



The developing role of leisure facilities as part of wider strategies to tackle health and other social issues

Andy Mudd, Principal Consultant

Modern Local Government: the community leadership vision



- Local strategic partnership
- Sustainable community strategy
- Duty to involve
- Community planning
- Local Area Agreements
- Duty to cooperate
- Commissioning for Best value



The new giants

- Sloth
- Obesity
- Community fragmentation
- Low level crime/anti social behaviour
- Civic disengagement

Commissioning



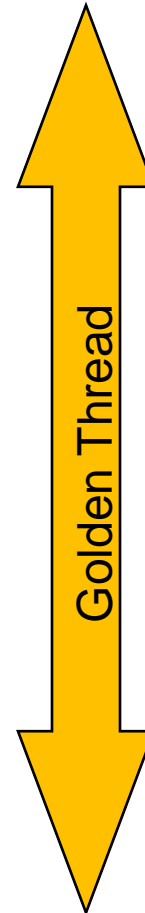
- User and community engagement and needs analysis
- Strategically planning for services which deliver sustainable outcomes
- Implementing plans, shaping markets, securing services and outcomes
- Monitoring the delivery of outcomes, evaluating and challenging services

Creating strong, safe and prosperous Communities –
CLG statutory guidance July 2008

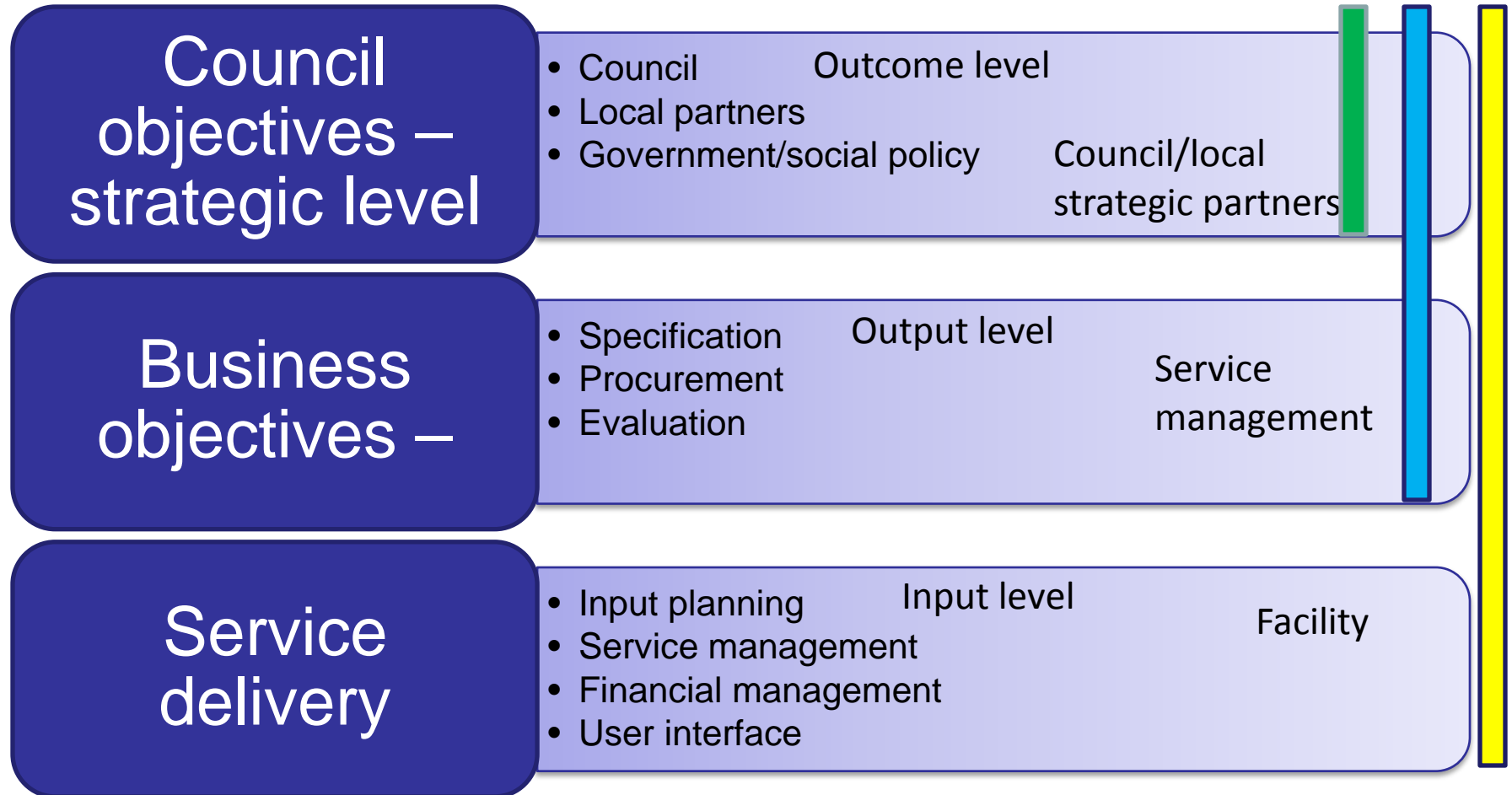
Social policy business (community) planning



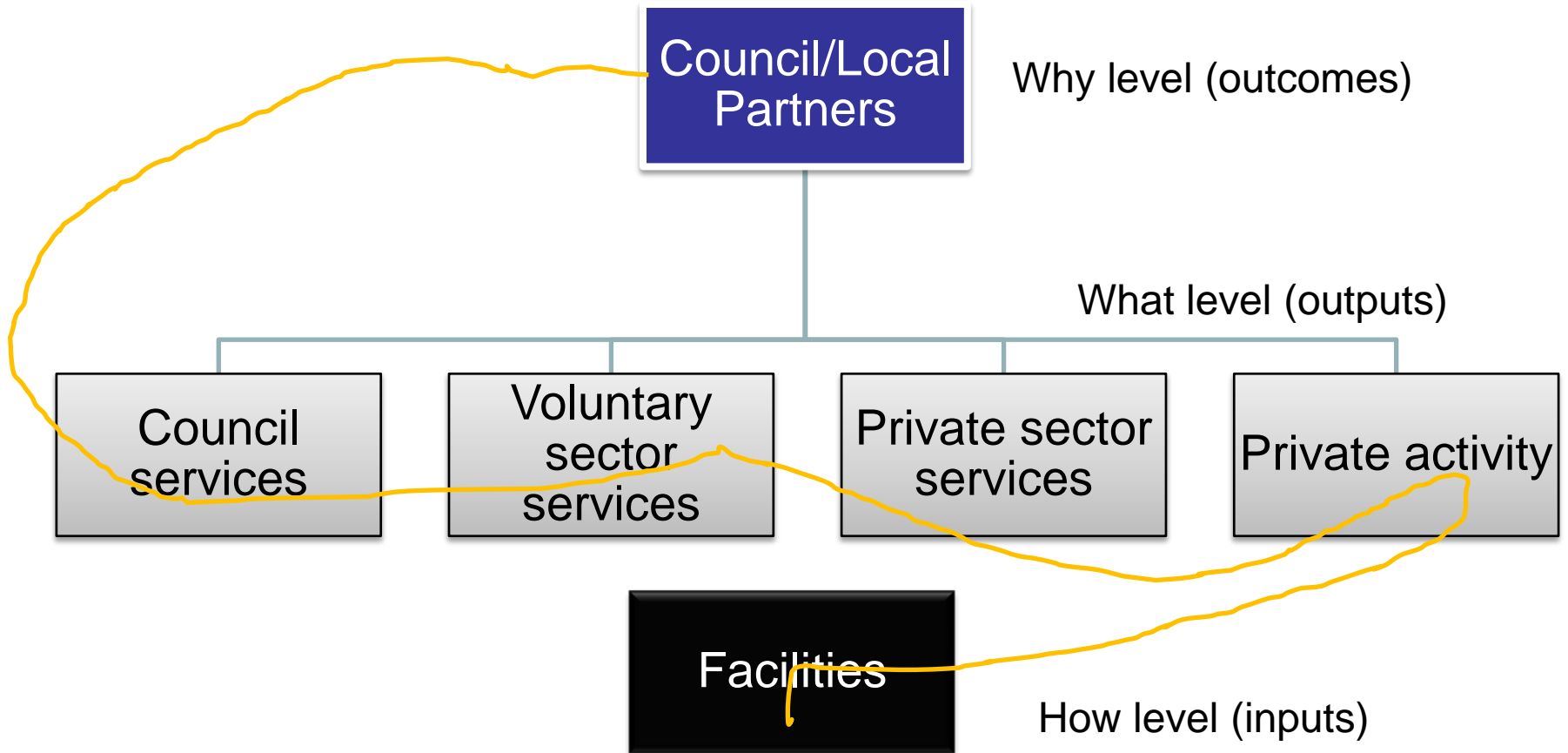
- Council objectives –community value approach
 - Council
 - Local partners
 - Government/social policy
- Business objectives – delivering
 - Economy
 - Efficiency
 - Effectiveness
- Service imperatives – organisation
 - Business processes
 - Service delivery
- Business plans – nuts and bolts
 - Financial
 - People
 - Marketing
 - Communications
 - Review and continual improvement



Leisure provision: Inputs, outputs and outcomes



Joining them up



Key factors



There is a mixed economy of provision

Maximising overall community benefit

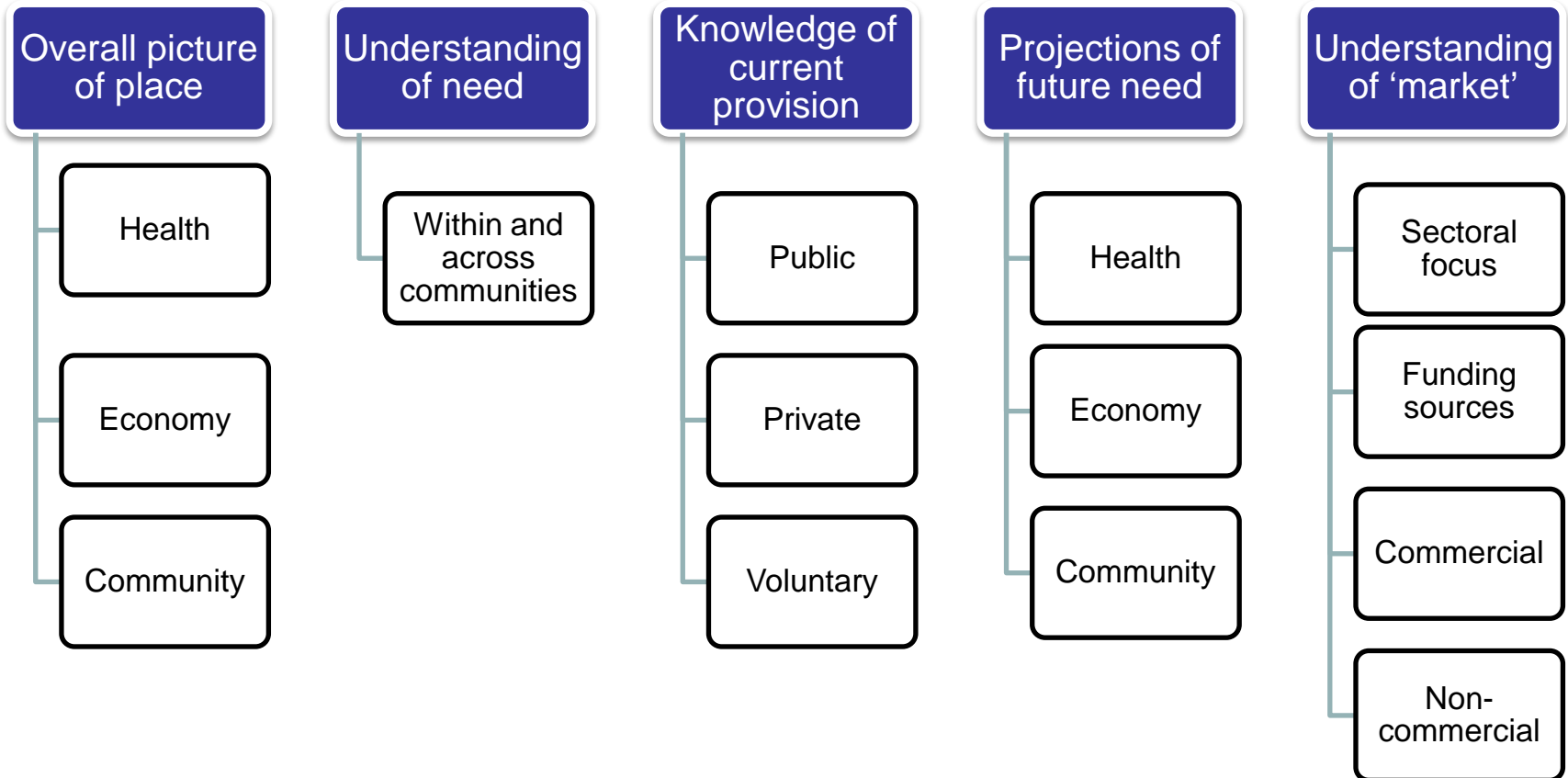
Balancing provision

Commercial

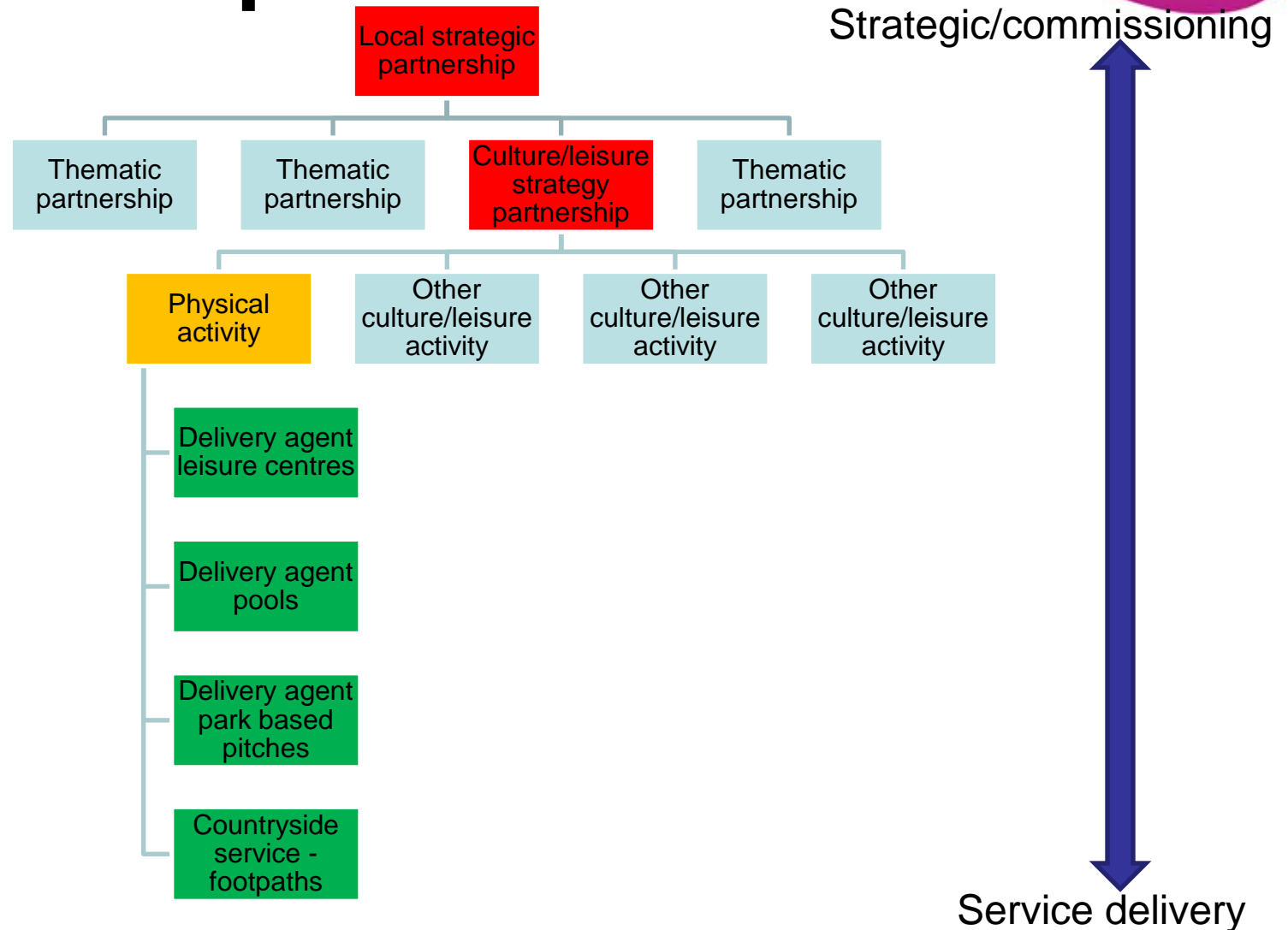
Community

Social policy

What we need to know



A commissioning model for leisure provision



Role of shared services



Needs analysis level

- Needs don't respect council boundaries
- Need to share need data across councils

Current provision

- People use facilities where convenient
- Need to map actual usage

Future need

- Joint planning avoids duplication, maximises benefit

Market knowledge

- Need to know what others are doing
- Joint provision?



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