



REGENERATION AND ENVIRONMENT SCRUTINY COMMITTEE – 18TH FEBRUARY 2014

SUBJECT: 6 MONTH UPDATE FOR IMPROVEMENT OBJECTIVE 4 – IMPROVE AWARENESS, ACCESS, VARIETY AND USE OF LEISURE, COMMUNITY AND SPORTING FACILITIES IN OUR BOROUGH

REPORT BY: ACTING DEPUTY CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 To provide Members with a 6-month update on progress for Corporate Improvement Objective 4.

2. SUMMARY

- 2.1 The key outcome for this objective is that people in Caerphilly lead active lifestyles. This improvement objective is concerned with improving the sporting and leisure facilities across our county borough. It's also about increasing the usage of our facilities. We want our borough to have excellent sporting and leisure facilities that encourage all parts of the community to be more active, more often.
- 2.2 This Improvement Objective has been chosen because we recognise that being physically active is an important part of leading a healthy lifestyle. Improving our sports and leisure facilities and finding innovative ways to encourage our citizens to use the facilities on offer to them is one way in which we, the local authority, can help support our citizens with leading healthier lives. While there is medical evidence to prove that being physically active has health benefits there is also evidence to prove that active lifestyles can improve educational attainment and tackle some of our social issues by transforming the lives of those living in our communities particularly those in areas of deprivation.
- 2.3 This report summarises some of the progress made to each of the tasks and actions within the Action Plan over the first 6 months. A more detailed report, with progress against annual targets, will be presented to members after 12 months.

3. LINKS TO STRATEGY

- 3.1 Providing and maintaining an appropriate level of service performance to the council's residents is a fundamental aim of the council.
- 3.2 This Improvement Objective is also aligned to Creating an Active Wales, Vision for Sport in Wales and the new Single Plan.

4. THE REPORT

- 4.1 There has been positive progress against most of the actions in the Improvement Objective. The following highlights the action then the progress made against each action.
- 4.2 **Building and developing an innovative programme of activities for the new Ystrad Mynach Performance Centre** – The building works are progressing as planned; partnership agreements have been signed with Newport Gwent Dragons, Welsh Rugby Union and Cardiff City. There is also an agreement in principle with Ystrad Mynach College. There will be a full programme of use when the new facility opens in the summer.
- 4.3 **Develop a Leisure Facilities Strategy to inform priority investments in Sport and Leisure facilities** – The facilities audit is nearing completion. Analysis of this data will inform the new strategy.
- 4.4 **Engaging with schools and parents to ensure every child can swim a minimum of 25 metres by the age of 11** – Intensive swimming lessons for schools have been implemented with years 3 and 4 being the primary focus. At present 90% of schools have engaged with the intensive programme, whilst other primary schools are operating an alternative model. Caerphilly CBC is currently 29% below the national target for achieving the objective. There is a need to improve the standard of teaching if we are to achieve this target.
- 4.5 **Improving the retention of users by developing and implementing a scheme that rewards customer's loyalty** – A new loyalty scheme launched 21st October. This scheme rewards customer loyalty and repeat visits. A customer retention package will be developed during Q4. The number of SmartCard holders continues to increase and is on track to achieve the year-end target. Visitors to indoor sport and leisure facilities is below target due to the 3 month swimming pool closure at Newbridge Leisure Centre and 30 day swimming pool closure at Risca Leisure Centre. Measures and actions are in place to reduce the difference between actual and target.
- 4.6 **Growing a skilled and enthusiastic workforce, which includes staff, coaches, tutors and volunteers** – A staff development matrix is in place with STAadmin. All staff development is populated within this system. A regional workforce development scorecard is also in place for 5 Local Authorities (Blaenau Gwent, Caerphilly, Monmouthshire, Newport and Torfaen) with Caerphilly the lead Local Authority. Caerphilly is currently on target to achieve our performance improvement objective for 'number of workforce trained'.
- 4.7 **Introducing a programme to identify and support the more able and talented** - Pathways have been developed for all priority and focus sports in partnership with national governing bodies of sport as part of the scoping and sporting landscape. Talent identification programmes will start in Q2.
- 4.8 **Promote the well-being benefits of being physically active** – There is a need to continually improve our methods of communicating with customers to ensure awareness of what opportunities are available and the well-being benefits of an active lifestyle.
- 4.9 **The introduction of a 5-a-side soccer arena in Risca** – The facilities at Risca have been significantly improved resulting in usage and memberships at record levels (over 200 new members)
- 4.10 **Improve Free Swim Scheme** – As referenced in 4.5 the pool closures at Newbridge and Risca have had a significant impact on <16 swims. Currently we are below target but measures are in place to claw back the difference. The pool closures have not affected 60+ free swimming which is currently performing above target.
- 4.11 **Increasing user and visitors to sport and leisure activities** – The number of people attending our health referral scheme is above target as is the number of visitors to SportCaerphilly activities. % of pupils in years 3 to 6 'hooked on sport' has improved from

29% (2011) to 41% (2013). Also, pupils in years 7-11 'hooked on sport' has improved from 26% (2011) to 38% (2013).

- 4.12 Whilst progress is pleasing we recognise that significantly more is required within current resources to improve the quality of life of our residents.

5. EQUALITIES IMPLICATIONS

- 5.1 There are no equalities implications associated with this report that have not been considered or would adversely affect any individual or group who fall under one of the protected characteristics or wider issues as shown in the councils strategic equality plan.

6. FINANCIAL IMPLICATIONS

- 6.1 There are no financial implications directly associated with this report.

7. PERSONNEL IMPLICATIONS

- 7.1 There are no personnel implications directly associated with this report.

8. CONSULTATIONS

- 8.1 The results of all consultations have been incorporated into this report.

9. RECOMMENDATIONS

- 9.1 Members are asked to note the contents of this report and progress to date against Improvement Objective 4.

10. REASONS FOR RECOMMENDATIONS

- 10.1 To provide Members with regular updates on progress with Improvement Objective 4.

11. STATUTORY POWER

- 11.1 Local Government and Housing Acts.

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Appendices:

Appendix 1 Action Plan 2013/2014