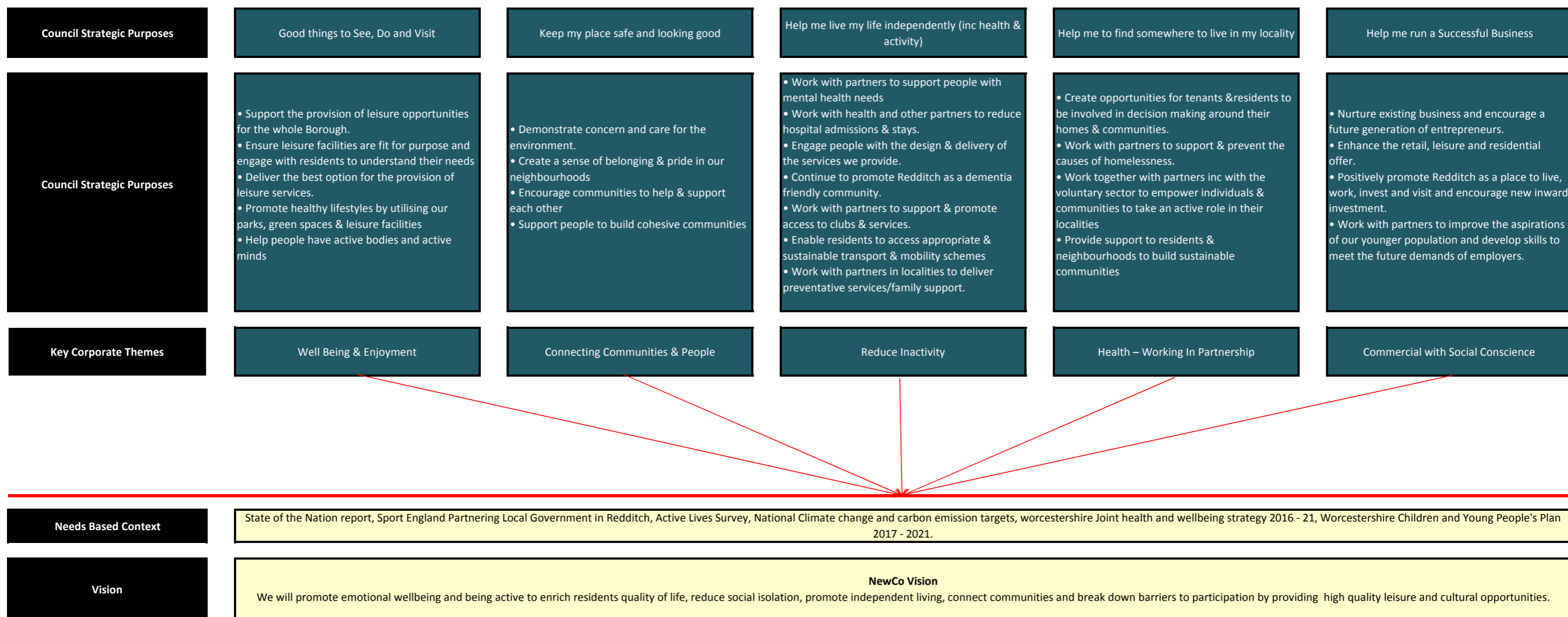


Leisure and Cultural Services...a Framework for Future delivery

The development of a performance management framework identifies the key priorities for the future delivery of Leisure and Cultural services to ensure the aims and strategic purposes of the Borough of Redditch are met. The information contained in this framework is further explained in the service specification for the future delivery of Leisure and Cultural Services along with the reporting frequency for the measures outlined below.



Strategic Aims/Goals

To identify and break down barriers to accessing our Leisure & Cultural facilities in Redditch

To connect communities in Redditch

To reduce social isolation and promote independent living in Redditch

To improve the physical and emotional wellbeing of Redditch residents

To facilitate and support the future of Council owned leisure and cultural facilities in Redditch

Strategic Objectives

- To integrate into our NewCo, a carefully designed performance management framework that continually seeks to identify the barriers to accessing our services
- To promote and implement the councils concessionary policy to remove financial barriers to participation.
- To reinvest surplus back into the facilities to deliver the overall strategic aim.
- To create streamlined access channels to services based on demographic profiling.
- To utilise and maximise the use of technology to achieve the aim.
- To increase engagement between customers and the NewCo's services through effective marketing and promotion.
- To increase the awareness of the services the NewCo provides and increase market penetration.
- To undertake robust and appropriate travel planning to identify and influence access to services.

- To provide a diverse & high quality programme of relevant leisure, culture & community activity that contributes to connecting communities in Redditch.
- To mainstream within our facilities tried and tested council leisure and culture development strategies that contribute to connecting communities in Redditch.
- To facilitate and support developmental activities that help residents who have barriers to access.
- To reduce the level of Redditch resident's dependency on public services (eg health, welfare, police)
- To work in partnership to increase the capacity and financial resources available to the NewCo to contribute to connecting communities in Redditch.
- To review and revise our programmes to support local community groups and organisations according to identified need.
- To act as a platform to communicate additional council services and messages which support the local community of Redditch.
- To utilise and maximise the use of technology to achieve the aim.
- To maintain current activity levels through partnership working and an innovative approach to service design.
- Support Voluntary Community Sector organisations who use our facilities to ensure they are sustainable and continue to offer a service to local people.
- To be the partner of choice for public services and community groups for the delivery of physical activity opportunities.
- Work with partners to use leisure and cultural services to provide activities and programmes that contribute to community safety objectives.

- To provide a diverse & high quality programme of relevant leisure, culture & community activity that contributes to reducing social isolation and promoting independent living in Redditch.
- To mainstream within our facilities tried and tested council leisure and culture development strategies that reduce social isolation and promote independent living in Redditch.
- To reduce the level of Redditch resident's dependency on public services (eg health, welfare, police)
- To work in partnership to increase the capacity and financial resources available to the NewCo to reduce social isolation and promote independent living.
- To continually review and revise our programmes of activity according to identified need and resident feedback.
- To utilise and maximise the use of technology to achieve the aim.
- To create pathways and progress routes for community based activity.

- To integrate into our NewCo a carefully designed performance management framework that continually seeks to identify the barriers to accessing our services.
- To increase participation and attendances for those who are currently insufficiently active.
- To provide increased positive activities for children and young people.
- To support the council in engaging with inactive residents to have active bodies and active minds.
- To work with partners to review existing and create new joint and cohesive programmes.
- To understand the needs of specific groups.
- To utilise and maximise the use of technology to achieve the aim.
- To engage with and understand social issues at a local level to support partner organisations to achieve their goals.
- To provide technical advice and guidance to community organisations and partners where needed.

- To continuously identify/review community needs that relate to the NewCo service provision and adapt service provision according to those needs on an ongoing basis.
- To improve the customer experience of NewCo users.
- To strengthen the performance of the NewCo workforce.
- To improve the financial viability of the NewCo.
- To maintain and keep up to date the risk analysis framework for the NewCo.
- To be a market leader and respond to opportunities in the Redditch area for the provision of leisure.
- To take responsibility for minimising negative impact and maximising positive impact on the environment by the service.
- To utilise and maximise the use of technology to achieve the aim.
- To develop a high performing staffing structure with an innovative and can-do culture.
- Develop new markets for existing services and new services for existing markets.
- To invest in the services buildings to deliver the business plan objectives.