



Council name	COTSWOLD DISTRICT COUNCIL
Name and date of Committee	OVERVIEW AND SCRUTINY COMMITTEE – 26 April 2022
Report Number	AGENDA ITEM 9
Subject	ACTIVE COTSWOLDS PROGRAMME UPDATE
Wards affected	All
Accountable member	Cllr Jenny Forde Email: <a href="mailto:jenny.forde@cotswold.gov.uk">jenny.forde@cotswold.gov.uk</a>
Accountable officer	Sue Pangbourne, Executive Director (Publica) Email: <a href="mailto:Sue.Pangbourne@publicagroup.uk">Sue.Pangbourne@publicagroup.uk</a>
Report author	Jon Hyde, Programme Manager (Publica) Email: <a href="mailto:Jon.Hyde@publicagroup.uk">Jon.Hyde@publicagroup.uk</a>
Summary/Purpose	To provide an overview of the Active Cotswolds programme To provide an update on progress
Annexes	None
Recommendation(s)	<i>That the Committee reviews overall progress of the programme</i>
Corporate priorities	<ul style="list-style-type: none"><li>● Delivering our services to the highest standards</li><li>● Responding to the challenges presented by the climate crisis</li><li>● Presenting a local plan that's green to the core</li><li>● Helping residents and communities access the support they need for good health and wellbeing</li></ul>
Key Decision	NO
Exempt	NO
Consultees/ Consultation	A number of engagement activities have taken place including: <ul style="list-style-type: none"><li>● Behaviour, physical activity and exercise community survey 2020</li><li>● Physical activity questionnaire 2022</li><li>● Local Cycle and Walking Infrastructure Plan online questionnaire 2022</li></ul>

## I. BACKGROUND



**1.1** The Active Cotswolds Programme was formed in October 2021 to manage the continued implementation of the Leisure Strategy which will *'Improve the health and lives of Cotswold residents by connecting communities and fostering an active environment'*.

## **1.2 Programme objectives**

The programme objectives are split into three workstreams: Healthier District; Connected Community; and Active Environment.

Healthier district	Connected community	Active environment
<ol style="list-style-type: none"><li>1. Promote mental and physical health equally by increasing participation in sport and physical activity for all;</li><li>2. Support the 'We can Move' campaign aiming to get more people enjoying an active life;</li><li>3. Aim to help 30,000 people become active across Gloucestershire;</li><li>4. Promote healthy lifestyles and self-care across all ages;</li><li>5. Reduce health inequalities.</li></ol>	<ol style="list-style-type: none"><li>1. Encourage well connected, resilient and active communities to help social isolation and prevent anti-social behaviour;</li><li>2. Improved and equal access to quality services;</li><li>3. Create more healthy, sustainable, mixed communities;</li><li>4. Improve digital inclusion;</li><li>5. Enable people to build and nurture strong social networks and vibrant communities;</li><li>6. Ensure that the physical activity has a place based approach and is right for each local community;</li><li>7. Reduce the life expectancy discrepancy for the most deprived Cotswold wards.</li></ol>	<ol style="list-style-type: none"><li>1. Enable residents to live healthy lives through active places and active travel;</li><li>2. Encourage Active Travel through cycling and walking;</li><li>3. Encourage Active Travel to help increase physical activity and reduce carbon footprint;</li><li>4. Improve housing and the built environment to enable our residents to live healthy lives;</li><li>5. Support health and wellbeing projects that are focused on outdoor recreation and activities.</li></ol>

A programme team has been established with a sponsor, manager and three workstream leads driving programme delivery.

## **1.3 Programme plan**

Each of the three workstreams contains a number of projects, which combine to achieve the programme objectives. The target delivery periods are indicated by the purple bars in Annex A 'Programme plan 2022/23'.



## **2. Key achievements to date**

### **2.1 Healthier district**

- 2.1.1 Detailed analyses of the Leisure Management options have been undertaken.
- 2.1.2 Contract Monitoring Officer has been recruited for the Cotswold area and has undertaken mystery visits at our Leisure Centres to ensure the quality of leisure services and facilities.
- 2.1.3 Identified the digital technologies offered by SLM to make being active easier, more accessible, and attractive.

### **2.2 Connected community**

- 2.2.1 Effective community engagement to identify community needs and assets and explore options for community based provision. Groups engaged by our community builder include school pupils, Men in Sheds, Evergreens, Mother/Baby group, Snooker Club in Northleach, which is the area she is focussing on at the moment; as well as attending various meetings such as Town Council meetings, Charter Fair and the Queens Platinum jubilee planning meetings, and speaking to local people about the area. This work has been covered in local papers, radio and through social media posts which has stimulated a lot of interest and positive feedback.
- 2.2.2 Community Builder has worked with the organisation behind the DigiBus to bring it to more locations in the Cotswolds to improve digital inclusion. The DigiBus offers free skills training on a range of topics including the use of health and other services. Bourton action plan is being produced which aims to set up a community led group to support older people with digital inclusion. A resident volunteer has agreed to lead and Digi bus are willing partners.
- 2.2.3 Processes are being improved to ensure that s106 leisure funding opportunities are fully exploited.
- 2.2.4 Five new projects have launched their campaigns on the Crowdfund Cotswolds platform for round 3, including two bids for outdoor play equipment. Round 2 saw CDC support 4 projects, awarding £10,300.
- 2.2.5 Planning is underway for participation in the Cirencester Town Council health and wellbeing week which is running w/c 13th June.
- 2.2.6 Pitch assessments have taken place as part of the Winter Sports Playing Pitch Strategy.

### **2.3 Active environment**

- 2.3.1 Feasibility studies for the re-opening of the Fairford to Lechlade and Kemble to Cirencester former railway routes for active travel completed.
- 2.3.2 Improvements to the walking and cycling environment in Cotswold Water Park - New project being established to extend strategic work at Water Park for future years.
- 2.3.3 Development and adoption of the Sustainable Transport Strategy progressing: Commission for Phase I of the project (carbon baselining and reduction scenarios) is being finalised and expected to commence this month..



- 2.3.4 Consultation and engagement events held in February for the Local Cycle and Walking Infrastructure plan.
- 2.3.5 Legal process underway to make changes to Traffic Regulations Orders in Cirencester to remove vehicles from the north end of Cricklade St, improving access for cyclists and pedestrians. Statutory public consultation running to 14/4. Implementation expected early-mid summer.

### **3. CONCLUSIONS**

- 3.1 The programme at just over 6 months old has established suitable governance mechanisms for the delivery of a wide range of projects focused on making the Cotswold district a more healthy, connected and green place to live and work in. The team is committed to delivering the programme objectives, as evidenced by the achievements listed in section 2.

### **5. FINANCIAL IMPLICATIONS**

- 5.1 None directly as a result of this report.

### **6. LEGAL IMPLICATIONS**

- 6.1 None directly as a result of this report.

### **7. RISK ASSESSMENT**

- 7.1 The Active Cotswolds Programme maintains a risk register (see Annex B) covering all its workstreams and activities. There are no risks arising directly from this report.

### **8. EQUALITIES IMPACT**

- 8.1 The Active Cotswolds Programme includes projects to improve access to facilities and opportunities. The programme aims to tackle health inequalities and the range of interventions / offers delivered will cover the needs of all residents no matter their background. We are aiming to provide affordable services which is even more important now with the sharp rise in the cost of living. People are even less able to afford membership fees and Physical Activity is even less of a priority which is why we are looking at developing community based / owned initiatives and building Physical Activity into everyday lives where there is no or very little cost.

### **9. CLIMATE AND ECOLOGICAL EMERGENCIES IMPLICATIONS**

- 9.1 Projects within the Active Cotswolds Programme will have a positive impact on climate change, for example through encouraging active travel where private motor transport journeys are being replaced by cycling and walking. There are no implications arising directly from this update report.



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## **10. BACKGROUND PAPERS**

**10.1** None.

(END)