

Community and Regeneration Scrutiny Committee

14th December 2021

Subject:

Actif Sport & Leisure's 'Actif Anywhere' Platform

Purpose:

Present 'Actif Anywhere' developments to attention of Committee and seek views.

To consider and comment on the following issues:

Actif – the Council's Sport & Leisure section – is leading the way in terms of digital development in the sector regarding the way in which we are enabling the population to access and participate in activity across the life course and across the health spectrum.

Actif seeks the committee's views on its development and implementation, and wider promotion.

Reasons:

A variety of digital platforms are in existence, mostly providing mainstream fitness sessions at UK/global level and sold directly to public or via operators to customers to enhance their fitness offering via subscription. There was significant growth in this area through the early stages of the pandemic.

Actif, like some others, went in a different direction and established their own platform through which to provide digital access to activity 'anywhere'. This includes on demand (watch pre-recorded videos at convenience) and livestreamed (access a session live, with two-way video and therefore a social aspect to the feature).

Where Actif have 'broken the mould' is by:

- Adopting a 'paid for' platform integrated with the main membership system. Many others broadcast via social media accounts, which can't be charged for or linked to memberships;
- Making this a bilingual service;
- Broadening the provision to include diverse and bespoke activity, e.g. NERS, Falls prevention, schools, family, walking sports, from room to room within a leisure centre, from centre to centre, to community facilities (e.g. community halls in rural areas), etc.

- Adding to the offer via partnerships, e.g. health partners.

Whilst sector-leading in many regards, this creates an interesting quandary where it is difficult to make a 'local' platform financially sustainable on mainstream subscriptions alone, at £10 or £7.50 per person.

Additional income has been, and continues to be sourced, via grants.

The Actif Anywhere presentation outlines the expenditure, income and participation relating to the platform, along with its previous, current and potential impact outlining the broader 'value'.

Feedback is sought regarding the platform and its future plans.

There is also opportunity to widely promote what Carmarthenshire County Council has done in creating Actif Anywhere, e.g. via Wales and UK-wide sector publications. There is huge merit in this, depending on the view of forums such as the Community and Regeneration Scrutiny Committee on Actif Anywhere's future generally.

To be referred to the Cabinet / Council for decision: NO

CABINET MEMBER PORTFOLIO HOLDER:- Cllr Peter Hughes-Griffiths

Directorate: Communities Name of Head of Service: Ian Jones Report Author: Carl Daniels	Designations: Head of Leisure Senior Sports and Leisure Manager	Tel Nos / E Mail Addresses: 01267 228309/ IJones@sirgar.gov.uk 01267 242031/ CaDaniels@sirgar.gov.uk
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1. BRIEF SUMMARY OF PURPOSE OF REPORT.

Provide a backdrop for a presentation on the sector-leading 'Actif Anywhere' platform, leading to views on its value (financial and other) to inform future development.

Wider promotion to result, dependent on Members' views.

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

If the platform were not valued, taking all into consideration, as a delivery mechanism for wellbeing, we might consider:

- Refining the purpose of the platform
- Ceasing the platform and 'buying in' an alternative, mainstream platform
- Ceasing the platform and not offering a digital solution

DETAILED REPORT ATTACHED ?

YES (Actif Anywhere Powerpoint presentation)

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: Ian Jones Head of Leisure

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
None	None	Yes	Yes	None	Yes	None

Finance

Actif Anywhere has a Co-ordinator and Instructors, introduced to the staffing structure utilising available budgets considering expenditure and income targets.

Income targets include subscriptions and grants sourced, with income exceeding expenditure currently.

Grant funding is naturally short term, with no current certainty for 2023-24 financial year.

ICT

Providing digital access to services is a key part of Council strategy, as is 'channel shifting' population where appropriate. Actif Anywhere is a means of achieving this, with the service and a third party company providing sufficient support to provide. Very limited support required from the corporate IT Service.

Actif Anywhere also enhances sustainable methods of delivering services via IT methods, e.g. broadcasting to venues rather than relying on local/travelling workforce incurring expense and environmental impact.

Staffing Implications

Permanent, contracted staff in place to co-ordinate the platform and deliver activity via the platform. Should alternatives be explored, this staffing compliment may be affected.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Ian Jones Head of Leisure

1.Local Member(s)

N/A

2.Community / Town Council

N/A

3.Relevant Partners

N/A

4.Staff Side Representatives and other Organisations

N/A

CABINET MEMBER PORTFOLIO HOLDER(S) AWARE/CONSULTED YES	
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Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:

THERE ARE NONE