

## **The Vale of Glamorgan Council**

### **Cabinet Meeting: 25 April, 2016**

### **Report of the Cabinet Member for Visible and Leisure Services**

### **Welsh Audit Office Report: Delivering with Less - Leisure Services and Proposed Vale of Glamorgan Leisure Strategy**

#### **Purpose of the Report**

1. To advise Cabinet of the recent Welsh Audit Office report on the delivery of Leisure Services across Wales entitled 'Delivering with less - Leisure Services' and to seek approval to develop a Leisure Strategy for the Vale of Glamorgan.

#### **Recommendations**

1. That Cabinet note the 'good practise' description of the Council's Leisure management contract in the context of the Welsh Audit Office report into Leisure Services across Welsh Councils entitled, 'Delivering with less - Leisure Services'.
2. That a Leisure Strategy for the Vale of Glamorgan be developed over the next 12 months.
3. That a draft of the proposed Leisure Strategy for the Vale of Glamorgan be presented to a future Cabinet meeting for consideration.

#### **Reasons for the Recommendations**

1. To note the contents of the report and in particular the good practice exhibited by the Vale of Glamorgan Council.
2. To ensure that the Council's Leisure Service continues to be one the most effective and efficient Leisure Sections in Wales.
3. To consider a Leisure Strategy for the Vale of Glamorgan.

#### **Background**

2. The Welsh Audit Office recently published its much awaited study into the provision of Leisure Services in Wales. The report highlighted the success of the Council in significantly reducing the cost of its Leisure Centre operation, without reducing service levels. In addition the maintenance or improvement of the quality of the leisure products offered to its residents and visitors was noted.

3. The report did however note that whilst the service had a clear direction there was no formal Leisure Strategy in place.

### **Relevant Issues and Options**

4. The Vale of Glamorgan was the only example used in the Audit report as a case study in terms of its process of appointing an operator for its Leisure Centre service. A copy of this study is reproduced at [Appendix 'A'](#). The Council was also highlighted in the report for being one of only seven Councils in Wales to have adopted improvement objectives that relate to health improvement and/or Leisure services. This was seen as key in ensuring Leisure services remained a priority within the mix of Local authority services during the present financially challenging times.
5. The provision of a Leisure Strategy was identified in the report as being an essential tool for future planning and investment in Leisure Service as it should enable future decisions to be made from a strategic, as well as an operational, perspective.
6. It is proposed that the Leisure Strategy would set out how a range of Council services and those operating in the Vale of Glamorgan would work together to achieve the aims of the Strategy. In doing so, it is proposed that the Strategy would contribute to the new Corporate Plan objectives of "encouraging and promoting active and healthy lifestyles". Cabinet will be aware that there are specific actions within the proposed Corporate Plan relating to the leisure/activity agenda.
7. A significant amount of information is already available that would enable the Vale of Glamorgan to produce an effective Leisure strategy. The data available from Sport Wales from both the Adult and School Sports Survey could provide most of the base data in terms of current activity levels and demand for facilities. External assistance would be required to work with an internal working group as resources are limited in terms of Leisure Strategy production.
8. It would be expected that any Leisure strategy would cover a period of not less than 10 years. The key opportunity for a Leisure strategy to challenge, building on the Welsh Audit Office report, would appear to be the link to healthier lifestyles which is a key element of the proposed new Corporate Plan and how the Council can best deliver such opportunities in the future.

### **Resource Implications (Financial and Employment)**

9. The estimated cost of producing a Leisure Strategy is £15,000. It is anticipated that experienced Leisure consultants will be interviewed and asked to tender to assist Council Officers in the process of producing a Strategy. Funding for this work will be met from existing budgets for Visible Services and Transport, for 2016 / 2017.

### **Sustainability and Climate Change Implications**

10. The development of the Leisure Strategy will contribute to the Council's duty under the Well-being of Future Generations (Wales) Act 2015 which introduces the sustainable development principle. In doing so, the Leisure Strategy will outline a range of actions and plans to achieve outcomes relating to the improvement of public health over time. As outlined in the body of this report, it is proposed that an integrated approach across the Council and its partners will be adopted to both the development and deployment strategy. Data drawn from service users and the population will be used to make decisions so as to involve communities. The Leisure Strategy will also consider how preventative action can be taken to assist in tackling specific current public health issues, such as obesity.

## **Legal Implications (to Include Human Rights Implications)**

11. There are no legal implications associated with this report.

## **Crime and Disorder Implications**

12. Quality leisure opportunities are now proven to have a positive impact on crime and disorder.

## **Equal Opportunities Implications (to include Welsh Language issues)**

13. It can be expected that any Leisure strategy would prominently feature outcomes related to the Council's equality objectives.

## **Corporate/Service Objectives**

14. Quality Leisure provision is a key corporate objective. The present Leisure management contract also demonstrates the Council's commitment to working in partnership with external providers where there is a clear case that a higher quality and reduced level of costs can be achieved.

15. As described in the body of this report, the new Corporate Plan contains a Well-being Outcome of "An Active and Healthy Vale," with an objective to encourage and promote active and healthy lifestyles and actions to deliver this. The actions within the plan that will be impacted upon positively by an integrated leisure strategy are as follows:

Action	Due Date
Work in partnership to deliver a range of activities through our leisure and community facilities and parks to increase levels of participation and physical activity.	2019/20
Work in partnership to deliver a comprehensive play programme that improves the well-being of children and their families.	2019/20
Work with the Cardiff and Vale Health and Well-being Board to undertake a range of actions to prevent and tackle obesity and encourage healthy eating and healthier lifestyles.	2019/20
Achieve Green Flag status for 7 parks as a mark of excellence, demonstrating good amenities and community involvement in the parks.	2017/18

## **Policy Framework and Budget**

16. This is a matter for Executive decision.

## **Consultation (including Ward Member Consultation)**

17. No ward member consultation has taken place as the issues contained in this report are Vale wide.

## **Relevant Scrutiny Committee**

18. Economy and Environment.

## **Background Papers**

19. Welsh Audit Office report

<http://www.audit.wales/publication/delivering-less-leisure-services>

## **Contact Officer**

Dave Knevett - Operational Manager - Leisure Services.

## **Officers Consulted**

Head of Visible Services and Transport

Head of Finance

Operational Manager - Legal

Operational Manager - Performance and Policy

Accountant - Visible Services and Housing

## **Responsible Officer:**

Miles Punter - Director of Environment & Housing Services