

CHESHIRE EAST COUNCIL

Leisure Facilities Cabinet Sub-Committee

Date of Meeting: 2nd June 2010
Report of: Head of Health and Wellbeing
Subject/Title: Strategic Direction of the Service

1.0 Report Summary

- 1.1 This report is in the form of a briefing paper to Members.
- 1.2 The merger in August of the Health and Wellbeing Service with the Adults Service will create a new Directorate known as the Adults, Community Health and Wellbeing Department. As a result, there is a need to review the strategic thinking about the Service and its components individually and as a whole. An approach to this will be illustrated in this report and the Sub-Committee will be asked to shape the strategic direction of this review at the meeting.

2.0 Recommendation

- 2.1 Members consider the context detailed in this report, consider the framework approach detailed in the appendix and shape the strategic direction and approach through dialogue with Officers at the meeting.

3.0 Background and Options

- 3.1 The Service has conducted a review of Leisure Services and the Corporate Events Strategy and is undertaking other reviews of its Golf provision and the Lyceum Theatre and Knutsford Cinema. The recommendations from the latter two reviews are likely to be received in late September / early October.
- 3.2 Two important dynamics of any discussion about the future direction and composition of the Service must be framed within the Commissioner/Provider model and the universal-to-targeted continuum (looking to shift more resource towards targeted interventions).
- 3.3 The draft Sustainable Communities Strategy places a specific high prominence on many of the Services and Facilities provided by the Service. The draft Corporate Plan priorities also emphasise the prominent role many of the Services can play in enhancing the quality of life, reducing health inequalities, enhancing the environment and the provision of local services and choice.
- 3.4 The draft Corporate Plan emphasises a number of key priorities which are currently:

- Great local services and choice
- Grow and develop a sustainable area
- Achievement and good health for all
- Enhancing our environment
- Being an excellent Council and working with others

3.5 The Health and Wellbeing Service priorities for 2010/2011 are:

- Increase the numbers participating in activities that can contribute to their learning and/or skills development
- Contribute to the revitalisation of the communities of Cheshire East through investment in cultural & leisure facilities and green spaces
- Contribute to the regeneration of our priority communities through increased investment in cultural activity
- Increase the numbers participating in Health and Wellbeing activities, in particular those from priority communities.
- Establish a corporate approach to health improvement and reducing health inequalities
- To achieve improved standards of green space design, management and maintenance.
- Establish and implement a monitored programme of health and safety measures at Health and Wellbeing sites
- Increase resident usage and satisfaction with Health and Wellbeing facilities and services.
- Improve and increase community engagement and involvement
- Provide services that are equitable and accessible, thereby increasing participation by Cheshire East's diverse communities.
- Ensure Health and Wellbeing Services meet appropriate national and quality standards, and deliver value for money
- Contribute to the performance of the Local Strategic partnership through the Health and Wellbeing Thematic sub-group

3.6 The Appendix is an illustration of a framework to examine Leisure provision. It draws upon the Facilities Improvement work, the outcomes of the Leisure Options Appraisal and the priorities of draft Corporate Plan.

4.0 Reasons for Recommendations

4.1 The merger of the Service will require fresh thinking and an agreed strategic approach to the delivery, development and improvement of the Service.

5.0 Wards Affected

5.1 All Wards of Cheshire East

6.0 Local Ward Members

6.1 All Ward Members

**7.0 Policy Implications including - Climate change
- Health**

- 7.1 The development of a strategic approach to the review of the Health and Wellbeing Service and its functionality fits within the draft Corporate Plan together with a number of Transformation projects.

8.0 Financial Implications 2009/10 and beyond (Authorised by the Borough Treasurer)

- 8.1 None

9.0 Legal Implications (Authorised by the Borough Solicitor)

- 9.1 There are no legal implications to note at this stage, but it is highly likely that there will be a variety of legal issues to deal with as this progresses, e.g. as the various reviews are concluded.

10.0 Risk Management

- 10.1 None

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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