

Causeway Coast and Glens Borough Council

To: Leisure & Development Committee

Sport and Wellbeing Service Strategy

13th October 2015

For Decision

Report to Committee

Linkage to Interim Corporate Plan	
Strategic Themes	Transition and Transformation Health & Wellbeing Cohesive Community
Lead Officer	Wendy McCullough – Head of Sport and Wellbeing
Cost: (If applicable)	

The purpose of this report is to present a proposed plan for the development of a Sport and Wellbeing Service Strategy

Background

The Sport & Wellbeing Service Level Mandate is focused on the following;

The provision of:

- High quality leisure and sports services,
- Accessible to all via need based programmes and;
- Sustainable facility provision, enhanced by:
- Effective partnership working.

The provision of the above is designed to create:

- Increased levels of participation in physical activity,
- Improved health and well-being and;
- An enhanced quality of life.

This mandate is set within the context of the Causeway Coast & Glens strategy which has a number of cross cutting strategic themes, setting out the priorities of the Council between 2015 and 2019, namely working towards;

- Providing effective and sustainable local services
- Developing our economy and create jobs
- Enhancement of our people's health and wellbeing
- Empowerment of our local people to take ownership of projects in their community
- Promote our tourist offer locally as well as internationally, and
- Protecting the environment in which we live.

Moving forward:

In order to fulfil the service mandate for Sport & Wellbeing it is important to review the current level of provision, both within our facilities and also the service programmes we provide across the legacy areas, and identify opportunities within Sport and Wellbeing which make best use of current

provision, matches market demand and creates sustainable services fit for the future and meeting identified need. The output from such a review should be a strategy with a clear vision, agreed direction and explicit measurable outcomes for the period 2015 to 2018 and will feed into the 2016 / 17 Facilities Implementation Action Plan (IAP).

The following presents a framework against which this work will be set;

Work stream 1: Strategic context

- Link to Council corporate plan and Sport & Wellbeing Facilities Strategy
- Establish context with other council strategies and Community Plan.
- Identify and address any gaps between Sport & Wellbeing objectives and other government bodies and the relevant strategies; OFMDFM, DCAL, Sport NI, Health Trusts, Education Board etc.

Work stream 2: Initial strategy development

- Articulate the high level outcomes that are required to demonstrate the achievement of the objectives identified.
- Outline the programmes that are required to provide the high-level outcomes.

Work stream 3: Profile of existing services

- Service programmes.
- Facility provision; current condition, new projects.
- Participation levels.
- Finance.

Work stream 4: Identification and analysis of key issues for Sport & Wellbeing

- Health of population.
- Demographics.
- Equality and parity of access.
- Financial constraints.
- Partnership opportunities; funding, provision.
- Alternate providers.
- Engagement, empowerment and enabling community capacity in relation to sport and wellbeing.

Work stream 5: Bridging the gap

From the research and analysis associated with work streams 1 to 4 identify a plan for implementing the findings. Such a plan needs to be cognisant of the following key decision making influences;

- Established need.
- Affordability.
- Sustainability (both facilities and services).
- SROI.
- Funding.
- Stakeholder requirements.
- User & Rate payer opinion.
- Section 75 Equality requirements throughout the work.

Work stream 6: The Strategy

Drawn from work streams 1 to 5, provide a summary Strategy document setting out the overarching objectives of Council, the service levels necessary to achieve those objectives, the methodology by which those service levels were determined and the actions, resources and timescales necessary to achieve those service levels.

Key action points include;

- Provision of a communications plan for the strategy.
- Presentation of the strategy and associated work to senior management for review and finalisation.

- Presentation of the strategy and associated work to Council for approval.

Key Outputs required:

- Document the programmes necessary to achieve the strategic goals.
- Document the quantities and locations of need for facilities derived from benchmark provision levels and strategic aspiration.
- Document the quantities and locations of existing provision (already established through mapping for the Facilities strategy) and provide a gap-analysis against the documented need for service / programme delivery.
- Document a number of scenarios by which varying degrees of need can be met within current budget allocations (or otherwise).
- Benchmark current costs and performance, seeking to identify and replicate good practice across Council, thus achieving service improvements and cost reductions.

Recommendation:

It is asked that Members note the proposed plan for developing a Sport & Wellbeing Service Strategy and recommended that Members approve development of the agreed work streams with the resulting report to be brought back to Council for further consideration.