

## **Wiltshire Council**

### **Warminster Area Board**

**22 September 2011**

---

### **Leisure – a summary of the service and key priorities for the next four years**

Leisure Services has been highlighted as one of the council's top ten priorities. The core activities covered by Leisure Services are all discretionary, though highly sensitive, as they are services that the public expect the council to provide and contribute to a number of the Local Area Agreements and Healthier Wiltshire ambitions.

The provision of leisure services and activities have an intrinsic value in their own right as well as an enabling role to help deliver wider social agendas and making Wiltshire a better place to live in. The range of services provided offers people opportunities as participants, administrators, leaders and audiences.

There are five strands to Leisure Services:

- Sports & Leisure Facilities;
- Sports and Physical Activity;
- Entertainment;
- Play and Open Space Provision;
- Formal Outdoor Sports Provision.

The overarching purpose of the Sports and Physical Activity related services is to support Wiltshire's objective to become the healthiest county in the UK by 2014, with the primary objective being to create opportunities for continued increases in the levels of physical activity up to 2020. We want more people, to be more active, more often and to provide sports and recreational facilities and activities that will contribute to this goal.

The Play & Open Spaces purpose is also to make a step change in the council's aspirations for a better life for all by developing more resilient communities and improving the council's stock of parks and open spaces, thereby giving quality outdoor experiences for all the community.

The conclusion after two years of the Play Builder and Play Programme Initiatives has led to an increase in quality of play provision within the County. However, due to the budget savings required the refurbishment funding for all play areas is severely depleted, which will need to be addressed as a matter of urgency.

A continued increase in health issues such as obesity are still areas of concern, which the early intervention of active play can help decrease.

District Council Local Development Framework (LDF's) clearly show a countywide dearth in quality outdoor pitch provision which needs to be addressed. It is anticipated that core strategy input together with Green Infrastructure input will give the necessary policy and strategy strength to move forward on this area. A clear steer from the Trowbridge Community Area Board linked to the West Wiltshire District Council Leisure & Recreation Development Plan is the starting point for Countywide Outdoor Playing Pitch Strategy.

The City Hall's purpose is to be a high quality multi functional venue, which promotes and encourages regular use for all sections of the community.

The key drivers for change affecting the Sports and Physical Activity Development will include the changing role of the PCT and emergence of Health and Well-Being Boards; Workplace Health; Sport England Core Specification; Role of the County Sports Partnership and School Sports Partnership Structural changes and School Games.

There are clear links across the service with Health, focusing on joint work to tackle issues such as childhood obesity, encouraging healthy eating and physical exercise. Further work is being undertaken to improve the health needs of older people working in partnership to deliver a range of services including Physical Activity Referral Programmes and Falls Programmes.

The two key indicators being used to measure performance are;

- National Indicator 8 that measures the 'Increase in adult participation in sport & recreational activity via an Active People Survey' undertaken by Sport England. Wiltshire is currently in the upper quartile nationally achieving 26.1%.
- Total number of attendances

One of the biggest challenges will be to deliver the service in a manner that meets the needs and expectations of a continuously changing population, whilst at the same time achieving the 12% budget saving required from the service.

Other challenges will include balancing the management of the facilities and delivering the 12% savings with the expectations of the local communities as the Transformation Programme develops in the pilot areas. To deliver the required high quality, multifunctional indoor leisure facilities to the required specification and standard as part of the Transformation Programme.

If you require any further information or have any questions please contact Robin Townsend, Head of Service – Leisure:

Telephone: 01380 734855

Email: [robin.townsend@wiltshire.gov.uk](mailto:robin.townsend@wiltshire.gov.uk)

## Key priorities for the service(s) for 2011/12 – 2014/15

Ref	Priority (link to Business Plan / Investment Plan / Statutory requirements)
1	Delivery of a long term sustainable Leisure Facilities Strategy (LFS) for Wiltshire
2	Investment in Leisure facilities as part Campus Developments
3	Delivery of 12% Service Review Savings
4	To positively contribute to increased levels of participation in sport, physical activity and health related activities and make a key contribution to making Wiltshire the healthiest County
	Ensure that the Transformation Programme which is responsible for the delivery of fewer, more efficient and strategically placed facilities provide the required high quality, multifunctional indoor leisure facilities to the required specification and standard.
5	Invest in the City Hall to provide a high quality multi-function venue, which promotes and encourages regular use for all sections of the community
6	Contribute to Team Wiltshire's objective to capitalise on the opportunities presented from London hosting the Olympic games 3 and create a legacy for sports and physical activity in Wiltshire.
7	Secure, manage and maximise the internal and external funding investment into Wiltshire Council's Leisure Services
8	Delivery of a long term sustainable Play Facilities Strategy for Wiltshire
9	Delivery of an up to date sustainable Play Strategy for Wiltshire
10	Delivery of a Formal Recreation and Pitch Strategy for Wiltshire as part of the Green Infrastructure Strategy
11	To support Clubs, organisations and Community Groups to develop and maximise sporting opportunities and secure investment for sport and physical activity projects related to these groups
12	Deliver a sports and physical activity strategy and action plan
13	Contribute to the council's objective to reduce the carbon footprint