



Leisure Services Service Delivery Plan 2024 to 2025

Overview of the service

Leisure Services provides an important function of promoting physical activity and wellbeing to our residents. Raising the profile of the benefits of regular physical activity on both physical and mental health. Significant research shows that the most effective preventative measure for ill health and wellbeing is being active. Physical Activity and exercise are good not just for our physical health it is good for our mental wellbeing, connects and strengthens communities, and boosts the nation's (and local) economy.

The service has a specific focus on getting the less active more active and addressing health inequalities through targeted physical activity programmes. Working collaboratively with various individuals, community groups and leisure providers through the Healthy You contract to enable those who are currently inactive, to start their physical activity journey and enter the behaviour change model. This is often used by residents to enable them to become an active member of a leisure centre or community group.

The other core focus of the service is supporting the leisure providers across the district to ensure they are sustainable and delivering to their local communities.

The scope of the team's work is:

- Working with partners to support physical activity levels across the district and deliver the outcomes of the Healthy You project.
- Supporting the implementation of the Council's Health and Wellbeing Strategy and Action Plan to address health inequalities through physical activity.
- Working with the Operator to optimise the outcomes of The Hive for the community, while also ensuring that the facility will remain financially viable over the long term.
- Working with the district's independent leisure centres to develop their financial sustainability and maximise their value to the community.
- Active environments - creating the places and spaces for people to be more active.
- Raising the profile of physical activity and its benefits to residents and communities.

Cost of service

The cost of service for 2024/25 is £74,724.

This does not include income or expenditure relating to the Hive, as that is treated as a self-contained project for budgetary purpose.

The core (staffing) cost of the Healthy You programme is externally funded and therefore not included above, but programme costs are included.

Additional funding to support focused strength and balance programmes for older adults has been bolted on to the Healthy You contract until September 2025.

Staffing Information

The Leisure Services team comprises of two members of staff.

Leisure and Active Lifestyles Manager (full time)

Active Lifestyles Coordinator (full time, employed by the Authority, externally funded currently until September 2025)

The service utilises leisure and physical activity professionals across the district to support programmes. A number of volunteers support programmes such as the Wellbeing Walks.

Forward planning for Councillors

Proposed item	Proposed date of decision	Committee
Community Sports Facility Grant applications	As required	Operational Services
Half year report 2024 to 2025	November 2024	Operational Services
End of year report 2024 to 2025	March 2025	Operational Services
Service Delivery Plan 2025 to 2026	March 2025	Operational Services
Health & Wellbeing Strategy update	6 monthly	Operational Services

Leisure Services Service Delivery Plan 2024 to 2025

This Service Delivery Plan describes what Leisure Services will be doing to deliver continuous improvement (service objectives). Each performance measure relates to the Council's strategic outcomes and Corporate Plan 2023 to 2027

Council's strategic outcome: Safe, Vibrant and Inclusive Communities. Community Sustainability

Leisure Services' strategic objective: Support the district to create more places and spaces to be active.

Link to Corporate Plan: Sustainable Communities

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Supporting the district leisure facilities with their delivery plans and facility developments	Work with facilities that require support and advice up to March 2025. Annual review, annually	Littleport supported with second gym project. Bottisham and the Hive supported with Swimming pool application. Ellesmere exploring a refurb project. New targeted physical activity programmes taking place at Littleport, Ross Peers Sports Centre and the Paradise Centre to engage new members. Support provided through one to ones and group partnership meeting.	Leisure and Active Lifestyles Manager
Support Leisure facilities and partners through grant funding (ECDC and external)	Work with partners to allocate remaining Community Sports Fund Grant by March 2025. Where opportunity presents provide support on external grants available up to March 2025. 6-monthly review, annually	Littleport Leisure received £11,400 Community Sports Facility Grant funding to adapt second gym space to support greater use. Awaiting confirmation on the Swimming Pool Support Fund Grant from Sport England for solar panels on the Hive and for replacement boilers and to upgrade windows to triple glazed at Bottisham Sports Centre. Littleport Leisure successful with £5,600 grant from Sport England towards gym project.	Leisure and Active Lifestyles Manager
Deliver against the Council's Health and Wellbeing strategy 2024 - 27	Provide leadership and support to complete the actions related to Physical Activity and others where required by April 2025. 6-monthly review, annually	New performance measure	Leisure and Active Lifestyles Manager

Council's strategic outcome: Customers at the heart of everything we do

Leisure Services' strategic objective: Developing physical activity opportunities to address health inequalities and inactivity.

Link to Corporate Plan: Sustainable communities.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Continued implementation of Public Health funded Physical Activity ("Healthy You") programme	600 residents to take part in Healthy You programmes and at least five new strength and balance sessions added across the district by March 2025 6-monthly review, annually	Bolt on strength and balance funding provided to Healthy You project. Over 500 East Cambridgeshire individual residents supported to date in the year. Support provided to various community groups, leisure centres and schools to develop physical activity programmes.	Leisure and Active Lifestyles Manager Active Lifestyles Coordinator
Development of programmes and services to support health inequalities through physical activity	Deliver four further Active for Health programmes and implement 1 Cardiac Phase IV class by March 2025 6-monthly review, annually	Active for Health – a new initiative originally delivered from November as a pilot using Public Health Healthy Weight money. A 12-week scheme targeted at inactive individuals with a high BMI to run in Littleport in partnership with Littleport Leisure. The scheme is to be extended to Soham to take place at Ross Peers Sports Centre starting in March 24. New link created with Dynamic Health at Princess of Wales hospital to support Musculoskeletal (MSK) conditions with pathways into physical activity supporting the Waiting Well initiative.	Leisure and Active Lifestyles Manager Active Lifestyles Coordinator
Raising the profile of Physical Activity across the district	Improve web site pages as part of web review by December 2025. Produce a new service specific document to enhance awareness of physical activity opportunities by November 2024. Annual review	New performance measure	Leisure and Active Lifestyles Manager Active Lifestyles Coordinator

Council's strategic outcome: Safe, vibrant and inclusive communities. Community sustainability.

Leisure Services' strategic objective: Support the operation of the Hive to ensure that it meets the Council's strategic objectives.

Link to Corporate Plan: Sound financial management.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Develop and implement operational arrangements and service plans in consultation with the appointed Operator; ensure continuing high performance and service standards compliance	Meet monthly with the operator and use Quest accreditation to support service reviews. Monthly reviews	Regular engagement with operator maintained. Full site inspection carried out in January 2024. Quest (national benchmarking) booked to be carried out in Spring 2024 that will support operations. Support provided in delivery programmes to ensure suitable programmes for residents and targeted schemes where required.	Leisure and Active Lifestyles Manager

Council's strategic outcome: Be an excellent employer.

Leisure Services' strategic objective: Ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact.

Link to Corporate Plan: Sound financial management.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
Regularly review risks associated with Leisure Services, including: <ul style="list-style-type: none"> loss of facilities or services of trust operated centres regulatory breaches at Council or trust-operated facilities 	Ongoing risk reviews of services, utilising monthly meetings with operator to manage. Report annually	Reviews undertaken quarterly.	Leisure and Active Lifestyles Manager

Council's strategic outcome: A clean, green and attractive place.

Leisure Services' strategic objective: Undertake activities which help to mitigate/adapt to climate change.

Link to Corporate Plan: Cleaner, greener East Cambridgeshire.

Performance measure	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners
Deliver the installation of solar panels at The Hive during 2024/25	To complete the project on time and in budget by March 2025 As identified, annually	Awaiting confirmation on the Swimming Pool Support Fund Grant from Sport England	Leisure and Active Lifestyles Manager