



Leisure Facilities

Our plans to invest and improve

Communications Action Plan

July 2010

Background

Wiltshire Council has carried out a review of its leisure facilities. Currently, there is a mixture of facilities across the county. These include privately owned, council-operated, community run and some that are jointly used by local schools. The council contributes towards the running of 23 indoor facilities and would need to spend £93 million just to maintain them for the next 25 years. This would not include any improvements, refurbishments or building any new facilities. In the present financial climate and in light of the review that was carried out we know that to do nothing would not be an option as this is neither affordable nor sustainable nor will this allow us to provide facilities that will meet the needs of local communities in the future.

The review looks at leisure provision for the next 25 years and focuses on a programme of replacement, refurbishment and devolvement of leisure facilities.

This is a very ambitious plan that proposes investment of £117 million into 4 new facilities as part of wider campus developments as well as major improvements of a further 3 facilities and ongoing refurbishment in some of the others.

Aims

- Invest £117 million to provide high quality facilities across Wiltshire
- Promote and encourage everyone to take part in regular exercise
- Make sure that a prices are set at a level where people can make positive choices about leisure activities
- Provide facilities where they will be needed over the nexy 25 years, as our demographic profile changes
- Adapt to changes in the demand and customer need for leisure services
- Provide a vibrant and safe environment for everyone to take part in a wide range of activities
- Work with local organisations and other public services to deliver projects that get... more people, more active, more often
- Provide good value for money, but continually look for ways to reduce the costs of running these facilities

What's proposed?

The proposed plan is in 3 phases starting in 2011 – 2015 and completion in 2025.

New state of the art facilities in;

Melksham, Trowbridge, Warminster and Amesbury/Durrington

Major Improvement and refurbishment in;

Chippenham, Devizes, Malmesbury, Marlborough, Salisbury and Tidworth

Devolving centres to community groups or trusts in;

Bradford on Avon, Corsham, Downton, Pewsey, Tisbury, Westbury and Wootton Bassett

This approach has worked extremely well in Cricklade and Calne.

Consultation and awareness

We want to talk to users of the existing facilities, local people and communities, during the next three months (August – October) and invite their views and comments on what we are proposing.

Key messages

- £117 million investment
- Our plans to invest and improve
- Talking and working with communities and users
- Retaining facilities where sustainable
- Views needed
- Improving access to facilities and services through new campuses
- Doing nothing is not an option

Key phases of communication and informing

1. Proposal and consultation period – End July – end October
2. Feedback and review – November 2010 – January 2011
3. Plans agreed – Full Council February 2011
4. Programme of implementation – 2011 – 2015, 2016 – 2020, 2021 - 2025

The action plan below focuses on phase 1. The plan will evolve to reflect the further three phases.

EXTERNAL – CUSTOMER FOCUS

Objective

We need to make people and communities aware of the proposals and have conversations about how we can best deliver the proposals over the next 15 years. We will produce clear information and communication regarding the proposals.

External channels	Action	When	Notes
Media	Work with local media through all phases. Take a proactive approach. Issue regular updates, briefings and releases. Coordinate interviews and phone in's.	Underway	
Consultation and awareness publicity	Produce clear, visual and informative and consistent publicity to encourage feedback on proposals. Including leaflet, questionnaire, display boards, presentation slides, briefing notes and updates. Plus dedicated e mail address	All publicity produced week commencing 26 July.	
Magazine	Dedicated coverage on proposals and how to feed back views	Copy required week commencing 26 July. Magazine distributed door to door September-October	Promote road show and area board dates that fit with the distribution timetable
Website	Consultation and awareness information pages and feedback options including on line – include front page promotion	Website – front page updated. Other pages week commencing 26 July.	

Road shows	Trailer rebranded - series of road shows across the county planned ahead of area board meetings. Consult, inform and promote information and feedback.	Rebranding underway Dates tbc but will be scheduled ahead of area boards to promote feedback from local communities	Road shows to be supported by communications, customer care and leisure staff – plus lead member, where possible.
Area boards	Consultation and awareness publicity to support discussion and presentation. Include – presentation slides, display materials and information leaflets and questionnaires.	Materials to be produced week commencing 26 July, including presentation slides format – including briefing for each town. Area Board meetings 19 August – 26 October	Briefing notes being issued to area boards meeting between now and consultation dates/presentation on leisure proposals. Proposals to be voted on at Area Boards with handsets.
Leisure centres and libraries	Static displays and consultation and awareness information	Materials to be produced and distributed week commencing 26 July	Liaison with front facing areas regarding what, why, when and how – tool kit and support.
Schools	Static displays and consultation and awareness information	Materials to be produced and distributed week commencing 26 July	Liaison with front facing areas regarding what, why, when and how – tool kit and support.
Community	Liaise with clubs, user groups/organisations	Invitation to discuss?	
Displays in all hubs, front facing offices	Static displays and consultation and awareness information	Materials to be produced and distributed week commencing 26 July	Liaison with front facing areas regarding what, why, when and how – tool kit and support.
Town and Parish Councils newsletter	Update on proposals and opportunities and timing for feedback	Week commencing 2 August	

INTERNAL – STAFF AND MEMBERS

Objective

To ensure that all staff in leisure facilities are aware of what's happening. Keep all other staff and councillors updated and aware of what's proposed and the opportunities to feedback.

Internal channels	Action	When	Notes
The Wire – electric and elected	Update on proposals and opportunities for feedback and community involvement Make the links to workplace transformation and asset rationalisation – improvements through campuses in communities	As required – follow up on last week's message from Chief Executive.	
Briefing to ELT and Cabinet Liaison	Briefing update	September	
Briefing for councillors	Briefing update – crib sheet	Week commencing 26 July	
Face to face meetings	With leisure staff	Meetings scheduled 22 July – 21 August	
Face to face meetings	With all staff – to update and inform on what's happening in the context of the big picture	Scheduled for September – October with the Leader and Chief Executive of the Council	