

Report to: REGENERATION PANEL
CABINET

Date: 12 NOVEMBER 2008
13 NOVEMBER 2008

Subject: Annual Review of Wigan Leisure and Culture Trust
(2007/08), summary of Delivery Plan (2008/09)

Report of: Director of Adult Services

Contact officer: Bernard Walker (Tel: 827780); Vicky Sharrock (Tel:
827699)

Purpose / summary: To summarise the performance of Wigan Leisure & Culture Trust in 2007/08 and to summarise its plans for action 2008/09. The report also provides a progress report on the future commissioning arrangements.

Alternative options considered and reason for selecting the one recommended: To not support these developments would mean that cultural services would be delivered outside of any appropriate context and priorities for improvement would not be identified.

Recommendation / decision: That WLCT's performance in 2007/08 and that the priorities for action for 2008/09 are noted.

Key Decision: This report does not involve a key decision. The decision made as a result of this report will be published within **48 hours** and cannot be actioned until **seven working days** have elapsed, i.e. before 25 November 2008.

Risks / Implications:

Financial:	Within current resources
Staffing:	None
Policy:	Community Plan, LAA
Equal Opportunities - Has a Diversity Impact Assessment been conducted?	Yes
Wards affected:	All

Property Implications – Does the proposal involve a reduction, addition or change to the Council’s asset base or its occupation?

No

If yes, have the property implications been agreed with the Corporate Property Officer?

Does this proposal have significant implications for the Council and the local population?

No

Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure?

No

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council’s Constitution?	Yes
Has the Service Director - Corporate Services confirmed that any expenditure referred to within this report is consistent with the Council’s budget?	Yes
Are any of the recommendations within this report contrary to the Policy Framework of the Council?	No

For Cabinet reports only :

Categorisation of the report:	x
Discussion leading to a decision	
Monitoring	x
Sharing for corporate understanding	

	x
Discussion	
Decision	
Information	

Tracking/Process:

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
Regeneration 12 November 2008		13 November 2008	

There are no Background Papers to this Report within the meaning of Section 100D of the Local Government Act 1972.

Proper Officer Bernard Walker

Date 9 October 2008

1.0 BACKGROUND

- 1.1 Wigan Leisure and Culture Trust (WLCT) works in partnership with Wigan Council to deliver a range of cultural services across the borough. In return for an annual community services fee, WLCT delivers these services to standards and targets that have been agreed with the Council.
- 1.2 WLCT's performance is reviewed on a quarterly basis against these indicators, and on an annual basis an in-depth review is undertaken that also addresses key strategic challenges for the future. All of these issues are taken into account by WLCT when it produces its Annual Delivery Plan in return for an agreed level of community services fee from Wigan Council.

2.0 SUMMARY OF PERFORMANCE 2007/08 (CD)

- 2.1 WLCT's performance is summarised in the commentary and tables below across three key service areas of Libraries, Heritage and Arts; Sport and Healthy Living; Environmental Management and Sustainability (including parks and children's play).
- 2.2 Performance is reviewed against the key criteria of increasing participation, making an impact on people's lives and improving the quality of services.

Increase Participation	Making an Impact	Improving service quality	Comments
Library visits up 2.8% on 2006/07.	2233 people accessed learning opportunities.	8 out of 10 Public Library Standards. Performance against the 2 indicators not meeting standard improving. 94% user satisfaction with libraries.	This represents a 13% increase in visits since the inception of the Trust
Visits to museums down 28.4% on 2006/07.	Launch of new Heritage vision and focused community outreach work.	Charter Mark and VAQAS accreditations for the Heritage Services.	Downturn in attendances to museums was expected with the closure of the Way We Were museum at Wigan Pier in late December.
Attendance at arts events up 6.7% on 2006/07.	12% Increase in usage at Turnpike Gallery driven by school workshops.		

Table 2 – Sport & Healthy Living Outcomes 2007/08			
Increase Participation	Making an Impact	Improving service quality	Comments
<p>Visits to sports centres down 2.4% on 2006/07.</p> <p>7.3% increase in over 60s swimming.</p> <p>89% of 5 to 16 year olds in sport partnerships engaged in 2 hours sport a week.</p>	<p>Number of sedentary adults participating in physical activity programmes 32% above target.</p> <p>21.19% of adults participating in 3 x 30mins physical activity - above national average.</p>	<p>Quest Awards secured at 6 sports centres.</p> <p>Charter Mark accreditation achieved at Haigh Golf.</p> <p>Sports Development achieved Quest scoring 87%, 2nd highest score in UK for 1st time assessment.</p>	<p>Attendances at sports centres affected by the delayed opening of Leigh Indoor Sports Centre and the closure of small pools at Wigan Pool.</p>

Table 3 – Environmental Management & Sustainability Outcomes 2007/08			
Increase Participation	Making an Impact	Improving service quality	Comments
<p>76% of residents visited parks in last 12 months, a 1% increase from 2006/07 (citizens panel).</p> <p>1.6 million visits to Mesnes Park and 700,000 visits to Pennington Flash in 2007/08.</p> <p>168 parks events and activities.</p>	<p>87% of parks visitors thought the parks benefitted their health and well being.</p> <p>84% of population felt safe using the park during the day.</p>	<p>Green Flag status achieved at Alexandra and Pennington Hall parks.</p> <p>Greenspaces winner of North of England Excellence award for Public services with less than 250 employees.</p> <p>221k spent on improvements to play areas.</p>	<p>During 2007/08 the parks service established baseline data for all key park sites including, engagement, satisfaction and visits by people from most deprived areas of the borough. This will enable EM&S to better target its services.</p>

3.0 AGREED PRIORITIES 2007/08: PROGRESS

3.1 These were identified, as follows:-

Priority	Comments
<ul style="list-style-type: none"> ▪ WLCT to work with key stakeholders to develop a new cultural policy for the borough based around the key agendas of children and young people, safer and stronger communities, older people and healthier communities, economic development, enterprise and the environment. This policy will be brought back to the Council in Autumn for approval and will provide the context and a mandate for cultural activity in future. 	<p>WLCT and the Council's Partnership Manager have worked with key stakeholders to develop a new Cultural Policy for the borough. This is based round the 4 blocks that form the Local Area Agreement. A draft policy was agreed by the Cultural Partnership and will form a key element of the new strategic commissioning arrangements being developed by the Council and the PCT.</p>
<ul style="list-style-type: none"> ▪ WLCT to work with Wigan Council to develop a new performance framework that enables both partners to identify the impact of WLCT's activities upon the lives of individuals and communities. 	<p>An impact framework has been developed jointly by WLCT and the Council. This has been recognised as being at the cutting edge of thinking around this area for cultural services. This impact framework will form the basis for the new strategic commissioning arrangements being developed by the Council for Culture, Health and Wellbeing.</p>
<ul style="list-style-type: none"> ▪ WLCT to develop plans for a Wigan Sporting & Cultural Olympiad that will begin in 2008. This programme should make an impact both in the cultural sector and across broader agendas such as local volunteering, community cohesion and community aspiration. 	<p>WLCT has worked with partners, particularly through the Cultural Partnership, on developing an action plan for Wigan's Sporting and Cultural Olympiad that will begin in 2008. A promotional magazine was produced following the Beijing Games in September 2008 which went to every household in the borough.</p>

Priority	Comments
<ul style="list-style-type: none"> ▪ WLCT to investigate the future sustainability of externally funded projects within the context of a changing funding environment. WLCT will develop options that include securing additional resources, mainstreaming activities and seeking alternative options for service delivery. 	<p>This area remains challenging. Significant progress has been made in mainstreaming health projects. With effect from April 2008 all the health initiatives are included as recurrent funded initiatives within the PCT mainstream budget. The Active Living Team consists of 32 officers.</p> <p>WLCT is also seeking to sustain the organisation and its activities through external bids, e.g. weight management. Some arts activities have also been mainstreamed.</p>
<ul style="list-style-type: none"> ▪ WLCT to deliver ongoing improvements to participation in services, the impact of all of its activities, and drive up levels of resident satisfaction (especially across parks and open spaces and museums and galleries). 	<p>WLCT can demonstrate good progress in improving participation in services. In terms of parks and open spaces, the two Green Flag awards, along with major investment plans in Mesnes Park, should help in the longer-term to raise satisfaction levels for parks and open spaces. However, the area remains lowly funded. Regarding museums and galleries, we are in the interim period between the closure of the Museum of Memories and the Way We Were and the opening of the new Arts & Heritage Centre at Trencherfield Mill and the refurbishment of the History Shop.</p>

4.0 AUDIT COMMISSION REVIEW: 2007 PROGRESS

- 4.1 In 2006/07 WLCT and Wigan Council jointly commissioned the Audit Commission to review current partnership working between the two organisations and the robustness of existing leisure and cultural provision to corporate priorities in the near future.
- 4.2 The results of this review were generally very positive, highlighting a number of key strengths. However, three areas for action were identified.

4.3 Areas for Action

Areas for Action 2008	Progress
<ul style="list-style-type: none"> ▪ The Council and its partners need to establish new terms of reference for the Cultural Partnership that are fit for the future. 	<p>The Cultural Partnership agreed new terms of reference at its meeting on 4 August 2008. These fit in with the new arrangements for Wigan Borough Partnership, with the Cultural Partnership as a sub-element of the Environment, Economy, Culture and Housing block.</p>
<ul style="list-style-type: none"> ▪ The Council and its partners need to maximise the potential of the Sport, Health & Physical Education (SHAPE) Strategy that is now in place. 	<p>The SHAPE Board has reviewed its structure and the new arrangements have been agreed by the Council's Strategic Partnership Team at its meeting on 22 July 2008. This will link in with the new structure for Wigan Borough Partnership.</p>
<ul style="list-style-type: none"> ▪ The Council and WLCT need to improve the perceived contribution of culture with its key partners. 	<p>Considerable work has gone into making sure that the 4 blocks within the Local Area Agreement fully appreciate the contribution that culture can make to achieving wider objectives. This work was done as part of the process to develop the impact framework, which will form the basis for future engagement of cultural services within the wider agendas.</p>

5.0 KEY ISSUES FOR THE FUTURE

- The local agenda transformational change and strategic commissioning that Wigan Council will need to deliver with its key partners across the Local Strategic Partnership
- Impact Framework developed in 2007/08 needs to underpin the new strategic commissioning framework in the future.
- To ensure that WLCT contributes to the LAA and CAA process.
- To maximise the benefits for Wigan's Sporting & Cultural Olympiad following the Beijing Games in 2008.
- Ongoing discussions with Wigan Council concerning the ageing building stock.

6.0 AGREED PRIORITIES

- Work with Wigan Borough Partnership on reducing the inequalities gap with locality working within the township framework.
- WLCT to develop plans for a Wigan sporting and cultural Olympiad. The programme should make an impact both in the cultural sector and across broader agendas such as volunteering, community cohesion and community aspiration.
- WLCT to work with Wigan Council to develop a new performance framework that enables both partners to identify the impact of WLCT's activities upon the lives of individuals and communities.
- WLCT to investigate the future sustainability of externally funded projects within the context of a changing funding environment. WLCT will develop options that include securing additional resources, mainstreaming activities and seeking alternative options for service delivery.
- WLCT to deliver ongoing improvements to participation in services, the impact of all its activities, and drive up levels of resident satisfaction.
- WLCT to work with the Council on its Building Schools for the Future programme, looking at how, in particular, sports facilities and the Library Service can contribute to the development of the programme.

7.0 SUMMARY OF WLCT'S DELIVERY PLAN 2008/09

7.1 WLCT's delivery plan is focused upon the delivery of the vision to 'Get Wigan Active and Improve People's Lives'. To achieve this vision, WLCT will focus its activities upon the delivery of the following key objectives:-

- Participation – continue to increase participation rates across all WLCT services.
- Impact – ensure that services make an impact on people's lives, especially within the agendas of health, the local economy, the environment, aspirations, education and skills, and reducing poverty.
- Performance – improve the performance of services and deliver better value for money.
- Sustain – develop and expand business activities to ensure sustainability of the organisation.
- Reputation – manage the reputation of the organisation within and outside Wigan.

7.2 These objectives will be secured through a number of activities across the main service areas. A number of these activities are summarised below, together with their anticipated impact:-

Table 1 – Libraries, Heritage and Arts – 2008/09	
Action	Anticipated Impact
Contribute to increasing literacy levels in Wigan through bespoke programmes and activities.	Active borrowers as a percentage of local population – 16.85%.
Develop Library Service so it is as accessible as possible to existing and potential users.	No of library visits per 1000 population – 4070.00.
Increase Heritage outreach activities and community areas of involvement.	16,000 users of Heritage service.
Develop formal and informal learning programmes for Heritage services and engage with schools.	2,370 active participants in learning events. 25% of schools engaged across the borough.
Plan and deliver a variety of public arts events and festivals.	Reach 56,500 visits to arts events and festivals.
Develop closer links and engage with communities to encourage the use of arts to stimulate positive change.	3 new community projects.

Table 2 – Sport and Active Living – 2008/09	
Action	Anticipated Impact
Increase participation in Sports Development activities.	Minimum 1% increase in participation per year. 80 schools receiving curriculum and extra curriculum activities. 40 local sports clubs achieving Club Mark accreditation.
Provide health and physical activity programmes to priority groups and targeted communities.	14,500 visits to community sessions. 1,500 new referrals on Steps to Health Scheme. 1,000 new participants on the Outdoor Activity Programme.
Develop leisure centre programmes which reflect the needs of the community.	Increased participation across the borough including 6009.75 visits to sports centres per 1000 population.

Table 3 – Environmental Management and Sustainability – 2008/09	
Action	Anticipated Impact
Implement the Parks Strategy and continue rolling programme of Green Flag applications.	77% of residents visiting parks and open spaces. 67% customer satisfaction at key sites. Maintain Green Flag status at two sites and gain further accreditations.
Develop and implement the Local Nature Reserve (LNR) management plans.	1 additional Local Nature Reserve within the borough.
Continue implementation of the Play Strategy.	19,500 children participating in play sessions. Delivery of 800 play sessions. No of Play areas meeting – LAP standard: 45 NEAP standard: 8 LEAP standard: 49
Develop facilities at Haigh Estate to ensure participation is increased.	39,032 rounds at Play Haigh Golf. 200,000 visits to the Country Park

7.3 In addition to the actions noted above, WLCT will support the Council to deliver a number of key projects including Leigh Sports Village, the redevelopment of Wigan Pier Quarter and Wigan Town Centre PFI project. WLCT will also lead on the redevelopment of The History Shop and Mesnes Park, with funding from the National Lottery.

8.0 REVIEW OF RELATIONSHIP BETWEEN THE COUNCIL & WLCT

8.1 The Director of Adult Services now has the client responsibility for WLCT. WLCT was established in April 2003 and it was agreed that the relationship between WLCT and the Council would be reviewed after 5 years. This review is particularly timely, given the new strategic commissioning agenda. Work is currently being undertaken to review the commissioning of WLCT's services within the context of culture, health and wellbeing. The new arrangements should be in place from April 2009.

9.0 ALTERNATIVE OPTIONS CONSIDERED

9.1 The priorities for the future identified in section 5.0 and 6.0, together with WLCT's Delivery Plan for 2008/09, are appropriate responses to the key challenges and issues that provide the context for the future of cultural provision.

- 9.2 To not support these developments would mean that cultural services would be delivered outside of any appropriate context and priorities for improvement would not be identified.

10.0 CONCLUSIONS

- 10.1 Since the re-visioning of leisure and cultural services through Getting Wigan Active, WLCT has focused on driving up participation in cultural activity across the borough. Good progress has been made on this and will continue to be a priority in future years. However, new effort is being put into demonstrating the impact of cultural participation on people's lives and how these link through to the aspirations of the Council and its partners, as embedded in the Local Area Agreement.
- 10.2 The future framework for strategically commissioning leisure and cultural services will focus more on the impact, and existing resources will need to be targeted to help make the impact in key priority areas. The Annual Delivery Plan is the means by which WLCT will respond to this challenge.

Diversity Impact Assessment form

Section:

Wigan Leisure and Culture Trust

Policy/Service Area:

Leisure and Cultural Services

Person Completing Form:

A K Bardgett

Date:

20/10/08

Do any of the below groups suffer specific disadvantage (please indicate)

	Yes	No		Yes	No
Race	✓		Disability	✓	
Ethnicity	✓		Gender	✓	
Age	✓		Religion	✓	
Class	✓		Sexual Orientation	✓	

Is there evidence of disadvantage or associated problems?

Each service within WLCT has conducted a Diversity Impact Assessment which highlights the issues for that particular service area. Examples include: Libraries, age - older people not always technologically able or able to access the venues. SDU – participation is limited where 1 to 1 support is needed.

There is a range of evidence of disadvantage including:
 Libraries – joining form, surveys and ethnicity monitoring
 SDU – reporting on SHAPE targets
 Active Living – DOB, gender and postcode collected for participation.

How was the information collected and/or who have you consulted with?

This varies depending on the service being provided.

Consultation includes:

WLCT consultation panel

SDU – Wigan Borough Sports Council

Heritage – Friends of Heritage

Arts – Disability Arts Network

Active Living – colleges / community groups

Libraries – non user consultation

Action Plan – *What specific actions are planned to tackle any disadvantage identified?*

WLCT has an annual diversity action plan which is developed from all the WLCT impact assessments. Specific actions are identified in the plan and the service delivery plans which are also based on Service Impact assessments. Examples of actions include review of diversity training for staff, IT courses for library users and mobile service provision where access to service is limited.

Is the policy in line with current equality legislation and relevant codes of practice?	
Yes.	
Timescale	Various
Responsibility	Service Managers
Comments	

Are the actions specified included in any other documents/plans?

Departmental Service Plan	✓
Section/Team Plan	✓
Other (Specify)	WLCT E&D action plan

Date for further review	Annually
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