



Appendix 6a

BLACKPOOL BOROUGH COUNCIL ACTIVE LIVES STRATEGY 2021

QUALITY, INTEGRITY, PROFESSIONALISM

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Glossary

AL:	Active Lancashire
BC:	Blackpool Council
BCH:	Blackpool Coastal Housing
BFCCT:	Blackpool Football Club Community Trust
BSC:	Blackpool Sports Centre
CCG:	Clinical Commissioning Group
CCO	(Professional football club) club community organisation:
CMOs	Chief medical officers
CYP:	Children's and Young People's (Service)
DCMS:	Department for Digital, Culture, Media & Sport
EFL:	English Football League
GBI:	Green and blue infrastructure
HMO:	House of multiple occupancy
IMD:	Indices of Multiple Deprivation
KKP:	Knight, Kavanagh & Page
LFFP:	(FA) local football facility plan
LTS:	Learn to swim
NGB:	National governing body (of sport)
PH:	Public Health

PART 1: INTRODUCTION

This is the Blackpool Active Lives Strategy. It is predicated upon the notion of whole system change in the way that Blackpool Council (and partners) look at the issue of, and opportunities presented by, physical activity. The premise is that people, Council departments and partner agencies will not accomplish significant change unless they have strong ownership of the approach.

This, in turn, needs to be reflected by corporate, individual, departmental and stakeholder involvement in the articulation and understanding of the vision accompanied by them 'doing their bit' to identify what this means in the context of their work and 'sphere of influence'.

In essence, the whole Council and its range of funding and delivery partners need to be involved in accomplishing the change – looking for ways in which physical activity and opportunities to build 'personal locomotion' into people's daily lives can, for example, be:

- ◀ Considered as an essential aspect in any and all planning and investment decisions.
- ◀ A key facet when investment in transport infrastructure, housing or other developments is planned and implemented.
- ◀ (Whether generic or event/activity/opportunity specific) something which is highlighted and promoted in Council communications processes – internal and external.
- ◀ Front and centre when the Council and partners are planning for and delivering health, social and education services.
- ◀ 'Engineered' so as to ensure its availability/affordability to the whole borough population.

The term 'whole systems change' is, in effect, based upon whole systems thinking i.e. that Council systems and networks all connect and influence each other. In that context, it is assumed that, over time, promotion, development and integration of physical activity will become a 'standing item' on the agendas of the Council's senior management team, departmental teams and committees.

This document sets out the strategic direction for physical activity, sports and active lifestyles in the Authority over the next five years (2021-2026). It takes its cue from the Council Plan and draws upon, in particular, the Council's Blue and Green Infrastructure and Health and Wellbeing strategies.

It does not cover every eventuality or purport to offer all things to all people and cater for every interest group. To do so would be to plan to fail; particularly during a period of time in which the Council (as the leading strategy partner) is under significant financial pressure and has additional responsibilities and challenges as a direct result of Covid 19.

Produced over a period of time during which the response to Covid-19 has dominated the political and domestic agenda, this strategy seeks to reflect some of the assumptions being made about what the 'new normal' will be and to ensure that the stated aims, objectives and ambitions are realistic in respect of the political, social and spatial environment in which its delivery will be enacted.

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The ambition of Blackpool Council (BC) is that this Strategy:

- ◀ Maps a high-level strategic vision for active lives in Blackpool centred upon the needs of the community; in particular parts of the community where there are more people who are inactive.
- ◀ Covers indoor and outdoor sports, physical and recreational activity and active travel.
- ◀ Is intelligence-led, supports locally identified priorities and reflects the renewed ambition and positioning of the area.
- ◀ Interfaces, and has clear synergy, with current national and local stakeholder strategies/priorities while also delivering value for money for the Council.
- ◀ Is underpinned by a partnership approach between the Council, the community and other partners delivering sport/physical activity and wider wellbeing provision. The ambition stated will be fulfilled via work with the community and partnership with providers and organisations that can each play a key role in the delivery of its aims.
- ◀ Is based upon comprehensive engagement and consultation with council officers and members, local community organisations, clubs and national governing bodies of sport (NGBs).
- ◀ Will be developed (and implemented) iteratively, and in collaboration with local members who will sit within a steering group.
- ◀ Determines priorities and measurable targets - the progress made against which Blackpool Council and partners will be evaluated (and judged) over the five-year period covered.

PART 2: NATIONAL CONTEXT AND STRATEGY SUMMARIES

To embed the objectives and actions which will emanate from it - it is essential that the emerging Active Lives Strategy reflects the aims and ambitions of key national, regional and local plans and strategies. The key links are outlined below.

‘Sporting Future: A New Strategy for an Active Nation’

This Government strategy for sport was released in December 2015. It confirms the recognition and understanding that sport makes a positive difference through broader means and it will help the sector to deliver fundamental outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. It has identified the following outputs.

- ◀ Maximising international and domestic sporting success and the impact of major events.
- ◀ More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- ◀ A more productive, sustainable and responsible sport sector.

It further identifies the following actions will need to occur that:

- ◀ Meet the needs of the elite and professional system and deliver successful major sporting events.
- ◀ Meet the needs of the customer and enable them to engage in sport and physical activity.
- ◀ Strengthen the sport sector and make it more effective and resilient.

Sport England: Towards an Active Nation (2016-2021)

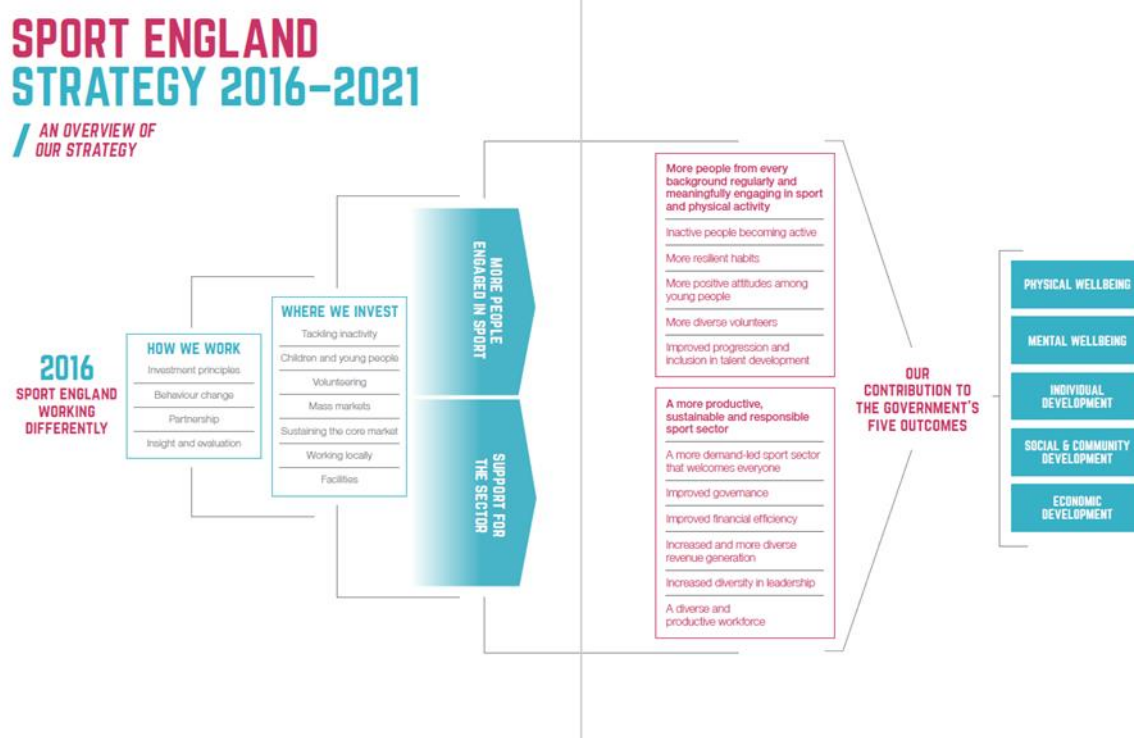
In its strategy, Sport England has identified that it will invest in:

- ◀ Tackling inactivity.
- ◀ Children and young people.
- ◀ Volunteering – a dual benefit.
- ◀ Taking sport and activity into the mass market.
- ◀ Supporting sport’s core market.
- ◀ Local delivery.
- ◀ Facilities.

These seven investment programmes are underpinned by a new Workforce Strategy and a new Coaching Plan.

Sport England is in the process of developing its next strategy. Consultation suggests that the new strategy will look to evolve the ideas from the previous five-year strategy and develop themes of increasing physical activity especially for hard to reach groups.

Figure 2.1: Sport England Strategy 2016-2021



Economic value of sport to the nation

Sport, leisure, recreation and culture are all important economic drivers. In November 2015, sport and sport-related activity contributed £20.3 billion to the English economy. The contribution to employment is even greater with sport and sport-related activity estimated to support over 450,000 full-time equivalent jobs. Volunteering in sport, and the health benefits derived, also have an impact. The estimated economic value of sport-related volunteering is £6.9 billion. The annual value of health benefits from people taking part in sport is estimated at £21 billion.

Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, reduced youth crime, environmental benefits, regeneration and community development, and individual and wider society benefits derived from volunteering. Consumption elements include the well-being/happiness of spectators and the pride/feel good factor derived from national sporting success/achievement.

Participation in sport contributes to reducing crime and anti-social behaviour, particularly among young people. It also has a net impact on the environment; where, for example, more people walk, and cycle, emissions and congestion can reduce. In summary, it can provide a range of economic and health benefits as well as helping to provide jobs and opportunities to spectate and participate in physical activity.

Investment in school sport

The Government 2013 Primary PE and Sport Premium fund of £150 million per annum provided two years of investment in school sport. Supported by the Government's Education, Health and

DCMS departments, funds went directly to primary school head teachers for them to spend on sport.

Its four objectives were to:

- ◀ Improve the quality of existing PE teaching through continuing professional learning in PE for generalists, so that all primary pupils improve their health, skills and physical literacy and have a broader exposure to a range of sports.
- ◀ Increase participation levels in competitive sports and healthy activity of pupils and maintain these into adolescence.
- ◀ Increase the quality of initial teacher training in PE and sport, and to promote PE specialisation in primary level workforce.
- ◀ Ensure that schools understand and value the benefits of high-quality PE and sport, including its use as a tool for whole school improvement.

Evaluation of this investment has highlighted the need for clearer guidance to schools on how best to use this resource and the importance of good specialist PE knowledge for teachers of the subject. While it may cease in its present form Sport England is, in its Strategy, is committed both to further investment in young people and to improving the skills of secondary school teachers, particularly in respect of physical literacy.

In the (Pre-Corona virus restrictions) March 2020 Budget, the government confirmed that an updated School Sport and Activity Action Plan will be produced later in the year alongside a commitment of £29 million a year by 2023/24 to support primary school PE teaching and help schools make best use of their sports facilities. The Budget statement also suggested that the funding support for school sport emanating from revenues generated via the Soft Drinks Industry Levy, or Sugar Tax will continue until 2024/25.

Chief Medical Officer Physical Activity Guidelines 2019

This report presents an update to the 2011 physical activity guidelines issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. The UK CMOs draw upon global evidence to present guidelines for different age groups, covering the volume, duration, frequency and type of physical activity required across the life course to achieve health benefits.

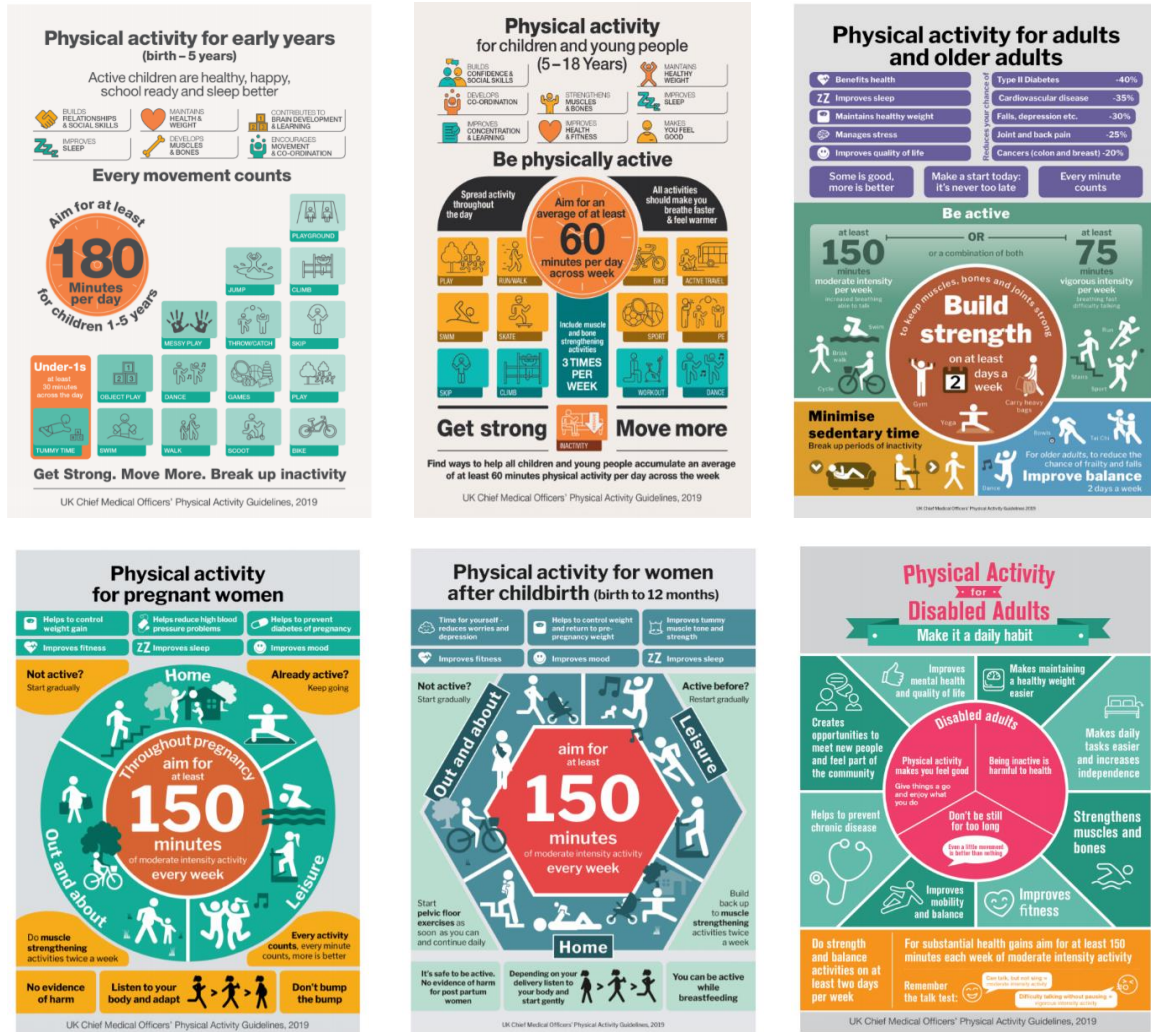
Since 2011, the evidence to support the health benefits of regular physical activity for all groups has become more compelling. In children and young people, regular physical activity is associated with improved learning and attainment, better mental health and cardiovascular fitness, also contributing to healthy weight status.

For adults, there is strong evidence to demonstrate the protective effect on physical activity on a range of many chronic conditions including coronary heart disease, obesity and type 2 diabetes, mental health problems and social isolation. Regular physical activity can deliver cost savings for the health and care system and has wider social benefits for individuals and communities.

The report emphasises the importance of regular activity for people of all ages. It presents additional guidance on being active during pregnancy, after giving birth, and for disabled adults. The new guidelines are consistent with prior ones, introducing some new elements and allowing more flexibility in achieving recommended physical activity levels for each age group.

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Figure 2.2: Physical activity guidelines



Mortality and life expectancy rates in the UK 2019: Stalling Progress

This report, drawing upon new analysis of mortality data, exploring what has happened, who is affected and what is driving current trends, identifies:

- That, since 2011, improvements in life expectancy in the UK have stalled and for certain groups of the population, gone into reverse.
- A rising number of avoidable deaths among the under 50s and a widening gap in life expectancy between the richest and the poorest.
- That there is no single cause of the slowdown, and no single solution: instead actions must be taken on the wider factors that shape the conditions in which people are born, grow, work and age.

Health Equity in England: The Marmot Review 10 Years On- Feb 2020

Fair Society Healthy Lives, the Marmot Review, published in 2010, set out an analysis of the causes of health inequalities in England and what needed to be done to address them. The Marmot Review showed the importance of social determinants of health acting through the life course.

Marmot's forward identifies that: *Health inequalities are not inevitable and can be significantly reduced... avoidable health inequalities are unfair and putting them right is a matter of social justice. There will be those who say that our recommendations cannot be afforded, particularly in the current economic climate. We say that it is inaction that cannot be afforded, for the human and economic costs are too high.*

Key findings from this report indicate that for many groups in England, health and life expectancy are deteriorating, health has deteriorated for the population as a whole, and there are clear systematic inequalities within the groups for whom this is happening. Broadly speaking, poorer communities, women and those living in the North have experienced little or no improvement since 2010. There has been a slowdown in life expectancy of a duration not witnessed in England for 120 years. This has not been seen to the same extent across the rest of Europe or in most other OECD countries.

While at this stage it is impossible to establish precisely why life expectancy has stalled and health inequalities in England are widening, it is clear that a change in winter-associated mortality and ill health is not the main factor. It also establishes that the health situation is somewhat similar to other countries which have experienced political, social and economic disruption and widening social and economic inequalities. Measured via some of the key social determinants, inequalities are widening in England and the protective role of the state in supporting people is being reduced and realigned away from more deprived areas and communities

Overall, inequalities in avoidable deaths increased markedly between 2010 and 2017 in the most deprived areas in England, by eight percent among females and 17 percent among males

The report is clear in that it recommends the following:

- ◀ Development of a national strategy for action on the social determinants of health with the aim of reducing inequalities in health.
- ◀ Ensure proportionate universal allocation of resources and implementation of policies.
- ◀ Early intervention to prevent health inequalities.
- ◀ Development of the social determinants of health workforce.
- ◀ Engage the public.
- ◀ Develop whole systems monitoring and strengthen accountability for health inequalities.

Summary of national context

Engaging all residents in physical activity is a high priority as is getting the inactive, active. It is acknowledged that regular sport and recreational activity (i.e. an active lifestyle) plays a key role in facilitating improved health and wellbeing. In addition, physical activity and sport provides economic and health benefits and provides jobs and opportunities to both spectate and participate. It is essential, therefore, that there is adequate opportunity for all residents to take part in physical activity in the Borough.

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Regional and local strategies

Blackpool Council Plan 2019-2024

This will drive greater change over the next five years. It remains committed to the direction adopted in 2015 which focuses on strengthening the economy and communities. The Borough still faces many difficult issues. Some programmes and projects already in place will continue, whilst there will also be new projects which fit with the vision and priorities. All this is being delivered at a time when fiscal challenges remain. The vision for Blackpool continues to be: ‘*The UK’s number one family resort with a thriving economy that supports a happy and healthy community who are proud of this unique town*’. Its priorities are identified below:

Priority one: The Economy: Maximising growth and opportunity across Blackpool	
Visitor experience: tourism and culture	A new conference centre at the Winter Gardens and increase the number of conferences coming to Blackpool Create a new funding model to keep the illuminations and events going Finalise design and funding, and then deliver, the new Blackpool Museum £300 million investment into Blackpool Central, to include great visitor attractions including the UK’s first flying theatre
Enterprise, skills & economic inclusion	Help to get hundreds of people back into work Work with schools to help young people reach their goals
Infrastructure and regeneration	Complete the tram extension and the 4* hotel at Blackpool North station Make the most of what Blackpool has to offer by helping to grow the energy, aviation and food sectors Put more money into improving our roads and pavements Deliver extensions to the Central Business District at Talbot Gateway
Improving housing	Build more affordable homes, including at Grange Park and Foxhall Village Enable My Blackpool Home to deliver at least an extra 455 new quality affordable homes for rent Give greater help to housing developers to allow them to build more affordable houses in our area
Priority two: Our Communities: Creating stronger communities and increasing resilience	
Health and social care	A new approach to delivering stop smoking services in the town Plant more trees and make more green, open spaces where we can Continue to help people to access drug and alcohol services as soon as possible to help bring about more positive outcomes
Young people	Continue to run Better Start services to improve life chances for 0-3 year olds Improve the experiences of young people in our services by working more closely with other services such as the NHS and schools Have family hubs in the local neighbourhoods to help people come together, make new friends and support each other Help schools to bring about changes that will lead to better GCSE results
Increasing resilience	Continue to support the HeadStart Resilience Revolution which is helping to improve young people’s mental health Improving the coordination of volunteers across the town More work with private landlords to ensure that rented homes are of good quality Bring together charities and local services such as the NHS, police and council to help build better community services in people’s local area

Blackpool Green and Blue Infrastructure (GBI) Strategy 2018

The remit of the Strategy is to secure the highest possible quality of spaces. It has six stated strategic goals and implementation priorities which are:

- ◀ Engaging People in Health and Wellbeing.
- ◀ Enhancing the Visitor Experience.
- ◀ Greener Housing and Infrastructure.
- ◀ Enabling Productive Businesses and Workers.
- ◀ Promoting a Green Image and Culture.
- ◀ Improving Habitats and Benefitting Pollinators

GBI Strategy objectives (which align with Council Core Strategy Policy CS6) are to:

- ◀ Protect and enhance GBI - i.e. protecting the best and enhancing the rest
- ◀ Create and restore GBI - i.e. greening the grey and creating new GBI in areas where it is most needed.
- ◀ Connect and link GBI - i.e. making links, improving GBI connectivity and accessibility.
- ◀ Promote GBI - i.e. changing behaviour, promoting the benefits of GBI and encouraging greater uptake of outdoor activity and volunteering

In essence, where a proposed development would result in a green space being reduced in size, the Council will ensure that the remaining green space is a higher quality so that the benefits provided are further reaching than the existing green space. The types of GBI to which it refers can be in public and private ownership, with and without public access and/or in urban and rural locations including:

- ◀ Parks and gardens – urban parks, pocket parks, country parks and formal gardens.
- ◀ Amenity space - play areas, communal gardens, playing fields, civic plazas, street trees, living walls and sustainable drainage installations which rely on vegetation.
- ◀ Natural and semi-natural green space –Woodland, wetlands, water bodies, nature reserves and other wildlife sites housing a variety of habitats and species.
- ◀ Beach and promenade – civic spaces, piers and headlands

The vision is that Blackpool in 2027 will have experienced sustained transformation and its parks, green spaces, coastline and public realm will be locally and nationally renowned. Many more people will be enjoying the health and wellbeing benefits of time spent in Blackpool's "great outdoors". The natural environment will thrive and support physical regeneration, economic development and attract new investors, residents and visitors to Blackpool, Wyre and Fylde. Housing areas will be greener and open spaces safe and well-used. Blackpool's GBI Infrastructure Strategy will protect and enhance the Borough's urban, coastal and rural environments so as to drive optimum social, economic and environmental benefits

Joint Health and Wellbeing Strategy for Blackpool 2016-19

The vision set out in this was that: *Together we will make Blackpool a place where ALL people can live long, happy and healthy lives.* The Blackpool Health and Wellbeing Board believes that the evidence related to health outcomes presents the following drivers which must be addressed in order to achieve the vision:

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Housing - it will improve the quality, mix, and management of private rented homes through Blackpool Housing Company and other initiatives such as selective licensing. It also sets out the ambition to create higher quality new homes at Queen's Park and Foxhall Village.

Key housing projects

Reduce the number of HMOs
Redevelop Queen's Park estate, creating 191 new homes
Build over 400 new homes in Bloomfield
Continue to implement Selective Licensing
Continue to implement Cosy Homes in Lancashire
Continue to support people with complex needs and chaotic lifestyles with their housing needs
Deliver the Health Works hub to support people with health problems into work

Tackling substance misuse (alcohol, drugs and tobacco) - addressing lifestyle and addiction issues by developing policy interventions, treatment programmes and education; to prevent substance misuse, and support individuals and communities with substance misuse issues.

Key health projects

Review and recommission drug and alcohol treatment services by 2017
Continue to implement and integrate Fulfilling Lives to support people with complex needs
Continue to lobby central government for a minimum unit price for alcohol
Introduce smoke-free outdoor public places
Continue to develop Specialist Services to help people to stop smoking
Utilise insights with pregnant women to develop effective interventions to reduce smoking during pregnancy

Building community resilience and reducing social isolation - building resilience among individuals and communities to improve their mental health and wellbeing and enable them to cope in difficult situations and circumstances. It will support communities to work together to determine their needs, developing a co-production approach to service design that will promote community empowerment, community led decision making and increase social action to reduce social isolation experienced by sections of our communities.

Key community resilience projects

Develop a Self-Care Strategy for Blackpool
Piloting Community Orientated Primary Care in a Vanguard Neighbourhood
Deliver the CYP Emotional Health, Wellbeing and Resilience Transformation Plan
Strengthen the app

Early Intervention - means encouraging more upstream intervention to prevent a problem from becoming a crisis; this approach will be implemented throughout the life course and will reduce the need for expensive interventions further down the line, with a particular focus on pre-birth to three year olds.

Throughout these priorities runs the need for a strong local approach to addressing national inequalities which lie underneath health issues – poverty, inequality, poor living and working conditions, and access to protective factors which maintain health. This need has, and will continue to, influence how it designs actions and initiatives.

Key early intervention projects

Deliver a Better Start for 0-3 year olds and their families
Implement HeadStart for 10-16 year olds
Prevention and Wellbeing visits .
Implement the Healthy Weight Strategy and Local Authority Declaration on Healthy Weight
Other early intervention opportunities and approaches will be identified throughout the lifespan of this strategy as part of our approach to commissioning

Active Lancashire (AL)

Active Lancashire is the strategic lead agency for sport and physical activity in Lancashire. Its stated aim is to drive a sports delivery system across the country to encourage Lancashire residents to engage in sport and physical activity and lead a happy, more prosperous life. The primary goal being to embed sport and physical activity into all aspects of everyday life. Its work is underpinned by three key areas of focus:

- ◀ *Engage in sport* - through its work it facilitates projects which allow for all Lancashire residents from a variety of backgrounds to have access to sport and physical activity.
- ◀ *Improve health* - it creates opportunities for people to take responsibility of their own health, achieve their full potential and through being physically active, also enjoy economically active lives.
- ◀ *Inspire communities* - it encourages and supports people to develop and sustain more cohesive and inclusive communities.

Blackpool is a key area of AL's work due to its focus on working in areas of deprivation. AL identifies itself as having very good relationship with a number of organisations in Blackpool, including the Authority. It delivers standard Sport England prescribed work in Blackpool (satellite clubs, work with school games organisers (SGOs) and Blackpool has been the site for the main level three School Games event for a number of years. In terms of other projects, AL's main partners are BCH, Blackpool Council and BFCCT. Key projects include:

More Positive Together - with BCH and BC, AL (as lead partner) delivers this European funded project focused on getting those furthest removed from the labour market (unemployed or economically inactive) closer to it. While working with individuals on employability, BCH staff try to get them physically active linking with Active Blackpool to do this. BCH is well connected to the community, manages a significant proportion of the housing stock in the Town runs 15 community centres.

Get Out Get Active 2 (GOGA 2) - AL supported BC and BCH to secure funding to deliver this project, which is funded by Spirit of 2012, the Activity Alliance and Sport England. The Council is the lead organisation for this project which aims to get inactive people active and uses community centres operated by BCH as activity hubs. It aims to recruit mentors and have a 'people like me' approach to trying to get people active. AL provides a support worker for 10 hours per week to focus on engaging people in recovery from substance misuse.

We are Undefeatable - AL supported BC to secure funding to be one of ten sites delivering a project to develop a training package for social care staff, so that they feel more confident to promote physical activity to the people they are working with. It also aims to improve links between social care and Active Blackpool. AL supports the Council with advice and guidance and is also managing project evaluation.

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United Together - is a partnership project across Lancashire which helps people who are in the criminal justice system. Partners include AL, the Lancashire FA, EFL/Premier League club CCOs in Lancashire, housing associations, the CRC and the Police and Crime Commissioner. It has two key strands - the:

- ◀ In-Prison Support Programme
- ◀ Post Release Support Programme.

The project supports people that are about to be released or recently released from prison to develop skills, access training and find housing. Blackpool FC Community Trust (BFCCT) is AL's key partner on the project.

In terms of future work in Blackpool, AL will continue to work with the Council to support the areas identified as priorities. AL is hopeful that it will have a Lancashire wide project looking at workplace health (including Blackpool) in place later in the year, in key priority areas.

Other Blackpool programmes

Head Start

This is a five year, £58.7million programme funded by the National Lottery Community Fund, aimed at improving the mental wellbeing of 10-16 year olds and preventing serious mental health issues before they develop. Six partnerships (in England) are piloting new test-and-learn approaches to support when and if needed, focusing on developing young people's emotional resilience from an early age. To optimise impact they involve young people in the co-design, commissioning, delivery and evaluation of services. The investment is designed to ensure that the ambition to stimulate lifelong change leaves a sustainable legacy after the investment period. It will be enhanced further via use of digital solutions to be explored and embedded in practice across the breadth of the process. It will build on the following foundations using this blueprint for change:

- ◀ *Leadership and governance* – harnessing the power of local leaders to guide success
- ◀ *Co-production* - putting young people at the heart of the investment.
- ◀ *Sustainability* – creating a legacy that will change young people's lives forever.
- ◀ *Whole systems change* – transforming systems to work with young people, not against them.
- ◀ *Delivery* - building the road to resilience; it will develop/embed a high-quality resilience-focused programme that supports each and every one of its 10,937 10-16 year olds.

Better start

The Better Start Partnership in Blackpool has been awarded £45m and is led by the NSPCC. It comprises the CECD, Blackpool Council, NHS, police and the community and focuses on seven wards where families face the greatest challenges; Bloomfield, Brunswick, Claremont, Clifton, Park, Talbot and Victoria. A Better Start aims to improve the life chances of babies and very young children by delivering a significant increase in the use of preventative approaches in pregnancy and the first three years of life, reduce social inequalities, and create conditions for change. All services are developed via consultation with Blackpool parents, identifying barriers to making healthy lifestyle choices including mental health, social isolation, lack of confidence and social economic factors.

Services include multi-faceted approaches to diet and nutrition: maternal weight and health behaviours in pregnancy; infant diet & nutrition; planning and preparing healthy meals and healthy family lifestyles. At family hubs and libraries, programmes range from antenatal classes and parenting activities to services that help with heavier problems like addiction and anger in the home. In addition to park developments, activities delivered by the EYPRs and JPR, support families engaging in the outdoors for the first time. The Dads' Engagement Strategy includes opportunity for dads to participate with their children as well address their own physical and mental health. Finally, the Volunteer Academy provides the function of recruitment, placement and funded training for volunteers in Blackpool and an improved outlook for early years children through exposure to positive life pathways later in life.

Blackpool Better Start delivers a variety of free learning, training and conference opportunities for anyone working with pregnant women and families with children aged 0-4 years in the town.

Community connectors provide pathways and information into services at family hubs, any community asset, or other events aimed at families with under 4's. Health connectors connect parents with services and activities to help them to become healthier more active families. It offers support with, for example, going to the dentist, diet and nutrition and how to keep fit. Both forms of connectors co-produce initiatives with the community to influence how services are engaged with, and signpost families to resources that help parents make positive choices for themselves and their children.

Summary

The need to increase participation in physical activity and sport in Blackpool to help address the high level of health deprivation is recognised and referenced in several strategies. In the context of reduced public finances and changes to the welfare system, there is a risk that the health of those in greatest need will be adversely affected as a result of disproportionate impacts on the major determinants of health such as employment, income and housing.

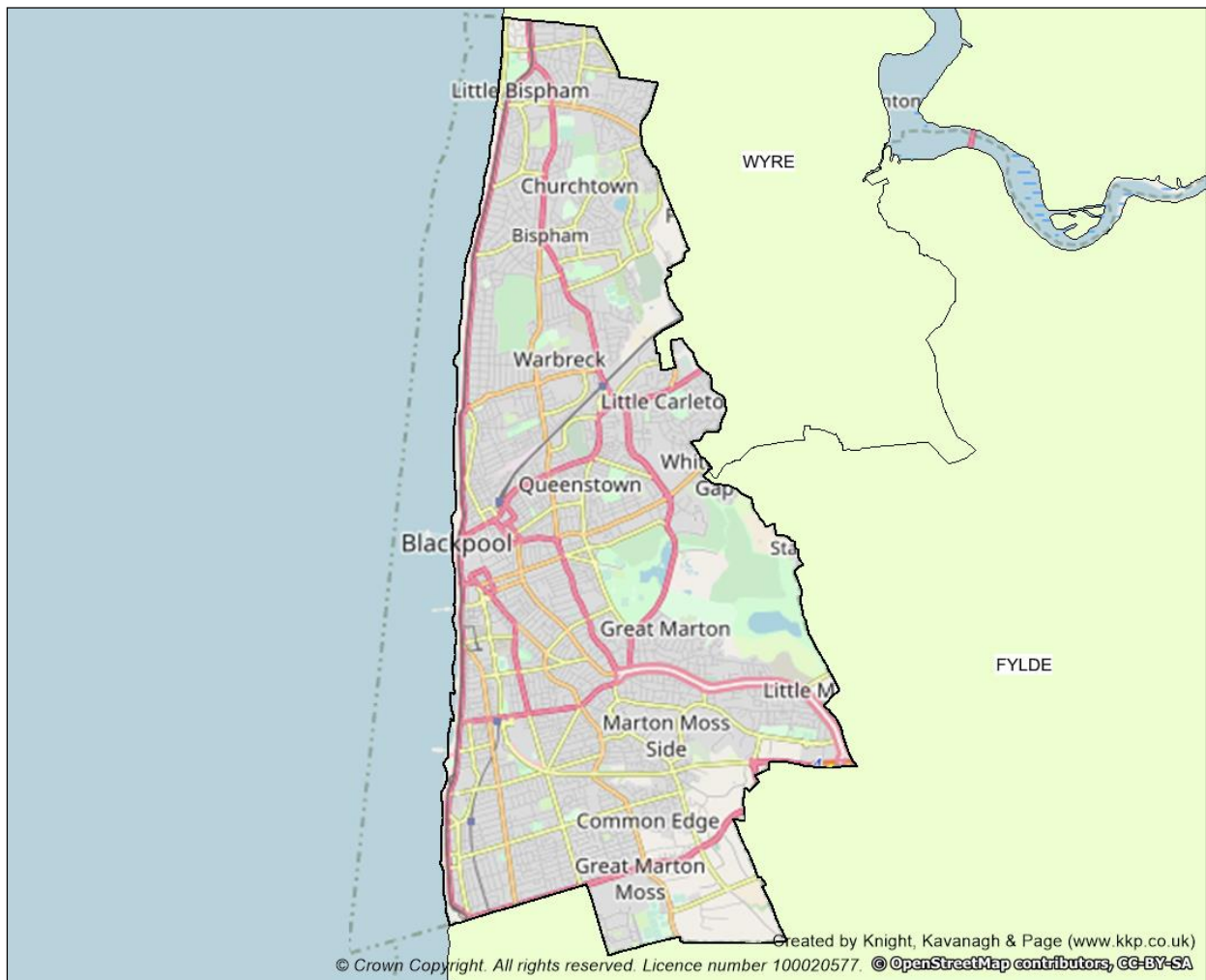
A range of programmes (funded by BC and external organisations) target local populations, in areas of higher deprivation. These are investing in local parents and trying to enable local people to help themselves. The numerous strategies in place identify key challenges and potential ideas for interventions in the Borough. In order to make a difference to the local community there will be a need for:

- ◀ Clear leadership from BC to ensure that it and partners drive increases in physical activity across the Borough.
- ◀ Improved communication in respect of existing physical activity and active lifestyle opportunities.
- ◀ Continued development of understanding about opportunities to promote personal locomotion.
- ◀ Engagement with local residents to help co-produce potential activities.
- ◀ Increases in the use of the many and varied sport and leisure facilities available in Blackpool so that they make a difference to the local population.
- ◀ Increases in measurable use made of parks and open spaces.
- ◀ Up to the minute performance management and related inter-personal (digital) communications-based information.

PART 3: LOCAL CONTEXT

Blackpool is a town and seaside resort on the Lancashire coast between the Ribble and Wyre estuaries in North West England. England's largest, most popular seaside resort it attracts more than 10 million visitors a year. It is 15 miles northwest of Preston, 27 miles north of Liverpool and 40 miles northwest of Manchester. It has an estimated population of 139,305 (2018 Mid-Year Estimates - MYE) of which 70,267 are females and 69,038 are males, making it the most populous town in Lancashire.

Figure 3.1: Blackpool with main roads



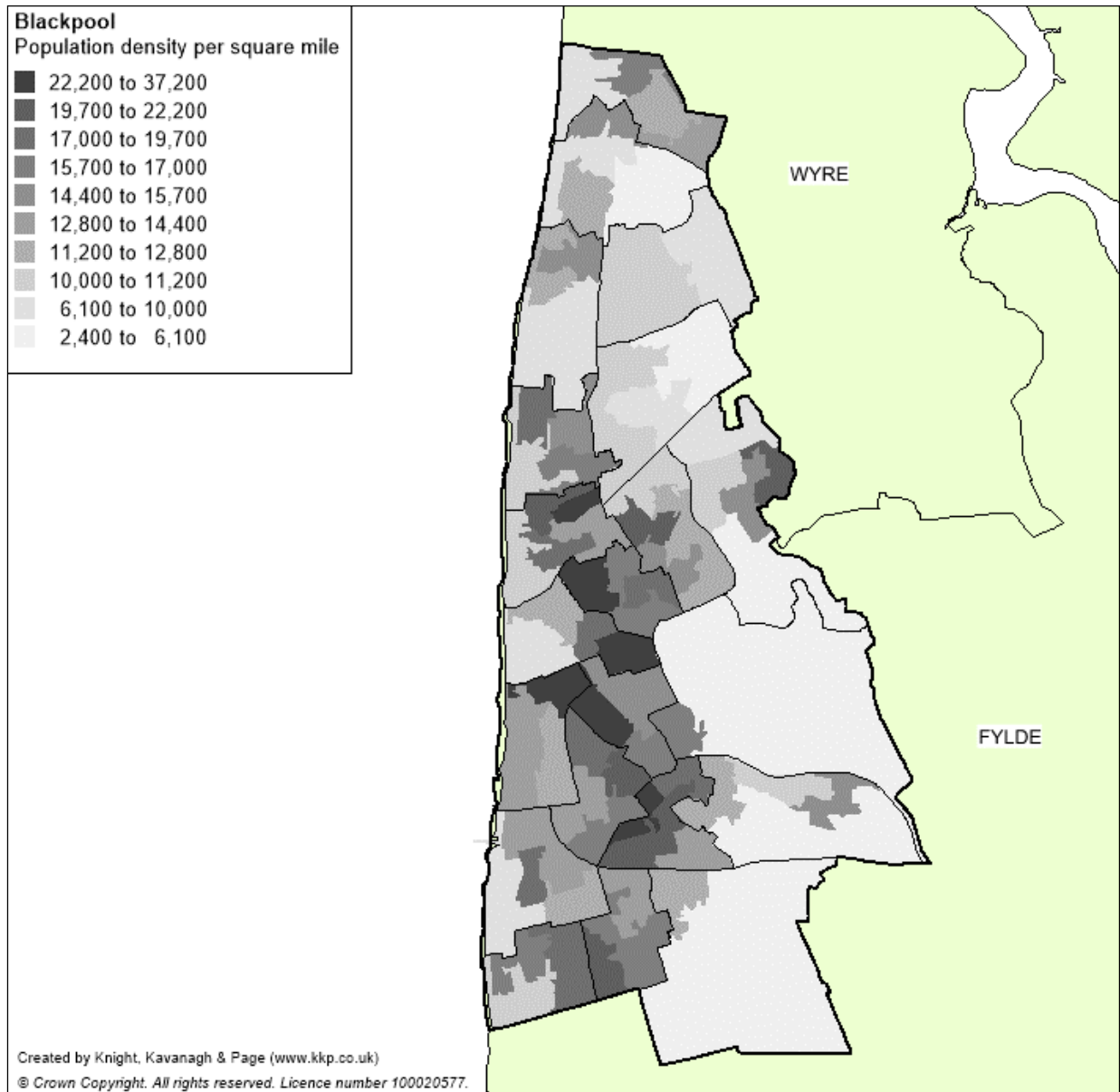
Blackpool covers an area of around 35km², with 11.2km (seven miles) of seafront. It is intensely urban and compact in form. For a coastal town, Blackpool has good strategic transport links. This includes excellent connections to the national road and rail networks, as well as Blackpool International Airport located on its southern boundary in Fylde.

The town is built on tourism. The arrival of rail links meant that it grew rapidly at the turn of the 20th Century as British holiday makers from all classes of society flocked to the resort for pleasure and entertainment. This period left a legacy of high quality late Victorian architecture, including the Blackpool Tower, piers and the promenade. Successive decades saw the introduction of the Winter Gardens, Pleasure Beach and Golden Mile, plus dense holiday guest houses and small hotels in a grid-iron pattern of terraced streets behind the seafront.

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

Whilst Blackpool remains at the heart of the UK tourism and visitor economy, it experienced significant decline in visitor numbers from the 1980s onwards. Three decades of decline has led to an underperforming economy and high levels of deprivation. Blackpool is the seventh most densely populated borough in England and Wales outside Greater London. The concentration is greatest in Blackpool's Inner Area which experiences considerable transience as people move for short-term employment or attempt a new start in life encouraged by the inexpensive housing.

Figure 3:2: Population density 2018 MYE: Blackpool lower super output areas (LSOA)



Ethnicity (Data source: 2011 census of population, ONS) - In broad terms, Blackpool's ethnic composition does not reflect that of England as a whole. According to the 2011 Census of population, the largest proportion (96.7%) of the local population classified their ethnicity as White, which is considerably higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 1.6% this is markedly lower than the national equivalent (7.8%).

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

Crime (Data source: 2019 Recorded Crime, Home Office) - during the 12 months to June 2019 the rate for recorded crimes per 1,000 persons in Blackpool was 244.6; this is markedly higher than the equivalent rate for England and Wales (114.2). The number of recorded crimes in Blackpool has fallen by 1.1% since June 2018, whereas the number for England and Wales has risen by 1.3% over the same period.

Income and benefits dependency - the median figure for full-time earnings (2019) in Blackpool is £23,639; the comparative rate for the North West is £28,902 (+22.3%) and for Great Britain is £30,524 (+29.1%). In January 2020 there were 6,005 people in Blackpool claiming out of work benefits¹; this is an increase of 67.0% compared to January 2015 (3,595).

Deprivation (Data source: 2019 Indices of Deprivation, DCLG) - relative to other parts of the country Blackpool experiences very high levels of deprivation; almost three quarters of the district's population (74.3%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely, none live in the three least deprived groupings in the country (compared to a 'norm' of c.30%).

A similar pattern, to that seen for multiple-deprivation, is seen in relation to health – but more pronounced. All of Blackpool's population (100%) falls within the areas covered by the three most deprived cohorts, this compares to a national average of c.30%. Conversely, none live in the three least deprived groupings.

Table 3:1: IMD cohorts - Blackpool

IMD cumulative norm	Multiple deprivation			Health deprivation			
	Population in band	Percent of population	Percent of population	Population in band	Percent of population	Percent of population	
Most deprived	10.0	56,371	40.2%	40.2%	91,277	65.1%	65.1%
	20.0	22,527	16.1%	56.3%	39,579	28.2%	93.4%
	30.0	25,209	18.0%	74.3%	9,306	6.6%	100.0%
	40.0	22,126	15.8%	90.1%	0	0.0%	100.0%
	50.0	7,878	5.6%	95.7%	0	0.0%	100.0%
	60.0	1,489	1.1%	96.7%	0	0.0%	100.0%
	70.0	4,562	3.3%	100.0%	0	0.0%	100.0%
Least deprived	80.0	0	0.0%	100.0%	0	0.0%	100.0%
	90.0	0	0.0%	100.0%	0	0.0%	100.0%
	100.0	0	0.0%	100.0%	0	0.0%	100.0%

Health data (Data sources: ONS births and deaths, NCMP² and NOO³) - in keeping with patterns seen alongside higher levels of health deprivation, life expectancy in Blackpool is lower than the national figure; the male rate is currently 74.7 compared to 79.6 for England, and the female rate is 79.9 compared to 83.2 nationally.⁴

¹ This includes both Job Seekers Allowance (JSA) and Universal Credit. Universal credit also includes other benefits including employment and support allowance (ESA) and child tax credits.

² National Child Measurement Program

³ National Obesity Observatory

⁴ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

Figure 3.3: Index of multiple deprivation

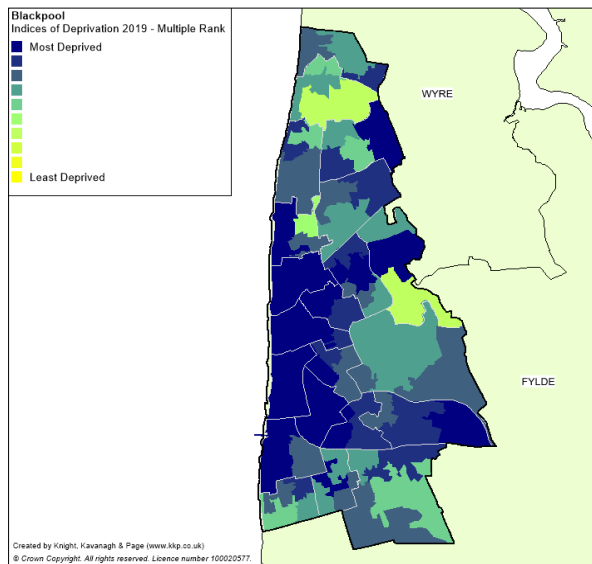


Figure 3.4: IMD Health domain

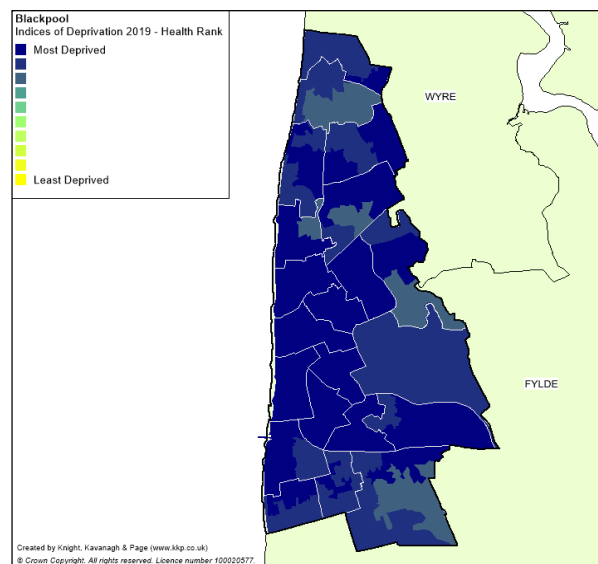
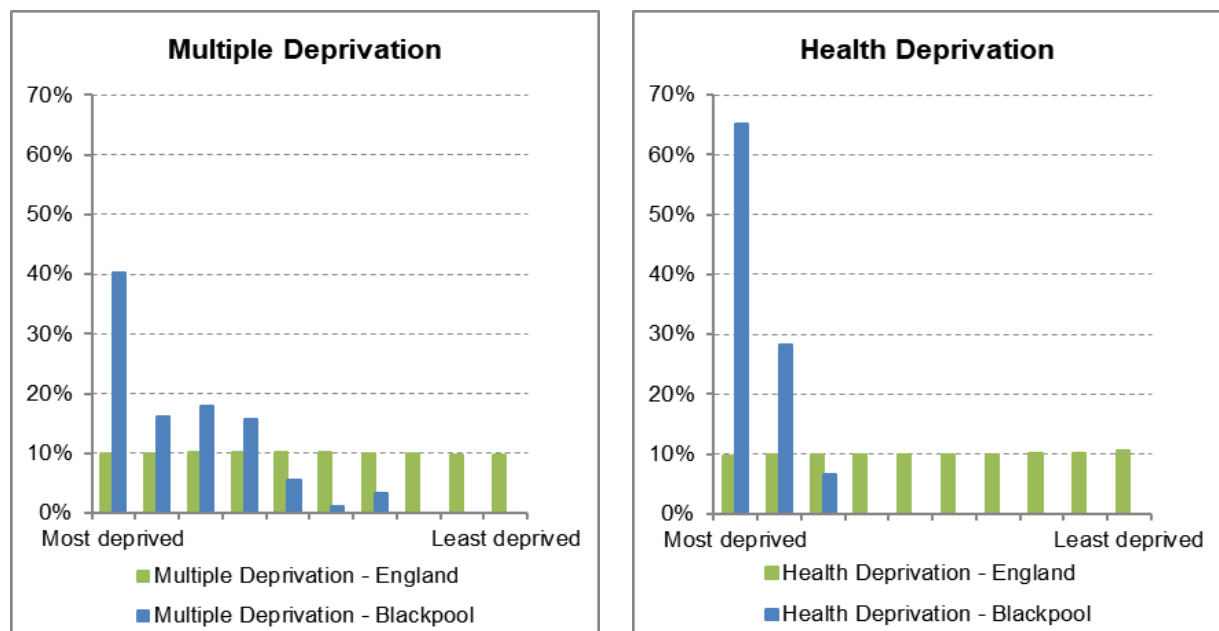


Figure 3.5: IMD and health domain comparisons – Blackpool and England.



Weight and obesity

Obesity is widely recognised to be associated with health problems such as type 2 diabetes, cardiovascular disease and cancer. At a national level, the resulting NHS costs attributable to overweight and obesity⁵ are projected to reach £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year. These factors combine to make the prevention of obesity a major public health challenge

⁵ Adult Weight Data was released in June 2015 for 2012-2014. The child data is for the period 2015-2016

Adult rates of being either overweight or obese in Blackpool are above national and regional rates although child rates are below both regional and national rates.

Health costs of physical inactivity

The British Heart Foundation (BHF) Promotion Research Group has reviewed the costs of avoidable ill health that it considers are attributable to physical inactivity. Initially produced for the DoH report Be Active Be Healthy (2009) the data has subsequently been reworked for Sport England and updated in 2014/15 by Public Health England.

Illnesses that the BHF research relates to include cancers such as bowel cancer, breast cancer, type 2 diabetes, coronary heart disease and cerebrovascular disease e.g., stroke. The data indicates a similar breakdown between these illnesses regionally and nationally.

The annual cost to the NHS of physical inactivity in NHS Blackpool CCG is estimated to be £1,594,604. Compared to regional and national costs per 100,000, CCG costs (at £924,006) are 13.1% above the national (£817,274) and 4.6% above the regional (£883,672) averages.

It should also be noted that in addition to the NHS costs there are also significant costs to industry in terms of days of productivity lost due to back pain etc. These have also been costed in CBI reports and are of similar magnitude to NHS costs

Figure 3.6: Adult and child obesity rates

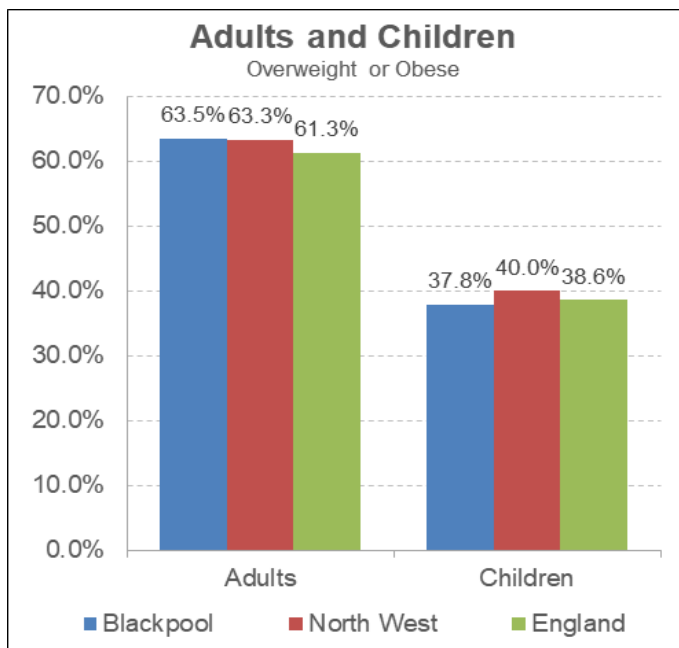
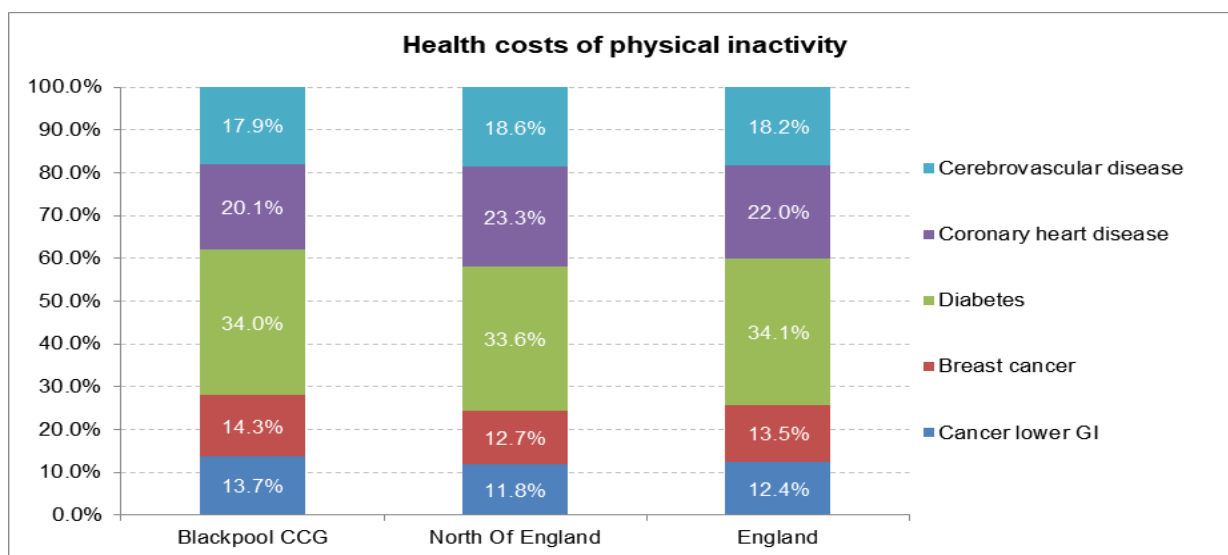


Figure 3.7: Health costs of physical inactivity

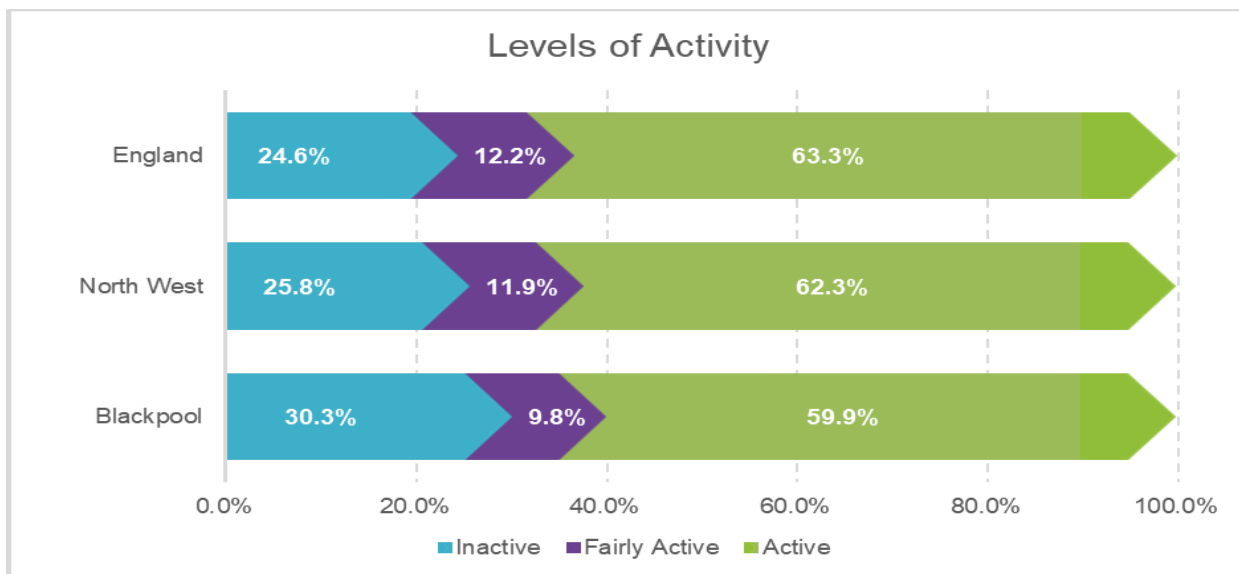


BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

Active Lives Survey (ALS) - November 2018/19

The Sport England ALS is based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified in Figure 3.8, a considerably higher percentage of the Blackpool population (30.3%) is inactive compared to the North West (25.8%) and England (24.6%) while a lower percentage is active; 59.9% in Blackpool compared to 62.3% in the North West and 63.3% in England

Figure 3.8: Levels of Activity



(Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English local authority areas).

In addition to the adult data, Sport England produces data for activity rates for children and young people

Table 3.2: Levels of activity in children and young people (school years 1-11)

	2017-2018			2018-2019		
	Active	Fairly active	Less active	Active	Fairly active	Less active
England	43.3%	23.9%	32.9%	46.8%	24.2%	29.0%
North West	42.3%	23.9%	33.8%	45.3%	25.3%	29.5%
Blackpool	36.0%	20.1%	43.9%	59.6%	*	27.5%

*data suppressed

2017/18 data clearly suggests that children and young people in Blackpool are significantly less active (36%) than counterparts in the north west (42.3%) and England (43.3%). In addition, a significantly higher proportion of young people are considered to be less active; Blackpool (43.9%), Northwest (33.8%) and England (32.9%). There is a considerable change in the 2018/19 data. The number of responses to the survey is significantly lower than the previous year (as shown by the suppressed 'fairly active' data). This indicates that young people in Blackpool are significantly more active than regional or national findings. Quite clearly, there are questions to be asked about the accuracy and reliability of this information.

The most popular sports

The ALS makes it possible to identify the top five recreation/sporting activities in Blackpool. As with many other areas, structured programme classes and cycling are among the most popular (and cut across age groups and gender). It is noted, however that in all cases the incidence of activity in Blackpool is lower than that identified regionally and nationally. Fewer than one in seven adults attends structured programme classes at least once a month. The next most popular is cycling which approximately one in eight adults do on a relatively regular basis.

Table 3.3: Most popular sports in Blackpool (Source: SE Active Lives Survey Nov 16/17)

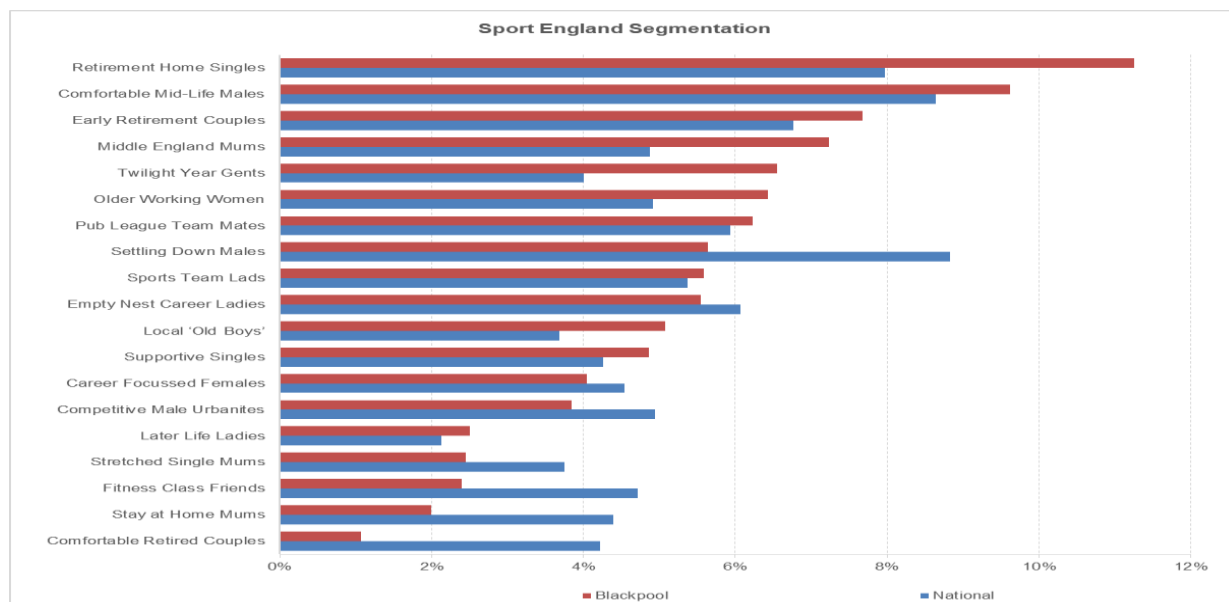
Sport	Blackpool		North West		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Structured Programme Class	15,600	13.7%	1,040,800	17.8%	7,938,000	17.7%
Cycling	14,200	12.5%	889,70	15.2%	7,498,900	16.8%
Athletics	13,400	11.8%	897,400	15.3%	7,266,300	16.2%
Fitness	13,400	11.8%	753,700	12.9%	5,727,600	12.8%
Swimming	9,700	8.6%	624,700	10.7%	4,651,100	10.4%

Sporting segmentation (Data source: Market segmentation, Sport England)

Sport England classifies the adult population via a series of 19 market segments which provide an insight into the sporting behaviours of individuals throughout the country. Profiles cover a wide range of characteristics, from gender and age to the sports that people take part, other interests, newspapers read etc.

Blackpool's profile shows 'Retirement Home Singles' (at 11.3%) to be the largest segment of the adult population (national average; 8%). This is closely followed by 'Comfortable Mid-Life Males' (9.6%) and 'Early Retirement Couples' (7.7%). At the other end of the spectrum, there are fewest 'Comfortable Retired Couples' (1.1% - much lower than the national average), 'Stay at Home Mums' (2.0%) and 'Fitness Class Friends' (2.4%).

Figure 3.9: SE segmentation – Blackpool compared to England



BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

Mosaic (Data source: 2019 Mosaic analysis, Experian)

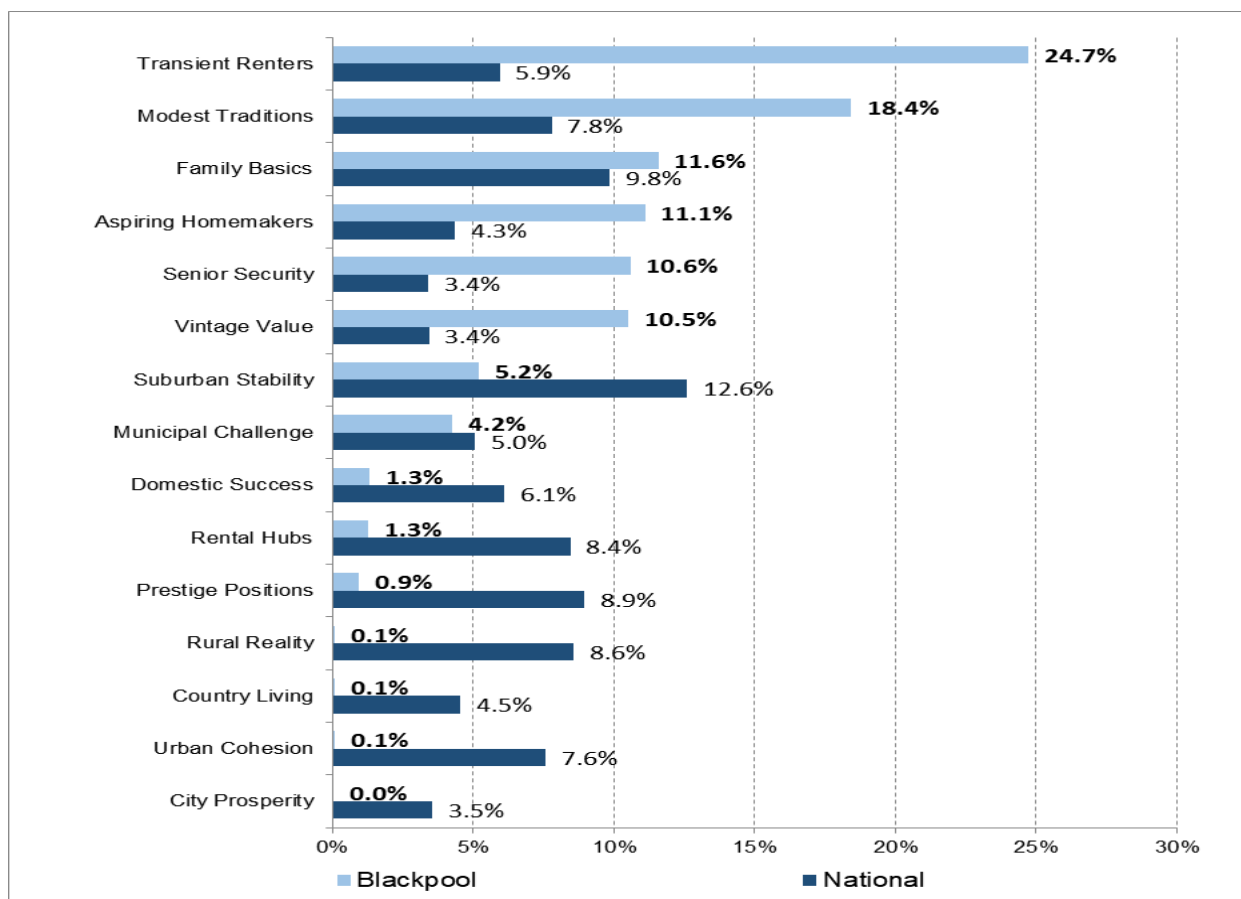
This classifies all 28.3 million UK households into 15 groups, 66 household types and 238 segments. The dominance of the top five classifications in Blackpool compared to the country as a whole is seen by the fact that they represent three quarters (76.4%) of the population more than double the national equivalent (36.8%).

Table 3.3: Mosaic – main population segments in Blackpool

Mosaic group description	Blackpool		National %
	#	%	
1 - Transient Renters	34,804	24.7%	5.9%
2 - Modest Traditions	25,919	18.4%	7.8%
3 - Family Basics	16,276	11.6%	9.8%
4 - Aspiring Homemakers	15,629	11.1%	4.3%
5- Senior Security	14,903	10.6%	3.4%

The largest segment profiled for Blackpool is Transient Renters, making up 24.7% of the adult population in the area; more than four times the national rate (5.9%). This group is defined as 'single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on'.

Figure 3.10: Mosaic segmentation – Blackpool compared to England



BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

Table 3.4: Dominant Mosaic profiles in Blackpool




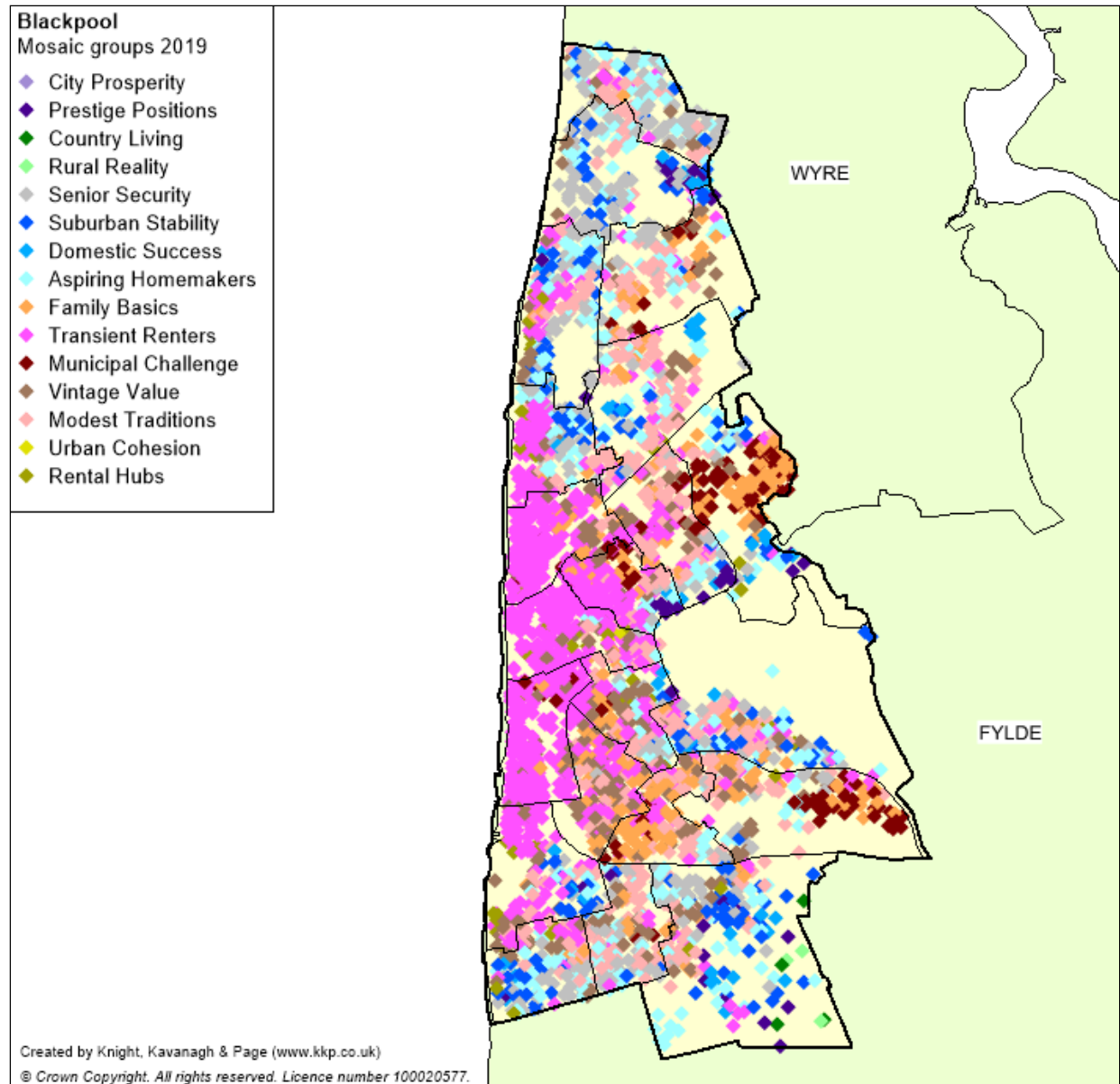
Transient Renters		Single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.
Modest Traditions		Older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.
Family Basics		Families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.

Figure 3.11: Distribution of Mosaic segments in Blackpool



Population projections

Strategic planning: Change over 25 years (2016 to 2041⁶)

Recent ONS projections indicate a fall of 2.5% in Blackpool's population (3,480 people) over the 25 years from 2016 to 2041. Over this timeframe key fluctuations are the:

- ◆ Progressive fall in the number of 45-54 year olds; by 5,658 (26.6%) over the first half of the projection (to 2028).
- ◆ Predicted increase in the number of 55-64 year olds - by 13.2% in the first period (2,298) although will have reduced to a 7.7% increase (1,339) by 2041.
- ◆ Continuous increase in the numbers of persons aged 65+ which will increase by 9.8% (2,804) in the first period and by 24% (6,844) between 2016-2041. This group represented 20.4% of Blackpool's population in 2016 but will be 25.9% of the total by 2041.

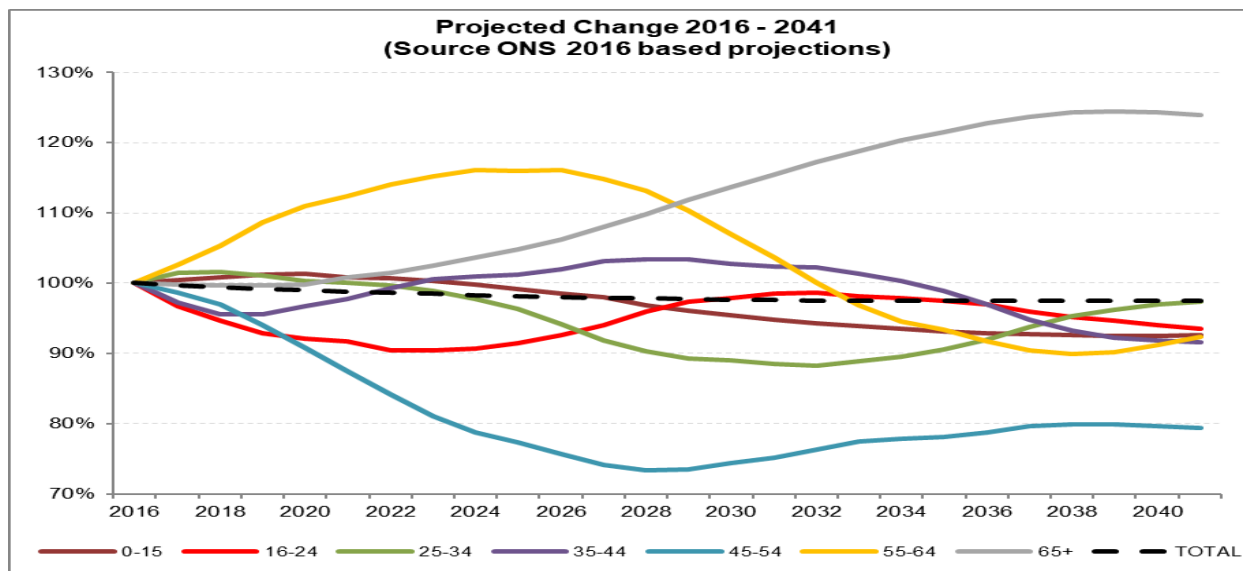
Table 3.5: Blackpool - ONS projected population (2016 to 2041)

Age (years)	Number			Age structure %			Change 2014 – 2039		
	2016	2028	2041	2016	2028	2041	2016	2028	2041
0-15	25,397	24,611	23,518	18.1%	18.0%	17.2%	100.0%	96.9%	92.6%
16-24	14,680	14,095	13,725	10.5%	10.3%	10.1%	100.0%	96.0%	93.5%
25-34	16,967	15,323	16,529	12.1%	11.2%	12.1%	100.0%	90.3%	97.4%
35-44	15,708	16,245	14,386	11.2%	11.9%	10.5%	100.0%	103.4%	91.6%
45-54	21,284	15,626	16,892	15.2%	11.4%	12.4%	100.0%	73.4%	79.4%
55-64	17,423	19,721	16,084	12.4%	14.4%	11.8%	100.0%	113.2%	92.3%
65+	28,524	31,328	35,368	20.4%	22.9%	25.9%	100.0%	109.8%	124.0%
Total	139,983	136,948	136,503	100.0%	100.0%	100.0%	100.0%	97.8%	97.5%

The significance of the change in age demographic is the need to consider varying physical activity, recreational and sporting offers for different age groups. Table 3.5 identifies that there are c.25,000 young people aged 15 or under. If this number is distributed relatively evenly across the year groups this suggests an average of c. 1,570 young people.

⁶ Office for National Statistics 2016-based population projections (data released May 2018)

Figure 3.12: Projected population change (2016 -2041)



Summary of local context

Blackpool has a population of 139,195 and is the seventh most densely populated borough in England and Wales outside Greater London. There are c. 25,000 people aged 15 or under. Further, there are c.29,000 people aged 65+ years – a number which is increasing each year.

The population is heavily concentrated in Blackpool’s Inner Area encouraging by inexpensive housing. This area experiences considerable transience as people move in for short-term employment or simply to attempt a new start in life. The health of people in Blackpool is generally worse than the national average.

The town records one of the lowest life expectancy rates nationally and there are inequalities by deprivation and gender. Problems prevalent in Blackpool include alcohol and drug misuse, poor mental health, smoking and obesity. Blackpool has the fourth highest rate of antidepressant prescriptions in the country, and psychological therapy services are very over-subscribed.

A high percentage (more than 12%) of working age residents claim Incapacity Benefit. This is almost double the national average. Improving the public’s health is now a clear responsibility.

Blackpool Council is developing a range of approaches to tackling the underlying causes of poor health and promoting healthier lives. Examples include linking GPs to social prescribing alternatives for patients to improve their health and wellbeing and reduce social isolation; debt counselling; volunteering opportunities; and Living Streets “Walk to” projects in primary schools and workplaces. Active Blackpool manages leisure services and wider physical activity programmes on behalf of the Council.

In 2017, Blackpool Council was the first local authority in England to sign a Local Authority Declaration on Healthy Weight. The Declaration includes a commitment to make the most of planning and infrastructure opportunities to positively impact on physical health.

PART 4: BLACKPOOL'S FACILITY AND ACTIVITY LANDSCAPE

In order to understand what can and cannot be achieved in Blackpool with regard to increasing activity amongst the wider population and key targeted groups, it is necessary to understand current activity opportunity, available facility provision and aspiration within the community. The following review of provision made by a range of organisations across the Authority is not intended to be definitive as clearly, activity changes on a regular basis. It is, however, intended to provide an overview of the facilities and areas of operational activity that the Council and partners can affect (and very importantly, monitor and evaluate) so that future strategic interventions can be targeted and evaluated.

This strategy is not intended to be all things to all people but should enable key partners to target resources at people and groups that need the most help (with a view to improving health and lengthening healthy life expectancy in both men and women).

Sports halls and activity halls

Blackpool has 12 sites which contain (4+ court) sports halls; a total of 60 courts. Most (nine) are located on educational sites and have limited capacity to cater for the community during the day. Blackpool Sports Centre (10-courts) and Palatine Leisure Centre (4-courts) are owned and operated by BC, whilst the commercially Playfootball (Blackpool) also has a 4-court hall.

Table 4.1: Main sports halls in Blackpool

Map ID	Site	Badminton courts
1	Armfield Academy	5
2	Blackpool and the Fylde College (Bispham Campus)	5
3	Blackpool Sixth Form College	5
4	Blackpool Sports Centre	10
7	Highfield Leadership Academy	4
8	Montgomery Academy	5
11	Palatine Leisure Centre	4
12	Playfootball (Blackpool)	4
13	South Shore Academy	4
14	St George's Church of England High School	4
15	St Mary's Catholic Academy	4
16	Unity Academy Blackpool	6
Total		60

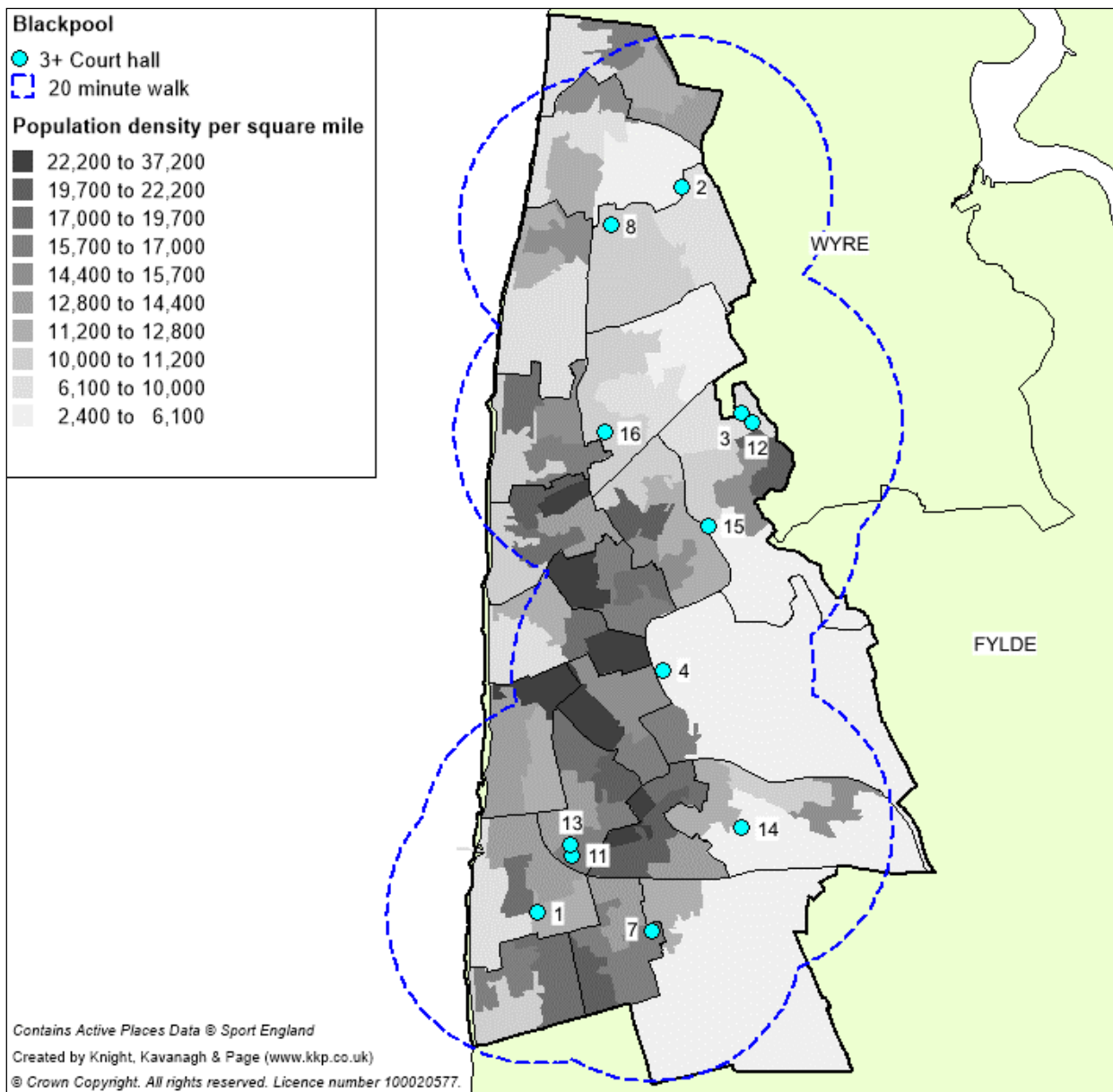
Assuming that all sports halls are available for community use (each evening from 17.00-22.00 hours and at weekends from 09.00 - 17.00 hours) this means that 41 community hours are available each week at each facility. This equates to 2,460 community hours available for physical activity and sport available each week across Blackpool.

There is daytime community availability for 14 courts (Blackpool Sports Centre and Palatine Leisure Centre from 09.00 -17.30) adding a further 119 hours. Consequently, without factoring other types of community venue, there are technically c.2,500 badminton court hours or c. 560 full court hours (netball/basketball court) available each week in Blackpool.

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

In a standard sports facility strategy process, urban area sports hall access would be assessed on the basis of a 20-minute walk-time.

Figure 4.1: Catchment of sports halls in Blackpool – 20-minute walk-time.



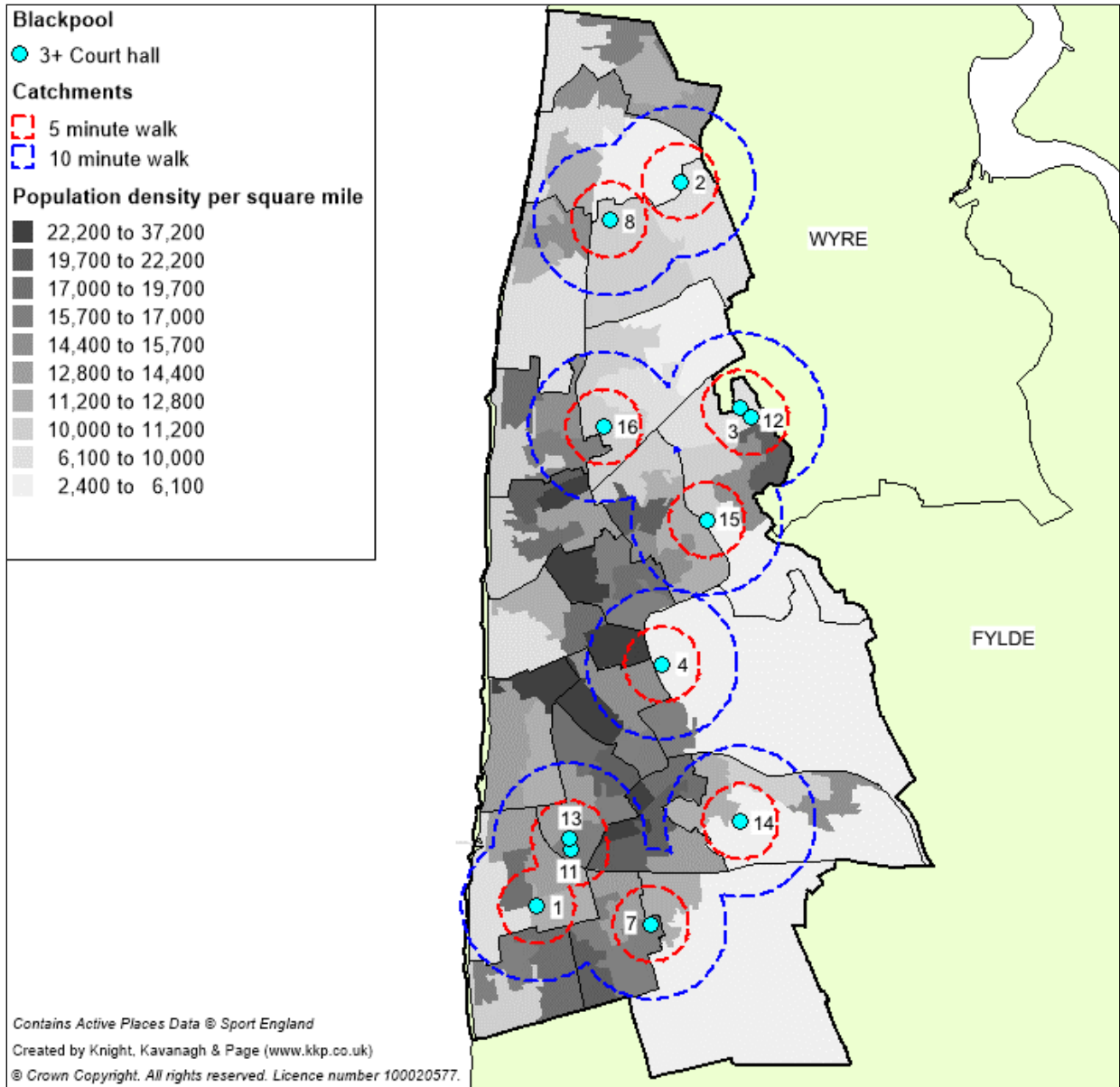
However, by way of illustrating the potential value of this resource (and reflecting some of the key health statistics that appertain to the Authority and issues related to 'perceptions of accessibility) these are shown on the basis of five and ten minute walk-times.

94% of Blackpool's population and all of its areas of higher deprivation are within a 20-minute walk time catchment of a sports hall. Given that 62.0% of the population is classified as being in areas that are in the top 10% of the most (health) deprived communities, we have also looked at smaller catchments.

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

Figure 4.2 shows that approximately 15% of the population lives within a five-minute walk and more than half (53%) live within a ten-minute walk of a sports hall. (It should also be noted that a couple of the Authority’s most deprived wards do fall outside these smaller catchments).

Figure 4.2: Catchment of sports halls in Blackpool – 5 & 10 minute walk-times.



Sports halls presently offer a wide range of club opportunities. Regular club users include:

Blackpool Sports Centre		Palatine Leisure Centre	
Netball	Table tennis	Cricket	Triathlon indoor training
Basketball	Disability sport	Gymnastics	Taekwondo
Football	Pre/post-natal activities	Archery	Football
Futsal	Rugby training	Karate	Roller blading
Badminton	Trampoline	Netball	Girls football

Key strategy issues

The Covid-19 related closure of leisure facilities across the UK offers Blackpool an opportunity to review facility programming, access and availability moving forward. The fact that specific sports/activities or clients have held a specific slot does not necessarily mean that that this should be the case in the future. Serious consideration needs to be given to understanding how the Pandemic has and will continue to affect how people/members and harder to reach groups use facilities in the future.

Blackpool has several strong key sports such as badminton, netball and table tennis which could be used as a basis for widening participation. In order for this to occur, additional support may need to be given to clubs in developing their workforce and volunteer base. The potential also exists to underpin club strengths by allocating key clubs a 'home' at specific venues. This could be achieved via a combination of more centrally directed programming of the Town's sports hall stock aligned to development of stronger and more explicit school club links.

Whilst many clubs strive to increase junior membership in particular, there is a need to ensure that young people have the skills and confidence which will allow them to transition through to club activity. There may well be a need to support this development by establishing opportunities for young people to access multi- activity bases which are close to people's homes (which will build upon community intervention programmes currently running in the town). Development of these multi activity hubs in relevant indoor spaces will enable Blackpool Sports Centre and Palatine Leisure Centre, alongside specific school sports hall spaces to become more animated hubs of real sporting development.

Swimming

Swimming is a key life skill and is, arguably, given the town's coastal location and prominence, even more significant for Blackpool. Being able to swim is a gateway to other aquatic options. An inability to swim limits ambition/confidence in respect of joining a swimming club, taking part in water-based sports and exercise, canoeing, sailing and other outdoor sport activities. There are three key swimming facilities in Blackpool. Whilst the Sandcastle is the UK's largest indoor waterpark, it does not offer swimming lessons, lane swimming or club use so its contribution to physical activity uptake is limited. Key venues are, thus, Moor Park Health & Leisure Centre (6-lane 25m pool/teaching pool) and Palatine Leisure Centre (8-lane 25m pool/teaching pool).

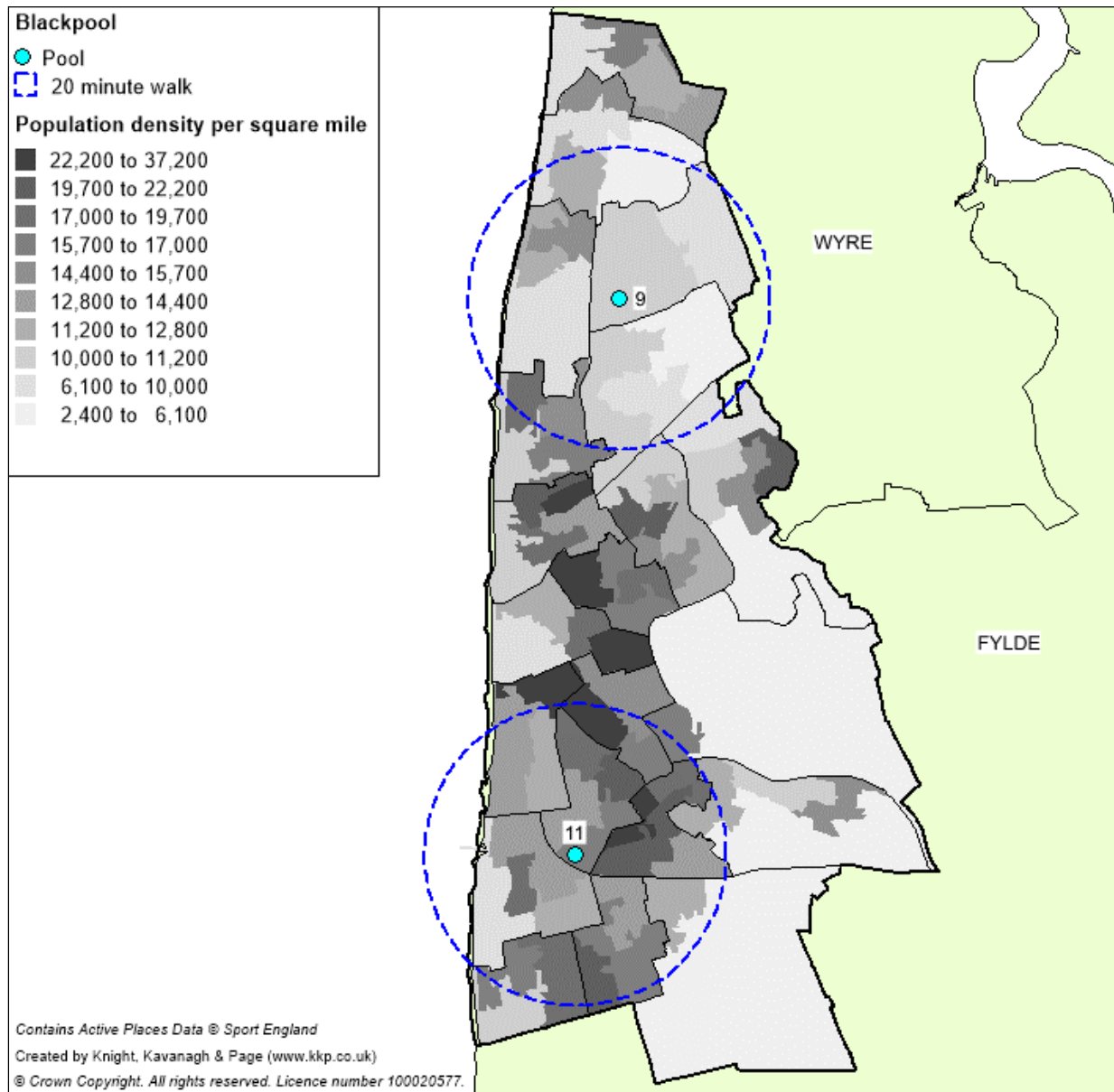
These two pools serve the North and South of the Borough. Approximately 43.6% of Blackpool's population lives within 20 minutes' walk of a swimming pool. Based upon this walk-time assumption, a significant proportion of the Town's population living in areas which encompass some of the Authority's most deprived areas, live outside these catchments.

In common with swimming programmes across the country (regardless of operator), swimming timetables have been set with clear intentions but have been altered and amended to reflect changing demand over time. Programmes are tweaked to accommodate swimming lessons, changes in club and class activity as well as taking care to ensure that the general public has access to lane swimming. Although not uncommon, this piecemeal approach does not always lead to the best possible pool programmes - to drive increases in swimming participation.

Palatine is a key facility for events including Synchro North West competitions, club galas, triathlons and water polo. In a normal year, a large number of events occurs between September and November; this necessitates closure of the pool for general swimming – a factor which can have a negative effect on swimming participation levels.

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

Figure 4.3: Community available swimming pools in Blackpool



Map ID	Site	Lanes
9	Moor Park Health & Leisure Centre	6
11	Palatine Leisure Centre	8

Learn to swim (LTS) programme.

Active Blackpool's stated goal is to provide opportunities for children, young people and adults of **all** ages, abilities and backgrounds to develop a lifelong relationship with the water by providing high quality, professional swimming lessons in a fun, safe environment. The after-school LTS programme attracted 48,000+ attendances in 2018/19. Figures for February 2020 show that, at that point, Moor Park had 810 LTS active members (77% capacity) and Palatine had 726 active members (80% capacity).

Active Blackpool also offers free swimming for U16 s during school holidays. It reports that 13,432 young people took advantage of this in 2018/19, and there had been 7,645 in 2019/20 which is a truncated operating period.

There are two main swimming clubs in the Town; Blackpool Aquatics (which uses both Palatine and Moor Park) which has a number of club sections including triathlon, water polo and competitive swimming; and Blackpool Polar Bears Disability Swimming Club which has sole use of Moor Park Swimming Pool on a weekly basis with coaching staff provided by Active Blackpool.

Swimming lessons- schools

School swimming lessons are delivered at Palatine and Moor Park as part of the Active Blackpool service.

31 primary schools are engaged on the school swimming programme which is run by Active Blackpool. Lessons are run for children in KS2. In the 2018-19 school year, 1,447 pupils attended school swimming lessons each week; a total of 61,000 attendances in that academic year. Programme measurement suggests that, in that same year (2018/19) in week 1 there were 809 (56 %) non-swimmers, while by the end of the year 166 (11%) were still non-swimmers. Clearly a range of factors influences this including, for example, pupil attendance, transitional pupils and, crucially, the volume of lessons schools purchase.

The extent of the impact of Covid-19 on schools swimming and the LTS is not yet known but it is expected that numbers attending will reduce. The School Swimming Service is keen to create a package which can be delivered to each school when KS2 students return. Early conversations with schools will determine how schools view returning to school swimming.

The closure of the swimming facilities (due to Covid-19) allows for the programme to be overhauled with a view to ensuring enough time is given over to swimming lessons, that clubs are well catered for and that the general public can access pools at appropriate times. Swim England is keen to work with management at swimming facilities to identify the best possible swimming programme, which also maximises income (and makes the facilities more sustainable).

Key strategy issues

Swimming is a life skill and there is a need to ensure that enabling all children to swim is a priority. Active Blackpool measures swimming progress in Year 6 and appears to be successful in significantly reducing the percentage of poor and non-swimmers year on year. Given the potential impact of Covid-19 on the re-opening and programming of swimming facilities which will inevitably occur, the opportunity arises to completely review the schools swimming service.

Current evidence suggests that nearly half of children arrive in Year 6 able to swim, whilst just over half cannot. Given the potential reduction in swimming time there should be an emphasis on ensuring that it is non-swimmers upon whom the focus lies in respect of the schools programme. Other potential benefits might include reduced outlay on transport and the possibility that schools could offer alternatives at the same time (such as learning to ride a bike well) to those who can already swim.

On learning to swim there is a need to ensure that pathways exist (and work) in order for

children and young people to transition from the schools lessons programme to Active Blackpool lessons and, as applicable, to the swimming club programme. Measurement and tracking is required.

Apart from those referred from family weight management, swimming lessons do not appear to be covered by leisure card based concessionary price discounting. In addition, there does not appear to be any overt focus on young people living in the Town's most deprived areas. There is a need to understand who is accessing swimming from across the community (via digital understanding) with a view to ensuring that people from harder to reach groups feel comfortable and are able to access swimming facilities.

The above may necessitate ensuring that the local broader adult population (which may also have low levels of swimming ability and water confidence) has the opportunity to swim. Consequently, there may need to be investment into adult swimming lessons to drive wider participation. There are several ways in which this can occur including, for example, normal lessons or open sessions at which informal instruction is made available.

Community centres

Community centres are key facilities, especially when people find it difficult or daunting to attend purpose-built sports venues. Blackpool's 15 community centres; are located as shown

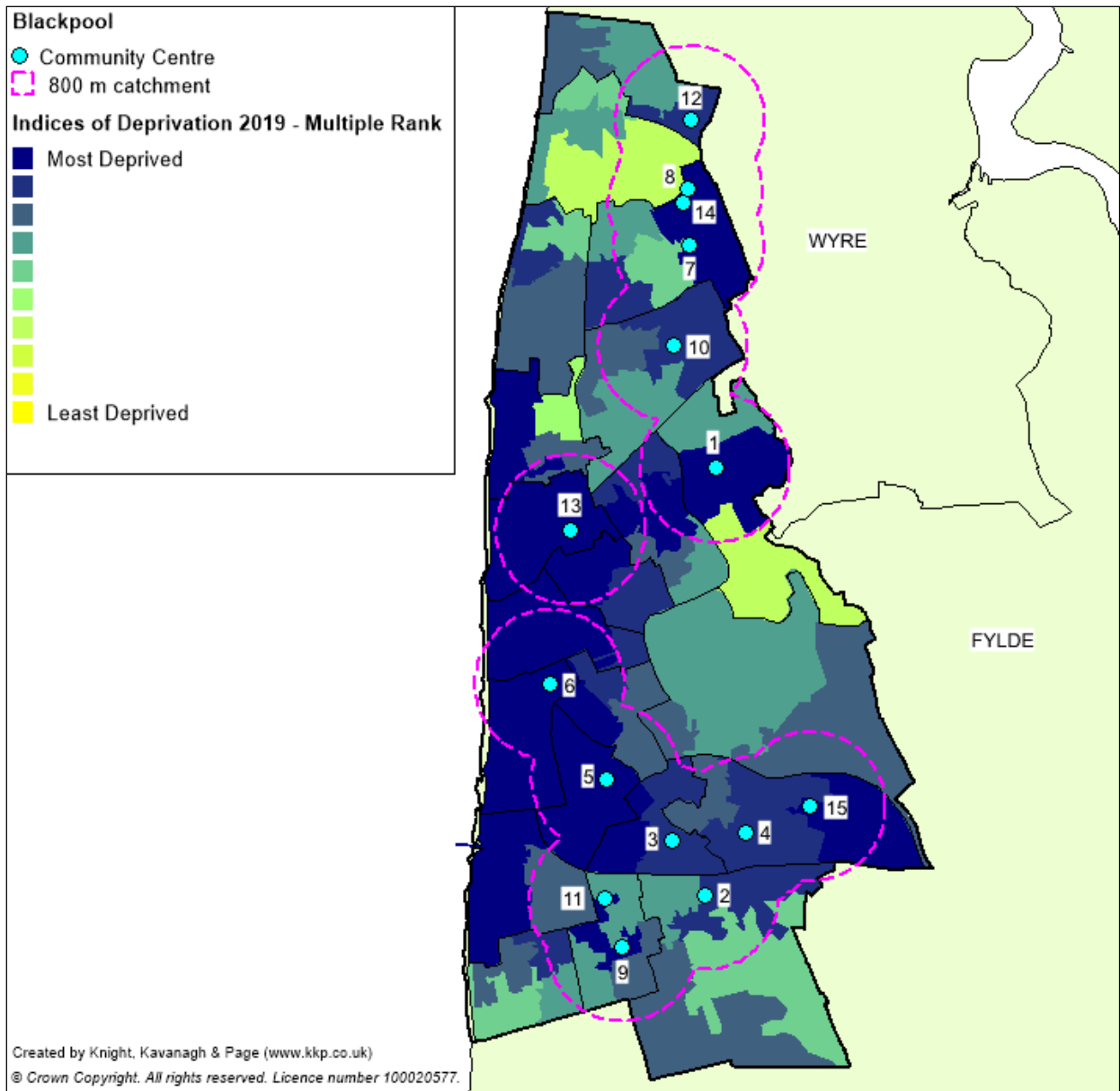
Owned and managed by BCH, Blackpool's community centres are multi-functional, providing places to meet, socialise and take part in sport/recreational clubs/activities. The majority are located in areas of high health deprivation. Operating during the day and in the evening, they reportedly offer programmes of activity which reflect the needs of the local community within which they are located.

Only six offer regular/weekly physical activity (i.e. health and fitness workshops, yoga, easy exercise classes and line dancing). They do offer a range of cultural activities in addition to classes and support groups. These include the externally funded, Get Out Get Active 2 and More Positive Together plus programmes run, for example, by Alcoholics Anonymous and Narcotics Anonymous. Whilst, not always optimum physical activity venues, they play an important role in the wider provision and network which will help to drive up activity levels among targeted groups in Blackpool.

Map ID	Site	Map ID	Site
1	Argosy Community Centre	9	Lostock Gardens Community Centre
2	Aysgarth Community Centre	10	Lowmoor Community Centre
3	Bostonway Community Centre	11	Molyneux Community Centre
4	Cherry Tree Community Centre	12	Sevenoaks Community Centre
5	Dunsop Court Community Centre	13	Spencer Court Community Centre
6	Ibbison Court Community Centre	14	Stronsay Community Centre
7	Kilmory Community Centre	15	Tarnside Community Centre
8	Kincraig Community Centre		

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Figure 4.4: Community centres in Blackpool

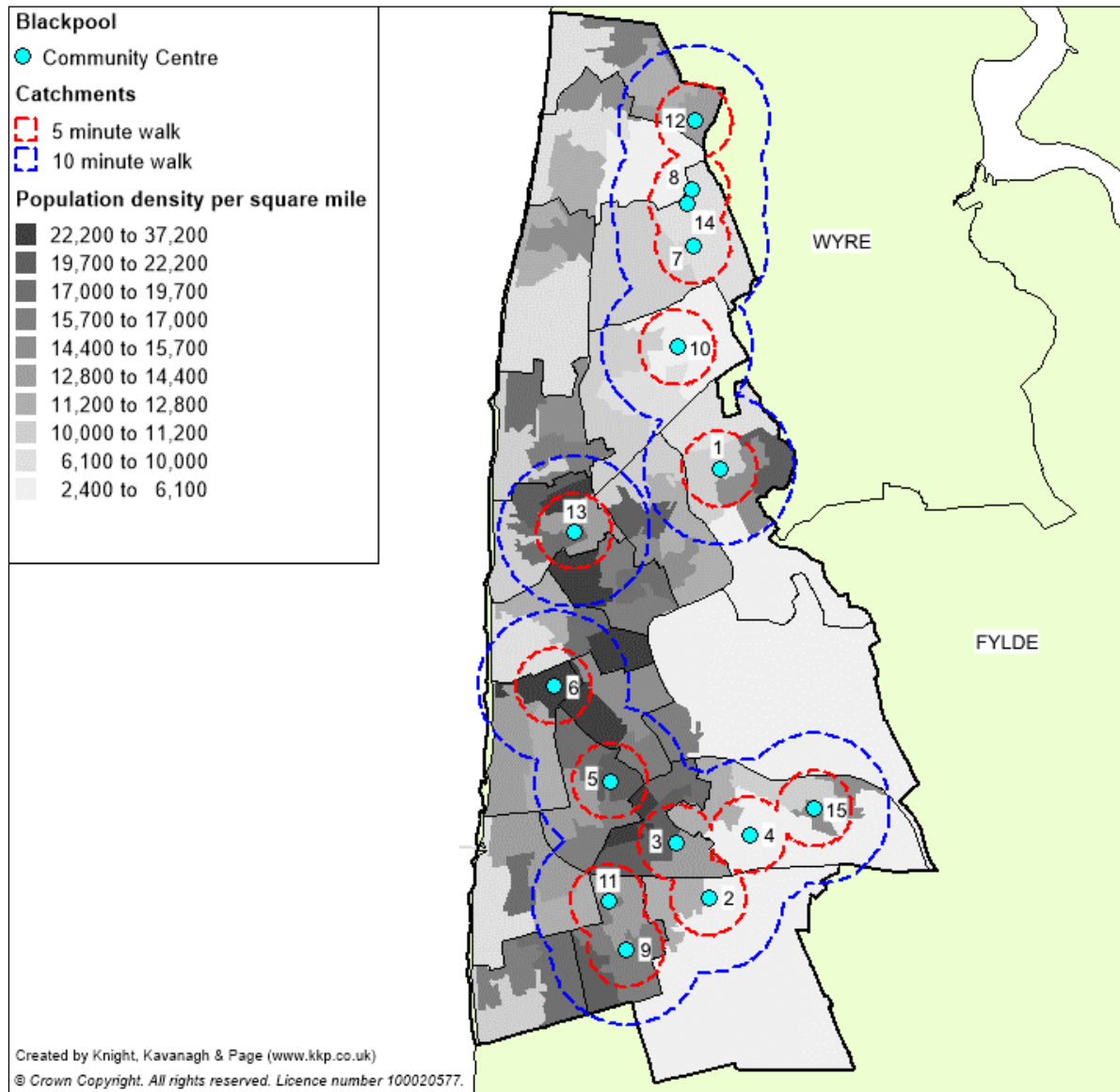


Approximately 20% of Blackpool's population live within a five-minute walk and 61% within a ten-minute walk of a community centre.

There are other community spaces across the town operated by third sector organisations used to deliver physical activity and community support programmes including the activity space at Blackpool Football Club operated by BFCCT, church halls and youth club facilities

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Figure 4.5: Blackpool community centres: 5-minute and 10-minute catchments



Parks

This section covers formally defined urban parks and gardens which provide accessible high-quality opportunities for informal recreation and community provision.

Figure 4.6: Parks, gardens and open spaces with 5 & 10 minute catchments

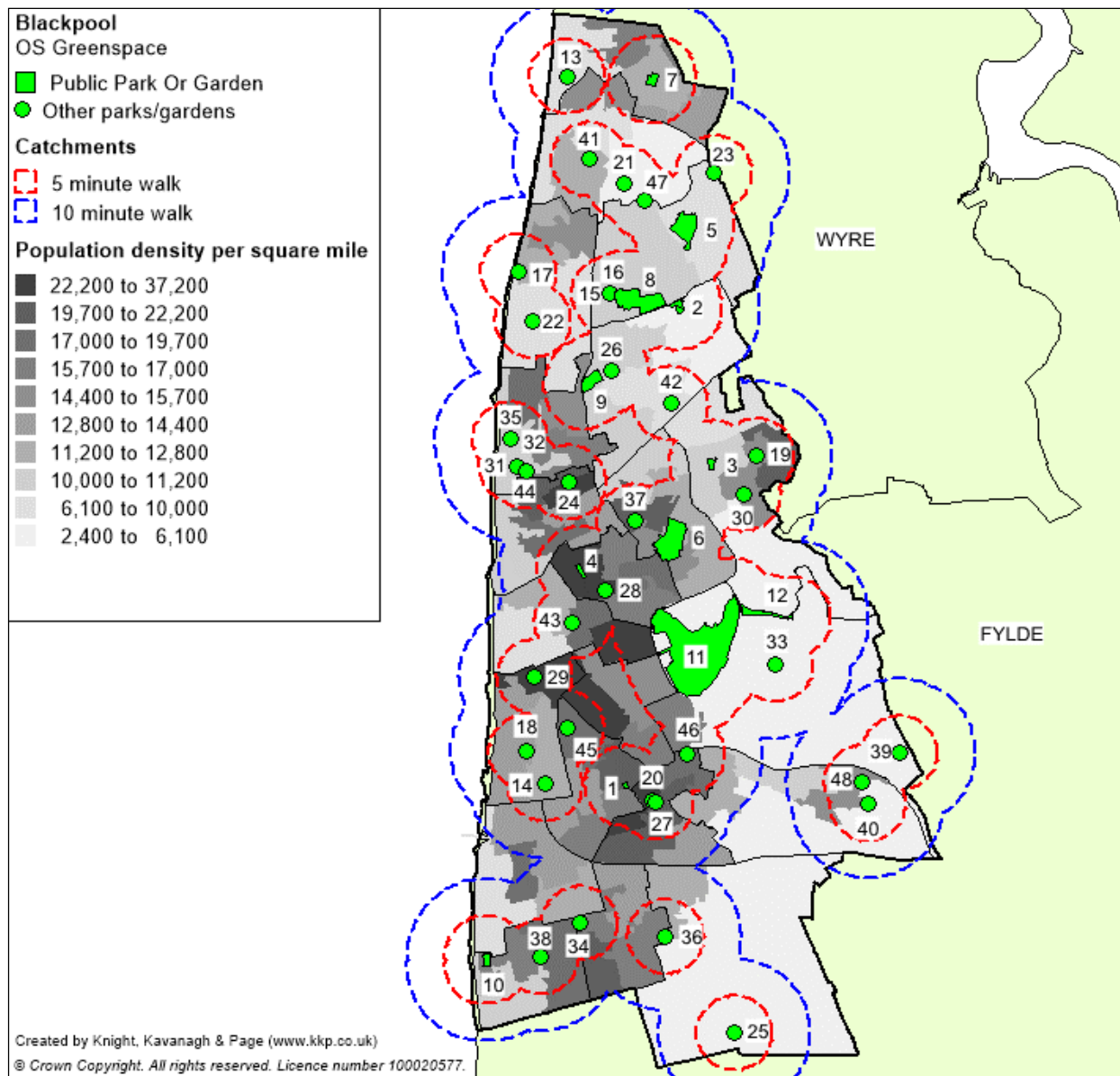


Table 4.4: OS Greenspace key

ID	Site	ID	Site
1	Andsell Road	7	Luton Road Park
2	Fylde Memorial Arboretum/Comm. Woodland	8	Moor Park
3	Grange Park	9	Rock Gardens
4	Harold Larwood Park	10	Solaris Centre Park
5	Kincraig Lake Ecological Reserve	11	Stanley Park
6	Kingscote Park	12	Woodland Gardens

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Table 4.5: Parks and gardens supplied by Blackpool Council

ID	Site	ID	Site
13	Anchorholme	31	Gynn Flagstaff Gardens
14	Bancroft Park	32	Gynn Sunken Gardens
17	Bispham, Cliff Tops	33	Heron's Reach
15	Bispham Library Gardens	34	Highfield Recreational Gardens
16	Bispham Recreational Gardens	35	Jubilee Gardens
18	Bloomfield Road Corner	36	Kingsmede
19	Boundary Park	37	Layton Bowling Greens
20	Brook Street Corner	38	Louie Horrocks
21	Carr Road	39	Marton Mere
22	Cavendish Road Recreational Gardens	40	Mereside
23	Champagne Close	41	Mossam Lane
24	Claremont	42	North Blackpool Pond Trail
25	Common Edge Playing Fields	43	Raikes Parade
26	Corrib Road Park	44	Redvers Terrace
27	Crossland Road Park/ Vicarage Lane Park	45	Revoe /Central Drive Park
28	Devonshire Road Rock Gardens	46	Watson Road
29	Doreen Holt/ Bethesda Square	47	Whitholme Playing Fields
30	Grange Park	48	Windmill Wood

BC's parks and gardens are intended (according to its vision statement) to be 'one-stop' community facilities offering a range of leisure, recreational and enriched play opportunities for people of all ages. The Town also has a number of minor open spaces and small shrubbed areas. Associated resources include five park rangers trained to deliver Forest School activities and deliver family-based activity, 20 gardeners and several 'friends-of' groups. Organised/ managed activities in parks (see below) does not encompass informal recreational activity. Many activities are organised by and the Active Blackpool Sports Development Team in partnership with 'friends of' groups and other partners.

Table 4.6: Examples of park activities in Blackpool

Park	Activity	Dates	Engagement information
East Pines Park	Walking Football		
Cavendish Road	Multi-Sport	July/Aug 2019	10 average per week
	Tennis	June/July 2019	12 average per week
	Tennis - TFF	Sept-Nov 2019	
Highfield Road	Tennis - TFF	Sept-Nov 2019	
	Multi-Sport	July 2019	14 at a single event
	Multi-Sport	April 2019	15 average per session
Watson Road	Holiday Hunger Sports	Aug 2019	5 average per week
Solaris Park	Multi-Sport	Feb 2020	48 at a single event
Bancroft	Holiday Hunger Sports	July 2019	
Claremont Magic Club	Holiday Hunger Sports	July-Aug 2019	11 average per session
Mereside	Holiday Hunger Sports	July-Aug 2019	16 average per week
Mereside	Park Lives	May-Aug 2019	6 average per week
Crossland	Multi-Sports	Aug 2019	12 at a single event

Active Blackpool measures and evaluates the numbers attending all of the activities identified above. Engagement information indicates the average number of attendances at each event. Sessions are intended to help increase physical/generic activity levels in 'harder to reach' communities. Although some numbers appear small, the combination of sessions run on a regular basis does, reportedly, help to drive up activity levels.

Additional activities planned prior to lockdown included a parks activity offer (due to launch in Spring 2020 at Highfield Road, Cavendish Road, Solaris and Crossland Road parks). Tennis for Free was launched in Blackpool in 2019 at Cavendish Road and Highfield Road Park and was planned to launch in Anchorsholme and Claremont in spring 2020.

Revoe Park; a key amenity for the Defined Inner Area, has undergone several improvements to meet community needs. This includes a community garden (using disused bowling greens), renovation of park buildings and natural play. It has benefited from financial and human resources provided through the Better Start programme.

Key strategy issues

The lockdown has highlighted the importance of parks, open spaces and the significance of wider environmental issues across the country. Blackpool Council is cognisant of the importance of its parks and already organises and manages activities and events throughout its portfolio. There is a need to work with and through partners collaboratively to grow activity levels and increase the breadth and variety of opportunity delivered across the Borough, whilst ensuring that such events and programmes do not impact negatively on the wider environment.

Blackpool Council needs to build on its strengths and consider on a park by park basis how, for example, it can improve the environment for personal locomotion including walking, jogging, cycling or even increase the number of outdoor gyms, thereby contributing to an improved, physical activity orientated, environment. Given the recent Government proclamation on how it will invest in cycling routes across the Country, Blackpool needs to be on the front foot in respect of opportunity to invest in the extension of its cycle routes and networks with a specific focus on circular routes and links between parks and open spaces.

Football turf pitches

Active Blackpool runs three key 3G football turf pitch (FTP) sites at BSC, Moor Park Health & Leisure Centre and Palatine Leisure Centre.

The FA's Blackpool Local Football Facility Plan (2019) proposes 11 projects to improve football facilities in the Authority. These include conversion of the sand based AGP at Stanley Park (Blackpool Sports Centre) to set up a double pitch 3G FTP hub - to meet club training needs and grow Active Blackpool's small sided football league programme. It will continue to be a central venue for Vets football and the local junior football leagues.

The proposed development of one new full size 3G FTP at Common Edge Road is part of a plan to develop the site as a sporting hub. As it is located on the local authority border with Fylde, the intention is that this site will service demand from both local authorities.

Also proposed is the development of a community hub for Blackpool FC Community Trust at Bloomfield Road which will include several grass pitches and a 3G pitch to support BFCCT's community programmes. This would underpin BFCCT and Council work tackling health and social challenges within a community which experiences high relative levels of deprivation.

Other projects include natural grass pitch improvements at five sites, refurbishment of five changing pavilions and two MUGA projects at Talbot & Brunswick and George Bancroft parks – both of which are in high IMD areas.

Key strategy issues

Blackpool is described as a football town. The sport continues to grow and has seen numbers increase in walking football, Man versus Fat and girls and women's football in recent years. BFCCT offers football opportunities for a variety of groups and there is a strong presence of junior football clubs, ensuring good youth football provision across the town. There is a need for good orchestration of casual/ recreational, club/competitive and football-based health/inclusion programmes across Blackpool to ensure effective use of resources and that service delivery gaps are filled. This has the added value of being more environmentally friendly than locating all football at one main venue – an eventuality that might necessitate increased resident travel.

The sea, seaside and promenade

The seafront and promenade are part of the iconic fabric of Blackpool. They sit alongside and complement the Victorian architecture of Blackpool Tower, the Winter Gardens, its theatres, hotels and other civic buildings. The town attracts a reported 12 million+ visitors each year.

The promenade is 1.6 miles long whilst the actual seafront runs for seven miles from its boundary with St Annes at Squires Gate Lane to Anchorsholme in the north and the boundary with Cleveleys. The promenade has three distinct 'zones'; North Shore, Central and South Shore with the beach at South Shore receiving the internationally recognised Blue Flag Award.

It is also already a national cycle route, part of the England coastal path and the Lancashire Coastal Way. There is the further possibility that Blackpool could become part of the Trans Pennine trail starting route. Implementation of the proposed Blackpool Activity Trail could add a local element, perhaps encouraging additional bike hire and café businesses.

Key strategy issue

Acknowledging that the sea, seafront and promenade are important to residents and visitors alike, the use of them tends, unsurprisingly, to be informal and weather-related. One of the key issues is that while the importance of these facilities and natural resources is recognised, it is very difficult to accurately gauge how they fit into wider organised operational activity.

Anecdotal feedback from Blackpool families in recent years has been that the promenade and beach areas are not places that local residents utilise, as they are seen as a space for tourists.

There is a need for their actual and potential contribution to increasing levels of physical activity to be assessed and evaluated enabling a greater level of insight which can then underpin the basis upon which they are proactively and clearly included as physical resources which support targeted strategic interventions in respect of health and wellbeing going forward.

Facilities - summary

Active Blackpool is well placed to implement elements of this Strategy by driving increases in participation across its facilities.

This would be enhanced via its adoption of a set of common core principles such as:

- ◀ Training and upskilling its staff in social prescribing, both in understanding the broad range of opportunity available, developing confidence in signposting and receiving new clients in the most welcoming manner possible.
- ◀ Systematic assessment and projections of the needs of the current facilities leading to a Facility Investment Strategy which links to the demand for them.
- ◀ Systematic assessment of sports hall availability and swimming timetables to ensure they help drive increases in participation - maximising participation and driving financial efficiencies whilst taking account of the impact of Covid 19.
- ◀ With schools, considering small investment options that may, for example, enable secure keyholder access to facilities which can be run/programmed by well-managed, experienced clubs. (Certain NGBs are gearing up to assist local clubs/leagues to take on this responsibility in partnership with schools).
- ◀ Taking a positive view of asset transfer and self-management where viable, sustainable and the right thing to do for the agencies involved and the community.
- ◀ Adopting key principles in respect of fair access and disability access.

Programmes are, as a consequence of event hosting at venues such as Palatine Leisure Centre, occasionally disrupted. This causes problems for the clubs affected.

The headline costs of individual activity and facility hire at Active Blackpool's venues is, arguably, relatively low. It might be of value to specifically evaluate whether price elasticity can be tested and, progressively, standard charges rise while concurrently enabling the Council to offer greater pricing flexibility to targeted and harder to attract groups. This would add to capacity to address the needs of targeted groups cited earlier in this strategy.

Although a detailed audit of facility occupancy and programming is not part of this strategy a full review of programming should be undertaken across all sites. Education-based sports hall provision is vital to facility supply in Blackpool. Irrespective of the managing agent, efficient, effective programming and use of indoor (and outdoor) sports facilities plus associated changing accommodation for community benefit can help to deliver strategy sport and active recreation participation targets.

Issues to consider include:

- ◀ Facilitating operational arrangements that address school liability based and/or site supervisory issues looking, within appropriate health and safety parameters, to minimise cost making it both affordable and surplus-generating.
- ◀ Fair programming; treating sports and clubs equitably and complementing (not undermining) programmes at other Council managed sports facilities in the locality.

Blackpool might also look to set and then recognise a benchmark community use standard as Strategy policy. A school deemed to be offering 'Blackpool standard' community use might need to, for example, make:

- ◀ A minimum of (say) 15 hours peak (weekday evenings Monday -Thursday) sports hall time affordably available to (and actively used by) the community
- ◀ A minimum of (say) 15 hours of peak (weekday evening Monday - Thursday) AGP time affordably available to (and actively used by) the community
- ◀ Each grass pitch affordably available to (and actively used by) the community for at least 1 match per weekend.

Such a system would enable a fully informed perspective on how all (or the majority of) facilities in the Borough are programmed and allow for the collection of management information and intelligence to inform future club and activity expansion.

Active Travel

Active Blackpool are committed to working with colleagues in Highways and Transport Services to develop the infrastructure in Blackpool that promotes active travel to residents and visitors.

During the Covid-19 pandemic there was an increase in cycling. The Department of Transport (DfT) issued *Gear Change- A bold vision for cycling and walking; 2020* and funding became available through the DfT Emergency Active Travel Fund, which Blackpool used to increase pedestrian areas within the town centre.

Active Blackpool aim to promote and raise awareness of the benefits of active travel on health, and the environment. An Active Travel Group will be established and a Local Walking & Cycling Infrastructure Plan (LCWIP) for Blackpool developed outlining the key aims and objectives which the group will focus on to support cycling and walking developments in the town. Active Blackpool will also seek to secure additional funding to support the delivery of this plan.

Cycling

British Cycling partnered with Blackpool to be in the second tranche of government funded 'Cycling Towns' (designated in 2009) with an aim to create an environment more conducive to cycling. It received capital funding to support a number of pro-cycling initiatives and infrastructure improvements, under the auspices of the Council's Cycle Blackpool initiative.

The primary route in Blackpool is the National Cycle Network (NCN) Route 62, which runs along the coast from Fleetwood in the north through Blackpool to Lytham. A branch of the NCN62 runs inland through the town centre, Stanley Park and Blackpool Zoo. A network of on-road advisory routes and traffic-free paths connect Blackpool with its outlying towns and villages, including 'explorer routes' through the Town's greenspaces.

Blackpool's 'Cycling Town' designation and funding resulted in a number of infrastructure improvements, including significant investment in cycle parking. As a result of the recent £15M nationwide investment in cycling/rail provision, Blackpool North Railway station has been allocated funding for 100 new cycle spaces to augment existing provision, including a sheltered swipe card access area. Existing cycling facilities include:

- ◀ Palatine closed circuit track (1km road bike track for racing events, training which is open to the public,
- ◀ Blackpool BMX track (national standard BMX track)
- ◀ Mereside Pump Track.

Active Blackpool deliver a range of cycling programmes including:

Bikeability - This is a two-day training course, run in schools, where pupils learn to cycle safely on the road. Children get the chance to complete Level 1 and Level 2 awards via a series of challenges which are tackled on the school site prior to heading out onto the roads with instructors. In the year from April 2019 – March 2020, Active Blackpool taught 688 young people were taught to ride a bike safely in Blackpool schools through the Bikeability programme.

Wheels for All - Enables children and adults with disabilities and differing needs, to engage in a quality cycling activity. By using specially adapted cycles, the activities are both physically and mentally stimulating and above all fun for everyone involved.

Cycling sessions are delivered by Active Blackpool to young people and adults all year round. It provides a range of adapted equipment from two wheeled bikes to trikes and quads to wheelchair supporting bikes and hand-cycles. Inclusive public Wheels for All cycling sessions are provided at Blackpool Sports Centre and Palatine Leisure Centre where Active Blackpool's qualified cycle instructors deliver 1-to-1 cycle training to adults throughout the year. Between January and September 2019 this provision recorded 1,294 attendances.

Learn to Ride - Training is provided for adults and young people – on standard and balance bikes. Sessions are delivered at Palatine Leisure Centre cycle tack or on the athletics track at Blackpool Sports Centre.

Cycling clubs - Blackpool cycle clubs include Blackpool Clarion Cycling Club, Blackpool Youth Cycling Association, Cleveley's Road Club, Fylde Coast Cyclist Touring Club and Blackpool BMX Club.

Active Travel – Walking

Active Blackpool have been delivering Health Walks for over 16 years as part of the Steps to Health walking programme. The programme is delivered by volunteers who have attended the Walk leaders training. Active Blackpool will continue to work with local and National partners, including, the Ramblers Association and Living Streets UK to develop walking opportunities to residents and visitors in Blackpool. There is an opportunity to further develop the current offer with more organised family walks, weekend walks and walking should be promoted within the workplace.

Walking became the most popular form of physical activity during Covid-19. Active Blackpool will work with council colleagues and partners to ensure walking routes are clearly identified, well lit and safe.

Key strategy issues

Cycling is an environmentally friendly key life skill. Blackpool Council is already making a difference to young people from harder to reach areas and people with disabilities in offering safe opportunities to learn and continue to ride a bike. Whilst Active Blackpool monitors the numbers attending its programmes, this does not necessarily help to identify the level of cycling that attendees continue to do post course completion nor does it focus on young people from key areas in respect of recruitment. In addition, there is a need to understand and define the offer being made by the wider cycling community in more detail.

Blackpool Council is already committed to increasing the number of people cycling. The generally flat environs in the town, already established cycle routes, opportunities afforded by the different cycling clubs, the off-road amenities and delivery programmes already in place make it well-placed to enhance its current provision.

Blackpool has an opportunity to ensure that all its young people can cycle proficiently, thereby giving them choices in this respect and an option to lead more active lives now and in future.

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Government funding is available (as of April 2020) as part of its Covid-19 response to improve active travel routes. Active Blackpool in partnership with internal colleagues should actively pursue further funding to support cycling development and wider active travel across the town.

Other community programmes

This section identifies other Blackpool Council led programmes which are designed to try and improve the health and wellbeing of Blackpool residents. Most of them have increasing levels of activity as part of the wider package of measures on offer. This is not intended to be all encompassing but serves to illustrate the diverse range of opportunities on offer and the commitment of Blackpool Council to increasing physical activity in general.

Family hubs

Shared spaces are identified as being important to the local community in Blackpool as they give opportunities to meet people, learn new things and find support. Blackpool Better Start provides free services and events at children's centres, libraries and in green spaces that help local families thrive and provide the best possible start in life to their children.

Children's centres		Green spaces	Libraries
Baine	St Cuthbert's	The Grange	Central Library
Grange Park	Talbot and Brunswick	Claremont Park	Revoe Library
Kincraig	Thames	Revoe Park	Palatine Library
Mereside	Westminster	Mereside Park	
Revoe			

In addition, community connectors inform people about what is happening at local children's centres or other events aimed at families with under 4's. It is a support network which provides information with regard to Better Start and what it does.

Health connectors connect families with services and activities that help them to be healthier and more active as a family. For example, they can support residents who need a dentist, with diet and nutrition and in respect of how to keep fit. They listen and offer support and ideas to help families lead healthier lifestyles.

Extension of this type of service with appropriate training can help to drive increases in understanding of what physical activity is available locally and lead to measured increases in physical activity (in an environmentally friendly way).

Family weight management programme-

The Making Changes Family Weight Management Programme funded by Blackpool Council's Public Health Team has been in place since 2016 and works to reduce levels of childhood obesity in Blackpool and improve families' lifestyles. The programme is provided for:

- ◀ Families with children aged 4-11 years who need to achieve a healthy weight.
- ◀ Younger/older siblings who can attend with the child that fits the criteria.
- ◀ Blackpool residents or children attending a Blackpool school.

The “Making Changes Programme” takes families of which some members are overweight and/or obese (and/or present a range of co-morbidities linked to obesity) through an initial 12 week programme of nutritional advice, behavioural change and physical activity.

Families are referred by their GP, practice nurse or primary care professional to the Making Changes Team. Referrals from school nurses, pharmacists, health visitors, midwives and self-referral are also accepted. In addition to the work done with families in their homes, five different venues have been used; Blackpool Sports Centre, Palatine Leisure Centre, Moor Park Health and Leisure Centre, St Kentigerns School and St Nicholas School.

The programme encourages families to take up and/or increase their levels of physical activity thus reducing the risk of suffering from other medical conditions and ill health. It promotes a positive attitude towards a healthy lifestyle as a family underpinned by simple messages, tools and techniques. Included in it are:

- ◀ The 12-week programme; which includes diet and nutrition focused education, lifestyle behaviour change and fun physical activities.
- ◀ Free swimming.
- ◀ Ongoing advice and guidance.
- ◀ A free 3-month family membership of Blackpool leisure facilities on completion of the 12-week programme.

More than 20 different types of physical activity have been tried and experienced by the families, including, badminton, circuits, bouldering, dance, Disney shake up sessions, rounder's, curling, parachute games and 'triple ball'. Key facts include:

- ◀ 237 referrals for children between 4 – 11 years of age (52 direct from school nurses).
- ◀ 348 individuals have started the programme - 255 (73%) have completed it.
- ◀ Substantial individual and collective weight loss has been achieved by participants.

Active Blackpool GP referral

GP referral is an open-ended programme aimed at individuals who will benefit from additional support to lead a more active lifestyle. Traditionally, it accepted referrals from health practitioners, in particular GP surgeries, however over the last two years there has been a focus on increasing the range of referral partners to include other health practitioners and partners. In 2018/19 there were 1,270 referrals and more than 65,000 attendances. In 2019/20 (to date) there have been c. 110 referrals per month.

Currently 50 sessions/classes (i.e. fitness room based activity, aerobics, lifestyle circuits, chair-based exercise) are delivered per week and there are, at present, 494 clients on an Active Blackpool monthly membership and 775 of its 'pay and play' users have been active in the last three months.

The programme is open ended, allowing access to the service for life. Clients pay from the start and have the option to 'pay as they go' or become a member (based upon a discounted monthly direct debit. It does well in terms of client retention – on average they remain engaged (are retained as members) for an average of 30 months. Customers are offered a broad range of activities including wellbeing circuits, chair-based exercise, cardiac rehabilitation classes, heart failure classes, swimming, gym, badminton, table tennis, short tennis, cycling, walking netball, pilates, respiratory classes, bowls, walking football and a range of exercise classes.

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Active Blackpool has a strong partnership with the Cardiac Rehabilitation Service run by Blackpool Victoria Teaching Hospital delivering cardiac rehabilitation programmes, at leisure centres, for clients with cardiac conditions. This continues to develop and in September 2019 a neuro rehabilitation programme started on the basis of a 12-month pilot, funded by the MS Society.

Get Out Get Active (GOGA)

Get Out Get Active (GOGA) is a three-year programme delivered across the UK which supports the least active disabled and non-disabled people to enjoy being active together. The programme is being delivered in partnership Blackpool Coastal Housing and supported by Active Lancashire. It aims to highlight the benefits of physical activity and increase the number of people who are able to access and enjoy local opportunities.

GOGA is funded by its founder, Spirit of 2012, and has received additional investment from Sport England and the London Marathon Charitable Trust. Active Blackpool's GOGA programme caters for people of all abilities and promotes the benefits that exercise can have on self-esteem, physical health and mental wellbeing. As well as being open to participants, a number of volunteer opportunities are also available, including the chance to become a community peer mentor.

Man v Fat - was launched in Blackpool in September 2018. It involves weight loss, motivation, diet tips and weight loss transformation for men. The football activity runs at Blackpool Sports Centre on Monday evenings. The programme has recorded 3,120 player interactions across 19 months (an average monthly player engagement figure of 164). Season 6 is on-hold due to Covid-19.

Touch rugby - Play touch rugby league is designed to help participants get fit and learn new skills. It is delivered in Stanley Park. There have been 765 player interactions across 18 played months (an average monthly player engagement figure of 42.5). It runs from October through to March.

Ping! table tennis - was launched in 2017 aimed at getting more people in the local community more physically active. Tables are located across Blackpool in locations including Blackpool Zoo, Blackpool Cricket Club, Stanley Park play area, Blackpool High Ropes, Bickerstaffe House, Blackpool Carers Centre and @theGrange. 'Bat and chat' sessions are run at all three main Active Blackpool leisure centres.

Walking netball - This programme has been designed so that anyone can play it regardless of age or fitness level. This is delivered at Palatine Leisure Centre and BSC

Walking football - is hosted at: Palatine Leisure Centre and BSC with both mens and womens sessions. The ladies only walking football has seen 159 player interactions across seven months (an average monthly player engagement of 22).

Activity sessions - (short tennis, badminton, table tennis and carpet bowls) are hosted at Moor Park and BSC.

E-Gym - was launched in mid-September 2019 as Express Fitness at BSC and included in the health and fitness membership. This new kit is especially good for individuals who have health issues as it gives up to date feedback and uses an app to monitor results. Early indications are

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that E-gym members use the facilities more often than 'normal' users and are achieving specific targeted results. The plan prior to lock down was to launch a new journey and target new user groups including the sedentary and diabetics within the community, strengthening links with the local CCG for referrals.

Blackpool Council leadership

As an authority which owns and manages its own leisure facilities the Council is well placed to lead, facilitate, coordinate and evaluate the impact of this Active Lives Strategy. Blackpool has

- ◀ A sound physical infrastructure of indoor/outdoor sports/physical activity facilities and open spaces.
- ◀ A good understanding of, and good selection of current, strong, sports development/ community intervention programmes and processes.
- ◀ Good relationships with and links into its schools' network.
- ◀ Two potentially strong key partners in BCH and the BFCCT.
- ◀ A wide range of active sports clubs.
- ◀ An events portfolio (aimed at both the tourist and resident markets).
- ◀ An abundance of community interventions (using sport and physical activity)

Strategy delivery will be reliant upon whole system-based collaboration between Council directorates and partnership with a number of key Borough agencies. Consultation identifies strong support, expertise and understanding of the need for this strategy from within the various Council directorates. Many existing programmes and interventions are the direct result of the Authority securing external funding and driving engagement.

The Council, despite all the externally funded projects and programmes with a sport and active recreation component is still the primary investor in sport/leisure facilities, parks and outdoor spaces, community sports development and outreach programmes. Already facing financial pressures, it is highly likely this will increase following the lockdown period. The key strategy requirement is that fiscal and social return on investment is high and can be measured and justified.

Blackpool has a good track record of securing external funding support, in part due to the strong case it can make in respect of the levels of deprivation in the town. Some of these programmes are also, in and of themselves, very good. What is evident however, is the somewhat piecemeal approach to delivery that their specific requirements have engendered – based upon project specific shorter-term outputs rather than longer term outcomes.

The Council has considerable and longstanding sports development expertise and is accustomed to working closely with NGBs and Active Lancashire, so there is the potential to assist voluntary sports clubs to professionalise their management and operation.

With the exception of entities such as BCH (which is a wholly BC owned company), and recognising that capacity varies considerably, the majority of third sector and voluntary organisations tend to be partners/supporters/ joint deliverers of Council driven initiatives rather than drivers.

At a time when opportunity and threat present themselves in tandem it is essential that the way in which sport and active recreation in the Borough is planned, coordinated, delivered and measured is consistent and effective.

To achieve the core commitment to raise physical activity levels in the population, there is a need for clear leadership and coordination – preferably based upon a single, shared vision and related priorities around which all agencies can coalesce.

The current, and likely to be continuous reliance on shorter/fixed term funding pots also means that sign up and synergy around shared goals is essential. A shared vision and understanding of who is doing what will provide the best chance of positively managing the transformation required over the coming years.

Consultation undertaken to support the generation of this strategy suggests that there is real support to build upon the existing facilities, programmes of activity and to work across the voluntary sector to build community capacity leading to long term measured increase in physical activity across the Borough.

There is, thus, a need to improve cross department and agency coordination and commitment to achieve shared goals. This is vital if people are to be effectively supported to become active and then stay active (in a variety of formats) and if the ambition to increase participation levels is to be realised.

Active Blackpool

Active Blackpool is a relatively well resourced and important resource. It offers a range of sport, play and physical activity sessions with a stated aim to get more people, more active, more often. It is acutely aware of the high deprivation in the town and works hard to ensure engagement. Activities delivered include health walks, play, street-based activity, multi-sport sessions, sport specific activities (including, for example, football and free tennis) and holiday programmes in the Town's parks. The Service delivers on a wide context including diversionary activities, public health and to a limited extent on capacity building.

It also runs after school and school holiday activities. The level of engagement of community programmes is particularly high with weight management, exercise on referral and links to other intervention programmes all on the agenda. There is, reflecting on earlier observations about Blackpool's third and voluntary sectors, a high level of emphasis on direct service delivery and relatively low emphasis on facilitation and growing the capacity of other agencies. This said, much of its work while noticed is not always fully recognised. It will be important to capture information that relates to the effectiveness of the outcomes/impact it has as well as consider what is done to support and strengthen other agencies, as part of plans going forward.

The agendas of Public Health, Children's Services, Adult Services, Economic Regeneration plus voluntary clubs and community organisations are broadly comparable in the context of generic drivers (increasing participation, improved quality of life etc.). They do, however, need to be better appreciated in the context of the extent to which they connect with the work of other 'partners' and agencies.

Active Blackpool has a role to play in ensuring that its own, jointly partner based programmes and projects delivered entirely by other agencies are better structured and dovetailed so as to deliver a higher volume of immediate outcome plus longer-term sustainability. Going forward it has an important role as the standard bearer orchestrating delivery across the Borough and ensuring commitment to measure performance.

Active Blackpool taking the strategic lead should reduce the extent to which external organisations simply pursue their own objectives, agendas and funding without referencing the

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Authority. It will not (and should not) stop other organisation, from creating networks and routes to secure their own organisation-specific agenda but it will help to contextualise their position within the community.

Blackpool Football Club Community Trust

BFCCT is a charity, providing a range of opportunities for people in Blackpool to:

- ◀ Increase community inclusion and education
- ◀ Improve physical and mental health
- ◀ Reduce involvement in negative activities and anti-social behaviour

BFCCT deliver this across three areas:

- ◀ Early Years and Primary Programmes
- ◀ Education and Employability Programmes
- ◀ Community Programmes

The Trust makes use of the profile of Blackpool FC to develop and deliver a range of diverse community initiatives and partnership working groups. In the past year (2019) it engaged with more than 26,000 people, delivered 13,766 sessions which were visited 214,182 times whilst employing more than 65 local people.

Although it is noted that BFCCT deliver over forty different programmes, which have a great impact on the town, for the interest of this strategy and its focus on physical activity, the relevant types of programme and activities offered across the Borough include:

- ◀ The Premier League Primary Stars programme, which delivers PE activity in local schools and supports the progression of teachers in this subject, through mentoring and CPD developments.
- ◀ Tiny Tangerines programme is a community-based programme that encourages early years to play football in a friendly, safe and coordinated environment.
- ◀ Walking Football programme, delivered across six sessions per week, uses the power of football to engage fifty-plus year olds into regular physical activity.
- ◀ Every Player Counts delivers sport and football sessions in local special schools to encourage children and young people with disabilities to engage in regular activity and BFCCT led community-based groups - including Junior and Adult PAN sessions.
- ◀ Holiday sports and inclusion camps delivered across a number of local sites for children and young people to engage in physical activity during school holidays.
- ◀ Premier League Kicks project delivers targeted free football sessions for 8-19-year olds during specific evenings, to engage participants in positive activity and reduce anti-social behaviour.
- ◀ Get Set to Go uses the power of football to deliver weekly sessions so people with mental health issues are able to take part in football activity and build a social support group. This includes a self-referral programme and the opportunity to represent Blackpool FCCT in the Lancashire FA Social Inclusion League.

In addition to the above BFFCT also run specific health, wellbeing and educational projects including:

- ◀ Fit2Go, which supports every Year 4 pupil in Blackpool in a six-week journey to understand the importance of living a healthy lifestyle.
- ◀ GULP Give Up Loving Pop challenges primary pupils to stop drinking sugary and fizzy drinks for three weeks.
- ◀ Family Fit2Go is a progression of Fit2Go to engage the wider family to understand the benefits and importance of living a healthy lifestyle.
- ◀ Better Start Fit2Go works with local nurseries and children's groups to support families with new-born babies and toddlers and help them make the best choices to give their child the best start to life.
- ◀ Sporting Memories, Veterans and Extra Time groups are delivered to engage older adults in social opportunities and light exercise.
- ◀ FitFans is BFCCT's free, thirteen-week, weight management programme that offers encourages targeted individuals to eat healthier and engage in regular physical activity.
- ◀ BFC Sports College, is a full-time post 16 education service providing BTEC and Degree education in a professional sports environment. With students being given the opportunity to play in the national EFL League, representing Blackpool in 11 aside football.

BFCCT is committed to supporting the development of community facilities to help Blackpool to become a more active town. It has recently re-developed and opened an Education and Community Centre (ECC) at Bloomfield Road. The ECC serves as a base for a range of new opportunities and is phase one, of a four-phase development in the Bloomfield Area, to help the Trust improve education, physical activity and social engagement opportunities.

BFCCT is keen to continue developing its services across health, education and physical activity in the community. Much of its funding is grant-based and at times its programmes appear to compete with those run by Active Blackpool. It would appear that, on occasions, communication and collaboration between the two organisations is not that effective; to the point that there is latent or actual tension. This is a key strategic issue to address going forward.

As the strategic lead, Active Blackpool needs to understand BFCCT motivations and the parameters within which it must deliver. The Trust recognises the need for a documented strategy that sets out the key focus areas for current and future delivery. BFCCT has the potential to be a key partner in helping to drive increases in physical activity in Blackpool, particularly among young people and those with long term health conditions. The Trust, as with many organisations, is reliant on external funding from a range of sources to deliver some of its programmes which it will need to continue to secure to maintain the breadth of delivery moving forward.

Key target groups

Young people

There is a universal desire to give young people every opportunity to experience positively delivered, high quality activity designed to engender interest, enthusiasm and development of lifelong sport/physical activity habits. During consultation it was acknowledged that key barriers which need to be addressed when attempting to get young people involved include:

- ◀ *Visibility*: examining and improving mechanisms via which young people are made aware of opportunity.
- ◀ *Accessibility*: examining, improving and measuring factors such as visibility, awareness, cost (affordability) and location.
- ◀ *Acceptability*: taking away 'fear' of failure, embarrassment etc., and providing options and activities which do not frighten young people, or preferably that will excite them to action (each end of the continuum examples include activities geared to increasing personal locomotion including walking, dance and BMX).
- ◀ Balancing recreational and competitive opportunity: Making an offer that reflects young people's interests, competence, confidence, lifecycle stage (which is a fast-changing and complex issue as young people mature) and physical capacity.

The difference between physical education and other forms of 'external' or extra-curricular interventions or options is recognised. There is, however, an opportunity to review how the work of a range of agencies in the Borough with an interest in working with young people could be better coordinated so as to ensure that young people gain optimum benefit. There is a need to work with the Young People's Council to ensure that investment and priorities are recognised and valued by young people themselves.

The Strategy must dovetail effectively with (and absorb some of the good practice evidenced by) current interventions, such as the weight management programme. A key issue is ensuring that these programmes are joined up in respect of measurement and feedback. Other than swimming (see below), there appears to be limited if any current measurement of the impact and value of participation programmes run by the Council and other agencies. Strategy consultation confirms the need to logically and sequentially invest Council and partner resource to tackle this - applying processes which assess the extent to which:

- ◀ The number and proportion of young people who are physically active increases.
- ◀ Specific lifestyle messages (for example those related to diet and nutrition) have been absorbed and have influenced individual/family behaviours.
- ◀ Some form of universal entitlement (related to, say, physical literacy, swimming and learning to ride a bike) is being achieved.
- ◀ Blackpool offers a clear (visible/accessible to all) 'recreational participation pathway' enabling those who wish to have the opportunity to maintain a participation habit
- ◀ Early 'intervention' programmes designed to spot/target young people at risk of becoming overweight or obese trigger individual prevention activity (i.e., family weight management programmes) and the impact thereof on overall obesity figures.

The key is that this is, essentially, not about identification of individual progress although it should assist teachers and other agencies that wish to, to focus on the specific needs of young people. More important is the overall capacity to assess direction of travel, to enable the targeting of scarce (getting scarcer) supplementary resource at young people who need it most.

In essence, measurement is needed to underpin/focus the direction of the substantial effort presently expended in Blackpool on sport and physical activity for young people.

This process requires a baseline to evaluate year on year progress with regard to the amount of physical activity undertaken and, thereafter, a contact base to enable promotion of opportunity and to measure response rates. It would also allow partners to offer specific services to young people already overweight or at risk of being obese and to disseminate information and support to young people (and parents) with regard to healthy eating.

Use of specific, consistent measures will provide the Council and partners interested in working with young people with an ongoing metric related to overall outcomes and guide thinking about the best response in respect of what should be offered, to whom, the difference made in respect of the timing and presentation of the offer and the anticipated results.

In addition to swimming, Blackpool has the local infrastructure and potential to consider making some form of universal offer in respect of ensuring that every young person in Blackpool learns to ride a bike – in a systems context this meshes effectively with the longer term corporate commitment to contribute to improving the environment. Given the generally flat nature of the area, current good level of cycling facilities and opportunities, the range open spaces, parks and promenade and the potential of further funding to improve the current offer, this is both an opportunity to improve the activity levels of young people and hit other Council policy agendas – for example, its environment ambitions.

Learning to swim

The school swimming programme shows good levels of attainment and all schools subscribe. The KPIs show genuine achievement in respect of the (standard but rudimentary) benchmark set. Perhaps the key question here is how well this programme links to proactively presented opportunities for children to take this further.

It is reasonable to suggest that the aim should be to ensure that every child in Blackpool (on average there are c. 1,500 young people in each school year group) not only learns to swim to the very basic standard required of the schools lessons programme but they can (affordably) take this forward so as to gain full water confidence. This could/should encompass being able to swim using a range of strokes that allow them to fully enjoy water based activity, to be safe in water, to confidently use the Authority's swimming facilities and to take part in other aquatic sports – in and on the water.

Given the relatively low recorded number of pupils who cannot swim at the end of KS2, Active Blackpool should certainly be positioned to contact and work with non-swimmers at this point with a view to ensuring that 100% of young people in the Authority can swim. In reality, it is to be expected that all children going through the schools' programme would be provided with an option to take their swim lesson opportunity further – at a cost that reflects their ability to pay. This should, given schools cooperation and in the context of the understanding that schools have about pupils' personal circumstances (via the allocation of free school meals for example), even allowing for the need for GDPR-related compliance, be a relatively straightforward process to engineer.

School to club links

Key to providing young people with an opportunity to maintain existing, or develop new, participation habits in the community are effective school-club links.

Active Blackpool has (or should have) a role to play in ensuring that young people are able to move seamlessly from school to clubs. As with many other parts of the country, there is a school games organiser who works across the school establishment. As ever, much emphasis is placed on what clubs do to support participation increases. There is a need to consider how clubs can be made ready to receive more young people and what can be done to facilitate this (see below). Again, this does not appear to be a particularly prevalent feature of current policy or of Council and partner service delivery work. Their improvement will necessitate:

- ◀ More focus on work with schools to align curriculum and in/after-school activity to reflect opportunity available in the community. In other words, schools and external delivery partners looking to ensure that young people get a quality 'start' in sports in which there is a realistic chance of them continuing to play outside of school.
- ◀ Enhancing the visibility of out of school opportunity and the ease with which young people can 'make the transition' via careful planning and support (using modern communication methods).
- ◀ Concurrent work to improve the extent to which clubs/others providing opportunity are geared to receive young people and have the capacity, skills and motivation to provide good quality, enjoyable, affordable experiences. There is good potential to enhance this via more effective use of, in particular, the indoor sports hall stock in the Authority.
- ◀ Broadening the range of out-of-school participation options so that they encompass the aspirations both of those simply seeking to take part in enjoyable recreational activity and the more able and talented.

The role of schools

As is clearly referenced by the above, schools are an essential part of the offer and partner in respect of presenting and broadening opportunities for young people in Blackpool.

Optimising the role and value of partnership work undertaken with schools will necessitate:

- ◀ Schools themselves becoming more directly involved in the management and delivery of internal interventions for their pupils while also facilitating, working with and signposting young people to externally driven programmes.
- ◀ Proactively supporting and encouraging (via, for example, direct communications with young people to supplement social media routes noted earlier), take-up of programmes designed to increase the number involved in sport and active recreation at all levels.
- ◀ Working closely with the Council to review and then, in the medium/long-term working to improve key (attractive) routes that young people could/should take to walk and cycle to school plus the linkages between journey segments and, for example, related public realm and street-lighting.

It is important that mechanisms designed to develop and retain contact with young people are extended into their late teens both via collaboration with key academic and training institutions such as Blackpool and Fylde College and Blackpool Sixth Form College and employer/other agency contact.

Targeting those who most need support

A key Strategy outcome is participation for the Borough's least active groups. The scale of this should not be underestimated although, there are a range of programmes and activities already in place which help, to some degree, to mitigate this. Programmes that lead to the currently sedentary graduating to taking part in measured activity each week are the foundation.

Public health and GPs will continue to play an important role to play in this in terms of identifying and reaching out to the least active. There is also an opportunity to extend the social prescribing model which was identified earlier.

The British Heart Foundation Health Promotion Research Group *Improving Health Through Participation in Sport* (2012) report reviewed nine UK cases studies offering evidence that sport can reach inactive people especially if programmes target inactive people and are properly marketed, planned and delivered in a way relevant to the needs of these groups by empathic motivating leaders. The outcomes have not changed significantly in the past eight years. Factors common to successful projects include:

- ◀ Targeting/marketing
- ◀ Programme development and implementation
- ◀ Planning for sustainability
- ◀ Monitoring and evaluating

Sport and active recreation for people with disabilities

Active Blackpool runs a number of programmes and activities specifically for people with disabilities. This is supported by an active third sector which provides opportunity catering for the very wide and varied needs of people with disabilities in the Borough. This element of programme delivery is one that absorbs a high proportion of the predominantly voluntary human resource available as well as absorbing considerable financial resource. Clear channels and methods of communication are key to ensuring that people with disabilities are contacted, understand the offer and are able to participate and increase activity.

Active Blackpool has a strong disability offering through the School Games Organiser who has received national recognition for inclusivity work with schools across the area. Further learning from this work should be taken to adopt an inclusive approach to activities delivered by both Active Blackpool and third sector providers to ensure a balance of both disability specific activities and mainstream activities that have an inclusive approach.

Some form of intervention to enhance the extent to which schools, social services and related bodies are prepared to transmit messages and to broker contact in respect of safe opportunities and activities (whomsoever organises them) will make a difference to their effectiveness, capacity, breadth of options delivered and, probably, their ability to attract and retain voluntary input and support.

Club, league and volunteer development

There are c. 200 sports clubs of different sizes based in the borough, offering a range of opportunities to young people and adults. They appear, in the main, to be self-sufficient and have developed their own workforce and volunteer development processes.

Although further investigation is required to understand club and volunteer requirements which will lead to increases in opportunity within clubs, the general flavour of strategy consultation is that Active Blackpool and other agencies (such as Active Lancashire) do not place adequate emphasis on specific areas in which coordinated support might be of most value to clubs and volunteers. Support is also needed for those managing or working directly on delivery of local sport, largely people working on a voluntary basis but also those who derive some form of income from their involvement.

Consultation suggests that the Borough's club development and sporting workforce needs should underpin working with clubs to:

- ◀ Offer specific support in respect of governance and the 'business of being a club': organisational skills, capacity, volunteer work organisation/delegation, succession planning and better directing time/resources to become more efficient organisations.
- ◀ Improve their capacity to recruit and work effectively with more members (adults and/or young people).
- ◀ Assist them to take full advantage of resource available through NGBs, Active Lancashire and Sport England.
- ◀ Improve the number, capacity, generic/sport-specific skills and qualification levels of those involved in teaching, instruction and coaching people in community and club environments.
- ◀ Improving levels of access to affordable facilities at appropriate programme times.

Capacity building can take quite high levels of resource and success measurement is difficult. This should not dissuade Active Blackpool from identifying key sports/clubs which would benefit from short/medium term interventions to ensure that active participation can be developed and improved. In areas of the Borough where there is little or no club infrastructure Active Blackpool's work could/should be focused on start-up programmes in partnership with clubs able to support satellite activities; again possibly optimising the use made of the indoor/ outdoor facility stock to which it could facilitate access.

Summary

Consultation has unearthed an evidenced commitment to making a positive difference to the local population. People who use BC leisure facilities are required to become a member on the management system (and to swipe in each time they visit a facility) enabling effective monitoring and evaluation. To ensure that BC delivers a 'cradle to grave' service that is well-equipped to advise strategic and operational decision-makers, there is still a need to make better use of data. This will better inform management approaches designed, for example, to ensure that facilities are welcoming, staff are well placed to receive new and retain existing customers and that programming and pricing mechanisms are inclusive.

The current climate necessitates the rebalancing of responsibilities and roles between public and state sector and the need to support an extended and sustainable role for the voluntary sector. One issue facing Blackpool Council is to determine whether and which services it may wish to see delivered by the third sector. This is set in the context of the gradual move to dependency on external grant funding in order to be able to deliver 'normal' council services.

This dependence upon grant aid may mean that the Council will find itself in a position where for some services decisions are needed about whether Active Blackpool or an alternative 'supplier' is resourced. It may be that this should be resolved via the principle of 'best provider first' (i.e. no simplified presumption in favour of either public or voluntary sector) and increasing the complementary role of Active Blackpool's targeted support in specific areas.

Linked to this, it is essential that there is greater clarity about the role of Active Blackpool, that it has a higher, clearer profile and that key Council departments, major strategic, operational and funding partners, the Town's third and voluntary sector all understand its strategic and operational responsibilities across the Borough.

Referral systems and mechanisms in Blackpool are strong both *per se* and relative to those in many other authorities. A range of agencies can refer members of the public to exercise on referral programmes, people referred are given a subsidised concessionary card which gives the access to a substantial range of facilities and programmes at reduced cost.

The general approach to behaviour change is to be commended. Much of it utilises the day to day interactions between key organisations and individuals to introduce and support the adoption of positive changes – with clear sight of the ultimate objective to improve physical and mental health and wellbeing. However, despite some very strong and meritorious practice, overall systems are not in place or sufficiently embedded. Certain aspects of provision do reflect the piecemeal and external agency driven approach to roll out.

To achieve better results, there is need for whole Council adoption of the abovementioned systems change approach and to build capacity within current organisations and enable volunteers to be involved in the process. This will enable the opportunistic delivery of consistent and concise healthy lifestyle information and enable individuals to engage in conversations about their health at scale across organisations and populations.

The development of improved systems and processes within Active Blackpool and other Council departments (in the first instance) and then integrated links with, for example, BCH, has the potential to lead to real and lasting changes and leave staff better equipped to make (or support, or respond to) the right interventions at the right time. The fundamental idea underpinning this proposed approach is simple, it recognises that staff across the Authority, use everyday contact to inform people about, and to promote, health and active lifestyles.

For Blackpool authority staff – across all departments, it will mean leadership, a positive environment and providing the training and information they need to deliver this social prescribing approach. However, so as to ensure that Active Blackpool staff and community volunteers have the competence and confidence to deliver healthy lifestyle messages they need orientation geared to this role and to have the knowledge to direct ‘clients’ to local services that support them. Such support is designed to encourage individuals to take action (and become more physically active) leading to improving wellbeing including mental health.

Training on processes and how social prescribing works in Blackpool will allow for greater social interaction. It should also assist cross departmental (in the first instance) and wider organisational collaboration assuming increased agility in programming and provision of appropriately programmed, priced and presented opportunities at local facilities.

There will obviously be a need for the Council to drive this approach which will help it to;

- ◀ Meet its core responsibilities of the health and wellbeing of people in Blackpool and delivering on its stated obligations.
- ◀ Improve staff awareness of health/wellbeing issues and enhancing their skills, confidence and motivation in this field.
- ◀ Enable local people to receive consistent messages with regard to active lifestyles and personal locomotion in the form of carefully presented opportunities which have the potential to improve their health and wellbeing.

Performance measurement and evaluation

Measurement of progress, assessment of achievement and capacity to gauge return on investment is crucial. This is not only because it is best practice but also because it is essential to build an evidence base to effectively justify and defend on-going investment in subsidy and support for sport and active recreation and enhance its status when it comes to retaining future funds. It is also based on the adage that 'what gets measured gets done'.

It is fundamental to generating inter-partner cohesiveness above and enabling a re-formatted Active Blackpool to both promote and defend sport and active recreation more forcefully. The Council already has a card-based process for tracking users of council run leisure facilities. The key to its usefulness is how this information is analysed and processed to inform achievement evaluation and strategy development. This applies, for example to:

- ◀ Analysis of the impact of and out-turn of programmes underpinning, the annual physical literacy, survey and communications process proposed for Year 7.
- ◀ Active Blackpool testing of price elasticity.
- ◀ Access to school-based facilities (under the types of system described earlier in the Strategy) to be linked to 'customer/client club provision of specific usage/member data
- ◀ Greater understanding of who is involved in clubs and which facilities clubs use and when.
- ◀ Analysis of facility occupancy information.
- ◀ Evaluating the extent to which Active Blackpool branding is having a (positive) impact on driving increases in physical activity and active lifestyles.

This should lead to a coherent evidence base plus increased capacity to communicate via intermediaries and directly with people so as to enable effective dissemination of information with regard to participation, personal development and training opportunities.

PART 5: VISION AND STRATEGIC PRIORITIES

Blackpool is already a relatively active borough. The essence of this strategy relates to ambition and collaboration that will underpin increases in participation, particularly among young people and people living in deprivation, with a view to measurably improving the physical activity levels of Blackpool residents. The Covid 19 pandemic has highlighted the importance of physical activity and the clear impact this has on mental health and wellbeing. The timing of this report could not be better in that the opportunity to build upon Government messages about staying local, making the most of the local environment and taking responsibility for one's own actions are paramount.

It is clear that whole systems change is needed to engender the step change required to generate real, long lasting increases in physical activity, personal locomotion and sporting activity in Blackpool. In order for Blackpool Council to succeed, it needs to (at every stage of decision making) consider how decisions taken and the extent to which decision-making processes contribute and support this ambition. This should apply to all Council departments and directorates (including planning, regeneration, children, adults and corporate services etc.) at all levels. Staff need to challenge one another and partners/stakeholders to ensure the Active Lives ambition remains front of mind and to ensure that real change occurs.

Blackpool's manageable scale, available facilities, the commitment of Council strategic managers and its workforce underpinned by in-depth understanding of community need should enable this strategy's ambitious targets to be achieved – thus improving people's lives. As the lead strategic agency, Active Blackpool needs to work in collaboration with internal and external partners in order to drive proposed strategy elements.

The range of strategies in play in Blackpool in addition to the many facilities, programmes and activities already in place suggest a need for detailed understanding of the key challenges faced. There is a need to coordinate (what in many instances are practical and effective) interventions aligned to systems whereby achievement is evaluated and learnt from.

Key to the success of the Active Lives Strategy is getting the right people to deliver the right interventions at the right time – to ensure that the longer-term outcomes associated with and/or resulting from these interventions are measured, understood and built upon.

It thus outlines a new vision to increase the number of people taking part in physical activity/sport and the levels of frequency (and effectiveness) with which they do so – in and across Blackpool. It will determine and inform the future approach taken by all services; Public Health, Active Blackpool and partners such as GPs, Active Lancashire, community groups, BCH and parks 'friends of' groups. It will incorporate a retained emphasis upon how best to utilise local assets, generate business growth and returns and achieve maximum impact (and value for money) in respect of driving agreed Strategy outcomes for borough residents.

It informs the positioning and delivery of key BC services and those delivered by and for partners while capturing and reflecting the opinions and ambitions of other organisations. The focus will be on defining what is meant by, and then maximising, return on investment and value for money. To do this, BC will further expand and enhance what is already reasonable use of existing data to consider the nature, scale, demands and needs of the area and the communities therein. It will consider how the Borough can best exploit its physical and staff resources, tap into positive future trends and make best use of all its leisure assets.

Fundamental to any contemporary strategy are effective communications platforms and processes. To be credible, the Strategy must actively drive a comprehensive upgrade to the extent and effectiveness with which the Council and partners deliver active lifestyles messages to target audiences. It is essential to consider how digital systems can be developed to enable effective and engaging communication via a number of platforms including handheld devices ensuring appropriate permissions and safeguards are in place.

This can also underpin monitoring and evaluation frameworks enabling both greater proactivity and much more sophisticated 'real time' review of performance against agreed target outcomes.

This links directly to mapping out a reporting framework best suited to demonstrating success, achievement and the value of the contribution of sport and physical activity involvement has *per se* and in respect of the local economy, social issues, skills, training and job opportunities.

PART 6: THE STRATEGY

This is a 10-year vision accompanied by specific objectives that apply to the five-year period to 2026. It is designed to inform and shape sport/physical activity planning and delivery influencing the work and orientation of key Council departments and partner agencies.

The vision

Blackpool will achieve increased levels of physical activity from its current base that are as good or better than any other town in England – with a particular focus on ensuring that the increase among people who are the most disadvantaged and/or live in areas of high deprivation keep pace with the rest of the community.

This will be achieved via coordinated delivery of key services and interventions, improving the overall living environment, creating local opportunity, assisting those who need specific support and enabling people to help themselves. The intention is to strike an appropriate balance between a Council-led Strategy and a Council dominated agenda. Core strategic outcomes are set out under headings which relate to how they will be managed/delivered/ coordinated by BC. Supplementary objectives relate to how outcomes will be delivered.

Blackpool Active Lives Strategy – outcomes:

◀ **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.

Outcome A: Corporate leadership

Aim: 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 to ensure that the work of all agencies, projects and programmes is coordinated so as to offer equality of opportunity - to all residents.

Objective: Get to the position where an agreed, coordinated Borough-wide approach to the development of sport and active recreation (active lives) is in place with secure initial and on-going partner sign up to shared strategic goals and outcomes.

Actions: To:

- ✓ Inform and organise BC operational departments, structures and processes so that their work wholly reflects Active Lives Strategy commitments and agreements.
- ✓ Embed Active Lives Strategy related objectives in local and neighbourhood plans and take them into account in all planning decision-making.
- ✓ Take account of Active Lives Strategy objectives when considering all proposed local development
- ✓ Continue to support and promote Active Lives via partnership organisations' policies and actions.
- ✓ Use this strategy to identify common ground and shared priorities with partners and, vitally, to agree who does what.
- ✓ Seek out and secure strong political champion(s) for Active Lives.
- ✓ Establish a more enabling role with 3rd sector agencies to improve community capacity with a view to adding capacity, improving coordination and reducing duplication and work overlap between them

Objective: Confirm the role of key Strategy partners, secure their agreement and clarify how they are to deliver against itemised objectives

Actions: To:

- ✓ Embed the principle of 'rights and responsibilities' whereby partners have an influence on strategy plus a responsibility to then commit to and work within agreed plans.
- ✓ Maximise leverage and synergy across departments and other partners to ensure that all contribute according to their means and not just their needs.
- ✓ Agree the roles and outcomes for which other BC departments, Public Health, BFCCT and other agencies have full or partial responsibility – based on the 'best led' and 'best provider' principles.
- ✓ Set tasks and objectives and subsequently agree and establish methods via which their contribution to Strategy outcomes is measured and evaluated.

Objective: Embed Active Blackpool as the lead strategic and primary coordinating agency in the consortium of organisations that drive strategy development and implementation.

Actions: To:

- ✓ Review and 'uprate' the remit, role, status and structure of Active Blackpool; develop it into a more proactive, influential body that agrees policy priorities and then gets 'on the front foot' to influence other sectors and wider borough agendas.
- ✓ Adjust strategically to the changing role of BC/Active Blackpool as it becomes an orchestrator, deal maker, commissioner and overseer of programmes and performance.
- ✓ Working within future budget parameters, increase the proportion and level of human/budgetary resource devoted to strategy implementation.
- ✓ Maintain/improve processes whereby intelligence is used to underpin decision-making.

Objective: Organise BC led contractual, grant-based and other support processes plus operating structures so as to wholly reflect these commitments and agreements.

Actions: To:

- ✓ Assess the specific role, funding mechanism and modus operandi of Active Blackpool and link its work more directly to delivery (and measurement) of outcomes - in line with this strategy.
- ✓ Continue to align the priorities and potential funding of Public Health towards the key health inequality goals of this strategy.
- ✓ Where the Council is providing or endorsing funding for third sector agencies, pre-agree the specific outcomes required (and the relationship that they are to have with Active Blackpool) prior to making grant or funding awards

Outcome B: Increased levels of 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.*

Objective: Working closely with schools, develop a mechanism to consistently/reliably assess young people’s physical literacy and participation in sport and active recreation

Actions: To:

- ✓ Working closely with the Borough’s SGOs & secondary schools, establish a current baseline annual measure a subsequent target level of physical literacy attainment (and fitness) for young people by the time they leave Year 6
- ✓ Assess this via a simple, consistently delivered and measured, enjoyable, pressure free assessment conducted at the start of Year 7.
- ✓ Use a linked process (undertaken concurrently at the start of year 7) to ascertain and record the number of young people who consider themselves to be poor/non-swimmers and/or who can/ cannot ride a bike.
- ✓ Concurrently, deliver a Year 7 (online) survey via which current levels of participation, club membership, regular involvement in physical activity/sport (and if required other forms of cultural activity) can be assessed.
- ✓ Concurrently, use the timing of this process to invite young people (with parental consent) to become no/low cost members of Active Blackpool – for example, opting to be linked to a social media based information network via which they can receive information about sport and recreation opportunity and be consulted about their views on activities undertaken or offered

Objective: Specifically, measurably target a reduction in the number of overweight and obese young people in the Borough.

Actions: To:

- ✓ Continue to work with and track the progress made by children ‘recruited’ via the families weight management programme.
- ✓ Set up a system of self-referral for young people who wish to take up exercise as part of a wider process related to retaining a healthy weight.
- ✓ Train Active Blackpool staff to offer appropriate advice to young people in respect of exercise and to point young people at other guidance/support in respect of diet/nutrition and supplementary support via resources available and agencies operating in the local community
- ✓ Use a proportion of the swimming provision and options developed for poor or non-swimmers to specifically support this programme.
- ✓ Seek supplementary/external funding, based upon delivered outputs/outcomes from Public Health and Sport England to support some of the above programmes.

Objective: Maximise partnership work and options (with partner agencies/sports clubs) to secure investment and support to develop and deliver specific programmes to achieve these outcomes.

Actions: To:

- ✓ Review what elements of active lives development work or which areas of the Borough might be catered for via sports clubs or other voluntary organisations.
- ✓ Ensure that a good and manageable range of clubs (particularly in sports/activities that are strong in the area and/or that Active Blackpool well-placed to support) and has the capacity and motivation to 'receive', interested young people via development of effective school-club links – measure this in respect of outcomes (the number of young people who join).
- ✓ Improve the relationship with BFCCT with a view to incorporating and measuring of outcomes which have a direct link to the objectives of this Strategy
- ✓ Build closer relationship with Blackpool & Fylde College and Blackpool Sixth Form College to reach and promote sport and active recreation to young people aged 16-19.
- ✓ Make all young people aged 16-19 no/low cost members of Active Blackpool with a view to ensuring (at minimum) ongoing communication and interaction with them.

Outcome 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/or increase their level of personal locomotion and the frequency with which they do so.*

Objective: Working closely with partners, develop mechanism to communicate with and attract more adults to participate in sport and active recreation

Actions: To:

- ✓ Extend easy 'exercise recommendation/promotion' options to all Council departments (on a 'making every contact count' basis) so that more adults are informed about/introduced to the range of exercise options that Active Blackpool provides.
- ✓ Extend easy exercise recommendation options (on a 'making every contact count' basis) to key partner agencies including, for example, BCH and BFCCT so that more adults are introduced to the range of exercise options that Active Blackpool provides.
- ✓ Extend introductory 'back to sport' offers specifically to adults who are poor or non-swimmers and who cannot ride a bike.
- ✓ Work closely with BFCCT to promote adult orientated programmes including walking football
Establish a current baseline annual 'snapshot' measure and subsequently a target level of physical literacy attainment (and fitness) for young people by the time they leave Year 6
- ✓ Introduce a zero cost Active Blackpool membership designed simply to enable communication with present non-participants utilising it as a platform to promote events and promotions specifically designed to target sedentary/non-participant adults.
- ✓ Use this process to invite adult to opt to be linked to a social media based information network via which they can receive information about sport and recreation opportunity and be consulted about their views on activities undertaken or particular opportunities offered..
- ✓ Link this directly to work undertaken with 16-19 year olds in the borough.
- ✓ Via exercise referral and a maintained/improved set of introductory offers/discounts continue to work with adults who have been involved in the Town's weight management programme.
- ✓ Allocate Council resource and seek external funding for this activity, based upon delivered outputs/ outcomes from Public Health and Sport England.
- ✓ Maintain oversight of other agency delivered programmes, provide additional guidance for adults with regard to diet and supplementary support for weight loss and exercise promotion programmes via resources available and agencies operating in the local community

Outcome 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 are the most disadvantaged and/or live in the Town's most deprived areas*

Objective: Directly and effectively target resource at increasing levels of sustained participation in physical activity and sport among/in Blackpool's key under-represented groups and localities.

Actions: To:

- ✓ Work with schools to identify young people who may need additional support to become no/low cost members of Active Blackpool and offer affordable options and programmes for them.
- ✓ Ensure that this extends to young people aged 16-19.
- ✓ Review/improve the reach/measured effectiveness of current membership options and concessionary pricing which allow people from targeted groups to join Active Blackpool, to use different facilities and access programmes across Blackpool's sport leisure and leisure centres.
- ✓ Ensure that the right information is collected, at the right time in order for it to be acted upon effectively – in real time.
- ✓ Work with partners to ensure that communication with people with a disability is developed and improved to increase awareness of activity provision and encourage ongoing feedback.
- ✓ Work with partners to develop community provision to ensure an inclusive approach is adopted and best practice shared.
- ✓ Agree the roles/outcomes – with reference to work with targeted groups - for which other agencies are to have full or partial responsibility.

Objective: Maximise partnership work and invest in specific programmes to engage the least active Blackpool residents in physical activity and sport.

Actions: To:

- ✓ Target the work of Council departments and Public Health to ensure that making every contact count' type practice leads to regular dissemination of physical activity messages/information.
- ✓ Ensure that Active Blackpool staff, instructors and coaches are engaging and adopt the approach required to motivate people that need more help and prescribe additional services.
- ✓ Ensure that programmes are designed based on the needs of the local community(s) in which they are being delivered - including providing family focused sessions.
- ✓ Combine sports/broader physical activity programmes (e.g. walking) to attract inactive people.
- ✓ Ensure that activities are easily accessible, (near to home or work) making full use of Blackpool's network of community centres and schools-based sports facilities (plus other appropriate activity infrastructure and spaces including parks and open spaces, the beach, the sea and the seafront etc.), thereby leading to increases in personal locomotion whilst remaining environmentally sustainable.
- ✓ Continue to engage GP practices in a system formal and self-referral.
- ✓ Train members of the community to lead sessions to enable local programme continuation.
- ✓ Plan support and exit routes for people 'beyond' fixed programmes - to increase propensity in respect of personal locomotion and ensuring sustainability.
- ✓ Develop a communication approach that enables direct and proactive communication with disabled people and their families/carers etc., through messages delivered with and via schools, health practitioners and specific voluntary groups - to ensure that people with disabilities are proactively consulted and informed about opportunities available to them and to enable existing opportunities to be improved and more opportunities to be developed.
- ✓ Improve the relationship with BFCCT with a view to coordinating intervention-based work, improving exercise recommendation processes and joint measuring and evaluation of outcomes.

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

Aim: *To build the capacity and improve the coordination of work undertaken with agencies from the third and voluntary sports sectors.*

Objective: Develop a clearer, more cohesive mechanism to improve the capacity and sustainability of organisations and clubs operating in the sport and active recreation sector in the Borough

Actions: To:

- ✓ Clarify which sports clubs and other agencies in the Borough are wholly or partly in the business of providing sport and active recreation and gain an appropriate level of understanding about what they do, how well and with what current level of central support/ influence
- ✓ Develop a more cohesive mechanism to improve the capacity, sustainability and 'business focus' of sports clubs in the Borough
- ✓ Assemble a panel of advisors/mentors able to coordinate and support the work of sports clubs and voluntary agencies in the Town.
- ✓ Include this information and these groups when issues such as 'division of labour' are being considered with Strategy main players.

Objective: Maximise partnership work and options (with existing partners sports clubs) to secure investment and support to develop and deliver specific programmes to achieve these outcomes.

Actions: To:

- ✓ Review what elements of active lives development work or which areas of the Borough might be catered for via sports clubs or other voluntary organisations.
- ✓ Improve the relationship with BFCCT with a view to incorporating and measuring of outcomes which have a direct link to the objectives of this Strategy

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

Aim: *To ensure that facility quality and usage is optimised to accommodate and support increased participation in physical activity/sport.*

Objective: Better co-ordinate the programming, management, affordability and accessibility of facilities in conjunction with key partners.

Actions: To:

- ✓ Implement a detailed audit of facility occupancy and programming across all Borough (main) indoor sports facility provision.
- ✓ Assess whether/how the timing and cost of access to stock can enable a wider range of club and community-led activity - which is sustainable for clubs and affordable for all.
- ✓ Concurrently look to mitigate factors that adversely affect access to school sites in particular cost, times available, usage interruptions, location, condition, member adjacency etc.
- ✓ Consider (preferably low-cost) physical alterations and improvements which could be made at specific venues (i.e. to facilitate low cost access).
- ✓ Develop a mechanism to ensure that contemporary information about facility occupancy (and opportunity) is always available.
- ✓ Evaluate the level of interest among partners in developing and then seeking to embed a Blackpool Standard for community use of schools.
- ✓ Consider how best to direct LFFP investment to drive up participation especially amongst younger people and people living in the Authority's more deprived communities.
- ✓ Consider how best to track usage at all sites, so as to give a better reflection of activity and participation rates across the Borough.

Outcome G: Evaluate achievement via effective performance measurement

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

Objective: Invest in performance measurement to improve cost effectiveness and demonstrate the return the Borough (and partners) gets from their outlay on sport and physical activity.

Actions: To:

- ✓ Properly resource the role of evidence driving, gathering, analysis and reporting.
- ✓ Develop current systems to share data/generate intelligence to enable all partners to measure individual/collective outcomes and impact.
- ✓ Establish 2020/21 benchmarks upon which evaluation of the changes in participation levels and the range of other factors measured can be based.
- ✓ Make evidence and findings available, as a matter of course, to wider partners.
- ✓ Bring key delivery partners (i.e. BFCCT and BCH) to the point where participant (and related) data they collect (or help collect) is consistent, comparable and can be merged to create more effective overall information platforms.
- ✓ Introduce a system to effectively deliver proposed in-school measurement and survey processes

Objective: Improve overall and agency-specific market understanding

Actions: To use performance measurement processes to

- ✓ Better understand the overall Blackpool market and the resident/ customer base for Active Blackpool in specific sports/activities, localities etc.
- ✓ Develop baselines and subsequent measures with regard to (e.g.) coach qualifications, school club links (the arrival/retention of young people at clubs) -linking this to the existing club data process to evaluate progress being made.
- ✓ Require any Council, contractual, grant-based and other agencies to, as part of their work, supply performance information in specified, agreed formats (regardless of which directorate commissions the work)

Outcome H: Invest in and improve communication

Aim: *Develop communication processes/systems to enable communication with residents to drive implementation and underpin evaluation of attainment of other strategy outcomes*

Objective: Effectively utilise direct communications methods to interact with, inform and learn from Blackpool residents through the Make Every Contact Count (MECC) approach.

Actions: To:

- ✓ Develop a communications plan to increase the awareness and promotion of physical activity opportunity (and related impact evaluation) via a range of communications channels like MECC, including direct (hand-held device based), permission-based communication with residents.
- ✓ Ensure that all Council departments which have direct communication (in all forms) with residents are utilised to help communicate messages about opportunity to take part in, and the personal wellbeing benefits of taking part in physical activity through the MECC approach.
- ✓ Ensure that all partner agencies which have direct communication (in all forms) with residents are utilised to help communicate messages about opportunities to take part in and the personal wellbeing benefits of, physical activity and sport.
- ✓ Work across BC departments, and with partners, to ensure that they (via their staff, facilities and other resources) promote physical activity – and encourage people to ‘come onto the system’ thus enabling direct communication with the Council and/or partners on this.
- ✓ Work with schools to encourage all young people from age 11 upwards (with parental/guardian consent) to ‘join’ a safe Council-run handheld mobile device based system which interactively encourages and presents best options for them to participate in sport/physical activity.

Objective: Deliver targeted marketing messages to Blackpool's least active groups.

Actions: To:

- ✓ Effectively identify, and market to, vulnerable inactive people, via the combined efforts of existing statutory and voluntary organisations including community groups and sports clubs.
- ✓ Work with Public Health/the NHS to target inactive patients via a range of their contact routes.
- ✓ Maintain and extend the currently good offer breadth - of indoor/outdoor physical activity/sports.
- ✓ Market sport, physical activity and personal locomotion in a fun, informative manner working in smart ways to promote this, at the right times of year and in appropriate formats in respect of, for example, walking to school or work, for pleasure and to empower and enable people to make simple, low cost lifestyle changes.
- ✓ Utilise marketing channels appropriate to the target groups, including advertising in and communicating with people via the medium offered by local community facilities.
- ✓ Via some form of cross-departmental group, consider whether and how improved mechanisms enabling clubs and groups providing opportunity for people with disabilities to communicate either directly or via intermediaries to potential clients and customers – can be put in place.
- ✓ Build up/enhance the quality of data already available to effectively identify and direct marketing and promotional effort at inactive people – and assess the impact and social value thereof.

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

APPENDIX 1: HEALTH DEPRIVATION IN BLACKPOOL (IMD 2019)

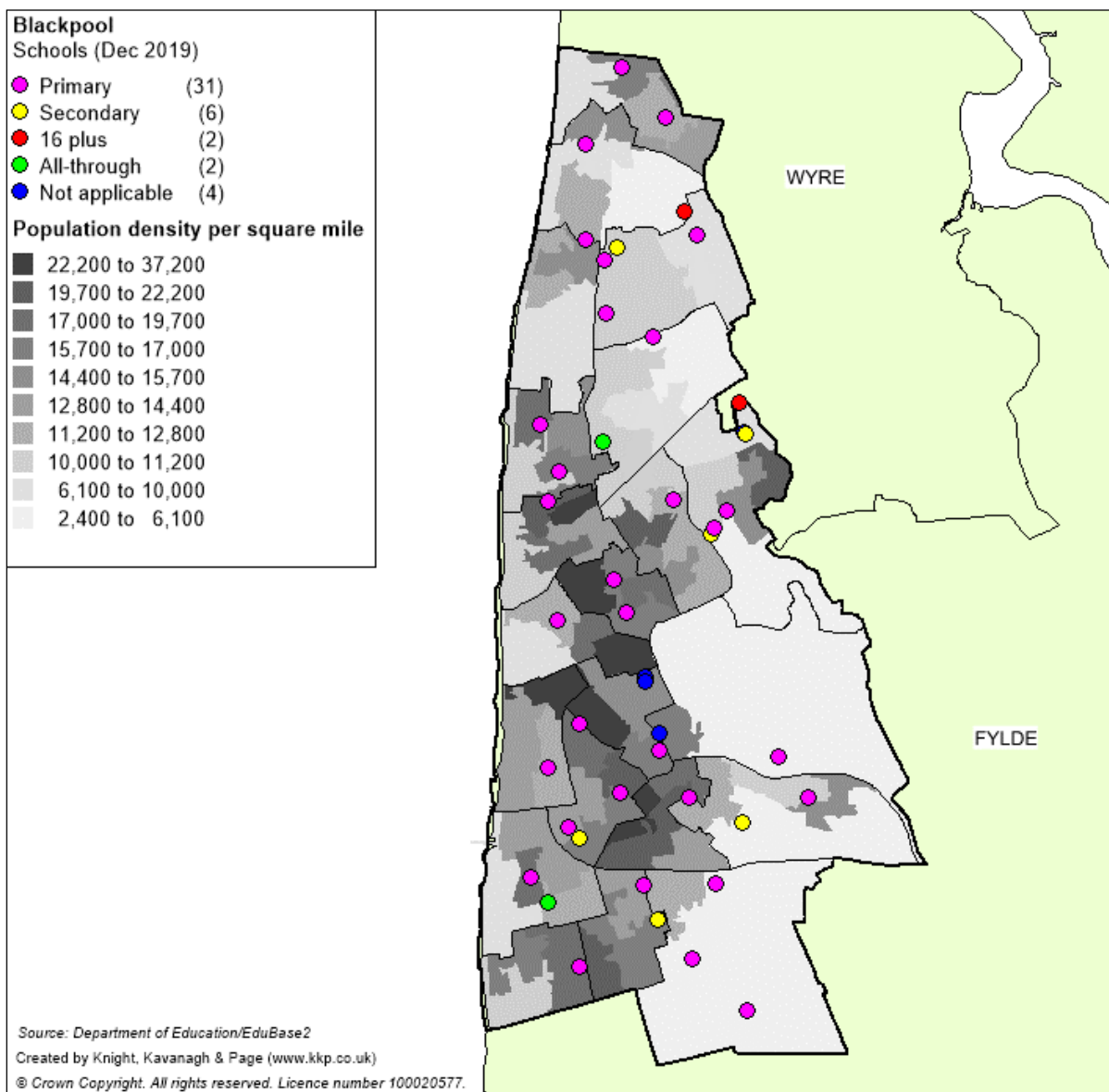
Health 2019 10% bands	Blackpool		3+ Court halls 20 min walk catchment populations by health deprivation			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	91,277	65.1%	86,955	62.0%	4,322	3.1%
10.1 - 20	39,579	28.2%	36,148	25.8%	3,431	2.4%
20.1 - 30	9,306	6.6%	8,657	6.2%	649	0.5%
30.1 - 40	0	0.0%	0	0.0%	0	0.0%
40.1 - 50	0	0.0%	0	0.0%	0	0.0%
50.1 - 60	0	0.0%	0	0.0%	0	0.0%
60.1 - 70	0	0.0%	0	0.0%	0	0.0%
70.1 - 80	0	0.0%	0	0.0%	0	0.0%
80.1 - 90	0	0.0%	0	0.0%	0	0.0%
90.1 - 100	0	0.0%	0	0.0%	0	0.0%
Total	140,162	100.0%	131,760	94.0%	8,402	6.0%

IMD Table - Health

Health 2019 10% bands	Blackpool		Pools 20 min walk catchment populations by IMD			
	Persons	Population %	Persons inside catchment	Population inside (%)	Persons outside catchment	Population outside (%)
0 - 10	91,277	65.1%	39,976	28.5%	51,301	36.6%
10.1 - 20	39,579	28.2%	19,386	13.8%	20,193	14.4%
20.1 - 30	9,306	6.6%	5,445	3.9%	3,861	2.8%
30.1 - 40	0	0.0%	0	0.0%	0	0.0%
40.1 - 50	0	0.0%	0	0.0%	0	0.0%
50.1 - 60	0	0.0%	0	0.0%	0	0.0%
60.1 - 70	0	0.0%	0	0.0%	0	0.0%
70.1 - 80	0	0.0%	0	0.0%	0	0.0%
80.1 - 90	0	0.0%	0	0.0%	0	0.0%
90.1 - 100	0	0.0%	0	0.0%	0	0.0%
Total	140,162	100.0%	64,807	46.2%	75,355	53.8%

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

State schools in Blackpool



ID	Name	Type	Phase of education
8014	Blackpool and the Fylde College	Further education	16 plus
8600	The Blackpool Sixth Form College	Further education	16 plus
4005	Armfield Academy	Free schools	All-through
4000	Unity Academy Blackpool	Academy sponsor led	All-through
1100	Educational Diversity	Pupil referral unit	Not applicable
7020	Highfurlong School	Community special school	Not applicable
7019	Park Community Academy	Academy special converter	Not applicable
7025	Woodlands School	Community special school	Not applicable
2211	Anchorsholme Primary Academy	Academy converter	Primary
3619	Baines' Endowed Primary School & Children's Centre, CofE Academy	Academy converter	Primary
3192	Bispham Endowed CofE Primary School	Voluntary controlled school	Primary

BLACKPOOL COUNCIL ACTIVE LIVES STRATEGY

ID	Name	Type	Phase of education
2004	Blackpool Gateway Academy	Academy converter	Primary
3621	Blackpool St John's CofE Primary School	Voluntary aided school	Primary
3620	Blackpool St Nicholas CofE Primary School	Voluntary aided school	Primary
2835	Boundary Primary School	Community school	Primary
3631	Christ The King Catholic Academy	Academy converter	Primary
3814	Devonshire Primary Academy	Academy converter	Primary
2207	Hawes Side Academy	Academy converter	Primary
3629	Holy Family Catholic Primary School	Voluntary aided school	Primary
2834	Kincraig Primary School	Community school	Primary
6002	Langdale Free School	Free schools	Primary
2208	Layton Primary School	Community school	Primary
2003	Marton Primary Academy and Nursery	Academy sponsor led	Primary
2824	Mereside Primary School	Academy converter	Primary
3815	Moor Park Primary School	Community school	Primary
2209	Norbreck Primary Academy	Academy converter	Primary
3622	Our Lady of the Assumption RC Primary School	Voluntary aided school	Primary
2001	Revoe Learning Academy	Academy sponsor led	Primary
2006	Roseacre Primary Academy	Academy converter	Primary
3812	St Bernadette's RC Primary School	Voluntary aided school	Primary
2002	St Cuthbert's RC Academy	Academy sponsor led	Primary
3624	St John Vianney's RC Primary School	Voluntary aided school	Primary
3626	St Kentigern's Catholic Primary School	Voluntary aided school	Primary
3813	St Teresa's Catholic Primary School	Voluntary aided school	Primary
3816	Stanley Primary School	Community school	Primary
2220	Thames Primary Academy	Academy converter	Primary
2221	Waterloo Primary Academy	Academy converter	Primary
2222	Westcliff Primary Academy	Academy converter	Primary
2201	Westminster Primary Academy	Academy converter	Primary
4002	Blackpool Aspire Academy	Academy sponsor led	Secondary
4003	Highfield Leadership Academy	Academy sponsor led	Secondary
4057	Montgomery Academy	Academy converter	Secondary
4001	South Shore Academy	Academy sponsor led	Secondary
4405	St George's School CofE Academy	Academy converter	Secondary
4601	St Mary's Catholic Academy	Academy converter	Secondary