



**LEISURE &
CULTURAL POLICY**
2020 – 25
Refreshed 2023



BasildonCouncil

KEY INFORMATION

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Section/Directorate:	Culture and Health / Community and Environment
Equality Impact Assessment:	March 2023
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: Uniting the Movement</p> <p>Active Essex: Fit for the Future - The Physical Activity and Sport Strategy for Essex, Southend and Thurrock 2021-2031</p> <p>Breakthrough Basildon Borough Commission</p> <p>Essex and Basildon Local Delivery Pilot (ELDP) 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, Director of Community and Environment
Policy Approval - Member Level	Neighbourhoods and Public Spaces Committee
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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.

Councillor Jeff Henry

Cabinet Member for Health, Wellbeing,
Leisure, Arts and Culture



Taking part in leisure and cultural activities make a positive contribution to improving people's lives. Whether through good quality parks and open spaces, swimming pools, indoor sports and sports pitches, theatres, community halls, public art, festivals or fitness facilities, leisure and cultural provision enhances the places where we live and provides opportunities for people to interact socially and keep fit and healthy.

Basildon Council's ambition for people, as set out in the Corporate Plan, states that "we want Basildon to be home to healthy and active local communities able to support themselves and each other". This policy sets out Basildon Council's response in terms of leisure and culture, and makes the links to our other policies and strategies that together set out how we serve and support our residents.

The council is currently involved with several exciting projects and initiatives to shape the borough's future including representation on the Basildon and Brentwood Alliance, and our role as partners in Find Your Active Basildon and Creative Basildon.

The council's leisure offer contributes to improving health and has benefits for education, employment and community safety. We cannot, however, deliver this alone and so we also work in partnership with other public agencies, businesses, and the third sector, and use our influence to extend and enhance the services we collectively provide.

This policy sets out the council's position on and approach towards leisure and culture in the borough and I am happy to approve and endorse it as council policy.

POLICY STATEMENT

Leisure and culture can have an impact on the following outcomes in Basildon Council's Corporate Plan 2022-2026

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.

PEOPLE

We want Basildon to be home to healthy and active local communities able to support themselves and each other.

We will support the community to recover from the effects of the Covid-19 pandemic and continuing rises in the cost of living.

We will provide and support a range of leisure and community facilities and projects to improve residents' health and well-being.

We will work with partners to reduce health inequalities in the borough.

We will listen to and work with our communities when making decisions, developing policies and designing services.

We will work with partners to harness the cultural and tourist potential of the borough to position our borough as a visitor destination.

PLACE

We want Basildon to offer a high quality of life for all residents through attractive, liveable, accessible and safe neighbourhoods and towns along with the provision of enduring facilities, green spaces and town centres that meet the needs of the community.

We will continue to enhance our parks and open spaces to improve the quality of life of all our residents.

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 2022-2026.

These include:

- Sporting Future: A New Strategy for an Active Nation
- The Culture White Paper
- Sport England: Uniting the Movement
- Active Essex: Fit for the Future - The Physical Activity and Sport Strategy for Essex, Southend and Thurrock 2021-2031
- 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

Basildon at 70 commemorations in 2019 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:



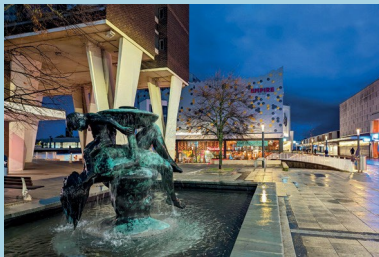
Reduction in crime and anti-social behaviour



Mental and physical health and wellbeing



Educational attainment and aspiration



Developing the local economy



Social inclusion and community cohesion



INSIGHTS SUGGEST 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.

21%

Decrease in incidents of anti-social behaviour between March 2020 – September 2022.

15.8%

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

PHYSICAL & MENTAL HEALTH & WELLBEING

<p>72.8% of adults in the Basildon Borough are classified as overweight or obese. This is significantly higher than the regional and England average.</p>	<p>20.2% of 10-11 year olds in the Basildon Borough are classified as overweight or obese.</p>	<p>13% of adults in the Basildon Borough achieve the government recommended 150 minutes of moderate physical activity a week.</p>
<p>84% of people in the Basildon Borough agree or strongly agree that taking part in leisure activities makes them feel good about themselves.</p>	<p>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.</p>	<p>£1760 - £6900 can be saved in healthcare costs per person by taking part in sport.</p>
<p>40% of people said the cost of living increase was having a 'negative impact' on their ability to be active.</p>	<p>17% of deaths are caused by inactivity.</p>	

DEVELOPING THE ECONOMY

<p>£39bn Contributed £39 billion to the UK's economy through sports and physical activity'</p>	<p>£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.</p>	<p>£7.7bn The arts and culture industry generated £7.7bn of gross value added to the national economy in 2012-13.</p>
<p>76% of adults reported their cost of living had increased compared with a month ago (March 2023).</p>	<p>£55.2m The total direct economic value of sport in the Basildon Borough is £55.2m.</p>	<p>Total sporting jobs in the Basildon Borough is 1556.</p>

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 AND 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 2022-2026 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.

PEOPLE AND 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.

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.

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](#)

[Connected Communities Policy](#)

[Inclusion and Diversity Policy and Strategy](#)

[Safer Basildon Partnership Strategy](#)

[Consultation and Engagement Policy and Strategy](#)

[Health and Wellbeing Policy and Strategy](#)

[Creative Basildon](#)

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.