

THE VALE OF GLAMORGAN COUNCIL

CABINET: 21<sup>ST</sup> OCTOBER, 2019

REFERENCE FROM HEALTHY LIVING AND SOCIAL CARE SCRUTINY  
COMMITTEE: 17<sup>TH</sup> SEPTEMBER, 2019

“ THE VALE OF GLAMORGAN LEISURE STRATEGY (DEH) –

The Operational Manager for Neighbourhood Services, Healthy Living and Performance presented the report, the purpose of which was to seek the Committee’s approval for the Vale of Glamorgan Leisure Strategy to be forwarded to Cabinet for approval.

Following comments raised at the Scrutiny Committee meeting on 6<sup>th</sup> November, 2018, which were subsequently endorsed by Cabinet on 17<sup>th</sup> December, 2018, the draft Leisure Strategy had been extensively revised by an officer working group. The revised draft had been streamlined and all proposed actions had been challenged to ensure they were relevant and achievable. The officer also added that the revised draft Strategy had been edited to be more user friendly.

The Officer began by drawing Members’ attention to paragraph 3.3 of the report which itemised the issues raised by the Committee when the Leisure Strategy was discussed on 6<sup>th</sup> November, 2018 and the subsequent resolutions in the latest draft.

<b>Issue</b>	<b>Resolution</b>
Single use Sports Grounds	<p>The Strategy did not identify single use sports clubs as being the only opportunity for asset transfers. The emphasis was still in terms of reducing subsidy to facilitate sustainable provision.</p> <p>A merger between bowls clubs in the Barry area had unfortunately fallen through however, the clubs had been very co-operative during the process and hoped to continue operating on an individual basis.</p> <p>Efforts will now move on to other sports clubs, such as Football, Cricket and Rugby with relevant reports being presented to the Committee in the future.</p>
Fees and Charges at odds with increasing participation	<p>The Strategy recommended a more targeted approach to fees and charges, aligned to health and wellbeing outcomes rather than blanket increases in the future.</p> <p>A report on the matter would be presented to Committee in the new year which would document the work taken place to</p>

	date and identify any opportunity to streamline costs.
Railway Walk, Penarth	The matter was only intended to be an example of where an area could be used as a safe cycling space. This had now been removed as a separate action within the Strategy. Safe routes for cycling remained a priority in the Strategy.
Overall Vision of the Strategy	The overall vision had been refocused following comments received at the previous meeting.  This was documented on page 4 of the Strategy document attached as Appendix A to the report.
Marketing	New marketing initiatives, both directly from the Council and its main Leisure contractor, were presently being implemented and would continue to be progressed. The Strategy now focused on developing marketing opportunities that would seek to increase participation such as the successful joint working partnership with Run4Wales that had implemented the highly successful Barry 10k.
Inclusion of Play in the Strategy	Play was now identified clearly in the Strategy with reference in the action plan to the Play Sufficiency Plan.  A report on this matter was scheduled for the next Committee Meeting in October 2019.
Use of Technology	Whilst there was not a specific action point related to technology the use of new technology such as 'fitbits', digital marketing and fitness trackers was a cross cutting theme that would impact on various actions within the Strategy.

In relation to the issue of single use sports grounds, a Member referred to the historically given figure in that the savings would be around £400,000 and that bowls clubs would be the first to be rolled out. On this point, the Member asked if the £400k was a breakdown of £25k for each of the bowls clubs within the Vale of Glamorgan and noted that this figure seemed much higher than the actual maintenance costs of the clubs which could therefore be misleading to the general public.

In response, the Officer advised that the figure of £25k was worked out by the Council's accountant on the cost of green maintenance, however the Council could not account for the clubs' other maintenance costs. The Officer also advised that the £400k was divided between the eight bowls clubs at £25k for each club which reflected the Council's costs of maintaining the clubs and not the desired saving figure as, for example, two of the bowls clubs operated artificial greens which would have a slightly lower maintenance cost. The Officer acknowledged the Member's

point that the clubs' own costs could be as little as £7k, however he was obliged to action upon the figures provided by the Council's accountant.

The Member then apprised Committee of his recent experience of a dog enclosure that had been set up by a neighbouring Local Authority which was very impressive and a well-received facility. The Member advised that the facility may not have been a significant cost to establish and could be considered a good alternative use for sports grounds and therefore suggested that the Council conduct research into the possibility of establishing dog enclosures within the Vale of Glamorgan.

A Member then wished to enquire whether the bowls club at Cowbridge had been offered to Cowbridge Town Council as a Community Asset Transfer (CAT) and whether the bowls club at Rhoose was funded by a precept from Rhoose Community Council. The Officer advised that Rhoose residents did not pay a precept to the Rhoose Bowls Club and a decision was made historically by the Local Authority to give the opportunity to the bowls clubs themselves, in the first instance, to take over ownership. It had been previously suggested to the bowls clubs that they approach their Town and Community Councils.

A Member then requested an update with regards to the Holm View Leisure Centre in Barry, to which the Officer advised that there continued to be a limited service available at the site and that Legacy Leisure was looking to withdraw from the premises, however negotiations would be concluding within the next six to eight weeks, following which the Council would release a statement on the proposed plans for the site.

The Vice-Chairman then wished to ask if the Belle Vue Bowls Club in Penarth had engaged with the Council. The Officer advised that a meeting would be taking place with the Club in the near future, however consideration was only being given to the transfer of the green and not the Club premises. Concerns had been raised with the Club over their membership numbers, however progress was being made.

#### RECOMMENDED –

- (1) T H A T the changes made to the draft Vale of Glamorgan Leisure Strategy as outlined in the report be noted.
- (2) T H A T the draft Vale of Glamorgan Leisure Strategy be presented to Cabinet for approval.
- (3) T H A T a cost and availability analysis as to the use of dog enclosures in county and town parks within the Vale of Glamorgan be undertaken.

#### Reasons for recommendations

- (1&2) To allow Cabinet to formally adopt the Vale of Glamorgan Leisure Strategy.
- (3) To ensure the Council has adequately assessed the feasibility of dog enclosure facilities within the Vale of Glamorgan.

Attached as Appendix – Report to Healthy Living and Social Care Scrutiny  
Committee: 17<sup>th</sup> September, 2019

Meeting of:	<b>Healthy Living and Social Care Scrutiny Committee</b>
Date of Meeting:	<b>Tuesday, 17 September 2019</b>
Relevant Scrutiny Committee:	Healthy Living and Social Care
Report Title:	The Vale of Glamorgan Leisure Strategy
Purpose of Report:	To seek approval for the Vale of Glamorgan strategy to be forwarded to Cabinet for approval.
Report Owner:	Dave Knevett - Operational Manager Neighbourhood Services, Healthy Living and Performance
Responsible Officer:	Miles Punter - Director of Environment and Housing Services
Elected Member and Officer Consultation:	The Cabinet Member for Leisure, Arts and Culture Principal Healthy Living Officer Legal Services - Committee Reports Environment and Housing Accountant Operational Manager, Performance and Policy Operational Manager, Accountancy Team Leader Performance and Commercial Opportunities
Policy Framework:	This report is a matter for executive decision by cabinet.
<p>Executive Summary:</p> <ul style="list-style-type: none"> <li>• Following comments at this Scrutiny Committee on 6th November 2018 which were subsequently endorsed by Cabinet on 17th December 2018 the draft Leisure Strategy has been extensively revised by an officer working group.</li> <li>• The revised draft has been streamlined and all proposed actions have been challenged to ensure they are relevant and achievable.</li> <li>• The revised draft strategy has also been edited to be more user friendly.</li> <li>• Approval of the draft strategy is now sought from the Scrutiny Committee so that it can be formerly adopted by the Council's Cabinet.</li> </ul>	

## Recommendations

1. The scrutiny committee note the changes made to the draft Vale of Glamorgan Leisure Strategy and recommend to cabinet that is now adopted.

## Reasons for Recommendations

1. To allow cabinet to formally adopt the Vale of Glamorgan Leisure Strategy.

## 2. Background

- 2.1 Cabinet minute 466 17TH December,2018 states:

(1) T H A T the Vale of Glamorgan Leisure Strategy be referred back to Cabinet for revision.

(2) T H A T the revised and amended Strategy be reported back to the scrutiny committee prior to formal adoption by Cabinet.

- 2.2 Following Scrutiny Committee 6th November 2018 The Cross Directorate Team of Officers looking at The Leisure Strategy was reconvened and a full review of the draft strategy has been undertaken, taking into account the comments of the Scrutiny Committee.

## 3. Key Issues for Consideration

- 3.1 A revised draft strategy is attached to this report at Appendix A.
- 3.2 The revised draft Leisure Strategy has been designed to be more user friendly reduces the amount of terminology and has streamlined both the contents and the actions to enable the outcomes to be more easily monitored.
- 3.3 The table below itemises the issues raised by this committee when the Leisure Strategy was discussed on 6 November, 2018 and the subsequent resolutions in the latest draft.

Issue	Resolution
Single use Sports Grounds	<p>The strategy does not identify single use sports clubs as being the only opportunity for asset transfers. The emphasis is still in terms of reducing subsidy to facilitate sustainable Provision.</p> <p>Nb. A verbal update on the first tranche of Bowls Club transfers will be available at the meeting if required.</p>

Fees and Charges at odds with increasing participation	The strategy recommends a more targeted approach to fees and charges, aligned to health and well-being outcomes rather than blanket increases in the future.
Railway walk, Penarth	This was only intended to be an example of where an area could be used as a safe cycling space. This has now been removed a separate action within the strategy. Safe routes for cycling do remain a priority in the strategy
Overall Vision of the Strategy	The overall vision has been refocused following comments received at the previous meeting.
Marketing	New marketing initiatives, both directly from the Council and its main Leisure contractor, are presently being implemented. The strategy now focuses on developing marketing opportunities that will seek to increase participation such as the joint working with run4wales that has implemented the highly successful Barry 10k.
Inclusion of Play in the Strategy	Play is now identified clearly in the strategy with reference in the action plan to the play sufficiency plan.
Use of Technology	Whilst there is not a specific action point related to technology the use of new technology such as 'fitbits', digital marketing, fitness trackers etc. is a cross cutting theme that will impact on various actions.

#### **4. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?**

- 4.1** The proposals in this report / strategy are internal to the Council to continuing to work towards the Well-being Outcome, An Active and Healthy Vale and in particular work being undertaken to deliver our objective 'encouraging and promoting active and healthy lifestyles. Activities will also contribute to our objective of 'reducing poverty and social exclusion'. In delivering these objectives the Council will also be contributing to all of the national well-being goals, in particular 'a healthier Wales'.
- 4.2** Through the Council's transformational change programme, Reshaping Services, we have sought, when revising the proposed Leisure Strategy, to ensure priority services are maintained at a time of budgetary constraints. By identifying new ways of working, these proposals build on existing work undertaken through

Reshaping Services and ensure that the Council can continue to work towards the delivery of our Well-being Objectives.

- 4.3** Significant work has taken place and will continue to occur to inform users of services, partner organisations, clubs etc. of these proposed changes set out in the Leisure Strategy and their likely implications.

## **5. Resources and Legal Considerations**

### **Financial**

- 5.1** The revised draft Strategy still includes some challenging actions, notably a move towards achieving zero subsidies whilst ensuring opportunities remain for all. The implementation of the strategy is designed to be achievable within existing financial parameters.

### **Employment**

- 5.2** There are no direct employment implications associated with the Strategy.

### **Legal (Including Equalities)**

- 5.3** There are no immediate legal implications associated with adopting the Vale of Glamorgan Leisure Strategy. However some of the actions will require legal advice when implemented.

## **6. Background Papers**

None.





# More Active Communities for a Healthier Future

Vale of Glamorgan Leisure Strategy 2018 - 2028



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## Glossary

- Blue Flag – a quality award for beaches
- Green Flag – a quality award for parks
- MUGA – Multi-Use Games Area
- PI – Performance Indicator
- RAMSAR “Convention  
Convention on Wetlands of  
International Importance  
Especially as Waterfowl  
Habitat”
- Sports Development
- LSOA – Lower Super Output Area

# Foreword

I am delighted to introduce our Leisure Strategy for the Vale of Glamorgan. This Strategy sets out our vision for leisure services and recognises the vital contribution they make to our health and well-being. In developing this Strategy we have taken the opportunity to reflect on what people want from our leisure services today and in to the future. What are the critical factors for sustaining our services, what are the needs and aspirations of people of all ages across the Vale. We have considered the challenges and the opportunities and how leisure services fit with other services across the Council and with services provided by our partners e.g. health services. We have recognised the many assets that we have in the Vale both in terms of buildings, facilities and the natural environment.

We have also recognised the need to change how we provide our services, to collaborate and to prioritise. Our commitment is on increasing opportunities to participate and to make sure the opportunities provided are accessible, and attractive and that they are contributing to a more healthy and active Vale.

Whilst current budgets are challenging we have already proved that with successful planning there is capacity to improve leisure opportunities in the Vale of Glamorgan. A clear example of this has been our Leisure Centre Management contract which commenced in 2012. Our Leisure centres have been upgraded, significant savings have been made in their operation and most importantly the quality of the services delivered has improved.

However, many challenges remain and we must make the best use of our leisure provision to assist in creating a fitter and healthier population. Leisure and health are strongly linked and only by developing these links further can we begin to address growing levels of obesity and diabetes, mental health issues and other conditions associated with inactivity.

# Foreword

I am extremely proud of our leisure facilities and services and the difference our services make on a daily basis. I am proud of what we have achieved and the way we work with our partners to provide a diverse range of services across our local communities. This Strategy sets out a clear vision for the future of our leisure services so that the available resources are applied effectively and equitably across the Vale of Glamorgan.

This Leisure Strategy provides a number of clear objectives that are intended to improve the lifestyles of our population and to ensure that across the Vale we have 'strong communities with a bright future'.

These objectives are:

- Better quality leisure facilities and opportunities across the Vale
- More people being physically active every day
- People feeling healthier
- Leisure resources are used more effectively and benefit more people

I look forward to seeing this strategy implemented.

**Cllr. Kathryn McCaffer – Cabinet Member, Leisure, Arts & Culture**

# Introduction

This Strategy details how leisure services contribute to the Council's Vision of 'Strong Communities with a Bright Future'. The Strategy recognises the many assets across the Vale of Glamorgan and the contribution they make to improving our health and wellbeing and to providing a range of leisure opportunities. The Strategy recognises the role of the natural environment, our beaches and country parks as well as our leisure centres, community centres and also our sports pitches and bowling greens. All of these have a role to play in providing choices in how we spend our leisure time, how we choose to stay fit and active, how we choose to have fun.

## **Our Vision**

Our vision for future leisure provision is:

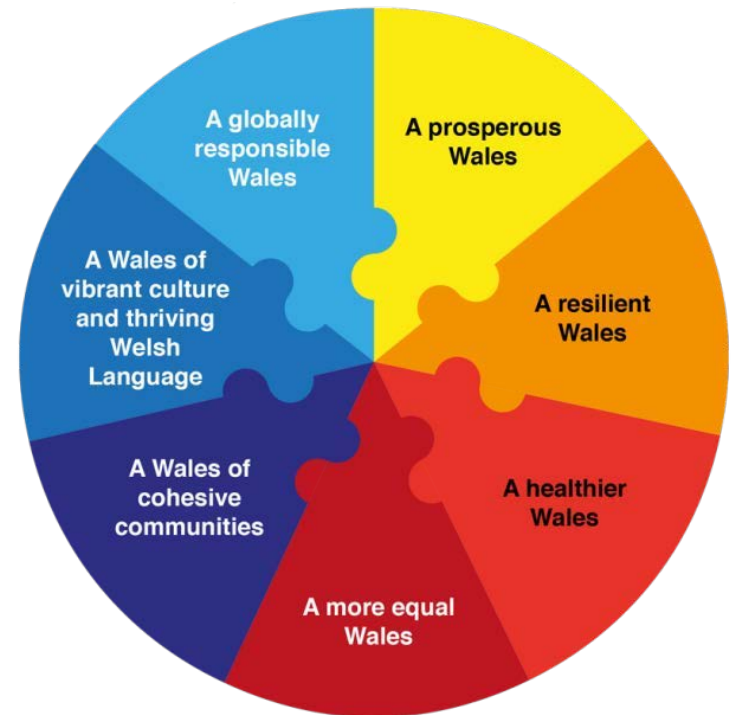
**'To increase the levels of participation and physical activity in the Vale of Glamorgan encouraging and promoting active and healthy lifestyles'.**



# Introduction

## Improving Well-being

In delivering this vision we recognise the important role leisure services play in contributing to the seven national wellbeing goals for Wales as detailed in the Well-being of Future Generations Act (Wales) 2015. The Welsh agenda for sport and physical activity has a significant role to play in delivering these goals and this Strategy details what this means for leisure services in the Vale. We recognise that leisure services do not sit in isolation from other services, but link closely to health and social care, education, tourism, transport and community participation. It is also acknowledge that the voluntary sector in the Vale of Glamorgan play an intrinsic role in providing opportunities for individuals to improve their wellbeing



# Introduction

## Scope of the Strategy

The following facilities and services have been considered as part of the development of the Leisure Strategy:

- Indoor and outdoor Leisure Facilities
- Parks, Recreation Grounds and Open Space
- Sports Development
- Outdoor Sport
- Outdoor Activities
- Play
- Community Centres

## Key Factors

To inform the Strategy we have considered:

- Key demographic and social factors impacting on leisure provision
- Existing Council provision - the quantity, quality and accessibility of this, as well as operational issues and geographic location
- Local needs and requirements
- The role of Town / Community Councils in provision
- Residents' views
- The views of partners and stakeholders
- What staff are telling us (2016)
- The health and well-being context
- Corporate Plan 2016 - 2020
- The Well-being of Future Generations Act (Wales) 2015
- The opportunities and benefits of working in partnership
- The value of changing delivery models
- Opportunities for new provision such as events

# Introduction

## Developing Our Strategy

In developing this Strategy eight themes have emerged:

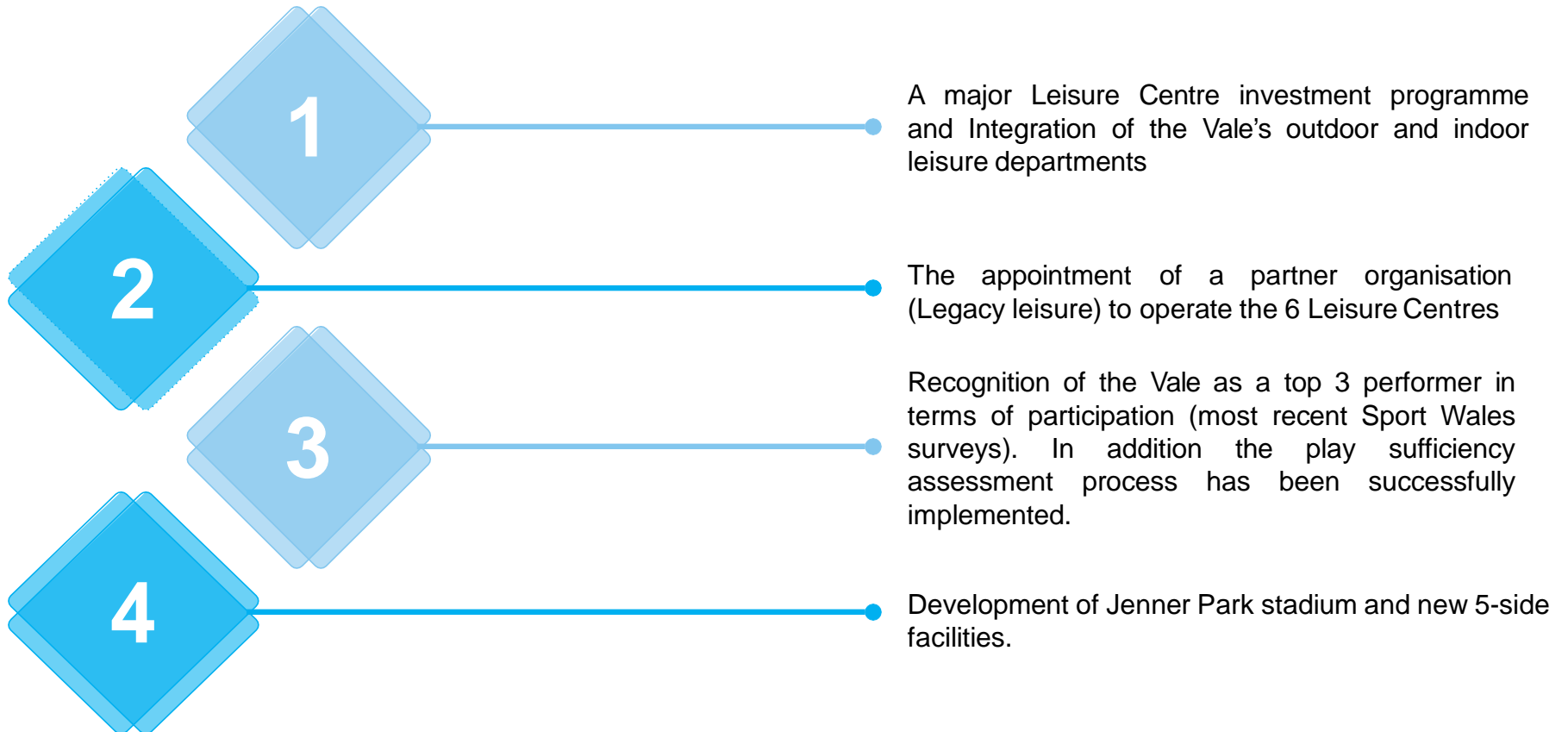


The Strategy takes account of our achievements to date and gives a profile of the Vale of Glamorgan and our existing provision. These, together with a detailed understanding of local needs, have informed how we see the future role of leisure services in the Vale and how they can contribute to our vision and to the national well-being goals. A detailed action plan is included as part of the Strategy setting out our actions, the outcomes achieved through their delivery and illustrating how each action will contribute to our eight key themes. This strategy shows that as a Council we are committed to ensuring that local people have access to a range of leisure activities and that these services play a vital role in ensuring we have 'strong communities with a bright future'.

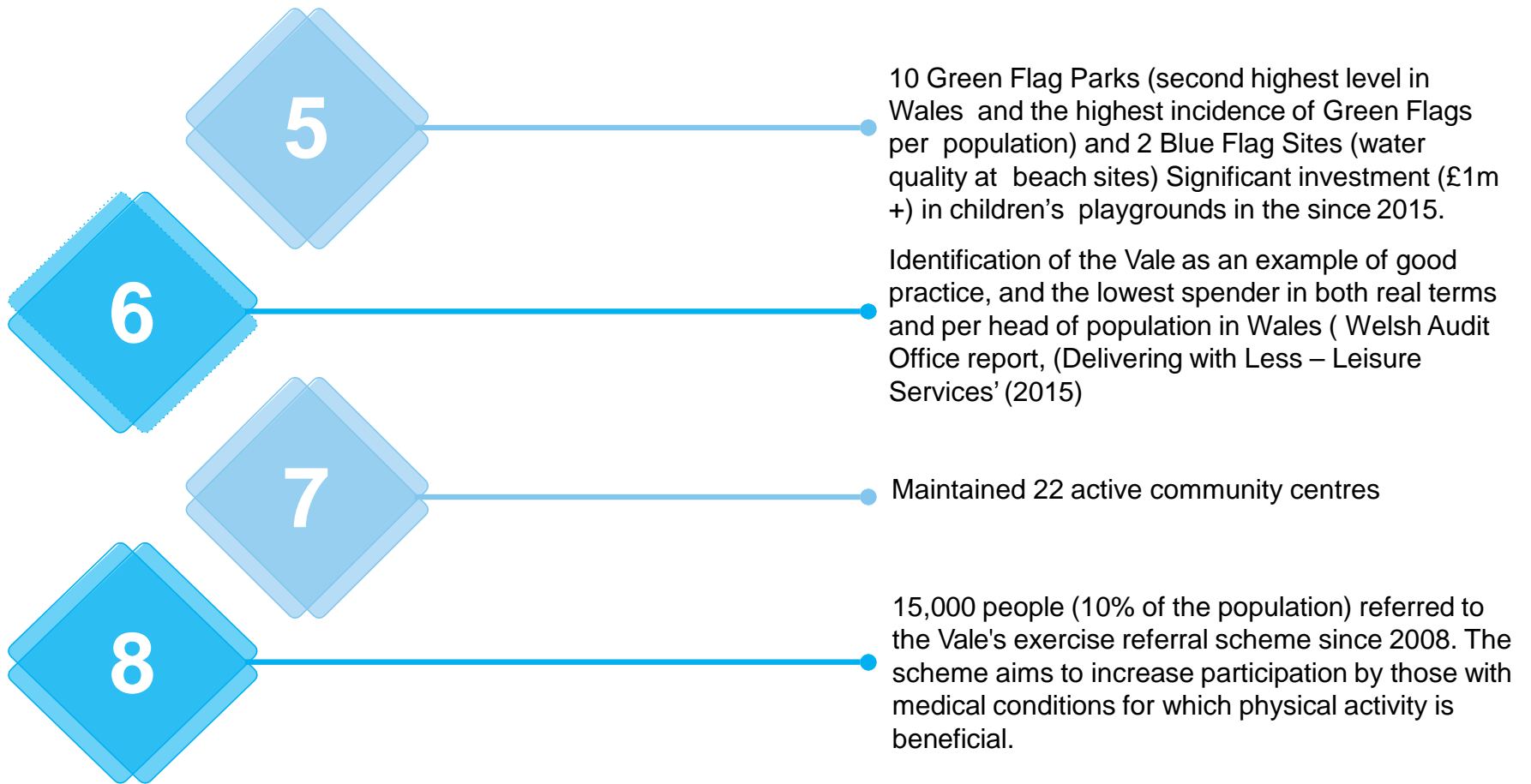


# Our Achievements

This Strategy sets out the direction for the future provision of sport and recreation in the Vale of Glamorgan. It details how we will build on our successes to facilitate the provision of a range of opportunities to benefit the health of our residents. Detailed below are some of the key achievements which have helped shape this Strategy.



# Our Achievements



The Council has reflected on all of these achievements as part of the development of a strategic approach to shape the future of its service provision and to provide key targets for the future.

# Your Views

Local consultation identifies that Vale residents like the following about where they live:

- 'Plenty of green areas'
- 'good amenities'
- 'lots of nature'

Vale residents think the following could be improved:

- 'more youth activities'
- 'safer cycling'
- 'parks'
- 'somewhere for the children to play'
- 'more for young people to do'
- 'local facilities'

Services considered important for the health and well-being of Vale residents are:

- "Being fit and having a long productive life"
- 'more accessible leisure services'
- 'keeping mobile'
- 'parks'
- 'access to coast and countryside'

# Vale of Glamorgan – A Profile

We have considered a range of demographic and social factors which will impact on future leisure provision including:

## Population



- Population in 2017 - 130,690; by 2026 this will be 136,281 (an increase of 9,602 people)
- The Vale is more densely populated than Wales as a whole
- 72% of households own their own homes – this is higher than the Welsh average
- 10,450 new homes will be built by 2026, mainly around existing urban areas
- 2% higher than average employment
- The overall rate of offences in the Vale has consistently been below the Welsh average

**IMPACT: A growing population means increased demand for leisure provision at local level.**

- There are areas within the Vale of Glamorgan which experience significant deprivation including high unemployment, reduced healthy life expectancy, low educational achievement and higher levels of crime
- Nine of the Vale's Lower Super Output Areas (LSOAs) are within the 10% of most deprived LSOAs within the environment domain of the Wales Index of Multiple Deprivation (WIMD).
- There are significant differences in healthy life expectancy between different areas in the Vale

## Deprivation



**IMPACT: : Leisure provision needs to be well-located and affordable so it is accessible to all.**

## Geographic



- Diverse geographical area, with 53km of coastline, coastal communities, rolling countryside, seaside resorts, market towns and rural villages
- 544km of public rights of way in the Vale including 61km of the Wales Coastal Path
- Barry is the largest town in Wales
- 80% of the geographical area of the Vale is rural
- 3.96 million tourists in 2015 – an 18.5% increase between 2005-15

**IMPACT: The natural resources of the Vale offer significant opportunity for a wide range of sport and physical activities.**

# Vale of Glamorgan – A Profile

## Age



- Decreasing numbers of young people aged 0-25, (but the number of those aged 0-17 is predicted to remain steady).
- The population aged 65+ will increase by 36.4% by 2030 leading to approximately 27% of the Vale population being 65+
- The population aged 85+ will increase by 69% by 2030
- Life expectancy is 83.5 years for females, and 78.8 years for males
- 5.1% decrease in the working age population by 2030

**IMPACT: Future provision needs to consider the requirements of both older and younger people, formal sporting provision and informal activities such as walking or cycling.**

- 45.5% of the adult population regularly participate in sport (Sport Wales ActiveAdult Survey 2014)
- 54% of school age children regularly participate in sport (Sport Wales School Sport Survey 2015)
- More than 50% of the adult population do not meet physical activity guidelines (Public Health Outcome framework 2014/15)
- 52% of the adult population in the Vale are overweight or obese (Cardiff and Vale University Health Board 2014/15)
- By 2025 75% of males aged 45-64 in Cardiff and the Vale will be overweight or obese
- The Vale has the lowest childhood obesity rate in Wales at 19.2% compared to the 26.2% average in Wales
- Obesity is higher in the more deprived areas of the Vale.

**IMPACT: There is a need to increase activity levels of adults to reduce obesity and address health inequalities. There is a need to grow activity levels of children and young people.**



## Health

# Our Existing Provision



**6 Leisure Centres:** Barry Leisure Centre, Penarth Leisure Centre, Llantwit Major Leisure Centre (dual-use), Cowbridge Leisure Centre, Colcot Leisure Centre, Holm View Leisure Centre including 3 swimming pools, 10 sports halls, 4 fitness suites, 4 studios, and 2 sites with squash courts.



**Outdoor sports facilities** including 25 grass pitches, 8 public bowling greens, 2 all-weather pitches, 1 athletics track, 12 MUGAs, 5 skate ramps, several cricket squares and 11 tennis court sites



Large areas of coast providing for a range of water sports, and the Coastal Path Other cycling and walking routes



**1 Special Protection Area** (coast), 3 Special Areas of Conservation, 39 Conservation Areas and 1 RAMSAR site. (2013)



**25 public parks**, with 18 areas included in the Register of Landscapes of Historic Parks and Gardens, 2 areas on the Register of Landscapes of Historic Interest in Wales. (2013). 2 Country Parks, and over 137 open spaces, with 27 sites of Special Scientific Interest (SSSIs), Several nationally important SSSIs



**104 Children's Play Areas**

**Sports clubs and some private provision**



**22 Community Centres**



**10 Green Flag Parks**  
**3 Blue Flags** (water quality at beach sites)



Appendix 1 illustrates the extent of our existing facility provision. Appendix 2 demonstrates the accessibility of existing provision, based on a 20 minute drivetime to facilities. The majority of the Vale has good access to most facilities; there are, however, fewer formal facilities in the Western Vale.

# Key Challenges, Priorities and Opportunities – the Future Role of Leisure Services

Leisure provision is not a statutory requirement of local government in Wales, (although undertaking a Play Sufficiency Assessment and having appropriate play opportunities is). We need to provide affordable leisure in the context of the significant financial challenges facing public services. To address these, we have already adopted new ways of working e.g. asset transfers, and are developing new approaches and partnerships e.g. with Public Health to contribute to corporate and national well-being objectives.

In considering the current position with regard to leisure services in the Vale we have identified a number of challenges, priorities and opportunities which this strategy seeks to address. These include the need to balance available resources with the challenge of meeting health and well-being priorities whilst ensuring user affordability.

In prioritising the health and well-being of our residents we will need to deliver a wide range of indoor and outdoor facilities, informal activities and participation opportunities and to use our resources effectively. Resources need to be focussed on areas/communities of most need; better use also needs to be made of all existing and available assets, built and natural. Wherever possible we will work with our partners and develop new delivery models to ensure value for money.

There are already a number of examples of how we have successfully changed how we deliver leisure services. The management of our 6 leisure centres is now outsourced to a partner who has invested both capital and other resources to improve the offer. This approach means the Vale is now one of the lowest spending Welsh councils in terms of leisure provision. Our commitment to quality of provision remains, but we now have a better understanding, and more confidence in the benefits of changing how we work.

The majority of existing leisure provision in the Vale is subsidised; however, this is not always strategically directed, nor applied consistently. Through this strategy we will build on our experiences to date to change how we work and address these issues.

We will meet the challenges by aligning our available resources to our corporate priorities and by working with our partners to target the areas most in need. We have identified eight key themes and a range of actions which will ensure sustainable leisure services for the future.

# Delivering our Vision for Leisure

'To increase the levels of participation and physical activity in the Vale of Glamorgan encouraging and promoting active and healthy lifestyles'.

To deliver our vision we will plan and use available resources efficiently to address identified local priorities. We will engage with a range of partners to deliver this strategy and the associated services.

The Council's role will evolve to be as enabler, as opposed to direct provider developing partnerships that deliver for the community. Our plan for future leisure provision in the Vale is aligned to our corporate objectives.

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Review Fees and Charges, to facilitate access to those who need support	A more targeted approach to fees and charges, aligned to health and well-being outcomes	Increasing Participation	Leisure team	Internal officer time	<b>S- M</b>
Extended fitness offer at facilities throughout the Vale of Glamorgan.	Improved, extended, more inclusive and user friendly fitness offer	Increasing Participation Facilities	Legacy Leisure; Leisure team;	Internal officer time; capital funding (Legacy Leisure, VoG, Public Health)	<b>S- M-L</b>

(S= Short, 1-3 Years; M = Medium 3-5 Years; L- = Long 5 Years +)



# Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
<p>Develop marketing and communication plans to better raise awareness of existing leisure provision and promote new programs, targeted at increasing participation</p>	<p>Marketing and Communication plans, including proposals for targeted use of social media.</p> <p>Monitoring of Participation Levels in terms of increasing participation</p>	<p>Increasing Participation</p>	<p>Leisure team Corporate Communications</p>	<p>Internal officer time</p>	<p><b>S - M</b></p>
<p>Review existing and planned active travel routes and identify:</p> <ul style="list-style-type: none"> <li>• where these could be improved in line with national standards</li> <li>• where existing routes could be upgraded</li> <li>• where routes to school can be better integrated into the network</li> </ul> <p>new route opportunities which would also deliver recreational cycling opportunities</p> <p>Review and develop updated Active Travel Plan for the Vale</p>	<p>Active Travel routes – planned and proposed, and Active Travel Plans</p>	<p>Increasing Participation</p> <p>Better use of Existing Assets</p> <p>The Great Outdoors</p>	<p>Transport team</p>	<p>Internal officer time; capital funding for improvements to existing and new routes</p>	<p><b>S - M</b></p>

(S= Short, 1-3 Years; M = Medium 3-5 Years; L- = Long 5 Years +)

# Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Develop and produce new Vale Network maps for walking running and cycling.	A series of cycling and walking maps promoting short, medium and long route opportunities; link to physical activity achievements e.g. number of health miles covered, time trials etc. Link to similar promotion of walking, running and cycling in fitness suites, and through Exercise Referral to create maximum participation and engagement opportunity	Increasing Participation  Better Use of Existing Assets  The Great Outdoors	Transport team	Internal officer time; revenue funding for maps	<b>S</b>
Explore the potential to develop additional sports events in the Vale, using existing infrastructure, linked to clear participation opportunities	A programme of events promoting participation in sport and physical activity, linked to wider participation and behaviour change interventions	Increasing Participation  Better Use of Existing Assets	Sport Development team; Leisure team; Public Health; Legacy Leisure, events officers	Internal officer time; events budget	<b>S - M</b>

(S= Short, 1-3 Years; M = Medium 3-5 Years; L- = Long 5 Years +)

## Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Identify and agree opportunities for asset transfer; priorities are to reduce subsidy to facilitate sustainable provision through the Third Sector, particularly for bowling clubs and multi-use sports clubs	Increased number of asset transfers to the Third Sector (particularly outdoor sports facilities – greens, pitches, courts)	Better Use of Existing Assets  Partnerships	Leisure team; legal support	Internal officer time	<b>S - M</b>

(S= Short, 1-3 Years; M = Medium 3-5 Years; L- = Long 5 Years +)

# Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Promote awareness of the physical activity opportunities available through outdoor provision – i.e. allotments, parks, playgrounds, pitches, green gyms, coastline, countryside, play development etc	Increased awareness, engagement and participation in outdoor provision.	Increasing Participation  Better Use of Existing Assets  The Great Outdoors	Leisure Team, Parks & Open Spaces Team	Internal Officer	<b>S - M</b>
Contribute to the Development of Penarth LC as a health hub	Re-developed facility with bespoke health and physical activity offer  New customers attracted to the leisure offer at Penarth Leisure Centre  Better integrated working with Legacy Leisure on SD/Exercise referrals developed around new health hub at Penarth LC	Facilities Partnerships  Better Use of Existing Assets	Leisure team; Legacy Leisure; public health	Internal officer resources	<b>M</b>

**(S= Short, 1-3 Years; M = Medium 3-5 Years; L- = Long 5 Years +)**

## Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Investigate the potential to Increase developmental activities in leisure centres.	New participation opportunities delivered in partnership with Legacy Leisure and other partners	Facilities Partnerships Better Use of Existing Assets	Legacy Leisure Leisure team	Internal officer resources, partner time	<b>S</b>
Encourage and support community Centre committees to explore the potential to deliver more physical activity participation opportunities through community centres	Increased physical activity participation opportunities targeted at local communities.	Facilities Partnerships Better Use of Existing Assets	Sport Development Community Development Officer Community Centre management committees.	Leisure team	<b>S - M</b>

(S= Short, 1-3 Years; M = Medium 3-5 Years; L- = Long 5 Years +)

## Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Identify opportunities and resources to develop more Green Flag Parks	Additional Green Flag Parks	The Great Outdoors	Leisure team Parks and Open Spaces	Internal officer resources	Ongoing

## Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Development of catering outlets in parks	Initial pilot project in two parks to gauge number of visits, time spent in parks, and footfall  Improved revenue generation	The Great Outdoors	Leisure team	Internal officer time; capital funding for catering facilities	S-M
Development of a network of outdoor gyms across the Vale.	Increased opportunity for informal and regular participation.	The Great Outdoors  Better Use of Existing Assets	Leisure team; Public Health; Legacy Leisure, education	Internal officer time; capital funding; IT systems to monitor use	S-M
Develop and promote more Social running/cycling/walking e.g. Park Run and Run Wales	New grass roots participation opportunities, linked into the overall health and well-being delivery programme	Sports Development  Better Use of Existing Assets	Sport Development team; leisure team; Public Health; Legacy Leisure.	Internal officer time; event budget	S

## Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Implement the Vale Sports and physical activity plan in partnership with internal departments and external organisations.	<p>Available internal resources better integrated and targeted.</p> <p>Sport development resources and focus aligned to well-being outcomes.</p>	<p>Sports Development</p> <p>Better Use of Existing Assets</p> <p>Partnerships</p>	Sport Development team; Leisure team;	Officer and partner time. Sport Wales funding.	S



## Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Access External funding to support long term planning for sport development and play	<p>Sport Development services extended across all the Vale communities, facilitating increased participation in sport and physical activity.</p> <p>Long term planning for sport development and play support.</p>	<p>Partnerships</p> <p>Increasing Participation</p>	Sport Development team; Leisure team, Public Health	Officer and partner time	Ongoing

## Delivering our Vision for Leisure

Action	Outcomes	Theme contribute d to	Responsibility	Resource	Timescale
Secure contract extension with Legacy Leisure to provide certainty of Vale of Glamorgan Leisure Centre provision	New element of partnership, as part of contract extension, to partner in programmes delivering to well-being outcomes e.g. 5 aside centre, health and well-being hub	Partnerships	Leisure team; Legacy Leisure	Internal officer resources	S
Ensure long term service delivery is aligned to corporate well-being outcomes, and target delivery in areas most in need	Available resources targeted at areas and communities most in need, to increase participation and reduce health inequalities through a range of informal and formal initiatives and facilities	Delivery and Funding	Leisure team	Internal officer time	S
Undertake the Play Sufficiency Assessment process and produce an appropriate action plan to secure sufficient play opportunities Play Sufficiency Assessment and action plan completed and approved by Welsh Government	Play sufficiency plan assessment completed and approved by Welsh government	Play	Principal Healthy Living Officer	Internal officer Time	S M

# Delivering our Vision for Leisure

Action	Outcomes	Theme contributed to	Responsibility	Resource	Timescale
Demonstrate the contribution of sport and physical activity to the health and well-being agenda.	Agreed KPI's and outcomes reflecting national and regional priorities, developed specifically for the Vale	Measuring Future Performance	Leisure team	Officer time	S

# What Will Success Look Like?

Our Vision for Leisure:

**'To increase the levels of participation and physical activity in the Vale of Glamorgan encouraging and promoting active and healthy lifestyles'.**

The successful delivery of our Leisure Strategy will mean that current and future generations will have the opportunity to access affordable, quality services within their local area. In delivering this strategy we will achieve the following outcomes:

- Better quality leisure facilities and opportunities across the Vale
- More people being physically active every day
- People feeling healthier
- Leisure resources are used more effectively and benefit more people

For more information about this strategy please contact: David Knevett, Operational Manager, Neighbourhood Services, Healthy Living and Performance – [DPKevett@valeofglamorgan.gov.uk](mailto:DPKevett@valeofglamorgan.gov.uk)