

## Cheltenham Borough Council

### Social & Community Overview & Scrutiny Committee

23<sup>rd</sup> February 2004

### Best Value Review Sports Development & Facilities

### Report of the Assistant Director Health & Wellbeing

#### 1. Summary and recommendation

1.1 My report provides information in relation to the recommencement of the best value review of sports facilities and development, following its suspension in November 2002, and sets out the aims and timetable for the second phase of the review, as well as outlining a revised project team who will undertake the work.

**1.2 I therefore recommend that the best value review of sports facilities and development recommences in March 2004, and the completed review and improvement plan is presented to this Committee in December 2004.**

#### 2. Introduction

2.1 The best value review of sports facilities and development commenced in June 2002. Members may recall, however, the suspension of the review as part of the decision to bring the sport and leisure contract back under the direct control of the council on 1<sup>st</sup> April 2003, in order that the review was carried out fully.

2.2 With the redevelopment project of leisure @ Cheltenham now complete, and the facilities and business once again challenging its competitors it is now appropriate to recommence the review.

#### 3. Best Value Review Key Aims

- To consider the overall direction of the management of the Council's sports facilities
- To determine whether the service meets both customer needs and expectations
- To consider whether the facilities are run in a cost-effective way
- To identify likely future trends in customer requirements, and consider how service provision needs to change in order to anticipate these trends
- To consider the impact of the leisure centre refurbishment in terms of future service delivery

- To identify the role of sports development both in terms of social impact and mainstream usage of leisure facilities

#### 4. Expected outcomes / issues

- 4.1 The review needs to identify how the service contributes to the well-being of the residents of Cheltenham, and other users. The original review therefore linked the aims of the service to the corporate plan *Our town, our future*, which were outlined within the position statement for the service, produced in July 2002. A key outcome of phase 2 of the review will be to re-visit the position statement and to ensure that it meets the objectives set out in the community plan and recently adopted corporate business plan.
- 4.2 Key to the entire review is user satisfaction with the service and the impact this has upon demand. Recent changes in the way the service is delivered have sought to address this issue. Further work will need to be undertaken to assess the success of this approach and whether further changes are necessary. This will also need to be considered in the light of both existing and future competition within the town.
- 4.3 The key outcome from the review will be an improvement plan which will outline the actions and performance criteria that the service will need to work towards over the next five years.

#### 5. The Revised Project Team

- 5.1 The revised project team will comprise :

Sonia Phillips	Assistant Director Health and Well-being
Cllr D Smith	Councillor
Pete Williams	Centre Manager Leisure@ cheltenham
Andrew Mellor	Operations Manager Leisure@ cheltenham
Representative	Customer Forum Leisure@ cheltenham
Nick Hatton	Best Value Unit
Steve Elway	Head of Leisure & Culture Gloucester City Council
John Buswell	Head of Faculty Leisure & Business University of Gloucestershire

#### 6.0 Timetable

February 2004	Phase 2 of the review to overview and scrutiny committee.  Commence data gathering
June 2004	Updated position statement produced. Position statement to overview and scrutiny committee

December 2004  
(Depending on the  
outcome of the interim  
report)

Final report to overview and scrutiny committee.  
Improvement plan to cabinet for adoption

## **7. Implications**

<b>7.1 Financial</b>	None as a direct result of this report
<b>7.2 Legal</b>	None as a direct result of this report
<b>7.3 Human Resources</b>	None as a direct result of this report
<b>7.4 Equal opportunities, Social justice and anti- poverty</b>	None as a direct result of this report
<b>7.5 Environmental</b>	None as a direct result of this report

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<b>Background Papers</b>	Best Value Review Interim report O&S/Cabinet report November 2002
<b>Contact Officer</b>	Sonia Phillips, Assistant Director Health & Wellbeing, Tel: 01242 774973
<b>Accountability</b>	Cabinet Deputy Health, Wellbeing & Economy
<b>Scrutiny Function</b>	Social & Community