

<b>Report to:</b>	<b>EXECUTIVE</b>
<b>Relevant Officer:</b>	John Blackledge, Director of Community and Regenerations
<b>Relevant Cabinet Member</b>	Councillor Maria Kirkland, Cabinet Member for Community Cohesion and Leisure
<b>Date of Meeting</b>	25 January 2021

## ACTIVE LIVES STRATEGY

**1.0 Purpose of the report:**

1.1 To provide an overview of the process undertaken to develop the Active Lives Strategy and the content within it, with a view to the strategy being approved by the Executive.

**2.0 Recommendation(s):**

2.1 To approve the 5 year Active Lives Strategy with effect until 31 December 2026.

**3.0 Reasons for recommendation(s):**

3.1 To provide a clear focus and direction on developing active lives opportunities across the town.

3.2 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.3 Is the recommendation in accordance with the Council’s approved budget? Yes

**4.0 Other alternative options to be considered:**

4.1 To not have a 5 year Active Lives Strategy document. The document sets out a visions and clear objectives over a five year period, providing direction for the council and partners across the town. Lack of a strategy could result in a lack of co-ordination and joined up thinking, duplication of efforts and a poor use of resource.

## **5.0 Council priority:**

5.1 The relevant Council priority is: “Communities: Creating stronger communities and increasing resilience”.

## **6.0 Overview**

6.1 The Active Lives Strategy has been developed in consultation with key partners and the general public. Initial consultation took place with the Tourism, Economy and Communities Scrutiny Committee and Adults Social Care and Health Scrutiny Committee at a meeting on 27 February 2020, enabling them to provide initial feedback on the potential direction of the new strategy and key priorities.

6.2 Consultation with key partners followed between February and May 2020, with a draft strategy being produced for feedback and review in August 2020.

6.3 A further session took place with the Tourism, Economy and Communities Scrutiny Committee and Adults Social care and Health Scrutiny Committee on 25 September 2020, where the draft strategy was reviewed and the meeting was satisfied that the initial feedback outlined in paragraph 6.1 had been included. Further feedback received on the content and direction of the strategy. Three recommendations were given as follows, all of which were incorporated into the final strategy document;

- More detail on how the sea-front can be utilised to encourage active lifestyles;
- Consideration be given to developing a communication and marketing program to help engage the public; and
- Greater consideration be given to how to increase the use of the facilities available in the town to encourage active lifestyles.

6.4 The strategy went out to formal consultation for a six week period in October and November providing an opportunity for both stakeholders and local residents to provide feedback on the draft strategy. The consultations received five resident responses and thirteen stakeholder responses. The stakeholder and resident consultation reports can be found at Appendix 6b and 6c.

6.5 In addition to the formal consultation process, discussions and meetings took place with stakeholders to gain verbal feedback and a broader discussion on the proposed strategy.

6.6 Following the consultation process, a final Active Lives Strategy (Appendix 6a) has been produced and is ready for formal adoption.

6. 7 The Strategy contains 8 strategic outcomes outlined below, with a number of objectives sitting below each of these outcomes which can be seen within the full strategy document (Appendix 6a).

**A: Corporate leadership**

To lead, deliver and coordinate facilities, opportunities, partnerships and proactive development work that drive increases in active lifestyles – based upon ambitions which are stated, explicit, fully understood, embedded, championed and led by BC.

(To embed whole system change/improvement ensuring that the work of all agencies, Council departments, projects and programmes in the town is coordinated so as to offer equality of opportunity with regard to physical activity, sport and wellbeing - to all residents).

**B: Increased levels of (all) young people’s participation in physical activity/sport**

Aim: To deliver a measurable increase in the number and proportion of young people who participate in sport/physical activity and the frequency with which they do so.

**C: Increased levels of (all) adult participation in physical activity/sport**

Aim: To deliver a measurable increase in the number and proportion of adults (18+) who participate in sport/physical activity and the frequency with which they do so.

**D: Achieve equitable levels of participation among key targeted groups**

Aim: To deliver comparable measured increases in sustained participation in sport/physical activity among people who live in the Town’s most deprived areas

**E: Improve third and voluntary sport sector contribution to strategy delivery**

To build the capacity and improve the coordination of work undertaken with other public sector agencies and those in the third and voluntary sports sectors.

**F: Ensure that optimum use is made of sport/physical activity facilities**

To deliver sustainable, accessible, high quality facilities to accommodate and support the drive to increase participation in sport and active recreation for all people in the borough

**G: Evaluate achievement via effective performance measurement**

To effectively and consistently measure, analyse, evaluate, learn from and improve Strategy implementation and delivery.

**H: Invest in and improve communication**

To invest in, in particular interpersonal communication processes and systems to drive implementation and underpin evaluation of attainment of all other strategy outcomes

## 6.8 **Next Steps**

Following the formal approval by the Executive, Leisure Services will seek to develop a detailed action plan outlining steps involved in delivering the objectives outlines. A formal multi-stakeholder group structure will be established to enable a strategic group to monitor development of the strategy and sub-groups to oversee delivery of the outcomes and actions.

6.9 Does the information submitted include any exempt information? No

## 7.0 **List of Appendices:**

7.1 Appendix 6a: Active Lives Strategy  
Appendix 6b: Active Lives Strategy Consultation: Stakeholder Report  
Appendix 6c: Active Lives Strategy Consultation: Resident Report

## 8.0 **Financial considerations:**

8.1 The delivery of the strategy will be achieved through existing council resources and through securing external funding in partnership with key stakeholders.

8.2 Active Blackpool will be the guardian of the Active Lives Strategy and Blackpool Council the lead organisation. Active Blackpool is confident that this role can be fulfilled utilising the existing resources of the service.

## 9.0 **Legal considerations:**

9.1 None directly.

## 10.0 **Risk management considerations:**

10.1 None.

## 11.0 **Equalities considerations:**

11.1 In the course of developing this strategy, the Council has considered whether there could be unintended adverse impacts on people because of shared characteristics protected by the Equality Act. We believe the proposal will not have any adverse impact and will in fact provide greater opportunities for those protected by the Equality Act to lead an active lifestyle through the delivery of the objectives outlined.

**12.0 Sustainability, climate change and environmental considerations**

12.1 None.

**13.0 Internal/external consultation undertaken:**

13.1 Extensive consultation has taken place throughout the strategy development stage. The strategy went out to formal consultation for a six week period in October and November providing an opportunity for both stakeholders and local residents to provide feedback on the draft strategy. The stakeholder and resident consultation reports can be found at Appendix 6b and 6c.

**14.0 Background papers:**

14.1 None.

**15.0 Key decision information:**

15.1 Is this a key decision? Yes

15.2 If so, Forward Plan reference number: 10/2020

15.3 If a key decision, is the decision required in less than five days? No

15.4 If **yes**, please describe the reason for urgency:

**16.0 Call-in information:**

16.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

16.2 If **yes**, please give reason:

**TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE**

**17.0 Scrutiny Committee Chairman (where appropriate):**

Date informed: 15 January 2021      Date approved:

**18.0 Declarations of interest (if applicable):**

18.1

**19.0 Executive decision:**

19.1

**20.0 Date of Decision:**

20.1

**21.0 Reason(s) for decision:**

21.1

**22.0 Date Decision published:**

22.1

**23.0 Executive Members in attendance:**

23.1

**24.0 Call-in:**

24.1

**25.0 Notes:**

25.1