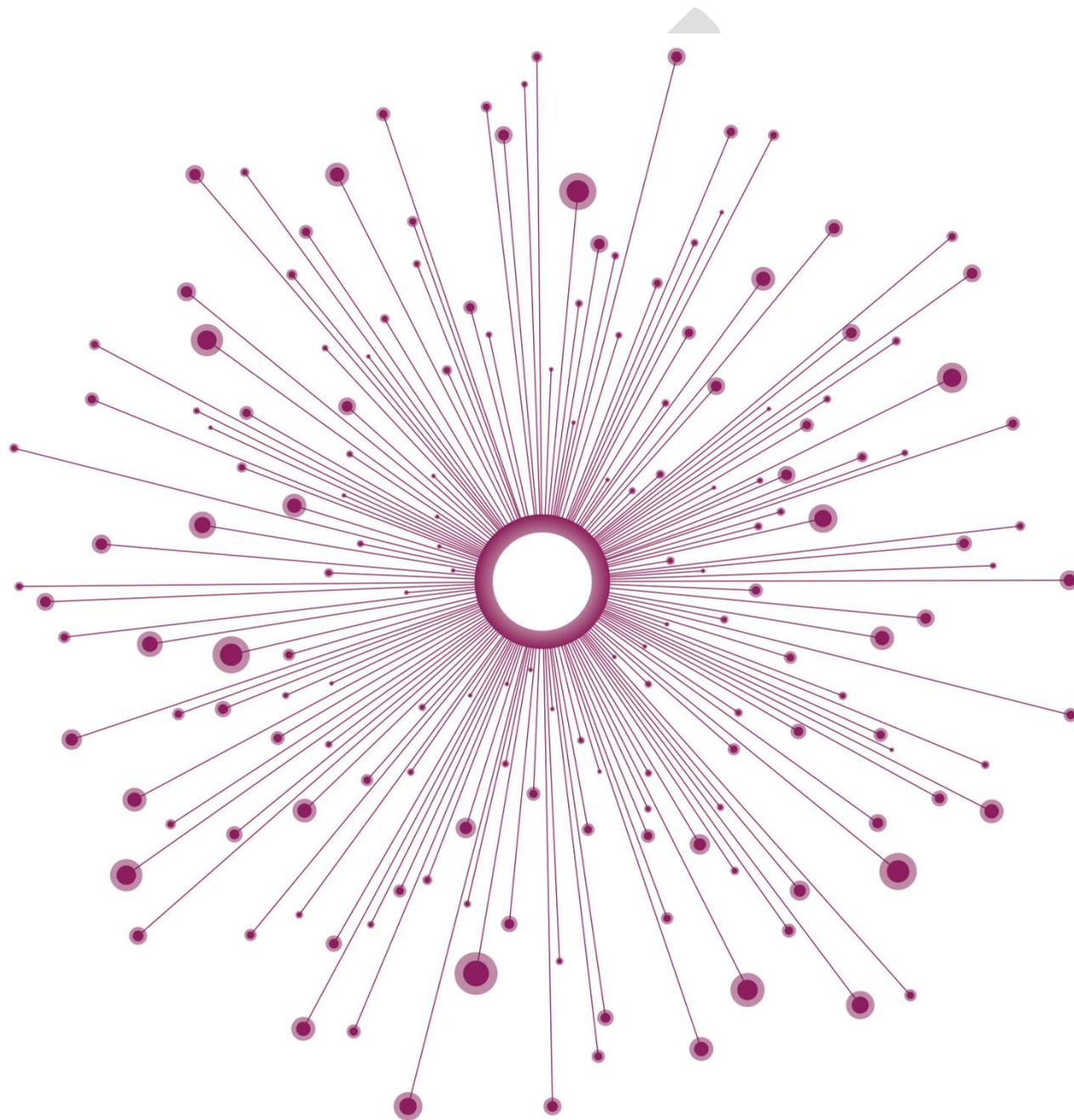# Appendix 6b: Active Lives Strategy Consultation: Stakeholders Report

November 2020

IN:fusion

Blackpool Council

Stakeholders Consultation Feedback

This summary report covers responses received from stakeholders on the draft Active Lives Strategy for Blackpool, which looks at how all the services of the council and its partners can encourage people to be more active day-to-day. The consultation ran for six weeks from October to November 2020. 13 responses were made in total, with four responses made through an online survey available on the council's consultation and engagement webpage. Four responses were made online and nine responses were made through separate feedback from five separate organisations/teams.

Summary

- All survey respondents thought it was 'very important' or 'fairly important' to achieve each of the strategy objectives
- All survey respondents 'strongly agreed' or 'agreed' with all the strategy objectives, except for the aim of using facilities more efficiently
- Across the strategy objectives the main challenges identified were; getting people to have the knowledge of which activities are available to them, changing activity habits and making sure access to facilities and activities are affordable for all residents
- Across the strategy objectives the main opportunities identified were; being able to have a more varied activities offer, increased social interaction and external funding opportunities

Respondents

From the organisations who submitted information via the survey:

- Three organisations identified themselves in the 'other' category, with responses coming from a Blackpool Council service, a community hub organisation and a heritage organisation and one organisation identified as a 'self-employed' organisation (e.g. a personal trainer/instructor)
- Two organisations had less than 20 staff members or volunteers that regularly work or help out in their organisations, and two that had more than 40 staff members or volunteers that regularly work or help out in their organisations
- Excluding the council service, two organisations stated that less than 100 adults regularly take part in their organisation's activities and one organisation stated that more than 100 adults regularly take part in their organisation's activities
- Excluding the council service, one organisation stated they had around 60 people aged under 18 who regularly take part in their organisation's activities, another that had around 30 people regularly take part in their organisation's activities and other respondent

indicated their organisation did not have aged under 18 who regularly take part in their organisation's activities

From the organisations who submitted separate feedback:

- Three responses were from leisure services staff and two responses from other Blackpool Council services. Other organisations that responded were; a sports organisation, a disability-focused sports club and a transport organisation

Results

Survey respondents were asked the extent to which they agreed with the strategy objectives, the importance on delivering on each objective and the extent to which the organisation they belong to contributes to the stated objective. Respondents were also asked for their comments on what the challenges and opportunities are around delivering on each objective and the current challenges and support required in light of the Covid-19 pandemic.

Agreement on delivering strategy objectives

Respondents were asked the extent to which they agreed with each of the stated draft strategy objectives. The following table outlines the extent to which organisations agree with the stated objectives.

Table 1. Extent to which you agree on delivering the objective

Objective	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Objective 1: Corporate leadership	2	1	-	-	-
Objective 2: Increase young people's participation	4	-	-	-	-
Objective 3: Increase adult participation	4	-	-	-	-
Objective 4: Equal participation	4	-	-	-	-
Objective 5: External partnership co-ordination	3	1	-	-	-
Objective 6: Efficient use of facilities	3	-	1	-	-
Objective 7: Effective performance management	2	2	-	-	-

Additional comments on extent of agreement for each objective

Respondents were asked to explain their answer and responses were as follows:

Objective 1: Corporate leadership

- One respondent who strongly agreed with the leadership objective aim, said it was important to have buy in and commitment at a senior level in order to deliver the strategy
- Another respondent who strongly agreed with the leadership objective aim, thought their organisation's activity would have health and personal relationship benefits to its participants

Objective 2: Increase young people's participation

- One respondent strongly agreed with increasing young people's participation as they thought too many young people are not current engaged in sport/physical activity
- Another respondent who strongly agreed said that increased participation was important at an early age to embed change in behaviour
- A third respondent who strongly agreed thought that increased participation would be good to allow for greater interaction amongst young people across different areas

Objective 3: Increase adult participation

- Two respondents strongly agreed on the aim of increased adult participation as it would have a positive impact in addressing health and well-being issues arising from inactive lifestyles
- Another respondent who strongly agreed, said increased adult participation in their activity would lead to "complete life changes" and encourages people to bring friends/family/colleagues as a result

Objective 4: Encourage equal participation

- Two respondents strongly agreed with trying to achieve more equal levels of participation as they felt people needed the same opportunity regardless of where they come from
- Another respondent who strongly agreed re-iterated the health and social benefits of participation in sport/physical activities

Objective 5: External partnership co-ordination

- One respondent strongly agreed that it was important to map all external partners as there may be more opportunities from this
- Another respondent who strongly agreed, said the council could not achieve its aims from working alone and it required a "whole town approach"

Objective 6: Efficient use of facilities

- Two respondents strongly agreed with making the making the most efficient use of facilities available as it "made sense" and that it was an expectation the best provision of facilities was made available

Objective 7: Effective performance management

- One respondent who strongly agreed re-iterated that this objective made sense
- One respondent agreed with the objective aim but was wary of measuring experience as well as data

Importance of delivering objectives

Respondents were asked how important or not it was that each of the stated draft strategy objectives are delivered. The following table outlines the extent to which respondents thought that the stated strategy objectives were important or not.

Table 2. Importance of delivering each strategy objective

Objective	Very important	Fairly important	Not very important	Not at all important
Objective 1: Corporate leadership	3	1	-	-
Objective 2: Increase young people's participation	4	-	-	-
Objective 3: Increase adult participation	4	-	-	-
Objective 4: Equal participation	4	-	-	-
Objective 5: External partnership co-ordination	3	1	-	-
Objective 6: Efficient use of facilities	3	1	-	-
Objective 7: Effective performance management	2	2	-	-

Additional comments on the importance of delivering on each objective

Respondents were asked to explain why they felt it was important or not to deliver on each objective and responses were as follows:

Objective 1: Corporate leadership

- One respondent said it was 'very important' to deliver on leadership as it was important to have a "co-ordinated approach"
- Another respondent agreed it was 'very important' to deliver on leadership goals re-iterated the need for buy in and commitment at a senior level in order to deliver the strategy

- A third respondent thought it was 'very important' to deliver changes (be it mentally, physically, socially etc.) to improve lives

Objective 2: Increase young people's participation

- Two respondents said that it was 'very important' to increase young people's participation as it would help younger people with growing issues such as mental health and obesity
- Another respondent thought that it was 'very important' to increase young people's participation to instil the benefits of exercise in later life

Objective 3: Increase adult participation

- Two respondents thought that it was 'very important' to increase adult participation and repeated it would have a positive impact in addressing health and well-being issues arising from inactive lifestyles
- Another respondent thought it was 'very important' to increase participation in relation to people exercising as a family and transferring positive beliefs about exercise to children in their household

Objective 4: Encourage equal participation

- Two respondents said it was 'very important' to encourage more equal levels of participation as it would lead to more opportunities for people from deprived areas and make sure everyone has the chance to improve their lives through exercise
- Another respondent thought it was 'very important' due to the risks of ill health and reduced life expectancy risks from inactivity

Objective 5: External partnership co-ordination

- Two respondents said it was 'very important' to work in co-ordination with external partners repeated their previous response that that it was important to map all external partners as there may be more opportunities from this and that the council could only achieve its aims in partnership with external partners

Objective 6: Efficient use of facilities

- One respondent said that it was 'very important' to ensure facilities are used as efficiently as possible as "the strategy is less likely to be delivered successfully as resources are already stretched"

- Another respondent thought it was 'very important' due to facilities often being 'lost' if they're not used

Objective 7: Effective performance management

- One respondent thought that it was 'very important' to ensure effective performance management due to the need to manage with limited resources

Current organisation contribution

Respondents were asked the extent to which their organisation contributes towards delivering on the stated draft strategy objectives. The following table outlines the extent to which organisations currently contribute.

Table 3. Current organisation contribution

Objective	Yes, contributes a lot	Yes, contributes a little	No, does not contribute	Intend to contribute in the future
Objective 1: Corporate leadership	2	2	-	-
Objective 2: Increase young people's participation	1	1	-	2
Objective 3: Increase adult participation	2	-	1	1
Objective 4: Equal participation	2	-	-	2
Objective 5: External partnership co-ordination	2	-	1	1
Objective 6: Efficient use of facilities	1	1	-	1
Objective 7: Effective performance management	1	1	1	-

Challenges on delivering on objectives

Respondents were asked what challenges there were to delivering on each strategy objective and the themes from comments have been summarised as follows.

Table 3. Challenges highlighted in delivering each objective

Objective	Challenges highlighted
Objective 1: Corporate leadership	Not understanding the current opportunities for activities in Blackpool, competing priorities, not able to provide for all groups in Blackpool
Objective 2: Increase young people's participation	Getting specific groups involved, changing habits and getting support from families, making sure young people understand what is on offer in Blackpool
Objective 3: Increase adult participation	Knowledge about what activities are available, changing habits, making activities more affordable
Objective 4: Equal participation	Knowledge about what activities are available, cost of activities, changing habits
Objective 5: External partnership co-ordination	Knowledge about what activities are available, co-ordinating people, getting people into activity roles
Objective 6: Efficient use of facilities	Cost of hiring facilities, maintenance of facilities, making people aware of the full range of facilities
Objective 7: Effective performance management	Difficulties managing system, individual organisations capacity for performance managements

Opportunities on delivering on objectives

Respondents were asked what opportunities there were to delivering on each strategy objective and the themes from comments have been summarised as follows.

Table 4. Opportunities highlighted in delivering each objective

Objective	Opportunities highlighted
Objective 1: Corporate leadership	Advertise current activities, improve activities offer, collaborative work across the council
Objective 2: Increase young people's participation	More varied activities offer, activities choice outside of education, increased social interaction
Objective 3: Increase adult participation	More varied activities offer, increased social interaction
Objective 4: Equal participation	Increasing life chances through taking part in activities, more alternative ways of taking part in physical activities
Objective 5: External partnership co-ordination	More varied activities of including having more options for groups doing certain activities, generating new ideas
Objective 6: Efficient use of facilities	External funding for new activities, people trying new facilities who may be encouraged to take up different activities
Objective 7: Effective performance management	Service level agreements, improving existing systems, using data to secure more funding in the future

Impact of Covid-19 on organisations

Respondents were asked about what impact their organisation faced from Covid-19 restrictions in the next 12 months. From four comments, the main issues highlighted as being potential issues in the next 12 months were; reduced engagement, activities being paused and certain groups such as older people, needing to be re-engaged to take part in activities.

How Blackpool Council could support organisations

Respondents were what support the council and its partners could provide to support organisations. From three comments made, one comment focused on the need for support in re-engaging with older people, another comment suggested being able to link in with services in identifying eligible people who could take part in activities, for example getting GP's to refer people to organisations if they're able to part in activities. Another comment stated that the council already provides significant support across specific projects.

Comments made from additional feedback

Separate feedback on the proposed strategy was given from nine people. Comments covered a wide range of aspect about the strategy. Some of the feedback towards the draft strategy was as follows:

- Outcomes around health and productivity could be more explicitly stated within the strategy
- The strategy made little or no mention of people with disabilities and the respondents suggested there should be a specific provision to help more people with disabilities take part in activities/regular exercise and sport
- More mention of additional programmes that leisure services had taken on in recent times
- Some community venues that host sport and other activities were not mentioned in the strategy
- Develop communications and marketing information of travel routes for key sport venues to help more people access different activities
- Offer of potential travel incentives for those with memberships
- Activities that are 'non-competitive' or 'informal' are little mentioned along with the infrastructure that could support
- 'Active travel' is mentioned early on in the strategy but not later on in the strategy. One idea suggested was to develop a way of getting a baseline estimate of current active travel in Blackpool
- The economic benefits of a more active population needs to be emphasised further within the strategy
- Emphasise self-financing over bid based financing

- The local development framework mentioned in the strategy is unlikely to change until a new plan starts being re-developed.