



# The Future of Local Authority Leisure Provision

**Rob Bailey**



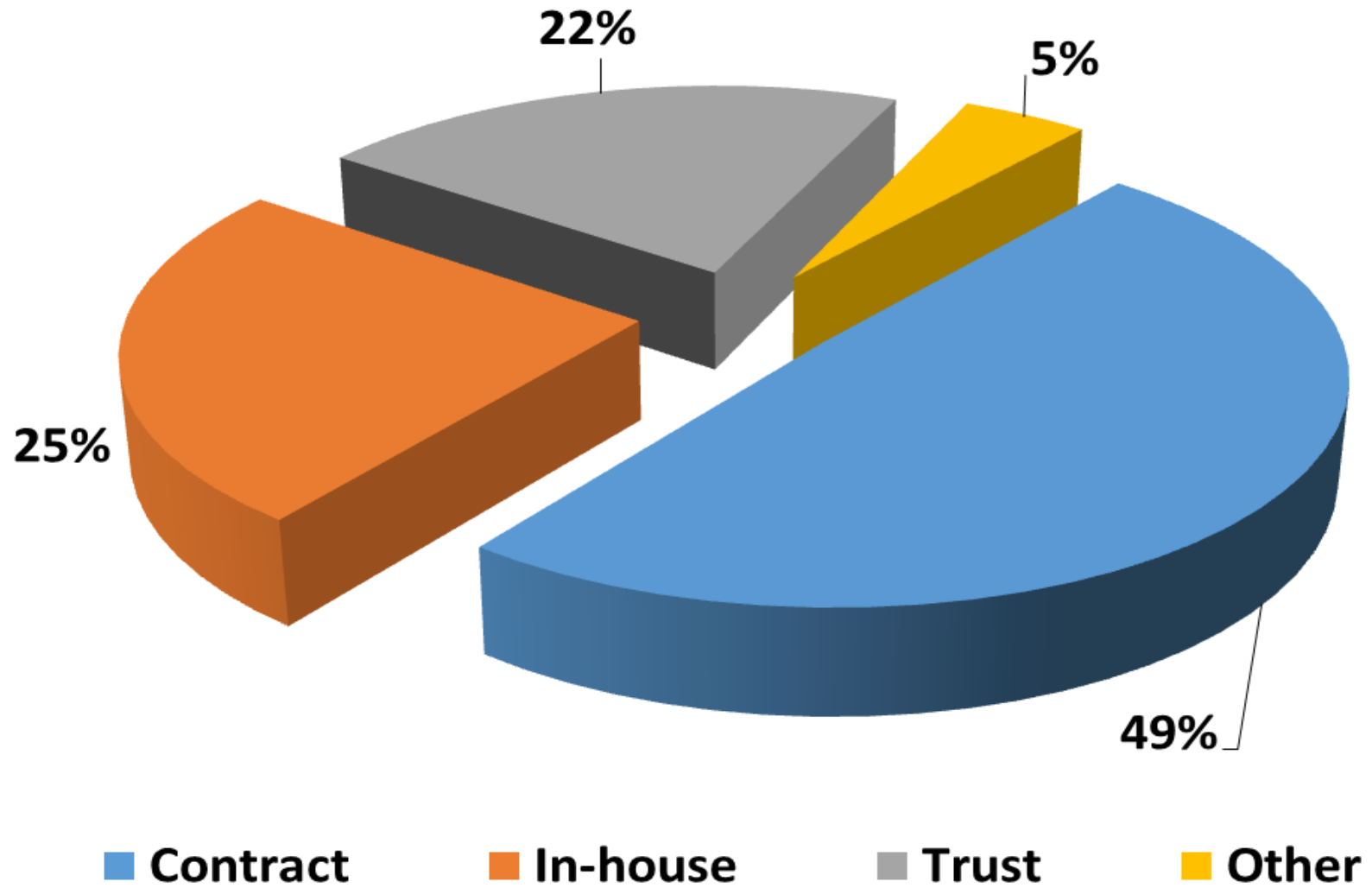
# Question

- What is the role of local authority leisure?
- What leisure provision should the public expect from their Council?
- What will the future look like?

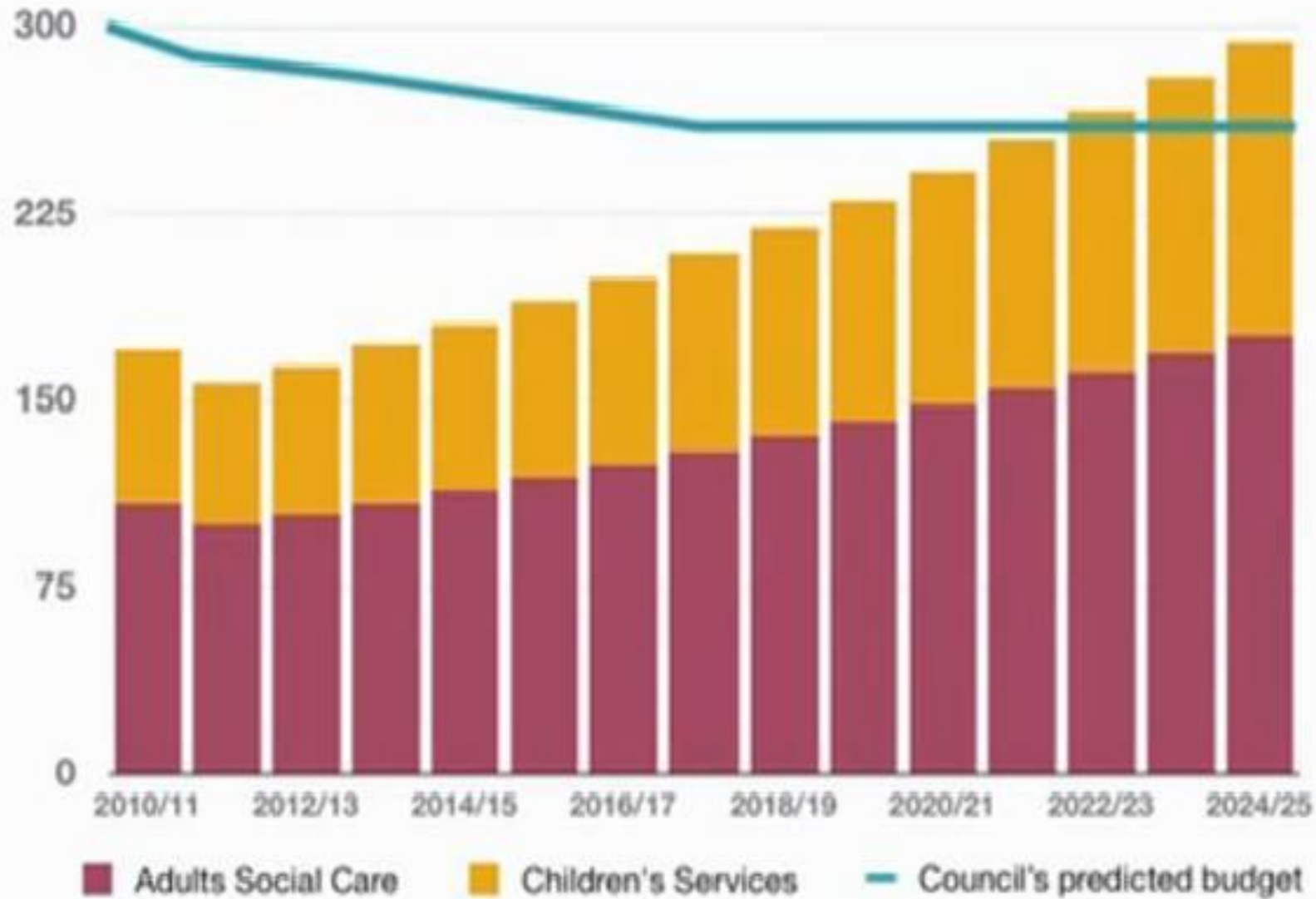
# History



# LA Leisure Provision



# The 'Graph of Doom'

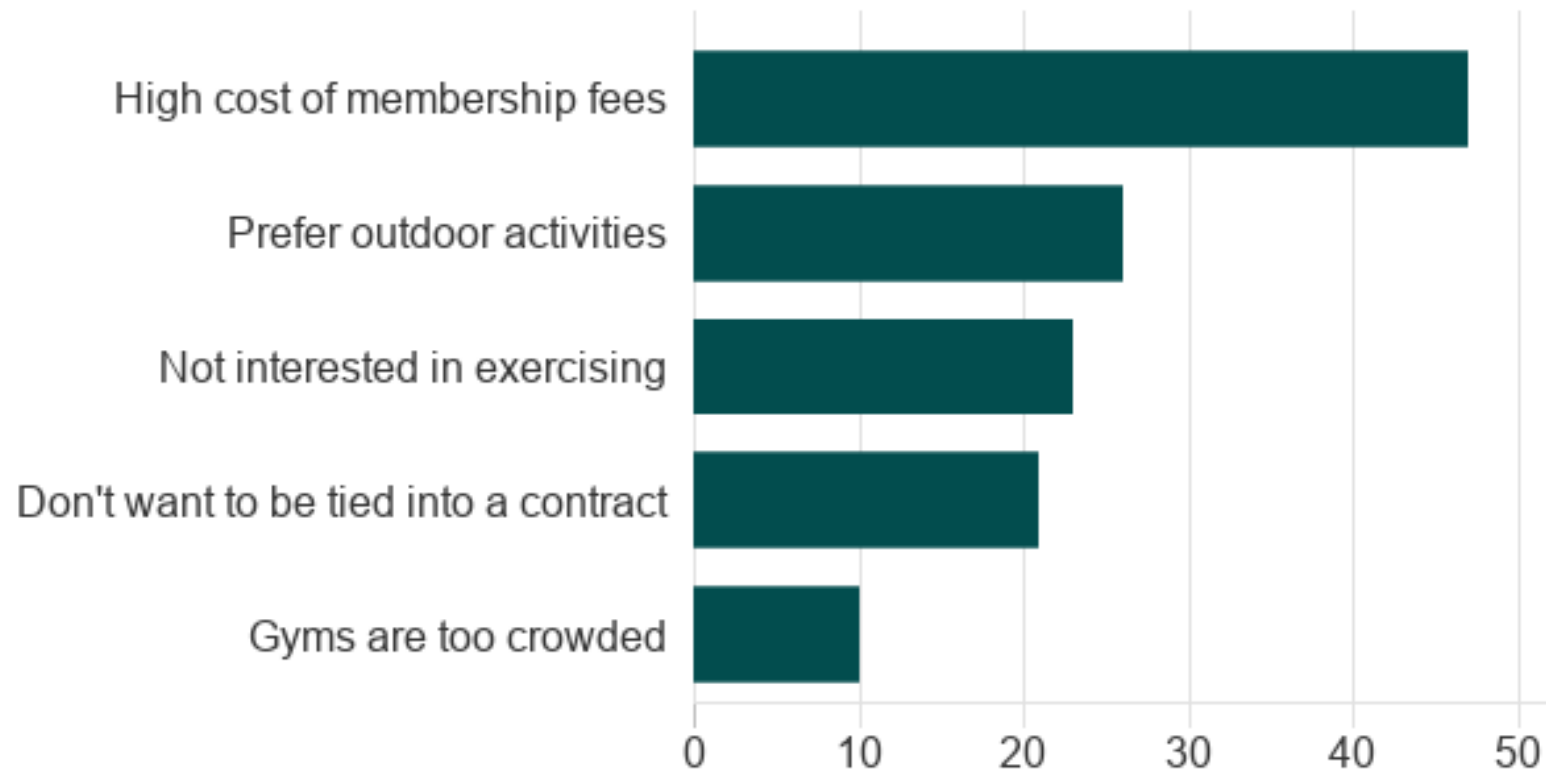






## Reasons why people don't use the gym

Survey of 1,756 UK adults in 2017



Source: Lightspeed and Mintel



# Most popular fitness trends for 2018:



- High-intensity interval training
- Group exercise classes
- Wearable technology - including smart watches, heart-rate monitors or GPS tracking devices
- Body weight training
- Strength training, involving exercising with the use of barbells or other weights



# Drivers of Change : PESTLE



- Political
- Economic
- Social
- Technological
- Legal
- Environmental



# Political

- Health Reform / Social Care
- NNDR / VAT
- Likely to remain non-statutory
- Ability to prescribe Wellness services



## THE GREAT BRITISH BAKE OFF

TODAY: CAKES AND TRAYBAKES

FREE INSIDE: Scrumptious pullout from the best season yet!

SEE CENTRE PAGES

# DANCE LESSONS FOR THE LONELY ON NHS

ELDERLY people could be prescribed ballroom dancing or cookery classes on the NHS to help combat loneliness, Theresa May will announce today.

Instead of doling out pills, GPs will be encouraged to refer lonely people for social activities - which could also include walking clubs or art groups.

The plan is part of a landmark 'loneliness strategy' being launched today amid concerns

By **Daniel Martin** Policy Editor

the problem is now a serious public health threat. Figures suggest that 200,000 older people have not had a conversation with a friend or relative in more than a month.

As part of the strategy, the Prime Minister wants postal workers to check on lonely people during their delivery rounds.

They will be encouraged to chat to isolated residents and even suggest to them that they join local community groups. The scheme.

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Proud parents: The Duke and Duchess of York at Friday's wedding

## Closer than ever ... so will Fergie and Andrew wed again?

SEE PAGES 10-12



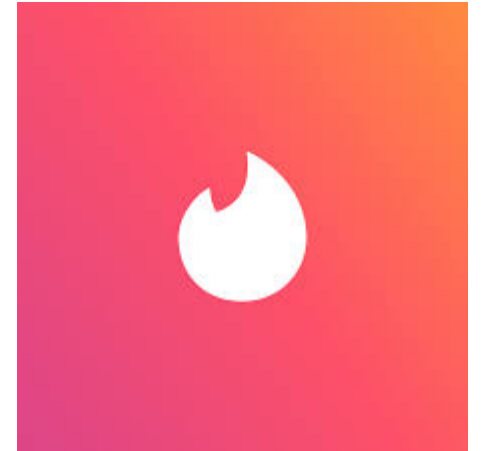


# Economic

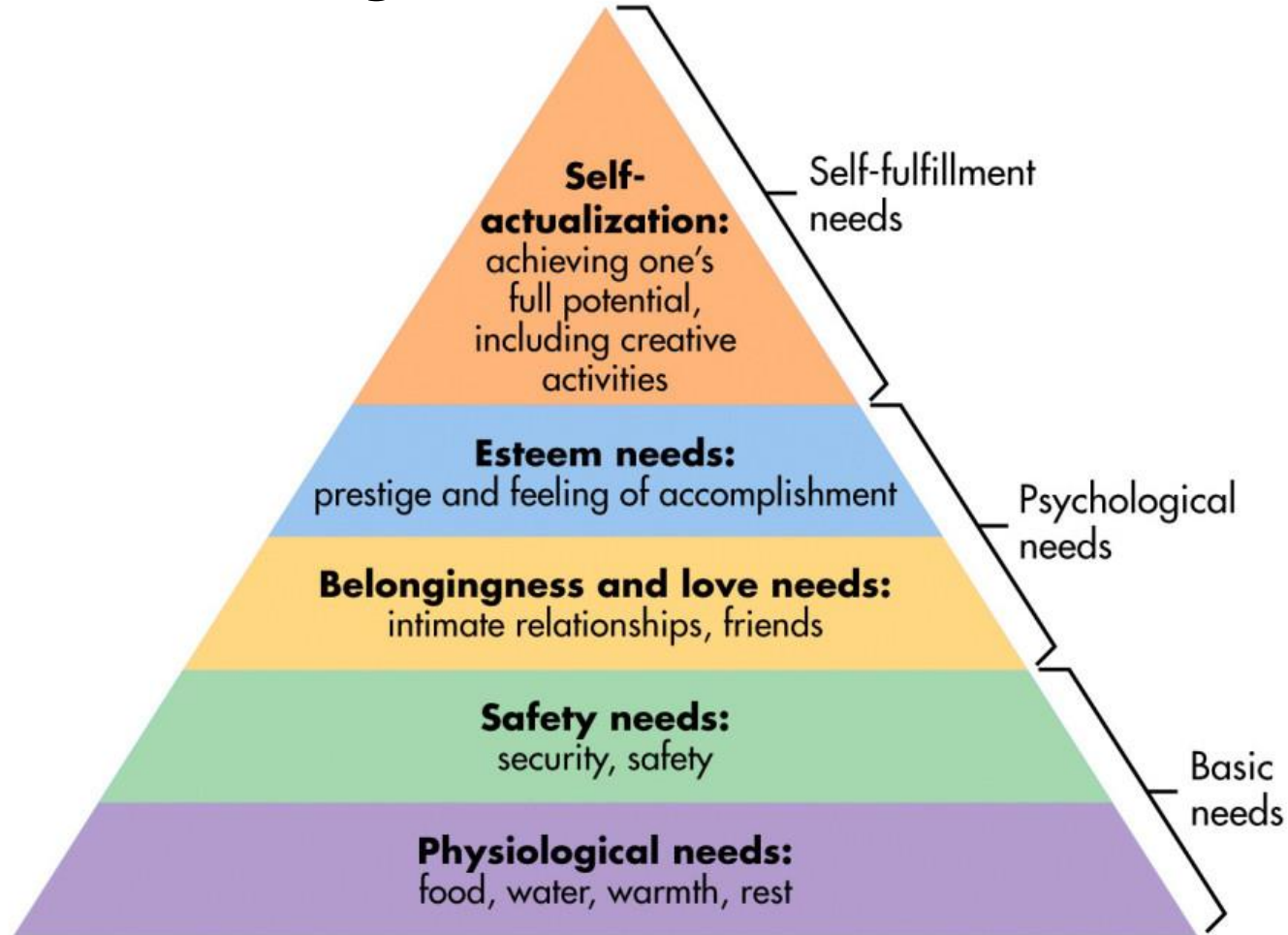
- Austerity / low disposable income
- Minimum zero subsidy for centres
- Private competition increases
- Return to town centres (regeneration)

# Social

- More single people (loneliness?)
- More older people
- General population increase in weight
- Less class conscious?
- More free time?

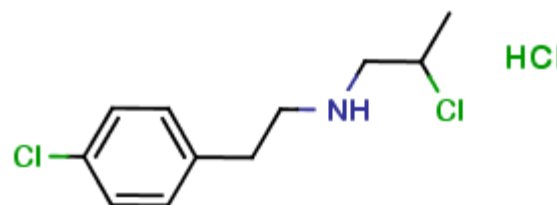


# Maslow's hierarchy



# Technological

- Transport
- Drugs treatments
- Monitoring
- Renewable energy
- Robotics





# Legal

- Reorganisation of local government?
- Relaxation of procurement law
- Tightening of employment law (zero hours)
- Re-skilling





# Environmental

- Eco-consciousness
- Rise in Vegetarianism (diet changes)
- Renewable energy
- Green Infrastructure (climate change)



# LA Leisure - Future

- Income generation (private & public)
- Delivery of Wellness Activities
- Commissioned / Personal Budgets
- Integral to Health & Wellbeing
- Return to town centres and co-location

# APSE / CLOA / SPORTA / Sport England / LGA / CSP



## Common Purpose Statement

- To create a collective voice to represent, help improve and demonstrate the value of public sport, leisure and physical activity services by supporting local authorities across England to make independent, transparent and informed long-term decisions.
- This collective voice has significant reach and influence, with the ability to make a real difference.



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