

## EXETER CITY COUNCIL

### SCRUTINY COMMITTEE - COMMUNITY 1 JUNE 2010

#### REVIEW OF LEISURE & MUSEUMS STRATEGY

#### 1. PURPOSE OF REPORT

- 1.1 To review progress towards the key outcomes in the strategy, and consider what changes to the strategy might be necessary in the light of altered circumstances.

#### 2. BACKGROUND

- 2.1 In 2008, following an extensive consultation process involving a wide range of organisations and individuals, the Council adopted its new Leisure & Museums Strategy, 2007 – 2012. The Committee reviewed progress on this for the first time in June last, and this report is the second review. The complete strategy document can be found on the Council's website.
- 2.2 The strategy sets out the core business of the Leisure & Museums Unit, the key outcomes it was seeking to achieve on behalf of the Council and, in more detail, the objectives and outcomes of the various services provided by the Unit.

#### 3. CORE BUSINESS OF THE LEISURE & MUSEUMS UNIT

- 3.1 The main activities of the Unit can be summarised in a simple table:

	Learning	Health	Communities	Environment	Quality of Life
Play	X	X	X		X
Museum	X		X		X
Sport and Physical Activity	X	X	X		X
Canal and Countryside	X	X		X	X

- 3.2 Down the left hand side are the four services provided by the Unit, and across the top the five corporate objectives to which the Unit contributes. A blank box indicates that a particular service does not contribute directly to the corporate objective above, although clearly most of them have secondary benefits which they bring to those objectives.
- 3.3 At the beginning of the year under review, Leisure & Museums, like other units in the City Council, reduced in size to save costs, and this is reflected in the review – some service areas have disappeared, others are smaller than they were. At the end of 2009/10 of course there were further reductions, which will show up in the report this time next year.

#### 4. KEY OUTCOMES FOR LEISURE & MUSEUMS

4.1 As the strategy itself points out, key outcomes are hard to quantify and hard to measure, but nevertheless they are the best way of summarising why the City Council maintains the Leisure & Museums Unit, and how its successes or failures should be generally measured.

4.2 Again they outcomes are presented in the form of a table:

<b>Outcome</b>	<b>Measured Against</b>
More people finding inspiration enjoyment and fulfilment from the programmes of the Unit	Baseline survey
More people taking moderate exercise at least 3 times a week	Active People survey 2006
More people taking part in activities and events and getting more out of them	2006 usage figures Satisfaction survey 2006 Individual service surveys and audience research
More people using and helping to take care of the Valley Parks, the Canal and bio-diversity in the city	Current levels of engagement and participation
More groups and organisations engaging with L&M programme in their own neighbourhood, and undertaking independent programmes themselves	2007 assessment
More people more satisfied with opportunities for learning, exercise and with their environment	Satisfaction survey 2006

4.3 Appendix I attempts to analyse how well the Unit has done in achieving those outcomes in the first year of the adopted strategy's life. We have been able to assess the Unit's success with some hard evidence: the Active People survey for example has shown how a much larger proportion of Exeter people has been undertaking the advised amount of physical activity (three sessions of at least 30 minutes per week), placing Exeter near the top of the South West league.

4.4 Other elements can only be assessed using our own knowledge of the work: levels of engagement and participation for example. In the case of the first item, people finding enjoyment and inspiration, it was our intention to set up a baseline survey, but this has not yet been possible.

#### 5. SERVICE OUTCOMES

5.1 Appendix II shows the full list of Service Outcomes, 19 in all, plus 9 support outcomes. Some have been successfully delivered, while others have suffered from the recent reductions in expenditure and service – workplace health and Splash most notably. Others again have not been satisfactorily achieved due to pressures of work elsewhere, or changes in policy.

5.2 Beneath the broad objectives set out in the strategy, the general work programme is governed by team based service plans (for museum, countryside, canal, play, sports development and facilities) each of which is driven by the principles in the main strategy.

## **6. CONCLUSIONS AND TRENDS**

- 6.1 The unit has been pre-occupied once again this year with two major projects; the RAMM Development and the re-letting of the leisure contract, which have meant that it has been difficult to look at any significant service improvements elsewhere. It has therefore been a static year, although in which staff have had more than an eye on the future – the two projects, together with the unitary bid, represent a huge investment in cultural services for the Council and for the teams now running them, and getting it right now is of major importance.

## **7. RECOMMENDED**

That the report be noted.

HEAD OF LEISURE AND MUSEUMS

S:PA/LP/ Committee/610SCC10  
18.5.10

COMMUNITY & ENVIRONMENT DIRECTORATE

**Local Government (Access to Information) Act 1985 (as amended)**  
**Background papers used in compiling this report:**

None