

# LEISURE & CULTURAL

## POLICY 2020-25



# KEY INFORMATION

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Section/Directorate:	Leisure, Open Space and Community Facilities / Public Spaces
Service Impact Assessment:	To be reviewed
External Consultation:	Leisure and Culture Survey 2019, consultation and engagement as part of the 70th anniversary commemorations throughout 2019.
Internal Consultation:	Policy, Consultation and Research, November 2019.
Background Information:	<p>Sporting Future: A New Strategy for an Active Nation</p> <p>The Culture White Paper</p> <p>Sport England: Towards an Active Nation</p> <p>Active Essex: Changing 1 Million Lives to get Essex Active</p> <p>Breakthrough Basildon Borough Commission</p> <p>Essex and Basildon Local Delivery Pilot (ELDP)</p> <p>Creative People and Places – BasildON</p> <p>Town Centre Revival</p> <p>Basildon at 70 Commemorations</p> <p>Basildon Council's Health and Wellbeing Policy 2018</p> <p>Basildon Council's Leisure and Culture Consultation 2019</p>
Policy Approval – Officer Level	Paul Brace, Assistant Director Public Spaces
Policy Approval – Member Level	Neighbourhoods and Public Spaces Committee
Policy Review Date:	January 2022
Service Impact Assessment Review Date:	January 2022

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## *Executive Summary*

The council recognises the benefits that regular engagement with leisure and cultural activities can have on an individual and is committed to giving residents of all ages, backgrounds and abilities in the borough the opportunity to participate in such activities that they enjoy at local, quality facilities. This should have a significant positive effect on the quality of life experienced by the borough's residents and the overall health of the local population. The council will achieve this by working in partnership to develop new initiatives and maximise the potential of existing provision in order to realise the desired outcomes.

# FOREWORD

There are many interpretations of “leisure” and “culture”, and to each of us it probably has a slightly different meaning, however, it is clear that taking part in leisure and cultural activities provides a positive contribution to improving people's lives.

Whether it is having good quality open space, parks, swimming pools, indoor sports, sports pitches, theatres, community halls, public art, festivals or fitness facilities, leisure and cultural provision enhances the place where we live and helps provide opportunities for individuals to keep fit and healthy as well as the opportunity for social interaction.

Basildon Council is clear that improving the lives of residents and creating opportunity and prosperity for local people and businesses drives what we do and this commitment has been embedded within this policy. The policy sets out Basildon Council's approach to leisure and culture and identifies the other corporate policies and strategies that it can support in order to meet the needs of residents and deliver positive outcomes.

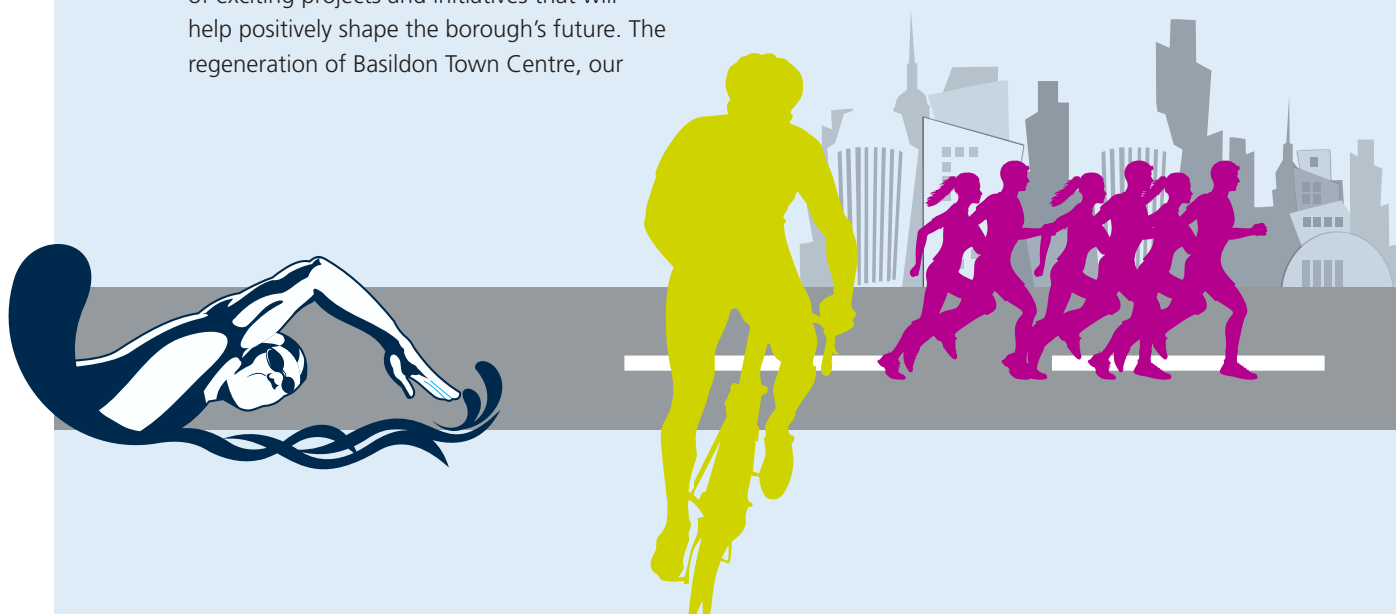
The council is currently involved with a number of exciting projects and initiatives that will help positively shape the borough's future. The regeneration of Basildon Town Centre, our

role as partners in Sport England's Essex Local Delivery Pilot, the Arts Council England's Creative People and Places programme, and the creation of a borough-wide legacy to build on the 70th anniversary commemorations.

The council's leisure provision within the borough contributes to improving health and has also positively impacted on education, employment, community cohesion and community safety. In many cases, Basildon Council does not do this in isolation and this policy confirms the commitment set out in the Corporate Plan to working with others. The policy will set out how we will seek to tackle inactivity across the borough and further develop our partnership working as well as support voluntary and community organisations in our role as a community leader. It will influence our approach, values and behaviours, providing focus to deliver common aims and objectives.

## **Cllr Harrison**

Chair of the Neighbourhoods  
and Public Spaces Committee



# POLICY STATEMENT

LEISURE AND CULTURE CAN HAVE AN IMPACT ON THE FOLLOWING OUTCOMES IN BASILDON COUNCIL'S CORPORATE PLAN 2019-22:

## OUR VISION:

Basildon Borough Council is committed to creating opportunities for and with our residents to engage in diverse leisure and cultural activities to tackle inactivity and improve lives, ensuring that the borough is a great place to live, work and visit.

### A PLACE WHERE EVERYONE PROSPERS



People are healthier, happier, independent and active.



Strengthen the local economy.

### A PLACE TO BE PROUD OF



Increased pride in the borough and community.



The borough has attractive open spaces and public realm that are clean and tidy.



Residents are satisfied with the services that enhance the local neighbourhoods.



Vibrant town centres.



A borough that helps people stay healthy - with places to spend time outdoors and enjoy.



Communities that feel listened to.

# CONTEXT

There are a number of national, regional and local policy documents, commissions and projects which have influenced and provided focus for Basildon Council's Leisure and Cultural Policy to ensure that our outcomes and priorities are aligned with current thinking as well as the promises set out in Basildon Council's own Corporate Plan 2019-2022.

## These include:

- Sporting Future: A New Strategy for an Active Nation
- The Culture White Paper
- Sport England: Towards an Active Nation
- Active Essex: Changing 1 Million Lives to get Essex Active
- Breakthrough Basildon Borough Commission
- Essex and Basildon Local Delivery Pilot (ELDP)
- Creative People and Places – BasildON
- Town Centre Revival
- Basildon at 70 Commemorations
- Basildon Council's Health and Wellbeing Policy 2018
- Basildon Council's Leisure and Culture Consultation 2019



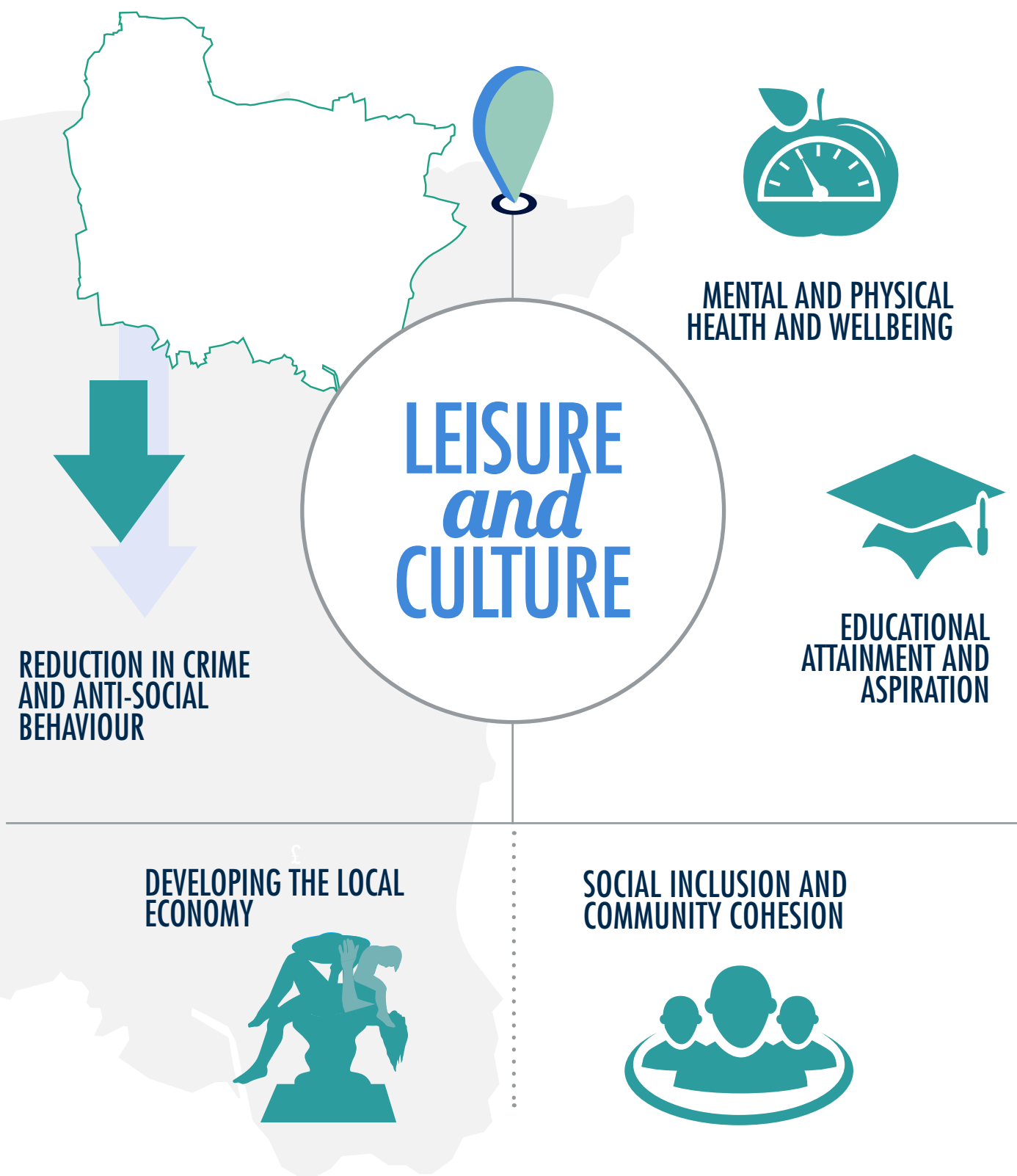
Last year's Basildon at 70 commemorations provided a platform for us to undertake consultation with the community alongside the Leisure and Culture Survey 2019, which has provided valuable insight and has enabled us to produce Basildon Borough's new Leisure and Cultural Policy.

The purpose of this policy is to create a single, consistent approach to all of the borough's leisure and cultural facilities, including sport, art, community assets, parks and open spaces.

This document sets an overall vision which will guide future decisions made by the council with regard to its leisure and cultural provision. The key actions to be taken by the service will be outlined in the strategies that will be developed to deliver the priorities and outcomes that the Leisure and Cultural Policy seeks to achieve.

## BENEFITS OF LEISURE AND CULTURE

There is much research to evidence the benefits that engagement with leisure and cultural activities can have on contributing to improving people's lives. Leisure and culture can have a positive effect on:



# INSIGHT SUGGESTS THAT :

## SOCIAL INCLUSION & COMMUNITY COHESION

85.4%

of people in the Basildon Borough agree or strongly agree that cultural activities can play an important role in bringing people together.

Sports and cultural activity clubs provide a safe environment for participants and regular involvement may lead to the formation of wider social networks. Evidence also suggests that people with good social networks live longer and are less likely to suffer from some chronic conditions and depression.

51.5%

of people in the Basildon Borough feel that they belong to their local area.

## EDUCATIONAL ATTAINMENT & ASPIRATION

29%

increase in numeracy levels can be achieved by underachieving young people who take part in sport.

40.7%

of pupils in the Basildon Borough achieved grade 9-5 in English and Maths in 2018.

Sport is linked to improved attainment in school, lower absenteeism and drop-out and increased progression to higher education. This is especially true with programmes that combine sport with out-of-school programmes.

## CRIME & ANTI-SOCIAL BEHAVIOUR

£7.35

is the estimated return on investment for every £1 spent on sport for at risk youths through, for example, reducing crime and anti-social behaviour

Sport programmes aimed at youths at risk of criminal behaviour can enhance self-esteem and reduce reoffending.

15.8%

reduction in crime and anti-social behaviour where at risk youths have participated in sport for development programmes.



# INSIGHT SUGGESTS THAT :

## PHYSICAL & MENTAL HEALTH & WELLBEING

72.8%

of adults in the Basildon Borough are classified as overweight or obese. This is significantly higher than the regional and England average.

20.2%

of 10-11 year olds in the Basildon Borough are classified as overweight or obese.

13%

of adults in the Basildon Borough achieve the government recommended 150 minutes of moderate physical activity a week.

84%

of people in the Basildon Borough agree or strongly agree that taking part in leisure activities makes them feel good about themselves.

Life expectancy is 11.5 years lower for men and 7.6 years lower for women in the most deprived areas of the Basildon Borough than in the least deprived.

17%

of deaths are caused by inactivity.

£1760-  
£6900

can be saved in healthcare costs per person by taking part in sport.

## DEVELOPING THE ECONOMY

£20.3bn

was contributed to the English economy in 2010 through sport and sport-related activity and the economic value of sport in terms of health is estimated at £11.2bn.

£21.5m

Volunteering brings £21.5m to the local economy as well as £65m for improved quality and length of life and health care costs avoided.

Total sporting jobs in the Basildon Borough is 1556.

£7.7bn

The arts and culture industry generated £7.7bn of gross value added to the national economy in 2012-13.

£55.2m

The total direct economic value of sport in the Basildon Borough is £55.2m.

# KEY THEMES FROM THE LEISURE AND CULTURE SURVEY AND CONSULTATION 2019

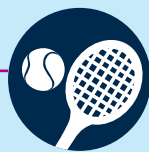
Several key themes emerged from the responses to the consultation exercises. These themes were common across questions relating to both leisure and culture and are detailed below:



# OUTCOMES & PRIORITIES

The outcomes and priorities that this policy will seek to achieve have been aligned with relevant national, regional and local policy documents along with relevant commissions, projects and consultation. The council recognises the many benefits that regular engagement in leisure and cultural activities can have on an individual and is focused on increasing and sustaining participation levels but recognises that these goals cannot be achieved in isolation and that organisations need to work together to achieve common aims.

Basildon Council's Leisure and Cultural Policy is also focused on achieving the promises and outcomes outlined in the council's Corporate Plan 2019-22 and the council's Health and Wellbeing Policy 2018, whilst also taking account of the appropriate outcomes at national and regional level. Listed below are the identified priorities which will contribute to achieving the relevant outcomes.



## LEISURE & CULTURAL OPPORTUNITIES

- Seek to maximise opportunities for residents to engage in financially accessible leisure and cultural activities.
- Work with partners to tackle barriers that prevent regular participation in leisure and cultural activities and to promote activity as an effective preventative measure for various health conditions to influence good health and wellbeing.
- Seek opportunities to raise Basildon's prestige as a cultural centre and to use art and culture to help foster a sense of community identity by supporting staff, residents and partners to utilise expertise and skills available to contribute to Basildon's cultural and creative future.

**WE  
WILL**



## PEOPLE & PLACE

- Ensure that our parks and open spaces are clean, green, safe and accessible.
- Ensure the provision of accessible, quality outdoor and indoor leisure facilities.
- Protect and enhance the biodiversity of the borough's countryside, country parks, parks and open spaces.
- Work with developers to ensure access to green space and countryside is enhanced for local residents and that funding from development is used to enhance or create quality, sustainable facilities and amenities.
- Work with partners to tackle obesity within the borough through leisure and cultural activities with particular focus on the areas with highest instances.
- Enable and support culture-led development in our town centres.



## CONSULTATION, ENGAGEMENT AND AWARENESS

- Ensure that we engage with and listen to the whole community and partners to maximise impact.
- Promote initiatives to encourage the least active residents to participate in physical or cultural activities.
- Promote and encourage events and activities in our town centre and public realm.
- Promote and encourage volunteering opportunities within the borough e.g. "Friends of" groups.

## LINKS TO OTHER CORPORATE AND STATUTORY POLICIES OR PARTNER DOCUMENTS

- 
- [The Corporate Plan](#)
  - [The Community Strategy](#)
  - [Breakthrough Basildon Borough Commission](#)
  - [Strengthening Communities Policy](#)
  - [Inclusion and Diversity Policy and Strategy](#)
  - [Safer Basildon Partnership Strategy](#)
  - [Consultation and Engagement Policy and Strategy](#)
  - [Health and Wellbeing Policy and Strategy](#)
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A strategy mapping exercise will be undertaken to take account of any gaps there may be to effectively deliver the priorities and outcomes in the Leisure and Cultural Policy.

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