
Leisure and Culture Strategy

Relevant Portfolio Holder	Councillor Beecham
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford – Head of Planning, Regeneration and Leisure Services.
Report Author	Job Title: Parks & Events Service Manager Contact email: Ishrat.karimifini@bromsgroveandredditch.gov.uk Contact Tel: 07713 085872
Wards Affected	All Wards
Ward Councillor(s) consulted	No
Relevant Strategic Purpose(s)	<ul style="list-style-type: none">• Living independent, active & healthy lives.• Communities which are safe well-maintained & green.• Aspiration, work and financial independence.• Run and Grow Successful Business.
Key Decision / Non-Key Decision: Non-Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

1. RECOMMENDATIONS

The Executive resolutions that:-

- 1) The Leisure and Culture Strategy at Appendix A is endorsed**
- 2) That delegated authority is given to the Head of Planning, Regeneration and Leisure Services in conjunction with the Portfolio Holder for Leisure services to implement the following Recommendations 1, 2,8,9,10,11,12 13,15,16,17,20,22,24,25, 40,41, 42,43,44,45,46 and 47 as set out in the Leisure and Culture Strategy at 6.0**

2. BACKGROUND

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- 2.1 Redditch Borough Council resolved that delegated authority be granted to the then Head of Leisure and Culture Services to produce a Leisure and Culture Strategy.
- 2.2 Given the current context for the public sector, as well as the wider economy, budget constraints and increasing costs, it is becoming necessary for expenditure on leisure and culture services, to be objectively justified, developed, and delivered against a strategic framework. Consultants, Strategic Leisure and Community First Partnership, were appointed in February 2021 to produce a Leisure and Culture Strategy for Redditch Borough Council.
- 2.3 This Leisure and Culture Strategy ('the Strategy') for Redditch Borough sets out our future direction of travel for Leisure and Culture services (LCS) and identifies the priorities for provision of these important, and highly valued community services. This Strategy is aligned to the Corporate Plan which recognises the contribution that leisure and culture can make to the achievement of our corporate and community priorities, and in particular community health and wellbeing.
- 2.4 The Strategy comprises the following supporting evidence, these documents can be viewed at appendix B-F. These documents have informed the recommendations contained within the Strategy (Appendix A).
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- Playing Pitch Strategy. - Supply and Demand, Quality and Priority Needs Assessments by location and sport type followed by recommendations (by sport and site).
 - Built Facility Strategy - Supply and Demand, Quality and Priority Needs Assessments by location and sport type followed by recommendations (by sport and site).
 - Facility Planning Model - an assessment of whether the capacity of existing facilities are capable of meeting local demand for a particular sport
 - Arts and Culture Strategy. – Analysis of existing provision, key issues, priority needs, followed by recommendations.
 - Parks and Open Spaces Strategy – Analysis of existing provision, key issues and priority needs, production of management plans for key sites followed by recommendations.

For the purposes of this Strategy, leisure and culture includes arts, culture, heritage, physical activity and sport, events, parks, open space facilities, venues, and sites.

Appendices A,B,C and E are available to view at the time of writing this report. By the nature of the process attached to producing the Playing

Pitch Strategy and the Built Facilities Strategy the time required to produce this work means that these will be brought back to the council for endorsement later. It is anticipated that this will be in the new year.

2.5 The Strategy in summary focuses on four key areas:

- (2.6.1) the value of LCS
- (2.6.2) the existing LCS
- (2.6.3) the vision for LCS
- (2.6.4) the delivery of that vision.

2.6.1 The value of LCS: this makes the case for the benefits that LCS can have on people's lives and then takes the findings found in a community and stakeholder survey to support that case.

2.6.2 The existing LCS: this identifies the current leisure and culture offer as a whole across Redditch, and clearly identifies where improvements can be made to it. The reports such as the Playing Pitch Strategy and the Built Facilities Strategy support the process of identifying those required improvements.

2.6.3 The vision for LCS: this brings together the information in 2.6.1 and 2.6.2 and goes on to set out the vision as well as specific aims and objectives for LCS across Redditch. Here is a section of this replicated below:

VISION: Healthier and happier communities actively engaged in leisure and culture.

AIM: To improve community health and wellbeing through inclusive access to parks, open spaces, sport, physical activity, arts, heritage, culture and everyday creativity. This way we will inspire our communities to lead longer, happier, healthier and more successful lives.

2.6.4 The delivery of that vision: This is arguably the most significant section of the Strategy. Table Four at paragraph 6.0 in the strategy lists 47 projects which when read as a whole, describe all the key recommendations required to achieve the vision for LCS in Redditch Borough between 2022 and 2032. These projects have been placed in colour coded priority order: i) short term priorities, ii) short-medium term priorities, iii) medium term priorities, iv) medium-long term priorities, v) long term priorities, and finally a small number which are vi) ongoing priorities.

The short and short - medium term recommendations are those to be completed in years 1-2. The medium and medium long term in years 3-5. The long-term recommendations are expected to take longer than 5 years to implement.

- 2.7 All of the “ongoing” and the short-term recommendations numbered **Recommendations 1, 2,8,9,10,11,12 13,15,16,17,20,22,24,25, 40,41, 42,43,44,45,46 and 47 as set out in the Leisure and Culture Strategy at 6.0** re able to be implemented straight away should members endorse the strategy. They will be undertaken using existing resources.
- 2.8 All of the remaining recommendations need to be fully costed before being reported back to members in due course. This process is outlined in Recommendation 47.

3. FINANCIAL IMPLICATIONS

- 3.1 The officer **Recommendation 2** found above seeks delegated authority for the Head of Planning, Regeneration and Leisure Services, in conjunction with the Portfolio Holder for Leisure Services, to implement those Recommendations set out in the Leisure and Culture Strategy, within section 6.0, that have no financial implications. On that basis there are no financial implications to this report.
- 3.2 Moving forwards, aspects of the implementation of The Strategy that could have a financial impact will be reported separately to members, for consideration, in due course. Recommendation 47 of The Strategy which is replicated below describes the process:

Develop a costed action plan to deliver the 3 stage recommended actions identified in the leisure and culture strategy:

1. Officers to progress with immediate effect projects categorised as “ongoing” or “short term” priorities and that have no need for additional staff or cash resources
2. Officers to prioritise the production of costed action plans for all “ongoing” and “short term” priorities that have an additional cost implication and to bring these forwards to Council for agreement
3. Officers to schedule the production of costed action plans for all “short to medium”, “medium to long term” and “long term” priorities and to bring forward to Council for agreement

- 3.3 The production of these costed plans will clarify at that future stage what any additional resource could be, and as stated above, will be presented to members for their consideration in due course

4. LEGAL IMPLICATIONS

- 4.1 The provision of leisure and culture services by local authorities is a non-statutory service which Councils, including Redditch Borough Council, provide and incur expenditure on, under discretionary powers.
- 4.2 The Parks and Open Spaces Strategy component of this project includes reference to Redditch Borough Council's allotment services. Allotments fall under the auspices of "The Allotments Act 1925" an Act to facilitate the acquisition and maintenance of allotments, and to make further provision for the security of tenure of tenants of allotments
- 4.3 Due regard to the implications of the Public Sector Equality Duty and the Equalities Act (2010) is described within Equalities and Diversity Implications below at 6.

5. STRATEGIC PURPOSES - IMPLICATIONS

- 5.1 The most relevant strategic purposes are:
- Living independent, active & healthy lives.
 - Communities which are safe well-maintained & green.
 - Aspiration, work and financial independence.
 - Run and Grow Successful Business.
- 5.2 The strategy describes how accessible and high quality LCS facilities and opportunities can have a positive impact upon peoples' lives. Access to Leisure and Culture helps people to live independent, active, and healthy lives, and contribute to providing communities which are safe, well maintained, and green. When communities engage well with LCS aspiration increases and people are more likely to volunteer, be successful at work and be financially independent.

6 CLIMATE CHANGE IMPLICATIONS

- 6.1 The implementation of The Strategy can make a positive change in terms of climate change objectives. Services can be provided and enabled more sustainability, In particular, in terms of our green and open spaces, the sustainable management opportunities and contribution to biodiversity net gain. The climate change officer has reviewed the strategy document, further suggestions will be reviewed by the consultant team and incorporated in the final strategy document.

7. OTHER IMPLICATIONS

EQUALITIES AND DIVERSITY IMPLICATIONS

- 7.1 Inherent in this Leisure and Culture Strategy is the significant opportunity for Redditch Borough Council to bring forwards a positive difference to the quality of life for residents from the broadest range of backgrounds
- 7.2 The identification of community needs (including the broad range of demographic representation to be found in Borough like Redditch) is of paramount importance to the effective delivery of any quality Leisure and Culture Strategy. Subsequently recommendations made as part of this strategy work have made clear the requirement for service users to be engaged on an ongoing basis.
- 7.3 The Equalities Act of 2010 sets out clearly the requirement for public authorities to comply with the public sector equality duty. In summary this provides a need to “remove or reduce disadvantages suffered by people because of protected characteristics”.
- 7.4 Due process in relation to equality impact assessment will be delivered throughout the term of the strategy

8 OPERATIONAL IMPLICATIONS

- 8.1 None at this stage.

9. RISK MANAGEMENT

- 9.1 Failure to deliver the opportunities for better quality of life described in the Leisure and Culture Strategy

10. APPENDICES

None

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder	Councillor Beecham	September 2022
Lead Director / Head of Service	Ruth Bamford - Head of Planning, Regeneration and Leisure Services Bromsgrove District and Redditch Borough Councils	October 2022
Financial Services	Peter Carpenter	August 2022
Legal Services	Claire Felton	
Policy Team (if equalities implications apply)	Deborah Poole	July 2022
Climate Change Officer (if climate change implications apply)	Kath Manning	September 2022