



North  
Northamptonshire  
Council

# Active Communities Framework

EAP 4<sup>th</sup> August 2023

2023



# Agenda

- Introductions
- Background & Context
- Project Approach
- Discussion Topics

# Background & Context

- New unitary authority – opportunity to develop a cohesive approach to leisure services across the whole Council area
- Nationally the sector is shifting away from ‘leisure/exercise/ sport’ to ‘movement/health/wellbeing/prevention’
- ‘Place based’ approach

## Public sector leisure: Direction of Travel

### From a leisure service to an **active wellbeing service**

A new approach that formalises The **relationship between health and leisure** built on:

- Social prescribing
  - Co – location
  - Delivery of preventative activity
- Collaboration through Integrated Care Systems

An approach that brings forward new thinking, products and services requires **proactive and skilled leadership** to focus on:

- Addressing the fragmented nature of the leisure sector
- Building strong working relationships across multiple stakeholder

Provision that is **placed based** and at the heart of **local communities**

Provision that is aligned to needs and provided in a way that seeks to reduce inequalities and address deprivation

Provision that is **low carbon** and delivers a **step change** in carbon emissions at the local authority level

### Uniting the movement



# NNC Active Communities Framework

Active Communities  
Strategy  
Vision and Strategic  
Outcomes

Leisure Facilities  
Strategy

Playing Pitch  
Strategy

Management  
Options Appraisal

Facility and Service  
Interventions



# Project Approach

## ← NNC Active Communities Framework →

### Active Communities Strategy

- **Stage 1**
- Local and National Strategic Review
- Stakeholder Engagement
- Community Survey
- Non-User Engagement
- Strategic Outcomes
- Establish Active Communities Partnership

### Active Communities Strategy

- **Stage 2 – Evidence Document**
- Demographic/Health/Participation Analysis
- Mapping of users
- Existing Provision
- Current Performance
- Competition Analysis

### Leisure Facilities Strategy

- Follow ANOG
- Strategic Review
- Member Mapping
- Facility Audit
- Facility Mapping
- Consultation & Engagement
- FPM
- Sports Facility Calculator

### Playing Pitch Strategy

- Delivered by FMG with MA overseeing
- Follow ANOG
- 4 stages
- Consultation & Engagement

### Management Options Appraisal

- Understand current cost of leisure service
- Management Options
- Evaluation Criteria
- Financial Impact Assessment
- Detailed evaluation

### Active Communities Strategy

- **Stage 3/4**
- Service Interventions
- Facility Interventions
- Key Performance Indicators

# Key Dates

- Stakeholder engagement complete – end of August '23
- Surveys close – end of August '23
- School surveys – September '23
- Outline vision and strategic outcomes – Autumn '23
- Leisure Facility Strategy Completion – Dec '23
- PPS Completion – March '24
- AC Framework Sign Off – July/August '24
- Management Options Completion – Sept '24
- Management Options Sign Off – Dec '24

# Discussion Topic 1

How can increased participation in physical activity contribute towards the Councils wider strategic outcomes?

## Discussion Topic 2

What do you perceive the purpose of the 'leisure service' to be?



## Discussion Topic 3

Thinking about what you want the service to achieve and the Active Communities 'branding' what are the keywords that need to form part of the vision for the Active Communities Strategy?

## Discussion Topic 4

Are you aware of any opportunities and/or benefits for co-location and/or co-service delivery across the Council area? E.g. libraries, GP surgery/health services, council offices etc.