

Service Outcomes

Play

Outcome	Priority	Measured Against	Partners	Commentary April 2010
Complete network of fixed play provision for children and young people, including more adventurous play	Health Community Learning Quality	Current provision on catchment map, and 2006 Open Space Audit	Exeter Play Assoc Big Lottery Fund Developers	<p>The network continues to grow, with more adventurous equipment and designs being used in all new and refurbished play areas. For example, 4 new areas have been completed in the last year and 7 are due during this year, subject to developers' timetables.</p> <p>The publication of development briefs for Newcourt and Pinhoe signal another busy few years in ensuring that the necessary facilities, in the right place, are provided as part of the new settlements.</p>
Support and sustain community-led play development and improvement	Health Communities Learning Quality	Current situation with emerging Exeter Play Association Play Training and Resource Centre developments	Exeter Play Assoc DCC Community Groups	The service continued on an even keel in 09/10, but in the year to come there will be a reduced service following budget reductions.
Develop network of play rangers both voluntary and paid	Communities Learning Quality	Currently no provision	Big Lottery Fund Exeter Play Association Community Groups	The play rangers scheme continues to work very successfully across the city. The team has developed a group from which to draw casual and voluntary assistance. Some funding to extend the original three years is in place and more is being sought.
More courses and development activities at Play Training and Resource Centre	Learning Quality Health Communities	Current events per year	Exeter Play Association DCC	Courses continued in 2009, but will cease from now due to the budget reductions.

Continue Splash Scheme	Communities Learning Quality	Funding currently time-limited	DCC, Police,	Funding from other partners ceased at the end of the last financial year. Splash had become a child-care service, rather than a playscheme, and the Council took the decision not to continue as sole funder.
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Sport and Physical Activity

Outcomes	Priority	Measured Against	Partners	Commentary April 2010
Complete plans for service delivery through contracts from 2010	Health Communities Quality	Review only partially complete	Leisure Contractors Carillion/Schools Sport England	Tenders have been received and work is on course to let the new contract as planned from September 2010.
Establish work place health programme in the city	Health Communities Quality	Pilot scheme in City Council complete, no external schemes in place	Primary Care Trust Employers' Assocs	Dropped as a result of the reduction in staffing at the end of 2008/9
Clear structure for sports and physical activity development for young people in the city	Health Learning Quality	Community coaching programme in core and focus sports	Active Devon Clubs Exeter School Sports Partnership	There has been an uplift in numbers participating in ECC events and activities. The Exeter Schools Sports Partnership has been the key partner.
Develop clear strategy for promotion of physical activity to adults	Health Quality	ISCA Active Exercise Referral Scheme. Phase IV Community Cardiac Rehabilitation programme Several schemes and programmes, but no overall structure	Clubs Primary Care Trust RD&E Trust	Little new work has been possible on this in the last year, and Cardiac Rehabilitation was also a casualty of the recent cuts, as the City Council was bearing the entire cost of what is really a PCT service.
Develop clear strategy for promotion of physical activity to older people	Health Quality	Nothing in place	Primary Care Trust Social Services, Clubs Voluntary Organisations	Free swimming for the over 60's began in 2009. Our contractors have recorded 22,399 free swims in 09/10

Complete network of fixed play provision for age groups up to 18, including more adventurous play	Health Communities Learning Quality	Current provision on catchment map and Open Space Audit 2006	Exeter Play Assoc Big Lottery Fund	<p>The network continues to grow, with more adventurous equipment and designs being used in all new and refurbished play areas. For example, 4 new areas have been completed in the last year and 7 are due during this year, subject to developers' timetables .</p> <p>The publication of development briefs for Newcourt and Pinhoe signal another busy few years in ensuring that the necessary facilities, in the right place, are provided as part of the new settlements.</p>
Continue to develop major sports events	Health Communities Quality	Current irregular provision	Sport England National and Regional Governing bodies of sport University	Although the team will continue to take opportunities where they can, this has also been a victim of last year's cuts.

Museum

Outcomes	Priorities	Measured against	Partners	Commentary April 2010
Wide and inclusive access to the collections and activities <i>1: curriculum education</i>	Learning Communities Quality	Audience data	MLA – SW Community organisations Schools	Direct work with schools has continued in spite of the closure of the main building. Education staff visit schools and the first full year of St Nicholas Priory has offered a very rich Tudor experience to many children from all over Devon: it was instrumental in RAMM reaching the shortlist for the second time of the Family Friendly Museum Award
Wide and inclusive access to the collections and activities	Learning Communities Quality	Audience benchmark data	MLA – SW Community organisations	The continuing closure of RAMM meant that the team worked hard to bring events and activities to the audience. The service made contact with about 260,000 people compared with around 250,000 when RAMM was open.

<i>2: community outreach</i>				The Library Gallery was a useful public outpost during the early part of the closure, but numbers were never high, and reductions in staff meant that the priority was for work connected with the capital project. The Library Gallery closed to the public in March 2010.
Wide and inclusive access to the collections and activities <i>3: Information and Communications Technology</i>	Learning Communities Quality	Audience benchmark data Web hits	MLA – SW Community organisations Schools	The museum launched its exciting new website look in early 2010, and it has been much praised. Some of the interactive elements are not yet in operation awaiting corporate standards for social networking.
Wide and inclusive access to the collections and activities <i>4: Promotion, welcome and encouragement</i>	Learning Communities Quality	Audience benchmark data Visitor numbers and dwell times Audience surveys Representative of population	MLA – SW Community organisations Other cultural providers	RAMM has been developing the visitor services element of the new museum, working on proposals for commercial services and the design of the new displays.
Improving levels of documentation and collections care	Learning Quality	Accreditation	MLA – SW	The initial backlog of documentation has now been largely overcome, and all museum objects are recorded at the basic level.
High quality temporary exhibitions and events programme	Learning Quality Communities	Visitor satisfaction surveys Visitor numbers	National museums MLA-SW Libraries and Archives Hub Museums	Exhibitions and events have been held in a wide variety of settings. Venues this year included Killerton House, West Exe Children's Centre, the Central Library, Kent's Cavern, and Tiverton Museum.
South West Hub membership and through this its development of a wider regional role	Learning Communities Quality	Annual Hub reports	Hub Museums Museums in Devon	The RAMM element of the South West hub programme for 2009/10 received full approval and is under way. As yet there is no indication of the future of Renaissance – the current funding agreement runs out in March 2011, and

				a renewal if any will depend on the result of the Comprehensive Spending Review expected after the election.
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Canal and Countryside

Outcomes	Priorities	Measured Against	Partners	Commentary April 2010
Programme of activities and courses in Valley Parks	Learning Communities Physical Activity Environment	Currently low level of activity	British Trust for Conservation Volunteers Natural England Environment Agency	In 2008/9 700 people attended courses and events. As from April 2009 the Countryside team returned to only 2 members again, and the numbers were 500
Develop voluntary support for activities and protection, including community based friends' groups	Learning Communities Physical Activity Environment	Low level activity at present	Community associations BTCV Friends organisations	The Wild City Project ended with a bid for substantial Access to Nature funding, but the outcome of this is as yet unknown. A successful bid would involve a large proportion of community working.
Interpretation of canal and parks	Learning Environment	Several separate schemes in place	Heritage organisations	The programme of interpretation boards has been completed.
Develop facilities and opportunities at Turf, Topsham, the Basin and elsewhere along the canal	Physical activity Communities Environment	Current situation	Voluntary organisations Environmental organisations Private sector	New pontoons and angling points were provided along the canal. The team worked with a group of volunteers from a local solicitor to improve the environment round Topsham Lock, and this work is due to be repeated this coming summer.

Support Mechanisms

In order to achieve the above outcomes, and to continue to deliver best value throughout the Unit, there is a number of supporting actions and structures which have to be put in place. These fall into two main categories: Evaluating Performance, and Improving Performance.

They are closely related, but the former is partly about better measurement of outcomes, and of audiences and demand, and partly about learning from experience and applying lessons; in short, what is done. The latter is about consciously reviewing the mechanisms we use, the efficiency with which we work, and ensuring we use the best methods available; how we do it.

Evaluating Performance

Outcomes	Measured Against	Commentary April 2010
Develop 5 year programme to research all audiences and potential audiences	Current situation, where only the museum has been collecting data	More work is being done in terms of collecting data and doing surveys, particularly round the leisure centres
Create audience development plan or equivalent for each service	Only in place for museum	No work to date
Create framework for evaluating progress against strategic outcomes	None in place	This annual report to committee is a good framework for evaluating progress.
Create Unit consultation framework	None in place	Work was underway with the Service Improvement Officer, and good progress was made, but the deletion of that post means that while consultation will continue, it will be ad hoc rather than planned centrally by the unit.

Improving Performance

Outcomes	Measured Against	Commentary April 2010
Achieve Charter Mark	Current situation	Done
Review services as if CPA Culture Block criteria applied	Best Value Performance Indicators	CPA no longer exists. The new extended Active People Survey, which collects data for the four cultural National Indicators (participation in sport, libraries, museums and the arts) offers a good way of comparing this unit's performance with that of all other councils, across the cultural spectrum
Consider use of culturally specific schemes such as TAES for ECC and QUEST for contractors.	None currently in place	With Charter Mark in place, the Unit management does not consider it necessary to seek further accreditations, but leisure contractors will be required to be Quest accredited.
Full strategy review mechanism	This strategy	First year review now complete
Create Unit consultation framework	None in place	Done

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