

Annex A - Summary of service and facility interventions.

Facility Interventions

Facility Intervention	Rationale	Strategic Outcome
A feasibility project is completed for Windrush Leisure Centre to determine ideal facility mix, scale of investment required and potential ongoing revenue improvement	<ul style="list-style-type: none"> As an ageing building it will be more expensive to repair and maintain and also be less energy efficient Future feasibility work was also identified in the Built Facility Strategy A new centre would improve financial performance, the centre has struggled to recover to pre-Covid levels, particularly on fitness income/memberships New competition has opened nearby (Pure Gym), impacting the demand and performance of the existing leisure centre Accessible / good quality facilities was the main encouragement factor to people using leisure centres Main encouragement factors to doing more physical activity was improved facilities 	<ul style="list-style-type: none"> Leisure centres and facilities to be carbon neutral by 2030 Leisure provision is inclusive and accessible to all people across West Oxfordshire Reduced rates of physical inactivity Reduce health inequalities across the most and least deprived areas
Ongoing refurbishment plan for existing leisure asset.	<ul style="list-style-type: none"> Built facility strategy highlighted the need for refurbishment of swimming pools and sports hall facilities at Carterton Leisure Centre, Chipping Norton Leisure Centre and Bartholomew Sports Centre to ensure they are fit for purpose and meet energy reduction targets. Ensure facilities are of a high quality and deliver positive customer experiences Retain and attract new users Accessible / good quality facilities was the main encouragement factor to people using leisure centres Main encouragement factors to doing more physical activity was improved facilities 	<ul style="list-style-type: none"> Leisure centres and facilities to be carbon neutral by 2030 Leisure provision is inclusive and accessible to all people across West Oxfordshire
Develop a sinking fund to deliver the ongoing maintenance and replacement requirements	<ul style="list-style-type: none"> To support the delivery of the ongoing refurbishment requirements detailed above 	<ul style="list-style-type: none"> Financial sustainability Leisure centres and facilities to be carbon neutral by 2030
Ensure facilities meet needs of an ageing population	<ul style="list-style-type: none"> Ageing population Over 65's are the most under-represented age group in the Council's leisure centres Older people are much less likely to be active Opportunity to impact health services through intervention for health issues that are specific to older people such as poor mobility 	<ul style="list-style-type: none"> Older people to be active, engaged and independent to maintain their quality of life Leisure provision is inclusive and accessible to all people across West Oxfordshire Reduced social isolation and loneliness
Maximise and improve green space and walking and cycling routes for informal and formal physical activity opportunities	<ul style="list-style-type: none"> Walking and cycling for travel rates are lower than the national average The community survey revealed notable interest in active modes of transportation, with over half expressing wish to cycle, run, or walk more than they currently do. Dedicated cycle lanes separated from traffic for safety reasons is important, as is better footpaths for those wanting to walk more Higher interest in active travel e.g. cycle, run, walk (53%) national benchmark (42%) which has potential to increase activity levels and improve the environment 	<ul style="list-style-type: none"> Active travel is the easy choice for residents – increased walking and cycling rates for travel Improved access to, and use of, West Oxfordshire's outdoor spaces for physical activity Active environment principles are incorporated into all new housing development projects Physical activity is embedded as part of everyday life
Address 3G pitch shortfalls identified in the Playing Pitch Strategy	<ul style="list-style-type: none"> There is also current and future shortfall of four full size 3G pitches. This will impact growth of football in the District which, as one of the most popular sports, will act as a barrier to children and adults participating 	<ul style="list-style-type: none"> Leisure provision is inclusive and accessible to all people across West Oxfordshire Encourage an active start in life and increase physical literacy and proficiency in life skills

Service interventions.

Strategic Outcome	Service Interventions
Good Health for Life	<ul style="list-style-type: none"> • Increased partnership working with: <ul style="list-style-type: none"> ○ Voluntary sector; ○ Community groups; ○ Public health; ○ Social prescribers; and ○ Disability groups. • Introduce healthy workplace initiatives - consider implementing the Health Workforce Award at West Oxfordshire District Council – lead by example • Develop outreach initiatives and programmes, delivered in partnership with other organisations, to increase physical activity opportunities in rural areas – utilising community and outdoor space. Particularly, focusing on areas at risk of inactivity • Ensure leisure centres are accessible through an effective pricing policy • Develop activity programmes for older age groups, who are currently under-represented in the leisure centres • Ensure there are specific activity programmes targeted at women and girls • Ensure the quality of offer compares to the private sector, to retain and attract users from the least deprived deciles • Ensure activity programmes are available around the working day e.g. offering lunchtime classes • Deliver specific health programmes for those with disabilities or in rehabilitation • Improve awareness of activities and services available to local residents, particularly in rural areas and areas with housing growth • Opportunity to promote healthy habits in young people to encourage them to be more active and lead healthy lifestyle into adulthood
Socially Integrated Communities	<ul style="list-style-type: none"> • Review and reframe the language used when speaking to local communities about physical activity to improve understanding and make it more accessible. E.g. move away from 'leisure, sport, exercise' etc. • Buddy schemes for those not confident to visit leisure facilities or participate in outreach programmes alone • Ensure there is a diverse physical activity programme that is accessible to all community groups and ages • Deliver apprenticeship and work experience schemes across the leisure centres • Provide social activities linked to physical activity programmes
Active Environments	<ul style="list-style-type: none"> • Introduce physical activity programmes that maximise use of outdoor spaces
	<ul style="list-style-type: none"> • Work with the Oxfordshire highways team to improve active travel options across West Oxfordshire • Improved promotion and marketing of walking and cycling routes • Utilise this strategy to support the Local Plan requirements and work with developers and planning department to ensure active environments are considered within any development schemes