

Case Study

Mansfield District Council – Research Associated With Future Leisure Provision In Warsop

Mansfield District Council's corporate vision for Mansfield is:
'An ambitious, vibrant and confident place'. The four
corporate priorities include achievement of:
Growth, Aspiration, Wellbeing and Place.

Key priorities in relation to sport, leisure and health include:
**'Supporting people to live longer through healthier
lifestyles, encouraging active lifestyles through increased
participation in sport, promoting tobacco cessation and
tackling obesity'.**



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Introduction

Mansfield District is one of the most deprived districts in the whole of the UK. Warsop, an ex-mining area, is one of the more deprived areas of the district.

Some of the key challenges facing residents in Warsop include: Poor health and high levels of life limiting illnesses, high levels of physical inactivity, social isolation, high levels of mental health issues and limited public transport.

Headline demographic statistics for Warsop related to future provision of leisure facilities and participation in physical activity include:

There are 3,609 families living in Warsop;

69% of existing households in Warsop experience at least one form of deprivation (the four types being housing, education, health and employment);

35% of Warsop residents have no qualifications

9% of residents say their health is bad or very bad

26% of residents are economically inactive, a further 18% are retired

Nearly a third of all residents are economically inactive;

There are high numbers of single parents;

Many residents do not travel far – either within, or out of the District;

There are high levels of childhood obesity (significant increase in levels between reception and year 6;

High levels of adult obesity; and

56% of people in Warsop had not taken part in sport or active recreation within the previous 28 days

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A number of local services have closed in Warsop including the local sports centre and subsequently a lot of local residents have stopped taking part in physical activity.

The aim of this Project was to ‘Undertake a programme of research around leisure provision in the urban area of Mansfield with a specific focus on Warsop where a facility has recently closed with the consequent loss of service provision’.

Based on the research and engagement undertaken for this report it is clear that many local residents in Warsop:

- **Feel forgotten**
- **Have lost some sense of identity**
- **Are very proud of where they live**
- **Are resilient but in some ways feel beaten-down by life**
- **Find it hard to accept the changes since the closure of the pit**
- **Younger people feel there is little to do**
- **Do not feel part of the wider Mansfield District**

Our Approach

Our approach to undertaking the research project comprised of:

- site visits
- review of the local area e.g. demographics
- health and participation data
- review of local and district wide policies
- Extensive consultation including face to face, focus groups, online campaigns, social media events
- Comment box placement

SLL developed the questionnaires and surveys, organised the meetings, and wrote up the feedback to inform the analysis engaging with over 1000 local residents through the means stated above.

The consultation identified:

- The barriers to participation
- Desired future activities
- The future needs of the area
- Key issues which can be addressed through a change in operational approaches
- A clearer understanding of why people are inactive and how this can be overcome;
- Lack of awareness of the current opportunities
- Investment needs
- Partnership opportunities

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Key Issues – Physical Activity



Separate, often small, spaces and places;



Often managed/operated by different community organisations;



Not always good quality;



People do not know what is happening in Warsop;



What is available does not always meet local need; and



Significant lack of awareness of what is already provided, despite targeted, and regular promotion of the same.

Identified Barriers To Participation



Travel - travelling to and from facilities is difficult and expensive in particularly for those without private transport;



Cost – joining a leisure centre is deemed expensive and can lead to needing specific equipment. Ensuring the family is fed is more important;



Time – work and other activities take priority;



Health – older residents feel they are not 'fit' enough to take part. This is emphasised when talking to disabled residents; and



Taking part on their own – residents do not want to start an activity by themselves and have no friends with whom to go.

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Outcomes

The outcomes of the consultation and insight work identified the barriers to local residents living happier and healthier lives. Acknowledging these barriers influenced the interventions and key priorities being put in place with the support of MDC, Vibrant Warsop, Warsop Parish Council and Active Notts.

Priority participants, shared outcomes and proposed future outcomes have been agreed, furthermore, the following 8 key priorities have been recognised:

 Key Priority 1	Identify and source additional and permanent people resources for Vibrant Warsop – priority roles are physical activity outreach, physical activity leadership, volunteer development, a lead for a social prescribing intervention and communication
 Key Priority 2	Recruit caretaking resources to enable the Meden School sports hall and outdoor sports facilities to be used by the community (potentially this could also cover other education facilities)
 Key Priority 3	Extend and further develop communication media covering all activities in Warsop – online and hard copy, to address lack of awareness issues, by establishing community 'chosen' info points (could be shops, pub etc)
 Key Priority 4	Further develop the existing Vibrant Warsop activity programme and offer with additional resources, to include regular free community bus service to existing swimming pools
 Key Priority 5	Establish physical activity leader and volunteer training and deployment bank
 Key Priority 6	Work with local schools to open up existing outdoor sports facilities and pitches for pre-arranged community access for young people
 Key Priority 7	Invest in the Shed as as the initial step in development of a community health hub, based on existing Vibrant Warsop proposals, based on existing Vibrant Warsop proposals
 Key Priority 8	Establish a community-led Development Group in Warsop to lead further work on a range of facility development.

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There are also six priority short-medium term actions and two longer term priorities to start to change lifestyle behaviours and create increased opportunities for participation:

Short -Medium Term P(SMT) Priorities	
SMT 1	Identify and source additional and permanent people resources for Vibrant Warsop – priority roles are physical activity outreach, physical activity leadership, volunteer development, a lead for a social prescribing intervention and communication
SMT 2	Recruit caretaking resources to enable the Meden School sports hall and outdoor sports facilities to be used by the community (potentially this could also cover other education facilities)
SMT 3	Extend and further develop communication media covering all activities in Warsop – online and hard copy, to address lack of awareness issues, by establishing community 'chosen' info points (could be shops, pub etc.)
SMT 4	Further develop the existing Vibrant Warsop activity programme and offer with additional resources, to include regular free community bus service to existing swimming pools
SMT 5	Establish physical activity leader and volunteer training and deployment bank
SMT 6	Work with local schools to open up existing outdoor sports facilities and pitches for pre-arranged community access for young people

Longer Term (LT) Priorities on Which Development Work Needs to Start in The Short Term

LT1	Invest in the Shed as the initial step in development of a community health hub, based on existing Vibrant Warsop proposals
LT2	Establish a community-led Development Group in Warsop to lead further work on a range of facility developments.

As a result of the feedback, the Council has accepted all interventions and outcomes,

Sport England is now supporting the project as it moves forward, and SLL has been retained by MDC to develop the Strategic Delivery Model information.