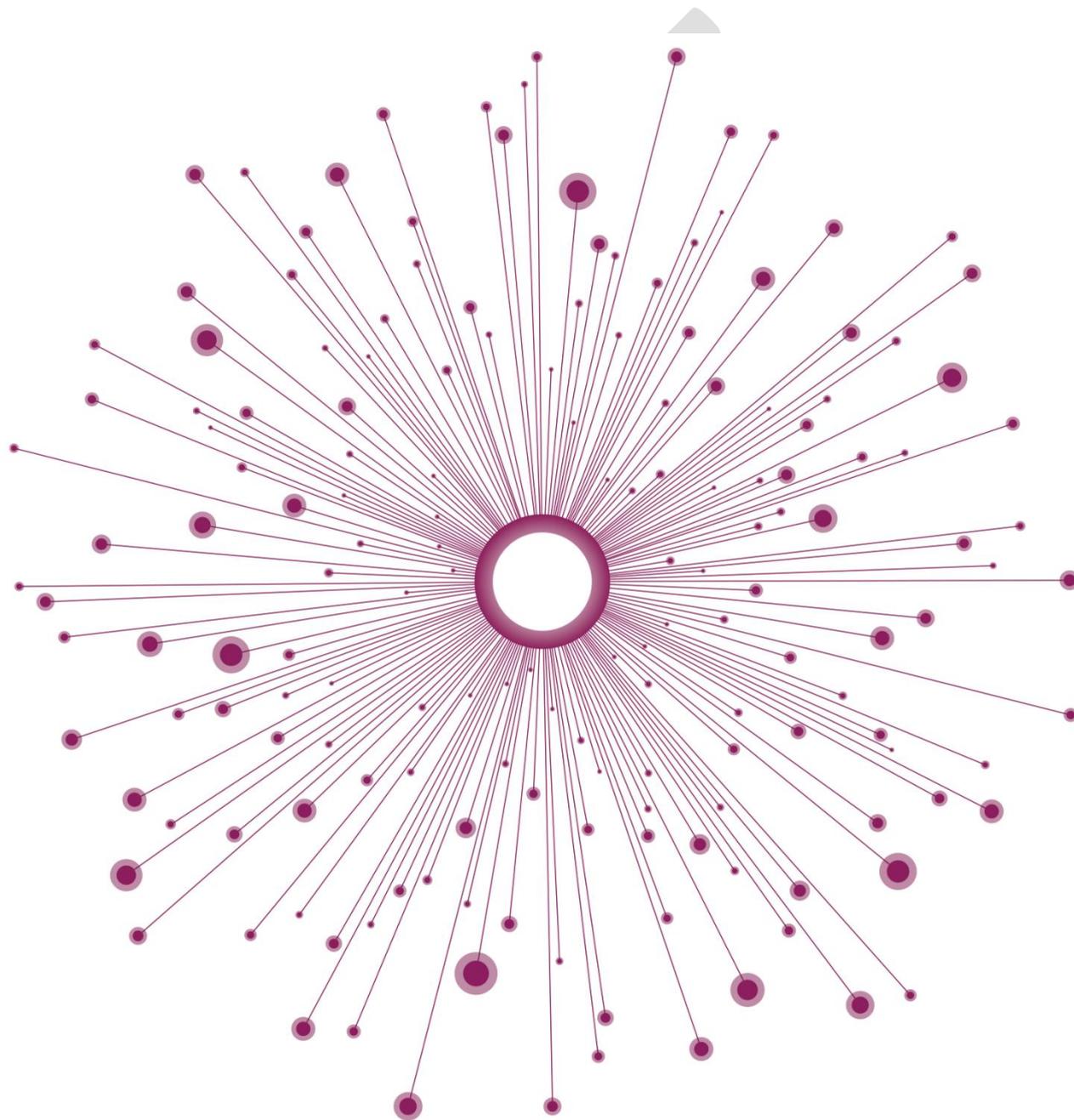


Appendix 6c: Active Lives Strategy Consultation: Resident Report November 2020



In:fusion

Blackpool Council

Resident Consultation Feedback

This summary report covers public responses on the draft Active Lives Strategy for Blackpool, looking at how all the services of the council and its partners can encourage people to be more active day-to-day. The consultation ran for six weeks from October to November 2020. Paper copies of the survey were available from leisure services sites and other council services locations and people could comment on the strategy through the council's consultation and engagement webpage. Five responses were made in total, four responses made online and one paper return.

Summary

- All respondents thought it was 'very important' to provide corporate leadership, increase adult participation and work in partnership with external partners such as third and voluntary sector partners
- At least four respondents 'strongly agreed' or 'agreed' with all the objective aims
- Across the various strategy objectives the main challenges identified were; finances in place for activities to take place and for people to take part, getting people aware and motivated to participate (especially those in deprived areas) and activities that are affordable to all
- Across the various strategy objectives the main opportunities identified were; improved health outcomes and increased participation

Respondents

- Three respondents were females and two respondents were males
- Two respondents were aged 45-54, a further two respondents were 55-64 and the remaining respondent was aged 35-44
- All respondents identified as white (British/Irish/Other) and live within the borough
- One respondent identified as having a long standing illness or disability that limits their activity a lot, whereas the remaining respondents stated they did not have any long standing illness or disability that limits their activity
- Two respondents stated they currently belong to or regularly attend, a sport's club, gym or other similar organisation at the present moment, the remaining respondents did not belong to or regularly attend, a sport's club, gym or other similar organisation

Results

Respondents were asked the extent to which they agreed with the proposed strategy objectives and the importance on delivering on each objective. Respondents were also asked for their comments on what the challenges and opportunities are around delivering on each objective.

Agreement on delivering strategy objectives

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

Table 1. Extent to which you agree on delivering each strategy objective

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

Additional comments on extent of agreement for each objective

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

Objective 1: Corporate leadership

- One respondent who strongly agreed with the corporate leadership objective said it was a positive step in addressing increasing problems around activities
- One respondent who agreed thought that it would “help with mental health issues in the town and create more jobs”
- One respondent who strongly disagreed with the corporate leadership objective said it was important for Blackpool to rebuild a community feeling that has been lost over several years

Objective 2: Increase young people's participation

- One respondent strongly agreed with increasing young people's participation as it would be "great for social interactions"
- Another respondent strongly agreed as it would keep young people out of trouble and learn skills for later in life
- A third respondent who strongly agreed thought that increased participation would be good for physical and mental health
- The respondent who strongly disagreed on this objective thought there was little evidence this was happening currently

Objective 3: Increase adult participation

- Two respondents who strongly agreed with the increased adult participation objective thought it would have a positive impact on societal health and well-being, allow people to build friendships and that there were benefits to increased participation across the board
- Another respondent who strongly agreed thought that activities need to be made easier to access and more affordable for those in deprived areas
- The respondent who strongly disagreed on this objective thought there was little evidence this was happening currently

Objective 4: Encourage equal participation

- One respondent strongly agreed with trying to achieve more equal levels of participation as they felt that people need to feel they are part of a group and are "worth something"

Objective 5: External partnership co-ordination

- One respondent strongly agreed that it was important to be open minded in bringing in external partners who may be more "specialised" and "tuned into" sorting out specific tasks
- Another respondent who strongly agreed, thought that people need more time to exercise
- The respondent who strongly disagreed thought there was little evidence this was happening currently and that external partners in tourism were being prioritised

Objective 6: Efficient use of facilities

- One respondent strongly agreed with the efficient use of facilities and that all facilities should be available, rather than offering a reduced cost or even free services

- Another respondent who strongly agreed said that most facilities in Blackpool are “seriously underfunded”
- A third respondent who strongly agreed thought that all people needed access to facilities

Objective 7: Effective performance management

- One respondent strongly agreed with the effective performance management objective and thought that having assessments are “crucial in maintaining, driving and achieving” things
- One respondent agreed with the objective but was wary of how this would be done and by whom

Importance of delivering objectives

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

Table 2. Importance of delivering on each strategy objective

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

Additional comments on the importance of delivering on each objective

Respondents were asked to explain why they felt it was important to deliver on each strategy objective and responses were as follows:

Objective 1: Corporate leadership

- One respondent said it was ‘very important’ to deliver on corporate leadership as it would help open the door to people who need help engaging with activities

- Another respondent agreed it was ‘very important’ as it would help improve deprived areas of the town
- A third respondent thought it was ‘very important’ to deliver on leadership ambitions as they felt people were unhappy with “broken promises”

Objective 2: Increase young people's participation

- One respondent said it was ‘very important’ to increase young people’s participation as it would help younger people in many other areas of their lives
- Another respondent thought that it was ‘very important’ because it would help with physical and mental health

Objective 3: Increase adult participation

- One respondent said it was ‘very important’ to increase adult participation due to potential health risks associated with a lack of participation
- Another respondent thought it was ‘very important’ as it would help people recover from mental health issues due to Covid-19

Objective 4: Encourage equal participation

- One respondent said it was ‘very important’ to encourage more equal levels of participation as it would help people’s mental and physical health

Objective 5: External partnership co-ordination

- One respondent said it was ‘very important’ to work in co-ordination with external partners as it would help with tackling issues such as obesity

Objective 6: Efficient use of facilities

- One respondent said it was ‘very important’ to ensure facilities are used as efficiently as possible as having access and being able to use facilities would make people “believe in themselves”

Objective 7: Effective performance management

- One respondent said it was ‘very important’ to ensure effective performance management as the strategy would “fail or be less effective without assessment”
- Another respondent who thought that it was ‘very important’ re-iterated that the effectiveness of this would depend on how this would be done and by whom

Challenges on delivering on Objectives

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

Table 3. Challenges highlighted in delivering each strategy objective

Objective	Challenges highlighted
Objective 1: Corporate leadership	People's reluctance to change, general awareness, protecting spaces for sport/physical activity, explaining to the public why it's important to take part in physical activity
Objective 2: Increase young people's participation	Overall finances, reaching people who may not have the finances to participate in activities, convincing parents to get their children to take part in activities
Objective 3: Increase adult participation	Overall finances, affordability for people who can't afford to pay for activities, getting people motivated to do activities,
Objective 4: Equal participation	Persuading people to join in, finances, affordability for people who can't afford to pay for activities especially those who are unemployed
Objective 5: External partnership co-ordination	People's reluctance to take part, finances of organisation, agreement amongst partners
Objective 6: Efficient use of facilities	Financing - specifically rate increases, getting information from service users to understand if things are working
Objective 7: Effective performance management	How it is financed, getting people to join in and change their ways

Opportunities on delivering on objectives

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

Table 4. Opportunities highlighted in delivering each strategy objective

Objective	Opportunities highlighted
Objective 1: Corporate leadership	Healthier society, renewed emphasis on health and fitness, improve health outcomes
Objective 2: Increase young people's participation	Increased social interaction amongst young people
Objective 3: Increase adult participation	Reduced pressure on local health services, redevelop spaces and buildings for activities
Objective 4: Equal participation	Change health outcomes in more deprived areas
Objective 5: External partnership co-ordination	Ability to discuss ideas with partners
Objective 6: Efficient use of facilities	Re-develop sites to encourage increased participation in locations such as Stanley Park
Objective 7: Effective performance management	Ability to develop a plan to monitor overall goals and performance