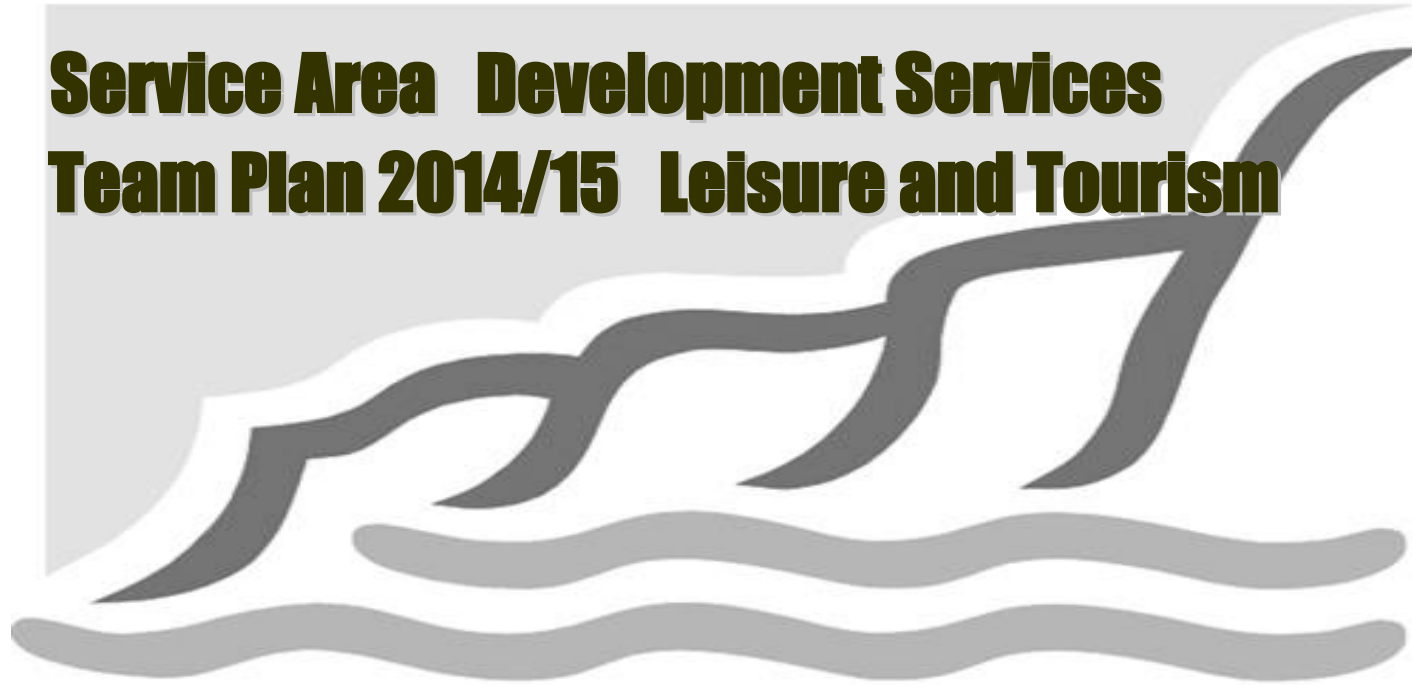


VALE of GLAMORGAN

Service Area Development Services Team Plan 2014/15 Leisure and Tourism



BRO MORGANNWG

Team Manager	David Knevett
Team Plan	Leisure and Tourism
Date signed off	
Signed off by	

Service Outcome 1:	<i>Residents of the Vale live in safe, healthy, prosperous and sustainable communities</i>
---------------------------	--

Objective 1:	<i>To promote participation in a diverse range of sporting, cultural, recreational and community interests and activities</i>
---------------------	---

Context for this objective:	<ul style="list-style-type: none"> • <i>The Council plays a key role in contributing towards improving health and wellbeing of residents, reducing obesity and decreasing pressure on health services.</i> • <i>The Council has to meet specific Sport Wales national objectives using specific grants to promote a range of activities targeted all sections of the population to make them more active and promoting healthier lifestyles. The Vale of Glamorgan Plan for Sport includes key priorities to create inclusive, confident and healthy sporting communities in the Vale covering all abilities and age groups.</i> • <i>Local events, play opportunities and the provision of quality community facilities are seen as essential ingredients by the Council in maintaining a good quality of life and building sustainable communities.</i> • <i>Section 106 Legal Agreements enable the Council to mitigate against new developments by securing improvements in local facilities including play facilities, open space and community facilities which increases opportunities for participation in cultural, sporting and recreational activities.</i> • <i>Through regeneration projects we can invest in facilities to encourage active lifestyles in both residents and visitors.</i> • <i>Local events and activities have the added benefit of increasing visitor numbers and boosting the local economy</i>
------------------------------------	---

Ref.	During 2014-15 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?	
<i>DS01/A0</i>	<i>Explore with key partners</i>	<i>Residents appreciate and</i>	<i>M.</i>	<i>David Knevet</i>	<i>1/4/14.</i>	<i>31/3/17</i>	<i>0.05 FTE within</i>	

<i>R18</i> <i>DS06/A081</i>	opportunities for improving museum and cultural facilities in the Vale of Glamorgan..	engage with the Vale's culture and history. The Vale attracts an increased number of visitors.					existing budgets.	
DS01/A07/ HSCW1	Deliver a quality leisure service in partnership with Parkwood Community leisure and other partners	Residents and visitors will have access to a wide range of leisure services that are well maintained.	H	David Knevett	1/4/14	31/7/17	0.5 FTE	
DS01/A007/ HSCW4	Increase levels of physical activity and reduce rising levels of obesity by delivering the Local Authority Partnership Agreement and the Council's responsibilities in the Healthy Communities Food and Fitness Framework Action Plan	Residents are healthy and fit. They exercise regularly and they understand how to take care of their health.	H	David Knevett	1/4/14	31/3/16	1 FTE with additional support and funding via Sport Wales	

DS01/A0 CW2 DS03/A056/1	Promote and support community facilities to offer a wide range of leisure and social activities helping to improve residents' health and well being.	Residents within all communities have access to varied social and leisure facilities and are able to participate in activities that boost health and well being.	M	David Knevett	1/4/14	31/3/16	1 FTE	
DS03/A0/57/1	Ensure that Parkwood Leisure operate to the maximum benefit of children and young people.	Leisure Centres remain accessible and provide a range and choice of activities for young people, promoting healthier lifestyles and increased physical activity.	H	David Knevett	1/4/14	31/3/15	0.5FTE	
NEW	Work in partnership with communities, agencies and providers to deliver play and sport services and facilities within the	Play and sport facilities are provided, despite budget pressures.	H	Karen Davies	1/4/14	31/3/15	8.5FTE and additional resources and input from partners	

	Vale of Glamorgan.							
NEW	Promote, provide and support a range of events throughout the Vale of Glamorgan	Local events engender pride in communities and support local businesses. Larger events increase visitor numbers and profile of visitor destinations.	H	Claire Evans/ Sarah Jones	1/4/14	31/3/15	1.2 FTE plus resources from existing budgets & from external partners as feasible.	
New	Complete the new Sport Wales Self-assessment management tool kit with the involvement of key partners	Implement an action plan resulting from the outcomes of the tool kit	H	David Knevett	1/4/14	31/3/15	0.1 FTE	
New	Seek funding to upgrade the changing facilities in Barry and Penarth Leisure Centres.	Improvement in the quality of the Council's Leisure provision	H	David Knevett	1/4/14	31/3/15	0.1FTE	
New	Continue to offer a comprehensive GP referral scheme across the Vale of Glamorgan	Provide physical activity opportunities to everyone referred to the National	H	Jamie Lane	1/4/14	31/3/15	4.2FTE	

		Exercise referral Scheme						

Service Outcome 3:	Residents of the Vale live in safe, healthy, prosperous and sustainable communities.
---------------------------	--

Objective 3	To facilitate and promote investment in the local economy to secure sustainable economic growth and improve employment opportunities.
--------------------	---

Context for this objective:	<ul style="list-style-type: none"> Economic activity promotes health and wellbeing and contributes towards cohesive and sustainable communities. There is a need to increase spend from visitors and businesses which in turn helps create jobs and contributes towards economic growth and prosperity. There is a need to reduce out-commuting for employment and leisure, thereby reducing congestion on our strategic routes.
------------------------------------	---

Ref.	During 2014-15 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
DS06/A089 CSDP	Work collaboratively with neighbouring local authorities to promote 'Capital Wales' as a region for business investment.	Increased investment and employment opportunities.	M	Claire Evans	1/4/14	31/3/15	0.3 FTE	
DS06/A080 R17	Work with partners to produce a Destination Action	The Vale has a positive image as an attractive	H	Claire Evans	1/4/14	31/3/15	1 FTE – To be progressed	

	Plan to build on the Tourism Strategy and to maximise the role of the Vale as a visitor and tourism destination.	destination.					within existing budgets	
New	Progress the re-use of the Barry Island Tourist Information Centre building.	Maximum use of council asset.	H	Rob Thomas/ Claire Evans	1/4/14	31/3/15	1 FTE. To be progressed within existing budgets	