

Theresa Hodgkinson

Corporate Manager

Locality and Community Empowerment



Active Ashfield/ Leisure Transformation Programme

- Defining the wider leisure context
- Gaining support for leisure investment
- Developing health and wellbeing partners

Strategic Vision

- Corporate Plan recognises that the Health and Wellbeing of our residents is a priority.
- Health in Ashfield is generally worse than the England average.
- In order to address the issues the Council are reviewing the way we target provision

Identifying Priority Areas of Health Inequality in Ashfield

“To improve the health, wellbeing and quality of life for residents by increasing levels of participation in inclusive Healthy Lifestyles opportunities using a targeted approach.”

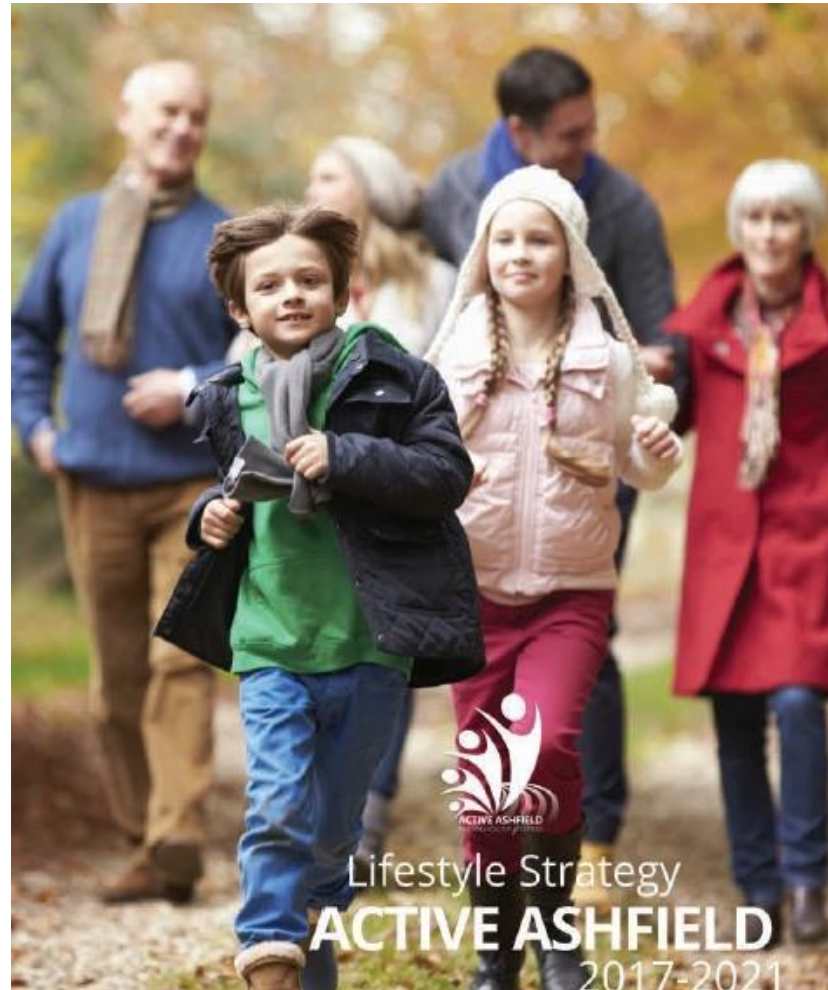
Active Ashfield Partnership Celebrating 10 Years



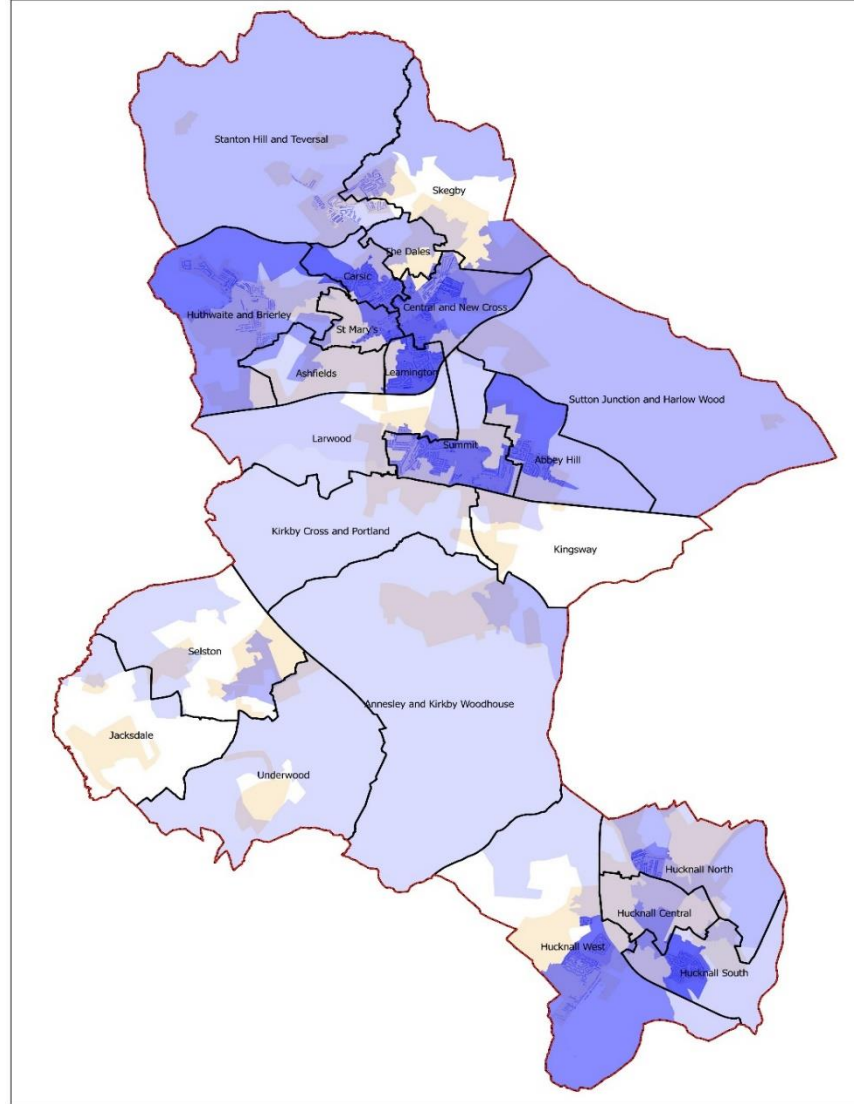
Performance

- Attracted over £1m of external funding to improve health and wellbeing.
- Active Ashfield, the Districts community sports partnership is an example of 'best practice' in terms of partnership working.
- The partnership delivers events and initiatives to 6,000 participants and 420 volunteers involved annually.
- Increased adult participation in physical activity levels. (Sport England data)
- Achieve the Nottinghamshire Wellbeing at Work Scheme Gold Award.

Active Ashfield Lifestyles Strategy 2017 -2021

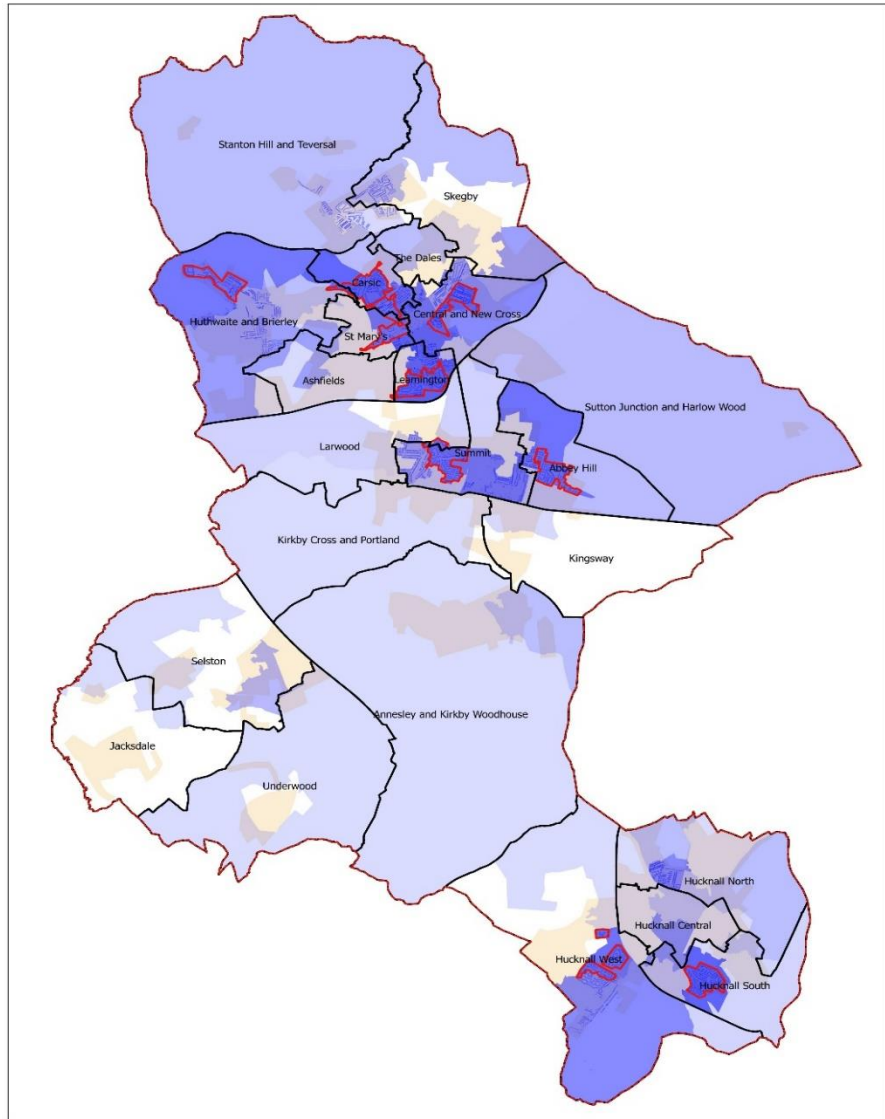


Targeted Approach - Mapping Data



- 20% most deprived areas
- Deprivation amongst children/older people
- Employment deprivation within 10% worst nationally
- 5 GCSE Grade A-C below the national average
- Areas with high levels of child/adult obesity
- High emergency admissions for heart disease

11 Priority Areas



The darkest areas are those with multiple problems in both health and deprivation.

Highlighted in red are 11 priority areas in Ashfield for health and wellbeing

Summary of potential savings over a 3 year period through increasing activity.

	Year 1	Year2	Year 3
Healthcare savings	£17,902	£40,815	£263,618

Targeted Activity Programme Partnership Initiatives

- **Free swim initiative** - Sure Start swim lessons
- **Active Ashfield Games/Events**
- **Parkrun/Walking for health**
- **Special Olympics (inclusive)**
- **Community Based Activities**

Strengths of Active Ashfield Partnership

- Great delivery and well established reputation
- A strong strategy and action plan
- Strong and enthusiastic Political leadership
- Strong and successful partnership working and networks
- Use of local insight to target existing recourses and attract funding
- Good participation rates but still lots who are inactive

Leisure Facilities Review

- 6 Leisure Centres of varying quality and usage
- Annual cost of £700k for Leisure contract (Everyone Active)
- High maintenance requirements
- Facilities can't meet local or future need – population growth and ageing, more impact on health inequality.
- Reducing the annual cost to zero or creating a surplus when re tender by 2020/21

Performance

- Increased participation from 950,000 users in 2008 to 1,460,000 users in 2016/17.
- Two leisure centres awarded National APSE best and most improved runner up awards for fifth year running.
- Lammas LC awarded 'outstanding' Quest stretch accreditation in the top 10 leisure facilities out of 700 in the Country.

Feasibility Study

- Review of supply and demand
- Evaluation of potential site locations
- Consultation
- Exploration of capital and revenue costs
- Economic, social and health impacts

What was found?

- Doing nothing = continuing subsidy and higher maintenance costs
- New leisure facility justified - demand and market analysis
- Positive operating balance and reduced subsidy once re-tendered
- Will deliver positive health and economic impacts
- Is affordable with external funding support – LEP/Sport England etc.



Health

**Events and
Conferences**

Fun and Play

**Kirkby Leisure
Destination**

Fitness

**Sports
Development**

**Business &
Employment**

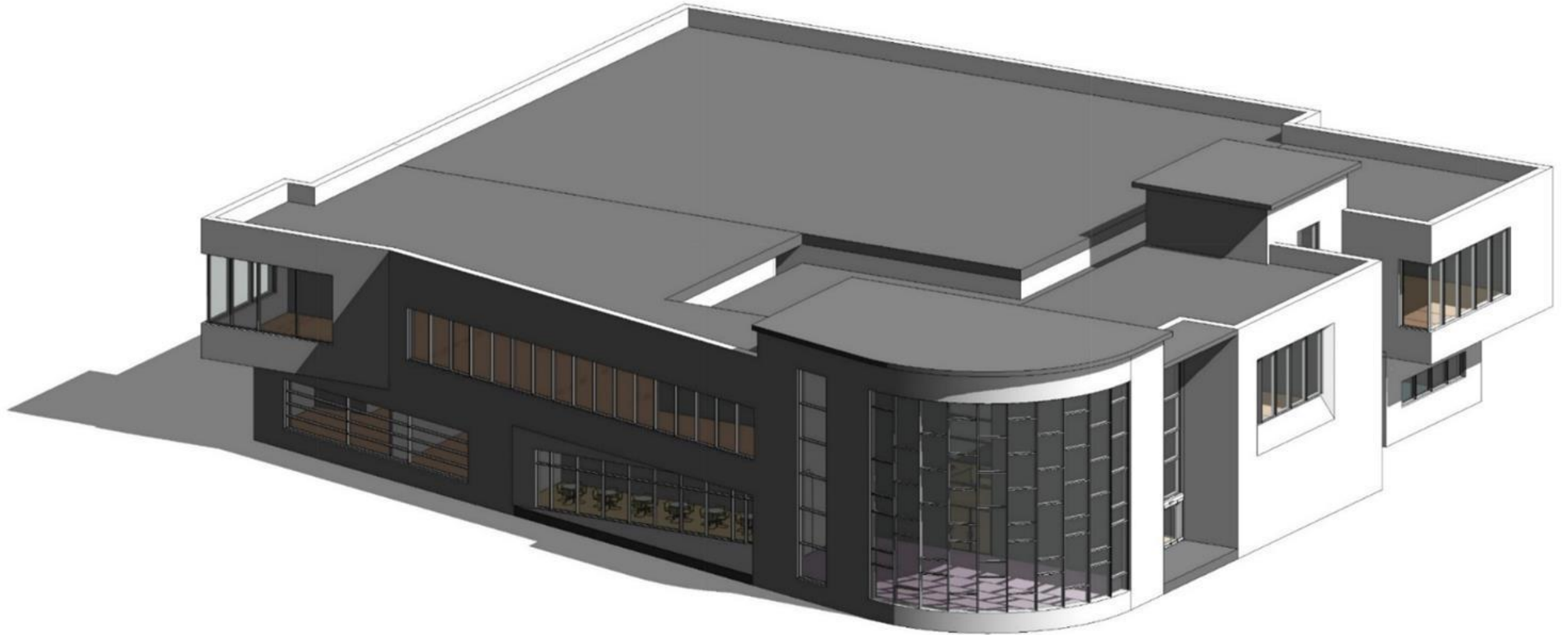
Location Options

- Health site is preferred option.
- Key visible regeneration site
- Existing access



SITE AREAS

Concept image



Next Steps

- Investment in fewer, higher quality, flagship facilities
- Progress a new leisure destination on NHS site
- Create town centre regeneration landmark
- Creates 90 FTE jobs, £16.7m impact, Usage increase by 160k visits (230%)
- Develop external funding opportunities (LEP, NHS/Sport England)

Key Messages

- Thinking beyond what you know – wellbeing
- Strengthen ties with partners - Active Ashfield/CCG's/Public Health
- Target activity and resources
- Think beyond facility
- How we can work jointly for mutual benefit of the community

