



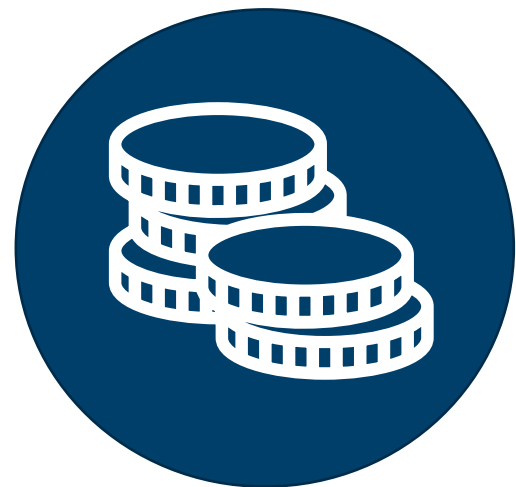
Keynote

STEVE WELCH

The Future of Public Leisure in Essex

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National Picture



A vision to change – but in the context of risk and challenge

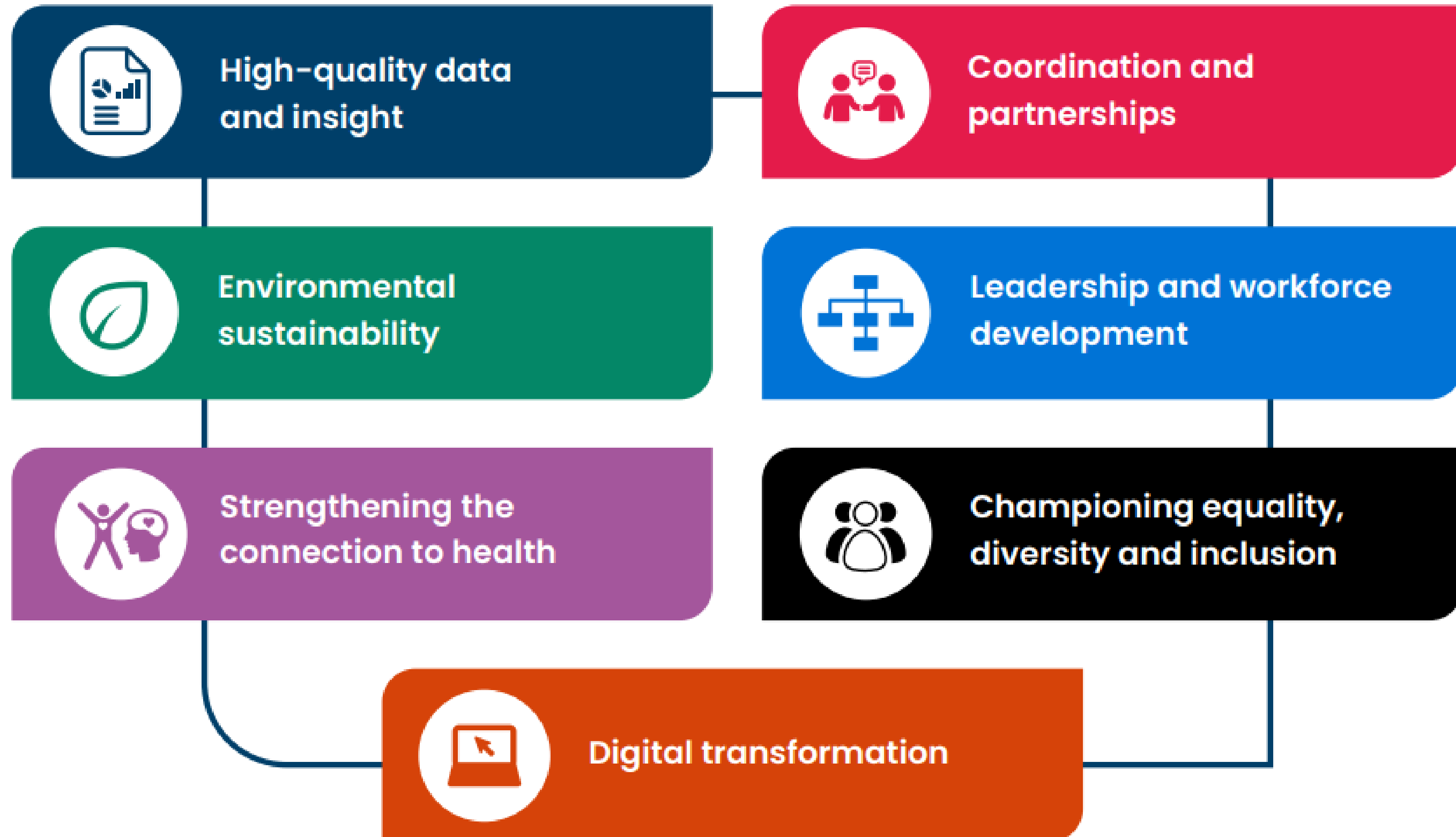
The need to look forward and develop the strategic thinking for what our public leisure services should be and how to sustain them is critical

Focussing on this is a challenge when there are severe and immediate risks to services which need to be addressed

Public sector leisure: Direction of Travel



Public sector leisure: A cross-sector commitment to support change



Advocacy and Action



High-quality data and insight

A successful and impactful sector requires a shared understanding of the people and systems that are part of it. It is only with rich insight that success and impact can be identified and communicated, opportunities for change identified and confident decisions about the future taken.

Commitment	Timescales	Alignment
Sport England will continue to support and develop our Moving Communities product to provide quality, consistent and comparable live data on participation, finance and customer experience. This will include dynamic calculations that articulate the wider impact	In place currently with a commitment up to 2025	Alignment of leisure, physical health, mental

- Sport England convening role with sector partners
- No one organisation or commitment will deliver the scale of change required
- Regular review and communication to track progress with mutual accountability

What is Moving Communities?



Local leisure plays a vital role in the health and wellbeing of local communities by providing accessible opportunities to get active. This is why Sport England has developed Moving Communities.

Moving Communities provides a real-time view of local authority facility performance, with benchmarking and filtering functionality, that explores financial performance alongside understanding how effective the service is and for whom, and its impact on local communities.

The data platform drives insights from high quality data, identifying opportunities for improvement. This empowers decision making about where time, effort and money is best invested locally and nationally, in order to strengthen communities and improve our nation's health and wellbeing.

The service facilitates knowledge sharing and collaboration across stakeholders to drive continuous improvement and raise standards of delivery across the public leisure sector.

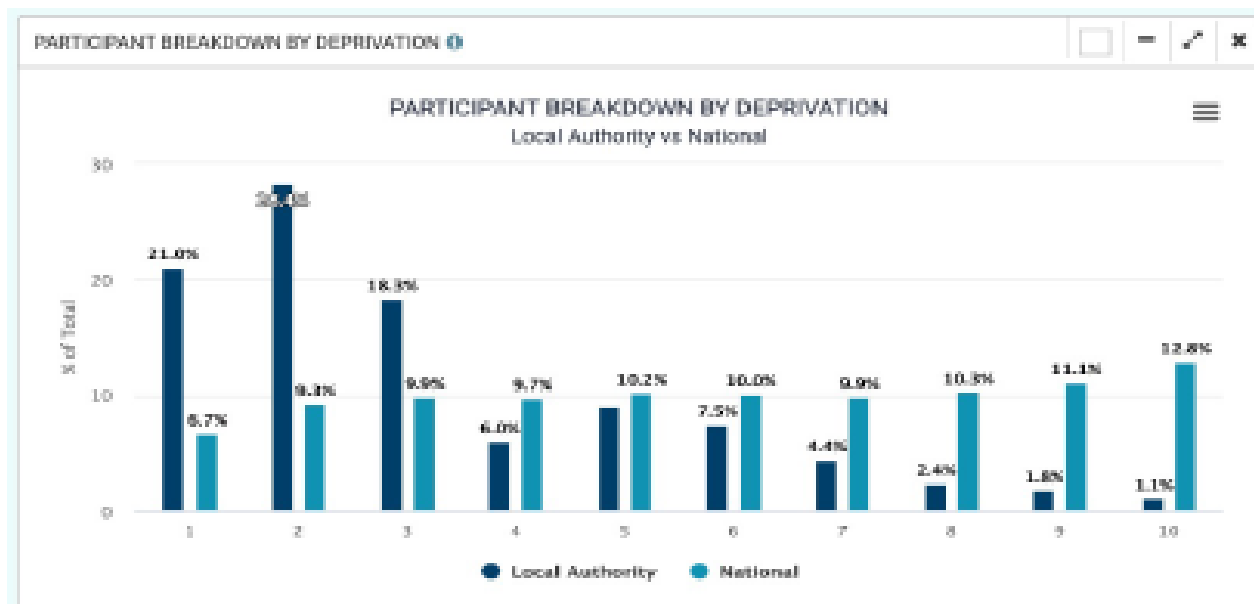
Over 1,200 sites from 280+ Local Authorities in England

6 KPIs: participation, throughput, social value, finance, customer experience, and service delivery.

It is free for Local Authorities and where relevant, their service delivery providers, to sign up.

What are the benefits?

Understand how your public leisure facilities are **recovering from Covid**



Evidence the impact of public leisure to your local community



THROUGHPUT PER SITE	
April – October 2019	April – October 2021
49,722	22,248



Identify areas of **strength and opportunity** by **comparing to benchmarks**



AV. SV PER PERSON	
Local Authority	National
£183.51	£140.89
Last 12 months	Last 12 months

Key messages

- Public leisure facilities are vital local environments where people can get active and play sport. They provide an essential part of the fabric of a place and do more to create healthier and more active communities
- Change is needed
- The report is the result of a collaborative approach between stakeholders, where they agreed that collectively the service should be repositioned from the traditional offer of public leisure into an **active wellbeing service**
- The report is particularly relevant to Local Leaders re-examining the purpose of their leisure provision to ensure it delivers local community outcomes and aligns with broader strategic outcomes, particularly health