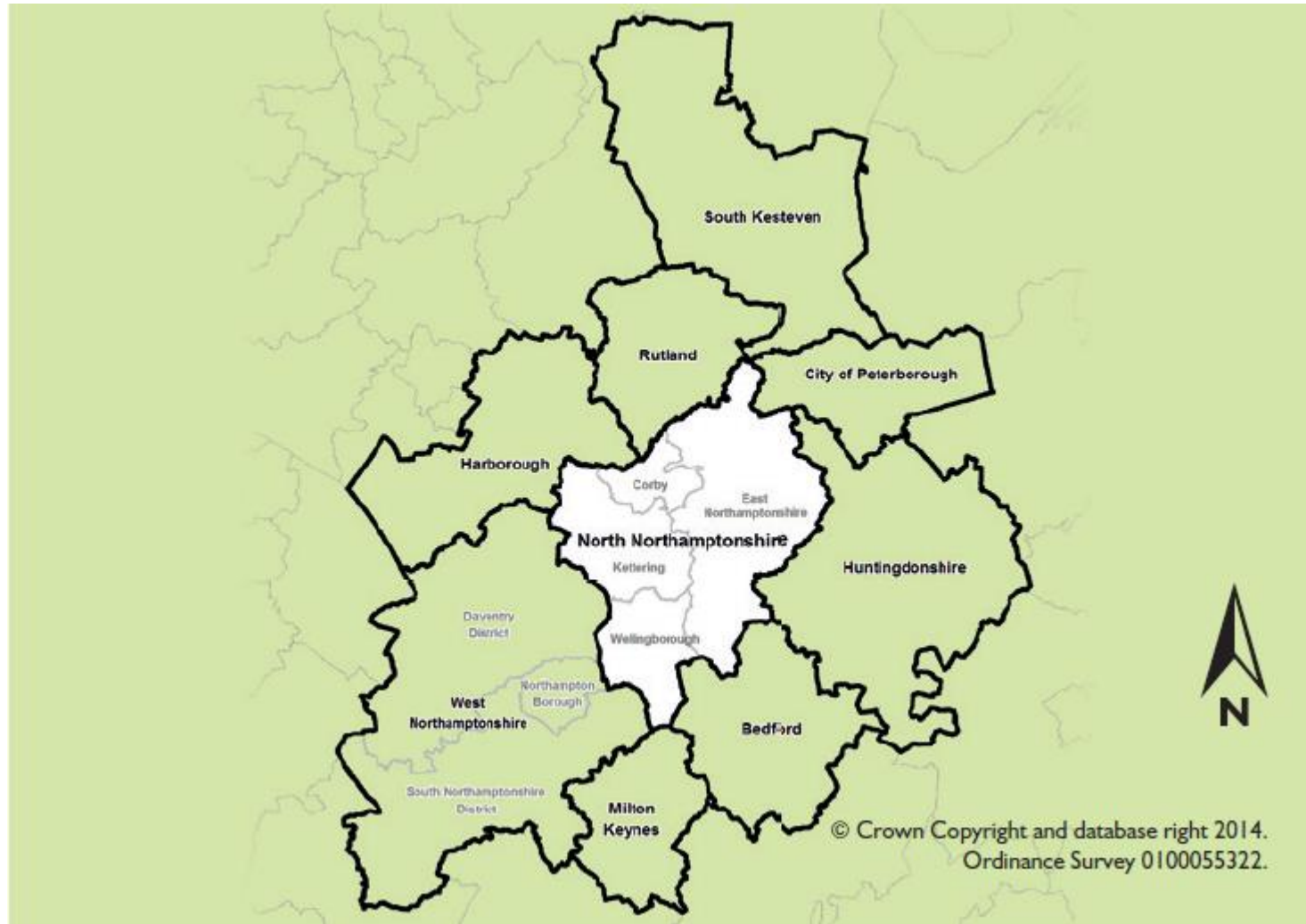
**Julie Cardwell – Strategic Lead - Leisure**



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# Overview - North Northamptonshire Council – New Unitary Authority

- Formed in April 2021 bringing together sovereign Councils including:
  - Corby
  - East Northants
  - Kettering
  - Wellingborough
  - Northamptonshire County Council
- Restructure of top tiers of management and new Council elected in May 2021
- According to the Office for National Statistics – Census 2021 – the population increased by 13.5% from 2011 to 2021 to 359,500 – higher than the overall increase for England (6.6%)
- Leisure Services has recently moved under the Public Health Directorate – opportunity to be forward thinking and continue the direction of the service to focus on Health Inequalities and outcomes
- Service now in the process of a restructure to embed a structure that supports the ongoing development into an Active Wellbeing Service



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# Overview of Current Leisure Management arrangements and services

## Leisure Facility Management – 15 Leisure Facilities

### Inhouse managed service in Corby - direct management of:

- **Lodge Park Sports Centre – APSE Award winner - Best performing Leisure Centre 2023**
- Corby East Midlands International Pool
- Priors Hall Golf Course
- West Glebe Pavilion
- Hazelwood Neighbourhood Centre

### Lease arrangements with:

- Corby Town Football Club
- Corby Athletics Club
- Corby Indoor Tennis Centre
- Abington and Burghley Drive Pavilions



## 4 Leisure Contracts managed

### Freedom Leisure - East Northants

- Nene Leisure Centre - Thrapston
- Splash Pool – Rushden
- Pemberton Centre – Rushden

### Freedom Leisure – Kettering

- Kettering Pool
- Desborough Leisure Centre
- Cornmarket Hall – Kettering
- Pitch and Track – Kettering

### Phoenix Leisure – Kettering Leisure Village

- Arena Sports

### Places Leisure - Wellingborough

- Redwell Leisure Centre
- Waendel Leisure Centre



There are also other numerous Leisure facilities that are leased to local sports clubs and organisations such as tennis courts, club houses, bowling greens and pavilions.

# North Northamptonshire Leisure Team

**Active Communities team**— delivering a range of programmes and delivering across North Northamptonshire:

- Physical Activity sessions and Schools sports
- Shape Dance – sessions and shows
- Wellbeing walks
- Walking football and Netball
- Active Families activities
- Family fun days
- Otago – falls prevention sessions for older people
- Play in the Park – sport and play sessions
- I Can, You Can, We Can - events
- North Northamptonshire Sport Network
- NN Active Communities Awards
- Kids of Steel Triathlon
- Play schemes and Happenin young people's activities
- Cheerleading sessions
- Holiday programmes and HAF



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# Lodge Park Sports Centre – APSE Award winner – Best performing Leisure Centre 2023

Built in 1974 – Refurbished in 2001 with Sport England Grant  
Dual Site facility – School and Community use

Dry Facility including:

- 1 Large Sports Hall – 4 badminton courts
- 1 Small Practice Hall – 1 Badminton Court
- 3G Football Pitch
- Gym - 60 Stations
- Spin Studio
- 3 Group Exercise/Fitness Studios
- 2 Lounge and multi purpose rooms



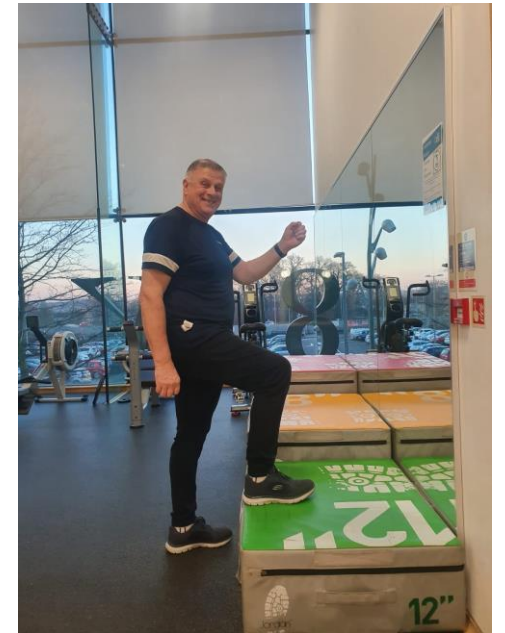
# Health and Fitness Team – Based at Lodge Park Sports Centre and Corby East Midlands International Pool (CEMIP)

## Why has Lodge Park performed so well?

Lodge Park Sports Centre is a traditional sports/leisure facility but is also focused on delivering a range of accessible health and wellbeing programmes including:

- Activity on Referral
- Phase IV Cardiac Rehabilitation
- Get up and Go – Falls prevention
- We CAN Move – Cancer Rehabilitation
- Stroke Rehabilitation
- Pulmonary Rehab
- Working in partnership with Stroke and physio therapy teams from NHS

**Alongside this the Leisure Team is focused on increasing activity levels across the community and making activity accessible for everyone in the wider community as well as within leisure facilities**



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## Lodge Park Sports Centre and Corby East Midlands International Pool Recovery and Development since Covid 19

- ❖ There has been continuous increased football of **54%** for the two in house managed facilities since 2019-20
- ❖ Increase of **17%** of leisure memberships
- ❖ **49%** Increased income

# North Northamptonshire Active Health Programmes delivered by Leisure Services in partnership with Public Health

- Active for Health
- Active Families
- Wellbeing Walks
- Free Swimming
- Active Communities Awards
- Activity Buddy



## Current Development of Activity Programmes across NN Leisure sites:

- Good Boost
- Refer all software
- Continued development of Interactive walking app across 12 parks in North Northamptonshire
- 11 Additional stations Smart Equipment installation – Long Covid programme at Lodge Park Sports Centre



# Ongoing Work Feasibility Studies currently underway funded through UKSPF programme

Three sites being explored to be developed into Active wellbeing hubs:

**Lodge Park Sports Centre** – Corby - to continue to develop this model and refurbish to continue its work and closer working relationships with health partners

**Redwell Leisure Centre** – Wellingborough – to develop this facility following in Lodge Parks Footsteps

**Kettering Swimming Pool** – Old Facility with restrictive design and space potential to provide an improved facilities to refurbish or redevelop meet the needs of the local community, to meet health outcomes and tackle health inequalities



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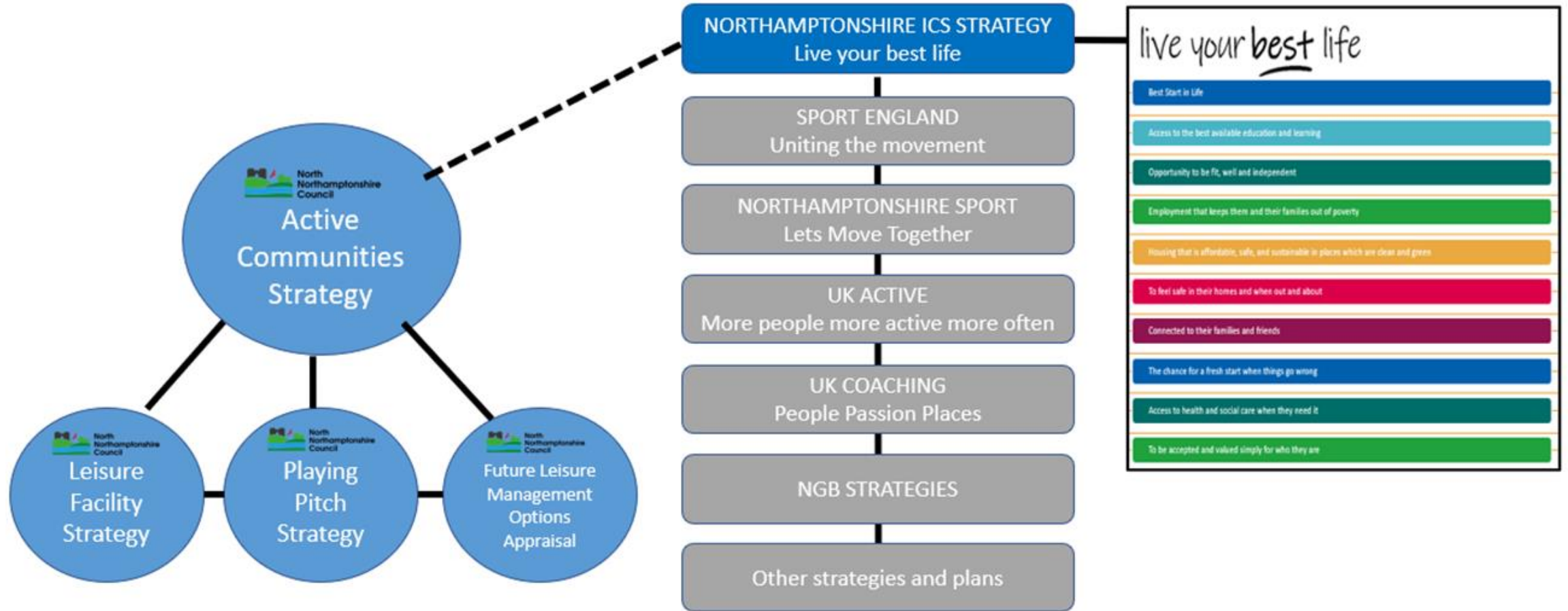
# North Northamptonshire Leisure Services - Strategic Direction

North Northamptonshire Active Communities Framework under development:

- Active Communities Strategy
- Indoor Sports Facilities Strategy
- Playing Pitch Strategy
  
- Move from a focus on being a traditional Leisure Service to an Active Wellbeing Service
  
- Sport England's "Future of Leisure Services " report



# North Northants Leisure Strategic Framework



# North Northamptonshire Leisure Aligning with Sport England – Future of Public Leisure Report

## Public sector leisure: Direction of Travel

### From a leisure service to an **active wellbeing service**

A new approach that formalises The **relationship between health and leisure** built on:

- Social prescribing
  - Co – location
  - Delivery of preventative activity
- Collaboration through Integrated Care Systems

An approach that brings forward new thinking, products and services requires **proactive and skilled leadership** to focus on:

- Addressing the fragmented nature of the leisure sector
- Building strong working relationships across multiple stakeholder

Provision that is **placed based** and at the heart of **local communities**

Provision that is aligned to needs and provided in a way that seeks to reduce inequalities and address deprivation

Provision that is **low carbon** and delivers a step change in carbon emissions at the local authority level

### Uniting the movement

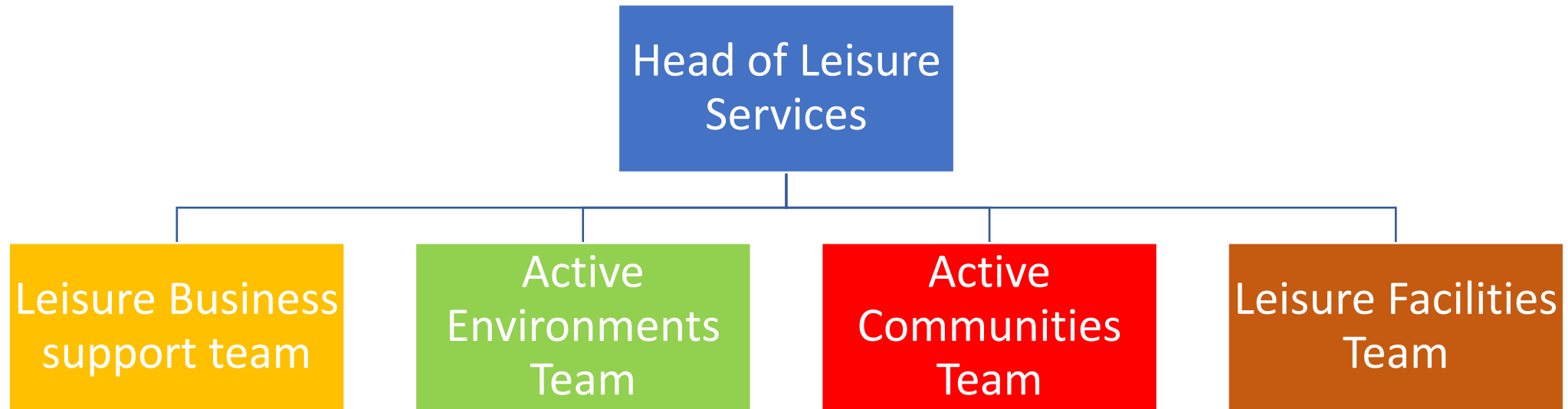


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# Restructure of Leisure Management Team to align with development of Active Communities Framework and to continue the direction of travel to an Active Wellbeing Service





Development of strategies can support the achievement of wider outcomes, as it is well-evidenced that increasing levels of physical activity is beneficial for:

- Mental and physical health
- Educational attainment
- Reducing isolation
- Connecting the community

Good quality sport and leisure assets also support:

- Regeneration
- Carbon reduction targets,
- Increase Education and skills
- Employment opportunities
- Increase the sense of pride residents have in the places they live and work



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## The key priorities for North Northamptonshire Leisure include:

- Developing increased working relationships with colleagues within the Public health Directorate
- Making sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in activity and moving more
- Connecting Communities - Focusing on sport and physical activity's ability to make better places to live and bring people together
- Positive experiences for children and young people
- Connecting with health and wellbeing
- Transitioning from traditional leisure services into an active wellbeing service
- Provision is place-based (ensuring health & wellbeing services are at the heart of local communities & aligned to needs of people in the communities)
- Promote good mental health and contribute to the prevention of mental illness
- Promoting Health and Safe Communities - Planning policies and decisions should aim to achieve healthy, inclusive and safe places which;
- Promote social interaction
- Are safe and accessible
- Enable and support healthy lifestyles

# Any Questions?

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