



# Leisure and Tourism Team Plan 2015/16

Team Manager: **David Knevett**

Service Plan: Development Services

Date signed off: 02/06/2015

Signed off by: **Miles Punter, Director of Visible Services and Housing**

# Contents

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Team Overview.....	3
Our Contribution to Service Plan priorities 2014/15 .....	4
Our Team Plan 2015/16.....	<b>Error! Bookmark not defined.</b>

## Team Overview – Leisure and Tourism

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**The Leisure and Tourism** team undertakes a number of key roles for the Council. The team provides a quality service in a variety of disciplines. It is firmly focused on the needs of its customers and has made some significant achievements. The team is driven to provide opportunities for the population to become more physically active either by directly providing services or by working in partnership with others. In terms of its tourism function the emphasis has been on attracting visitors to the area and supporting the tourism trade. One particular objective that has proved popular in recent years has been an expanded events programme, much of which is organised and directly delivered by the section.

Another important function is the monitoring of the Council's Leisure Management Contract which has delivered significant cost savings, whilst also improving the range and quality of the Leisure Centre service.

### **The Team's broad functions are:**

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- Leisure Centres
- Tourism
- Events
- Sports Development
- Play
- Community Centres
- Exercise Referral

## Our Contribution to Service Plan priorities 2014/15

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Our contribution to the Service Plan priorities last year:

- We continue to work with Parkwood Leisure to ensure a quality service for all residents. Through the Local Authority Partnership agreement (LAPA) we continued to provide many opportunities for residents' to participate in physical activity and we have successfully secured funding via Sport Wales to continue this work in 2015/16. Additionally we are actively working with community centres to provide a wide range of social and leisure activities for their local communities, demonstrating the Council's commitment to increasing participation and improving residents' health and wellbeing. During 2014, we responded positively to concerns relating to the management of the Leisure Contract by establishing a core team for contract management and this has resulted in a new and more robust approach to managing the contract. [CP/HSCW1, CP/HSCW4 and CP/HSCW2]
- Worked with key partners to produce a draft Destination Action Plan and consulted on the same, thereby producing an approved Plan in February 2015. The purpose of the plan is to maximise the Vale of Glamorgan as a visitor and tourism destination. [CP/R17]
- Delivered an exciting and popular events programme which included the Welsh Tourism Award winning 'Isle of Fire' event (SO1)
- Achieved the highest local authority ranking for physical activity levels in Wales (Sport Wales surveys). This has been reinforced by the recent child obesity statistics which ranked the Vale of Glamorgan as having the lowest child obesity levels in Wales (SO1)
- Continued to provide support to 22 Community Centres across the Vale of Glamorgan enabling them to provide opportunities for various activities in their own areas(SO1) .
- Provided an extensive range of play activities across the Vale of Glamorgan (SO1)
- Delivered an extensive disability sport programme engaging with specialist disability and non-disability sports clubs and organisations to provide more opportunities than ever before for disabled people to become active. Achieved the Ribbon accreditation for the disability 'Insport' award.
- Worked with the education sector in the Vale of Glamorgan, via the 5x60 and dragon sport initiatives, to ensure that Children and young people have access to quality physical activity opportunities (SO1)
- Successfully prepared and delivered the LAPA (Local Authority Partnership Agreement) which has provided the foundations for increasing physical activity levels (SO1)
- Overseen the refurbishment of Penarth Leisure Centre following the devastating fire in the Health Suite (SO1).
- Relocated the Tourism Team to Barry Island with the objective of enabling them to be more accessible to the trade (SO3)

<b>Service Outcome 1:</b>		Residents of the Vale live in safe, healthy, prosperous and sustainable communities.						
<b>Objective 1:</b>		To promote participation in a diverse range of sporting, cultural, recreational and community interests and activities						
Ref.	During 2015-16 we plan to:	Success Criteria/ Outcomes we'll achieve from this action are:	High, Medium or Low priority	Officer responsible for achieving this action	Start date	Finish date	How will the work be resourced?	Progress
DS/A007 (CP/HSCW1)	Deliver a quality leisure service in partnership with Parkwood Community Leisure and other partners	Improved access to a range of leisure services and well maintained facilities in a cost effective manner. Increased satisfaction	High	David Knevett	01/04/2015	31/03/2016	Existing resources	
	Increase participation opportunities at our Leisure facilities by working with the new sub-contractor (Legacy Leisure).	Increase usage of the Council's Leisure Centres and continuation of high ranking in Sports Wales physical activity surveys	Med	David Knevett	01/04/2015	31/03/2016	Existing resources	
	Deliver further savings via new subcontracting arrangements with Parkwood Leisure and Legacy Leisure	Savings of approximately £100,000 achieved against current contract price.	High	David Knevett	31/03/2016	31/03/2016	Existing resources	
	Seek funding to refurbish changing	Plan in place for upgrading of	High	David Knevett	01/04/2015	31/03/2016	Capital bids and any other	

	areas within our Leisure Centres to further enhance our products and making them more attractive to customers	changing areas					sources of funding available	
<b>DS/A008 (CP/HSCW4)</b>	<b>Increase levels of physical activity and reduce rising levels of obesity by delivering the Local Authority Partnership Agreement (LAPA) and the Council's responsibilities in the Healthy Communities Food and Fitness Framework Action Plan.</b>	<b>Increased participation in sport and physical activity improves health and fitness of residents. Improved understanding of the positive impact on health of increased physical activity.</b>	<b>High</b>	<b>David Knevett</b>	<b>01/04/2015</b>	<b>31/03/2016</b>	<b>External Funding Grant</b>	
	LAPA Plan submitted and approved	Funding in place for a variety of physical activity opportunities across the Vale of Glamorgan	High	Karen Davies	01/04/2015	1/05/2016	External Funding Grant	
<b>DS/A056 (CP/HSCW2)</b>	<b>Promote and support community facilities in the Vale to offer a wide range of</b>	<b>Residents have access to varied social and leisure facilities and are able to participate in activities.</b>	<b>High</b>	<b>David Knevett</b>	<b>01/04/2015</b>	<b>31/03/2016</b>	<b>Existing resources</b>	

	<b>leisure and social activities helping to improve residents' health and wellbeing.</b>							
	Continue to support community facilities in the Vale by providing specialist assistance to the voluntary committees who operate the Council's community centres.	Growth in the number of people accessing community centres and increasing number of activities offered.	High	David Knevett	01/04/2015	31/03/2016	Existing resources	
<b>DS/A159</b>	<b>Work in partnership with communities, agencies and providers to deliver play and sport services and facilities in the Vale.</b>	<b>Range of play, sport and leisure facilities provided despite budget pressures. Town and Community Councils promote and fund play facilities in their respective areas.</b>	High	<b>Karen Davies</b>	<b>01/04/2015</b>	<b>31/03/2016</b>	<b>Existing resources</b>	
	Seek funding from external sources to support an extensive play programme throughout the Vale of Glamorgan	An extensive range of play activities take place across the Vale.	High	Karen Davies / Joanne Jones	01/04/2015	31/03/2016	External funding	
<b>DS/A160</b>	<b>Develop, promote and support the delivery of an</b>	<b>Increased visitors to the Vale and increased</b>	High	<b>David Knevett</b>	<b>01/04/2015</b>	<b>31/03/2016</b>	<b>Existing resources</b>	

	<b>annual events programme for the Vale.</b>	<b>regional and national profile as a visitor destination.</b>						
	Plan and deliver an extensive events programme for 2015/16	Attractive, innovative and interesting events that attract significant numbers of visitors	High	Sarah Jones	01/04/2015	31/03/2016	Existing resources	
<b>DS/A189 (WAO/2014) (POS)</b>	<b>Work to effectively monitor the Leisure Centre Contract with Parkwood Community Leisure</b>	<b>All clauses and specifications monitored and effectively scrutinised. Council receives value for money through the contract and customer satisfaction levels maintained.</b>	High	<b>David Knevett</b>	<b>01/04/2015</b>	<b>31/03/2016</b>	<b>Existing resources</b>	
	Full implementation of new monitoring arrangements agreed by Scrutiny	Clear information on the performance of the contractor.	High	David Knevett	01/04/2015	31/03/2016	Existing resources	
<b>DS/A081 (CP/R18)</b>	<b>Explore with key partners opportunities for improving museums and cultural facilities in the Vale of Glamorgan.</b>	<b>Residents appreciate and engage with the Vale's culture and history. Increased visitor numbers to the Vale.</b>	Medium	<b>Dave Knevett</b>	<b>1/4/15</b>	<b>31/3/16</b>	<b>Existing resources</b>	
	Look at	Increased interest	Medium	Dave Knevett	01/04/2015	31/03/2016	Existing	



	opportunities for improving museum and cultural facilities.	in museums and cultural facilities with the potential of new facilities in the Vale of Glamorgan.					Resources	
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<b>Service Outcome 1:</b>		Residents of the Vale live in safe, healthy, prosperous and sustainable communities						
<b>Objective 3:</b>		To facilitate and promote investment of the local economy in order to secure sustainable economic growth and improve employment opportunities.						
Ref.	During 2015-16 we plan to:	Success Criteria/ Outcomes we'll achieve from this action are:	High, Medium or Low priority	Officer responsible for achieving this action	Start date	Finish date	How will the work be resourced?	Progress
DS/A197	Work with partners to actively promote the Vale as a visitor and tourist destination via the Tourism Strategy and Destination Action Plan.	Increased vitality of Vale of Glamorgan's town centres, the Island and communities offering businesses, residents and visitors an improved environment.	High	David Knevett	01/04/2015	31/03/2016	Existing Resources	
	Begin the Implementation of the actions contained within the destination action plan	Delivery of the DAP	High	Nia Hollins	01/04/2015	31/03/2016	Existing Resources	

