	EISURE STRATEGY ACTION PLA	AN Commentary	200	06 Objective and Plan
	bjective 1	Commentary		jective 1
To build on the success of the Unit structure to meet corporate objectives through the Community and Cultural Strategies.		The unit once again produced a set of service plans which outlined the work for the year. Significant research work on the	str thr	build on the success of the Unit ucture to meet corporate objectives ough the Community and Cultural rategies.
Ac	tions April 2005 to March 2006	audiences of the museum, and on the market for leisure facilities was carried	Ac	tions April 2006 to March 2007
1	Update service plans	out. Further visitor surveys of the users of leisure centres are now in preparation.	1.	Update Service Plans
2	Continue to improve the Unit's knowledge of its customers and partners	The programme of compiling risk assessments and safe working practices achieved its targets.	2.	Use the experience gained in the surveying of museum audiences to appraise leisure and community outreach users.
3	Extend work on safe working practices and the identification and reduction of risks.	Work was started on researching the requirements for a unit Charter Mark, but abandoned when the decision was taken	3.	Work with the corporate Charter Mark programme
4	Investigate an application for the Charter Mark for the Leisure and Museums Unit	to move towards a corporate award. However in the last year a new quality standard for cultural services has been established with the support of the DCMS, the cultural agencies and the Audit Commission and it seems possible that the possession of this award will be necessary for future CPA success.	4.	Prepare, consult on and agree a new 5 year Leisure Strategy.

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2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 2		Objective 2
To become the major regional centre for Athletics, Rugby, Hockey, and Tennis, by working with others towards the creation of centres of excellence, development networks and high quality facilities, and review with the governing body for canoeing the feasibility of future measures to	The Active Sports Partnership is now drawing to an end. Sport England is now putting in place County Sports Partnerships with a wider remit. Staff are working with other districts to help ensure that the new Partnership operates at an appropriate level.	To become the major regional centre for Athletics, Rugby, Hockey, and Tennis, by working with others towards the creation of centres of excellence, development networks and high quality facilities.
promote the sport.	We are working with two club consortia	
Actions April 2005 to March 2006	(one based on rugby and football, the other on rowing and canoeing) on Hub Club bids to Sport England, although the	Actions April 2006 to March 2007
1. Work with partners to ensure that the Devon Sports Board and other new Sport England initiatives	concept of hub clubs is still not fully worked out.	1. Work with partners to ensure that the Devon Sports Partnership and other new Sport England
benefit the residents of Exeter.	Officers spent a great deal of time attempting to engage with Bryanston	initiatives benefit the residents of Exeter.
2. Work with local clubs and organisations during the review of sports provision to ensure that wide participation is encouraged and promoted	Square and Mowlem during the year, but with no success. BS launched their bookings system during the year, but because of the delay in the PFI scheme it has yet to come into operation. BS refused to make any accommodation for	2. Work with local clubs and organisations during the review of sports provision to ensure that wide participation is encouraged and promoted
3. Work with Mowlem and Bryanston Square to promote the interests of key sports in the new school facilities.	ECC customers and many of those using St James Sports Centre have already moved elsewhere.	3. Consider how the City might benefit from investment in facilities for the 2012 Olympics
	The sports development and facilities teams have worked with rugby and athletics to promote Exeter as a major	4. Monitor the development of new schools and engage with the

	centre. Lack of time and resources have prevented any work with hockey and with canoeing (other than with the hub club bid) We propose removing the canoeing element of objective 2 for the coming year, and addressing the issue again in the new strategy to be prepared during 2006.	operators at the appropriate time to ensure better community use at reasonable prices.
2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 3		Objective completed
Complete the development of an indoor tennis centre, and continue to facilitate the building of an indoor athletics facility	The new tennis centre, jointly funded by the University, the Lawn Tennis Association and ECC continues to operate very successfully.	
Actions April 2005 to March 2006 1. Continue to press DCC, Mowlem and Bryanston Square to achieve a flexible and accessible community use policy for all new secondary schools	Officers attempted to convince the County Council and the PFI contractors that one of the new sports centres, most probably St James, should be equipped as an indoor athletics training facility, but there was no interest. It now seems unlikely that it will be possible to acquire such a facility and the objective should be dropped from the strategy.	

2005 Objective and Plan	Commentary	2006 Objective and Plan
None	The City Council adopted a play strategy in 2001, which has now expired. However	Objective 3
	Community Outreach has been working with play interests across the city to create a new coalition which hopefully will	<i>Maximise the range of play opportunities available across the city.</i>
	become a re-born Exeter Play Association. As part of that work a draft strategy for the group has been	Actions 2006/2007
	developed. Rather than the City Council now develop a new play strategy of its own, it is suggested that this new objective be added to the Leisure Strategy, and that at the appropriate time – possibly in March 2006 – the Council join the new play partnership.	1. Create a programme of projects to bid for the Big Lottery Fund play allocation, in partnership with other organisations and with young people, and use the fund to enhance the city's existing play provision.
	In the meantime the Community Outreach team will lead the bid for the money set aside for play in Exeter by the Big Lottery Fund.	2. Continue to use the Play Area Project Group to assess the use of capital and S106 funds for play areas and equipment.
	A fuller version of this objective will be included in the new Leisure Strategy to be prepared during 2006.	3. Continue to support the play sector in Exeter in setting up its own voluntary structure .

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 4		Objective 4
Enhance the grass roots development network which operates in all parts of the City.	Active Sports is now drawing to an end, but the sports development team has built a strong relationship with a number of clubs and governing bodies, and is	Enhance the grass roots development network which operates in all parts of the City.
Actions April 2005 to March 2006	now working closely with the school sports co-ordinator network.	Actions April 2006 to March 2007
 Work with the new structure of school based Partnership Development Manager and school sports co-ordinators to promote sport and physical activity 	Considerable work has been done with clubs in the city – in the two hub bids, but also in helping build capacity, as is the case with netball. A good deal of resource has also gone into mitigating	 Work with Sport England to ensure that any new "Community Sports Partnership" will benefit Exeter. Seek funding to continue the SPLASH programme into 2007/8
2. a) Work with the SPLASH partnership to safeguard the advances made in holiday programmes for the under 12's	the effect for clubs of the delays and confusion of the PFI scheme. The Merrivale Road MUGA, funded by a grant from the Living Spaces	 Subject to Council agreement on policy, develop a consistent approach to the support of community associations and other
b) To submit a new lottery application through Sure Start/Playlines Initiative for childcare at the new Exwick Community Centre. A pilot scheme has been operating out of Exwick for six sessions	programme, is now in operation, and a new youth centre has been established in the adjacent Buddle Lane Hall, leased to DCC by the Council. SPLASH went from strength to strength, and now has centres east and west of	key organisations.
during 2004. 3. Follow the progress of the new Big Lottery Fund, which is	the Exe, fully booked at every holiday. With the help of external grants the project funding is secure until the end of 2006/7. The bid for Exwick was	
replacing the New Opportunities Fund and the Community Fund, to ensure that opportunities for	successful. Funding programmes for the Big Lottery	

	funding are identified and	Fund only began to be announced in	
	exploited.	December 2005, but an early element	
	•	was the announcement of £231,000 for	
4.	Complete the setting up of a new	Exeter play, although a detailed spending	
	community organisation to run	programme has to be agreed.	
	the new hall at Exwick		
		The new community hall for Exwink at	
F	Continue discussions with	The new community hall for Exwick at	
5.	Continue discussions with	Kinnerton Way is under construction,	
	partner organisations, FA and	and, with the help of the Council, Exwick	
	other possible funders re the	Community Association has been revived	
	Whipton, Hamlin lane project.	to take a positive role in the area,	
		including the management of the new	
		centre.	
		DCC have yet to identify the funding for a	
		joint project at Hamlin Lane, although	
		there is agreement for them to use land	
		at the site.	
		Sport England continue to develop new	
		structures based on county partnerships,	
		and intend to set up "community sports	
		partnerships" to complement them.	
		There is continuing concern at Sport	
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		England's tendency to bypass local	
		authorities – still the major funders and	
		organisers of sport and physical	
		recreation – and we will monitor progress	
		carefully.	

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 5		Objective 5
Make Exeter an established home for major sporting and social events, including national and international competitions.	Music in the Parks is now a programme which is well co-ordinated with local events so that community groups can add impact to their events. Playdays continued to be a very popular feature of	Make Exeter an established home for major sporting and social events, including national and international competitions.
Actions 2002 to 2005	the programme, and will expand next year with the addition of new ECC	Actions 2006/7
 Continue to develop a series of city based events promoting health and physical activity. 	funding. Attracting major events is proving to be difficult without the addition of substantial	1. Continue to develop a series of city based events promoting health and physical activity.
2. Seek external sources of funding to promote further large events	funding to support them, as some councils are willing to provide extensive resources in recognition of the economic	2. Seek external sources of funding to promote further large events
3. Continue to work with SEAA and UK Athletics re regional and national athletics events at the Arena	role such events play. Playdays continued across the city with the team also supporting a Sure Start Family Event based on the Play Team's	3. Continue to work with SWAA and UK Athletics re regional and national athletics events at the Arena and in particular prepare for the English Schools Combined
4. Continue to develop the Playdays theme with outside partners including the now established	Playdays concept. The team also combined with the Riverside Leisure Centre to hold an October indoor event	Events Championships, returning to Exeter in September 20007.
indoor event for older children.	for the first time.	4. Continue to develop the Playdays theme with outside partners including the now established indoor event fro older children.

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 6		Objective 6
Maximise opportunities for all forms of learning (formal and informal, by people of all ages and backgrounds) by increasing and broadening public access to the Royal Albert Memorial Museum and Art Gallery, its collections and services.	Education continues to be one of the key elements of the Renaissance programme, and the news that the scheme has now been extended at the current funding level for a further two years to at least March 2008 is most welcome.	Maximise opportunities for all forms of learning (formal and informal, by people of all ages and backgrounds) by increasing and broadening public access to the Royal Albert Memorial Museum and Art Gallery, its collections and services.
Actions 2005/6	The quality of programme activity and the	Actions 2006/7
1. Devise ways to keep the education service at maximum in the second phase of Renaissance.	quantity of school visits continued to improve, and new schemes of learning were completed. One of them, based on the museum's art collection has been incorporated on a CD and distributed free	1. Introduce the new arrangements for family learning and outreach in the community.
2. Ensure that the learning potential of the collections is realised as detailed designs for the development project emerge.	to every school in Devon. The programme to refurbish St Nicholas Priory and furnish it as a Tudor home is	2. Prepare programmes for the period when the museum is closed.
 Develop links with Priory High School (soon to be the Isca 	now fully funded, by ECC, Renaissance and by an HLF grant. The programme is running behind but the new facility should	3. Promote St Nicholas Priory as a learning site.
College of Media Arts)	be open by the beginning of 2007.	4. Continue to develop links with Isca College of Media Arts
4. Continue to work with the Learning City Partnership especially in connection with the Test Bed Learning Project in Exwick/ Cowick and its use and promotion of the Xcard	Public talks and events linked to the temporary exhibitions programme became a more established feature and proved to be very successful. From 2006 it is hoped that the museum	
	will have a new Family Learning Officer.	

This will enable the current activities	
team to turn their attention to delivering	
activities away from the museum site but	
strongly linked to the museum	
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The disability audit has been completed.	
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200	05 Objective and Plan	Commentary	200	06 Objective and Plan
Objective 7			Ob	jective 7
Pursue plans to develop the Royal Albert Memorial Museum and Art Gallery that will address improved access and visitor flow within the building, improved learning opportunities, refurbishment of the historic building, improved storage, conservation and access to the collections.		The second, smaller, application to the Heritage Lottery Fund was successful, and the remainder of the design team was recruited. The stage 2 bid was due to be submitted in February 2006, but the amount of work necessary to provide the level of detail required to cost the project has proved to be too great and a 3 month delay has been sought.	Alk Ga acc bu op his co	rsue plans to develop the Royal bert Memorial Museum and Art llery that will address improved cess and visitor flow within the ilding, improved learning portunities, refurbishment of the storic building, improved storage, nservation and access to the llections.
Ac	tions 2005/6	The allied project to construct a new store at Exton Road in time for the	Ac	tions 2006/7
1.	Complete the development stage of the RAMM Development Project and submit report to the Heritage	RAMM collections to be decanted is running to time and to its new budget.	1.	Submit the stage 2 application to HLF
	Lottery Fund	All staff at the museum, and very many in other sections have been very busy on aspects of this very large and detailed	2.	Continue to run the store project to time and budget
2.	Prepare options to take the museum forward in the event that the HLF bid is unsuccessful.	scheme. Focus groups and opinion surveys have played an important role in building up an idea of what the city wants from its museum.	3.	Ensure a high level of participation and consultation as the project continues.

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 8		Objective 8
Encourage recognition of the Royal Albert Memorial Museum and Art Gallery's development as a regional 'centre of excellence'	The South West Hub continues to be at the forefront of the Renaissance scheme, with RAMM using the opportunity in particularly imaginative ways.	Encourage recognition of the Royal Albert Memorial Museum and Art Gallery's development as a regional 'centre of excellence'
Actions 2005/6	Partnerships with national museums have continued to develop, most notably	Actions 2006/7
1. Prepare for second round of Renaissance funding	with the British Museum "Across the Board" show.	 Continue to participate in the South West Hub and use the opportunity to build the role of
2. In collaboration with other museums set up for showing in Exeter and on tour a major	The Surfing exhibition proved to be one of RAMM's great successes, most notably in that it attracted a different	RAMM as Devon's county museum.
exhibition on the history and culture of surfing in this country.	audience to the usual. Further research has continued to	2. Use the opportunity of the forthcoming closure to demonstrate the museum's
3 Facilitate partnerships with National Museums and make Exeter part of appropriate UK wide networks	demonstrate RAMM's unusual ability to appeal to the whole range of tastes and social groups.	versatility and value to a wider community.
4. Through the Museum collaborate with regional cultural agencies to further the Exeter Vision		

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 9		Objective 9
Offer leisure provision for all young people in the City, which encourages full access to physical activity and mental stimulation.	The Community Outreach Team continued to work on several exhibitions and activities in the museum during the year, contributing to most of the big shows.	Offer leisure provision for all young people in the City, which encourages full access to physical activity and mental stimulation.
Actions 2003 to 2005		Actions 2006/7
 Further develop holiday programmes for children at venues throughout Exeter, in partnership with other agencies and funding 	SPLASH has now established itself on two sites, with its own web pages. An increasing amount of takeup is coming from X Card holders, demonstrating that the scheme is contributing to providing a	1. Continue to develop SPLASH and seek to make its partnership funding permanent.
bodies. 2. Continue to provide informal	service where it is more likely to be needed.	 Continue to seek new sites and funding for teenage recreation areas
recreation areas in community	The refurbished Scrapstore is now much	areas
settings for older teenagers, to include facilities for basketball, skateboarding, football and social	more efficiently laid out, and usage continues to grow.	 Introduce the new arrangements for family learning and outreach in the community
areas. 3. Encourage access to physical	Staff worked closely with play-related groups and individuals during the year to develop a draft play strategy as a launch	4. Continue to promote physical activity in all its forms for young
activity for young people and those at risk of social exclusion	pad for a re-born Exeter Play	people.
through the promotion of the X- card,	Association. This has proved to be just in time to respond to the offer of £231,000 from the Big Lottery Fund for improved play provision over the next	5. Support Group Initiative Grant proposals to offer alternatives to young people in the city.
4 Develop schemes and programmes arising from the Health White Paper and the new initiatives on school based sport and physical activity	four years, and the team will be working to produce a framework to access the money.	6. Continue to work closely with police and youth services to ensure good access to services for all young people.

5 6	Continue to provide activity workshops for children and adults at the Museum and Scrapstore. Build on the partnerships	The sports development team have developed an excellent working relationship with the police and Devon Youth Service in creating and managing "diversionary" activities, such as the recent Soccer Spooktacular event at	
	established with other Scrapstores in the south of England culminating in a National Scrapswap in Exeter in 2005	Halloween and the No Limits programme. These are set to continue.	

20	05 Objective and Plan	Commentary	20	06 Objec	ctive and Plan	
Objective 10			Ok	jective '	10	
Provide advice, promotion and facilities which enable every citizen in Exeter to reap the benefits of physical activity		Negotiations with DC Leisure concluded successfully and a new contract is now in force.	Provide advice, promotion and facilities which enable every citizen in Exeter to reap the benefits of physical activity			
Ac	tions Ongoing	The Sports Development team was successful in its bid for funding from the British Heart Foundation and other	Ac	tions	Ongoing	
1	Co-ordinate the marketing of leisure facilities, programmes and opportunities to maximise awareness.	bodies for its Active 4 Life scheme, which is now well under way as a national pilot. A number of initiatives are already underway following the implementation of a baseline survey earlier in the year.	1	leisure opport	inate the marketing of facilities, programmes and unities to maximise ness and usage.	
2	Support and initiate campaigns linked to health awareness through physical activity (such as Fit to Succeed, Fit to Work, Devon Get Active).	Work on a strategy for leisure centre renewal from 2010 on is now under way, with a report due to the January 2006 Scrutiny committee and Executive for the first phase.	2	linked throug Fit to V	rt and initiate campaigns to health awareness h physical activity (such as Vork, Stroll On Exeter, ay Sport etc).	
3	Work in partnership with Health Service agencies to deliver joint objectives.	Although joint discussions with NHS representatives are held regularly and in various forums, and there is good co-	3	Servico objecti	n partnership with Health e agencies to deliver joint ves, in particular with t to elderly people's health	
4	Improve existing facilities to encourage use by as wide a range of Exeter citizens as possible.	operation, there is as yet no real example of a joint working, in spite of the increasing emphasis being given to physical activity by the Dept of Health.		with th team, a	e PCT Falls Prevention and with Cardiac litation programmes.	
5	Expand and promote Exeter's GP Referral scheme and develop programmes for the elderly and infirm linked to better fitness and	The Fit to Succeed programme has now metamorphosed into the Exeter Schools Sports Partnership Steering Group, and	4	encou	re existing facilities to rage use by as wide a range ter citizens as possible.	

 accident prevention through sensible exercise regimes, as well as rehabilitation. 6 Undertake a review of all major indoor sports facilities to ascertain their relevance and their viability in the short, medium 	Devon Get Active has wound up after achieving its aims of creating a GP Referral Framework across the city.	5	Continue to manage Exeter's GP Referral scheme and develop programmes for the elderly and infirm linked to better fitness and accident prevention through sensible exercise regimes, as well as rehabilitation.	
 ands long term, with a view to determining the best way to provide appropriate facilities for the next 20-60 years. 7 Support the provision of appropriate cycling and walking routes around the city (Following funding from the British 		6	Continue the review of major indoor sports facilities to ascertain their relevance and their viability in the short, medium ands long term, with a view to determining the best way to provide appropriate facilities for the next 20-60 years.	
Heart Foundation for a pilot project, within the city council employees, based on physical activity in the workplace the Leisure team, linked with strong		7. 8.	appropriate cycling and walking routes around the city.	
support from SMT and Personnel, will appoint an Activator to drive the two year project forward		0.	and ensure it offers opportunities to all members of ECC staff.	

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 11	The draft Biodiversity Strategy and Action	Objective 11
	Plan were set before committee, went out	
Conserve wildlife, promote	to consultation and were recently adopted	Conserve wildlife, promote
countryside education and	in full with only minor changes.	countryside education and
interpretation through the means of		interpretation through the means of
the Valley Parks.	The application to the HLF for Countess	the Valley Parks.
-	Wear Paper Mill was delayed, but is due to	
Actions 2003 to 2005	be submitted before the end of the financial	Actions 2006/7
	year.	
1. Review plans for a millennium		1. Complete the fishing lake and
forest to assess progress and	Plans for the Millennium Forest were	access work elements of the RSVP
potential	reviewed and were dropped in view of the	project.
-	excessive difficulty in moving forward on	
2. Submit application to the HLF for	land not owned by the City Council.	2. Prepare a work plan for and
Countess Wear Paper Mill.		appoint new ranger.
-	The Riverside Valley Park project, a joint	
3. Consult on the Biodiversity	one with Parks and Open Spaces and	3. Carry out works to Paper Mill,
Strategy and Action Plan and	Planning, was delayed by a number of	scale depending on the result of
complete the final version.	factors, but the Belle Isle and Duckes	the HLF bid.
-	Marsh elements will be starting in this	
4. Undertake years 2 and 3 of the	financial year. Work on the King's Arms	
Riverside Valley Park	Isthmus, the implementation of access	
development project	improvements and the creation of a fishing	
	lake and wetland will follow during the year	
	to come and other projects are at the	
	planning stage.	
	-	
	The temporary addition of a second ranger	
	will enable the team to step up their	
	education and interpretation activities and	
	to deliver biodiversity strategy actions.	

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 12	Work on the drafting of a Harbour	Objective 12
<i>Promote the River and the Canal and make it a lively facility for local people as well as a tourist attraction.</i>	Revision Order was completed, along with a draft Business Plan for the new authority to demonstrate its viability. These are now out for consultation and	Promote the River and the Canal and make it a lively facility for local people as well as a tourist attraction
Actions 2005/6	the Council will be asked to approve the final version of the HRO to be submitted	Actions 2006/7
1. Complete the Canal Management Plan	to the Dept of Transport in April. A public enquiry is expected during the course of 2006.	 Continue to guide the HRO through its passage.
 Complete work on the HRO and a new business plan for the Harbour Trust 	The team continued to work with the Canal Basin Development Project to complete plans for laying up, and to assist with the re-housing of the water	2. Prepare for the separation of the canal and estuary functions, and carry out a work and staffing review.
3. Complete business plan for the management of the canal basin after redevelopment	sports clubs. The Canal Management Plan received no further work, due to the very heavy	3. Complete business plan for the management of the canal basin after redevelopment
	demands of the Harbour Revision Order,.	4. Review the staffing requirements for the canal now that the proposals for the Basin are more certain.
		5. Continue to undertake bank strengthening works and determine how best to deal with tree lined stretches near the water treatment works

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 13		Objective 13
Inform all citizens of the opportunities available to them.	Leisure and Museums worked with IT and Economy and Tourism to produce a scheme to comply with the e-government	Inform all citizens of the opportunities available to them.
Actions 2003 to 2005	requirements, but evidence suggested that it would be impossible to implement	Actions 2006/7
1 To achieve maximum exposure for the Council's cultural and leisure activities	a scheme with the current leisure contractors without replacing their system entirely. This element was therefore put off for consideration with	1. To achieve maximum exposure for the Council's cultural and leisure activities
2. To continue to produce a range of interesting and informative material to encourage use of all the Unit's facilities and activities.	the new contract to start in 2010.	2. To continue to produce a range of interesting and informative material to encourage use of all the Unit's facilities and activities.
3 As part of the e-government strategy to work with other Units to produce a high quality and effective electronic information and booking system, integrated with other cultural and/or council services.		3. To develop Leisure and Museum's use of the Council website.

2005 Objective and Plan	Commentary	2006 Objective and Plan
Objective 14		Objective 14
To link Exeter's Leisure Grants structure to the Leisure and Cultural Strategies thereby assisting in their implementation by the more pro- active community associations, clubs and special interest groups.	Grants as a whole were reviewed during 2005, and a system of evaluation which links grants to their contribution to the Council's aims installed. The Leisure and Cultural strategies link to this and so the object has been achieved.	To link Exeter's Leisure Grants structure to the Leisure and Cultural Strategies thereby assisting in their implementation by the more pro- active community associations, clubs and special interest groups.
Actions 2003 to 2005		Actions 2006/7
1 Promote the grants programmes to ensure equitable access.		1 Continue to promote the grants programmes to ensure equitable access.

H:LP/Committee/106SCC4 Appx I 22.12.05