

## **Scrutiny (Community Regeneration, Environment and Health and Well Being) Committee**

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### Review of Sports Development and Leisure Services provision

#### **1. Scrutiny approach**

- 1.1 In November 2018 Full Council approved the award of a ten year contract (with the option to extend for up to five additional years) for the management of its Leisure Facilities and Services (comprising Meadowside Leisure Centre, Uttoxeter Leisure Centre; Shobnall Leisure Complex and Active East Staffs) to an external Leisure Operator (Sports and Leisure Management Limited operating under the brand name of Everyone Active).
- 1.2 The Contract between East Staffordshire Borough Council and Everyone Active commenced on 1st February 2019.
- 1.3 In January 2019 the Council appointed a Leisure Services Contract Manager to monitor and performance manage the Contract and the outcomes being delivered by the Leisure Operator, in addition to delivering the Council's wider strategic direction in relation to Leisure.
- 1.4 The Committee wanted to consider the current facilities for sports provision in the borough to ensure that it provides value for money.

#### **2. Sub Group Membership:**

- Cllr Metcalfe
- Cllr Lamb
- Cllr M Shrive
- Cllr Killoran

#### **3. Scrutiny Review Scope**

- 3.1 To understand the sports and leisure facilities available within the borough and to identify any gaps for improvement and how greater community involvement can be achieved.
- 3.2 Findings could be used to develop a strategy for achieving any improvements.

## 4. Sports and Leisure Facilities in East Staffordshire

- 4.1 Across East Staffordshire there are wide range of sports and leisure facilities available to the public. Some of these are owned by the borough council but a number are privately owned. These facilities cater for various sports and activities and can be formal or informal, for example Burton Rugby Club and the Uttoxeter Ice Rink. In recent months, due to COVID, there has been a surge in the informal use of open spaces by the public.
- 4.2 Alongside leisure facilities, ESBC provide free to use public open spaces that can include play equipment for young people, outdoor gym provision, courts and play pitches. Gardening opportunities are also available for people to be active, these are provided by the Open Spaces Team and provide volunteers with the opportunity to practice gardening and meet like-minded individuals.
- 4.3 Residents on low incomes can access the concession scheme operated by Everyone Active. This scheme provides access to services at a reduced rate. Figures for 2019/20 illustrate that there were 20,446 concessionary visits in total to Meadowside and Uttoxeter Leisure Centres.
- 4.4 Third sector partners, such as Burton Albion Community Trust (BACT), provide a diverse programme activities for all residents. Examples range from cancer recovery to mental health programmes and are successful in engaging with hard to reach communities. In addition, the Council provide monies (£7,400 per annum: to the **East Staffs Sports Council** to administer grant funding that local clubs can bid for. The Sports Council is a volunteer led body that has been operating for 55 years.
- 4.5 The grant can be used for sports equipment and in recent months organisations such as Stretton Bowls, Tutbury Cricket Club and Bulls Head Marchington FC have received funding.
- 4.6 The East Staffs Sports Council feedback has highlighted the decline of factory based teams which has led to the closure of a number of facilities. The public's demand for leisure facilities/activities has changed over time and in recent years there has been a growth in private sector gyms. Whilst the number of football clubs has reduced the amount of people cycling has increased. Contextual factors play a part in these changes with the cycling boom linked to Olympic success and running boom with Parkrun and both gained interest with Covid.

## 5. Potential Opportunities

- 5.1 Everyone Active have a strategy to encourage people to be more active and lead healthy lifestyles as part of the leisure services contract. This strategy is underpinned by delivering services from the three leisure centres (Uttoxeter, Shobnall and Meadowside) and in the community through Sports Development. There have been early tangible improvements including the introduction of a new gym at Shobnall and a climbing wall at Meadowside Leisure Centre.
- 5.2 Everyone Active also have ambitions to move forward with new ideas such as community health hubs. The aim of the health hubs are to increase participation and engagement in health and wellbeing activities for different population groups across the community.
- 5.3 The examples illustrated highlight that Everyone Active can call upon resources and knowhow as a result of operating within the sector to understand what services are

welcomed by residents and potential users. As a national organisation Everyone Active are well placed to be at the forefront of any changes to leisure services demand.

- 5.4 COVID-19 has created a challenging environment for formal leisure providers with many facilities unable to open. To bypass these restrictions, as an alternative and to keep people active, many providers offered online sessions for members. Throughout the pandemic period, parks have remained open for people to exercise and cycling and walking has been encouraged for informal exercise. This has seen a substantial increase in footfall on open spaces. Where permitted, leisure facilities have reopened with controls in place to ensure users remain safe.
- 5.5 The Councillors Community Fund (CCF) provides additional opportunities to support local clubs and encourage greater activity through the provision of financial assistance (within the confines of the fund). An examples of this is the contribution towards the purchase of awards and trophies for an annual football tournament for Winshill Football Club.
- 5.6 ESBC was supporting, before Covid, the creation of a Parkrun at Uttoxeter, the first in East Staffordshire.
- 5.7 The Proposal in the Stronger Towns fund for an improved pathway down the canal will benefit walking, running and cycling.

## **6. Community Involvement**

- 6.1 Community Involvement can take on many forms with members of the public joining clubs or gyms and/or utilising the free provision of open space and the associated equipment/facilities. Once someone has joined a club there are often roles that people can take on, such as Secretary, to aid the successful running of the club.
- 6.2 Previous paragraphs have described the provisions that are made for low income families and have highlighted the funding ESBC has and can provide for sports and other leisure activities. Volunteering opportunities have also been discussed.

## **7. Summary**

- 7.1 COVID-19 has had a significant impact not only leisure facilities and local sport in general but has reconfirmed the importance of healthy lifestyles and wellbeing. Throughout the pandemic the impact of an unhealthy lifestyle has been clearly communicated by health and wellbeing professionals.
- 7.2 There are a wide range of sports provisions across East Staffordshire, however there isn't necessarily a coordinated approach in communicating or promoting these provisions and activities. Therefore we will be recommending that we support and encourage the development of the one stop portal currently being developed by Together Active.
- 7.3 A strategy to encourage people to get active across East Staffordshire would help in the coordination of activities and provisions across the borough and could influence any proposals and bids for development and investment in the borough.

## **8. Financial Implications**

- 8.1 There are no financial issues arising from this report.

## 9. Background Papers

9.1 None.

## 10. Equalities and Health

10.1 **Equality impacts:** The subject of this Report is not a policy, strategy, function or service that is new or being revised. An equality and health impact assessment is not required.

10.2 **Health impacts:** The outcome of the health screening question does not require a full Health Impact Assessment to be completed.

## 11. Human Rights

11.1 There are no Human Rights issues arising from this Report.

## 12. Sustainability(including climate change and change adaptation measures)

12.1 Does the proposal result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures) **N/A**

## 13. Recommendations

13.1 Actively support the creation and communication of the Uttoxeter Park run and the proposed improved Canal Pathway to increase the accessibility to free fitness options.

13.2 To support Everyone Active to agree a plan for the Community Health Hubs at their centres.

13.3 To support and encourage the development of one stop portal currently being developed by Together Active

13.4 Increase the promotion of free to use outdoor facilities and the associated health benefits.

13.5 Develop a co-ordinated strategy to encourage people to get active to increase the health of ESBC residents and make effective use of the funding available.

## **Appendix A - Scoping Paper**

### **Scope for Scrutiny Review of Sports Development / Engagement Scrutiny (Economic Growth, Communities and Health) Committee**

#### **Sub Group Membership:**

Cllr Metcalfe  
Cllr Lamb  
Cllr M Shrive  
Cllr Killoran

#### **Background / Context:**

In November 2018 Full Council approved the award of a ten year contract (with the option to extend for up to five additional years) for the management of its Leisure Facilities and Services (comprising Meadowside Leisure Centre, Uttoxeter Leisure Centre; Shobnall Leisure Complex and Active East Staffs) to an external Leisure Operator (Sports and Leisure Management Limited operating under the brand name of Everyone Active).

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In January 2019 the Council appointed a Leisure Services Contract Manager to monitor and performance manage the Contract and the outcomes being delivered by the Leisure Operator, in addition to delivering the Council's wider strategic direction in relation to Leisure.

The Committee wanted to consider the current facilities for sports provision in the borough to ensure that it provides value for money.

#### **What are the core questions (no more than 3) the review is seeking to answer?**

1. What is the Council doing to promote health and well-being?
2. What can we learn from Everyone Active in relation to sports engagement?
3. What facilities are available across borough?

#### **What is the purpose of the Review (in one sentence)?**

To understand the sports and leisure facilities available within the borough and to identify any gaps for improvement and how greater community involvement can be achieved.

Findings could be used to develop a strategy for achieving any improvements.

## **Scrutiny approach**

Interview the Contract Manager of the Leisure Management Contract  
Engage with Everyone Active

1. What is in Contract relating to sports development / take up / activity / engagement?
2. How can we drive forward engagement?

Engage with Sports Council and Burton Community trust for their input and other LAs to see how they promote healthy lifestyles

## **In scope**

Not to focus on sports only – consider non sport activities such as gardening, walking etc.

## **Out of scope**

Scrutiny of the Performance of the Leisure Management Contract between ESBC and Everyone Active.

## **What is the timescale?**

December 2019 - 3 months to arrive at initial conclusions / recommendations

## **What evidence / data do you need?**

Health indicators data  
Sports engagement statistics  
Data on sports clubs / facilities

## **Resources**

Leisure Management Contract Manager – James Abbott  
Everyone Active  
Deputy Leader with portfolio responsibility