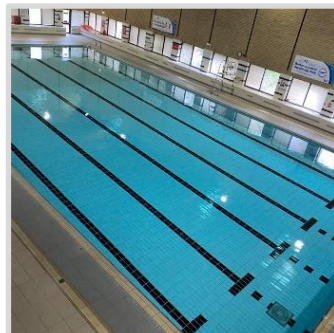


Leisure, Amenities & Tourism

Deputy Leader's Statement

2021/22



INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value for Money Council**
- **Community Regeneration**
- **Environment and Health & Wellbeing**

The following statement sets out how the Deputy Leader for Leisure, Amenities & Tourism and officers within this portfolio area will contribute to achieving these priorities, as well highlighting key achievements from 2020/21.

However the activities outlined in the statement are often cross-cutting themes with overlaps into other areas, and throughout the statement there may be examples of joint delivery with other Executive Members as well as managers from other sections.

Each of the statements made by the individual portfolio holders will then be collated to form the basis of East Staffordshire Borough Council's Corporate Plan for 2021/22.

ACHIEVEMENTS IN 2020/21

Over the past 12 months, the Council has been working hard to deliver the objectives set out in the Corporate Plan and to continue to improve its services, whilst at the same time adapting and responding to the unprecedented challenges resulting from the Coronavirus pandemic.

The Leisure, Amenities & Tourism portfolio is currently on track to achieve 83% of the milestones set for 2020/21 by the end of this financial year.

Some of these achievements are highlighted in the following section.

Leisure Services Contract Management

This year the Council continued to monitor the performance of the Leisure Operator, Everyone Active, and reported on a quarterly basis through the Leisure Services Partnership Board and the relevant Council committees. The Covid-19 pandemic has had a significant impact on the operation of the leisure facilities during 2020/21, with three national 'lockdowns' from March 20th to July 25th, November 4th to December 2nd and from December 31st 2020 onwards.

During the year, the Council undertook a number of benchmarking exercise activities. These included establishing a forum of Staffordshire authorities that have outsourced their leisure facilities, reviewing LG Futures finance data and engaging with the Active Lives survey focussing on sport and leisure services. This work has been key to understanding how leisure facilities have performed during the Covid-19 pandemic and has been key to supporting the delivery of the Leisure Operating Contract.

Works to replace the Artificial Turf Pitch at Shobnall Leisure Complex were due to take place during 2019-20 but were postponed as a consequence of the Covid-19 pandemic. Consultants have been appointed and tender documents have been collated. The work to complete the project and install the new surface will take place between April and September 2021.

Marketing

Over the past 12 months, the Council has achieved its target of completing over 85% of its marketing objectives, outlined in the annual marketing plans, with officers working hard to promote services and events from within the Leisure, Amenities and Tourism portfolio, in spite of the impact of the Covid-19 pandemic. In addition, the marketing function has supported a number of other Council departments, including Waste Management and Regeneration. Campaigns implemented during 2020/21 have included:

- Brewhouse seasonal programme campaigns
- Be Your Own Boss, Market Hall campaign
- Carry it in, Carry it out, litter campaign
- High Street Re-opening campaign
- Stay Local, business support campaign
- Recycle it Right, Waste Management campaign

Throughout the year the Council has also continued to work in conjunction with a range of partner organisations and businesses to raise the profile of local services.

Open Spaces

The impact of Covid-19 has affected a number of the targets set for the Open Spaces team during 2020-21. Both the 'In Bloom' and 'Park's Green Flag Award' schemes were suspended as a direct result of the pandemic. However, following a photographic submission of the work that the team had continued to deliver in the midst of this challenging period, the Heart of England in Bloom Committee awarded the Council with a "What Have You Done This Year To Make You Feel Proud" certificate in recognition of this work and effort.

In recognition of the important and prominent role our open spaces play across the Borough, a 10 year Parks Development Plan has been developed and approved this year. This plan has a focus on community health, sustainability and climate change and includes activities such as tree planting, tree management and volunteer recruitment. A key element of the plan is the

efficient operational delivery that enables green spaces to be clean, tidy and free of vandalism.

October 2021 will see the Council's Grounds Maintenance contract expire with the current provider. This contract, one of the largest operated by the Council, defines the standard for parks and open spaces across the Borough. As a result, the Open Spaces Team have worked throughout the year in collaboration with the Council's Procurement Team to prepare the new tender and specification documentation, ensuring that it is reflective of the organisational learning garnered over the life of the current contract and is set up to succeed during the forthcoming decade.

Facilities and Health & Safety

The Council operates a diverse range of buildings of various ages and size that consume gas, electricity and water. A review has been completed that has examined the usage and costs of these types of energy and considers the feasibility of alternative energy sources. The review recommends that an energy efficiency study is carried out on each building to identify potential enhancements to reduce costs.

Cemetery

During 2020, work to assess the identified allotment land adjacent to the Stapenhill cemetery for conversion to burial ground commenced. Consultants undertook a number of exploratory investigations (Tier 1 investigations) and these were subsequently approved by the Environment Agency. More detailed ground work inspections will now progress as we move into the new financial year.

Markets

The impact of the Covid-19 pandemic has meant that the Market Hall, as a non-essential trading environment, has had to close during the periods of lockdown throughout the year. Only those traders providing takeaway catering were permitted to trade during these periods. When trading was permitted, the Market Hall was set up to be Covid compliant with appropriate one-way

systems, face mask wearing and limited use of the central floor space. The Market Hall staff also played their part in supporting the Council's effort to provide Covid Marshals in and around Burton town centre.

The Markets team fulfilled their target to remain an Association of Public Service Excellence (APSE) member and to use this opportunity to understand how other Market Halls have fared during this unprecedented period.

Tourism

East Staffordshire has a number of advantages and attractions as a tourist destination. In October 2020, a Tourism Plan was approved by Cabinet. This plan was developed to highlight the strengths of East Staffordshire as an emerging tourist destination and the plan set out the ongoing actions that will be taken to achieve this.

OBJECTIVES FOR 2021/22

The Council is determined to continue to build on its successes during 2020/21 as it moves forward into the 2021/22 financial year. It will continue to improve performance, service delivery and value for money through delivery of the Council's three Corporate Priorities. Achievement of these priorities will be supported by the **Leisure, Amenities & Tourism** portfolio through delivery of the objectives detailed in the following section. The specific performance indicators identified to measure these objectives are referenced in the paragraphs below.

Open Spaces (Target Ref No. LAT03, LAT15, LAT16, LAT17, LAT18)

October 2021 will see the Council's Grounds Maintenance contract expire with the current provider. This contract, one of the largest operated by the Council, defines the standard for parks and open spaces across the Borough. The Open Spaces Team will continue to work with the Council's Procurement Team to prepare the new tender and specification documentation, ensuring that it is reflective of the organisational learning garnered over the life of the current contract and is fit for purpose in the forthcoming decade.

Subject to judging taking place this year, the Council's Open Spaces team will work towards achieving a minimum of 2 gold awards at 'In Bloom'. Entries will be submitted for Burton, Winshill and Uttoxeter. In addition, the team will look to increase the scores for parks entered into 'It's Your Neighbourhood Awards' (again subject to judging taking place). The forthcoming year will also be the time to commence planning in preparation for the Queen's Jubilee in 2022.

Supporting the work being undertaken on 'In Bloom' and in our parks, the team will also look to provide a Year 1 update on the Parks Development Plan, identifying the activities and developments that will have taken place to improve our open spaces.

Cemetery (Target Ref No. LAT12)

Following up on the successful, initial ground work investigations on the expansion of Stapenhill Cemetery, the Cemetery team will work with the appointed consultants to carry out further groundwork investigations (“Tier 2”), with a view to progressing the development of the site.

Tourism (Target Ref No. LAT04)

Following the approval of the Tourism Plan by Cabinet in 2020/21, officers will seek to provide a Year 1 progress report on the Tourism Strategy during the forthcoming year. This activity will need to take account of the post Covid-19 environment and will include activities such as identifying mutual opportunities to promote and co-promote events that support local, as well as creating a marketing plan that will enable targeted communications.

Leisure Services Contract Management (Target Ref No. LAT01, LAT02, LAT13, LAT14, LAT18, LAT19)

The past year has been challenging for the sports and leisure industry, and the Council will continue to work closely with its Leisure Operator, Everyone Active, as they work through and recover from the impacts of the Covid-19 pandemic. The Council will monitor the performance of the contract and will again report on this on a quarterly basis, including aspects relating to Covid-19 recovery, through the Leisure Services Partnership Board and the relevant Council committees. The Council will continue to develop its relationship with Everyone Active, while ensuring compliance with the Leisure Operating Contract and effectively monitoring the intended outcomes for residents and users of the Council’s sport and leisure services.

The Artificial Turf Pitch at Shobnall Leisure Complex is nearing the end of its life, so in 2021 the Council will be working with contractors to replace this Council asset. This project will be undertaken using Section 106 funding secured for use at Shobnall Leisure Complex, and will ensure a fit for purpose all-weather playing surface continues to be available which is used primarily for hockey as well as other outdoor team sports.

The Council will this year continue to work with its partners and stakeholders in the delivery and development of relevant sports and leisure opportunities in the area. Building on the successes of previous years' events, the Council will investigate opportunities to develop the 'National Play Day' experience in partnership with Everyone Active. The 'National Play Day' is a campaign that highlights the importance of play in children's lives, and looking to expand this event would bring even more opportunities for local children to be active.

In 2022 the Commonwealth Games is to be held within the region, with this international event being hosted in Birmingham. The Council will continue to work with the organisers of the Games and local partners to explore any opportunities that may arise from this event being held in the locality, and support the delivery of identified activities where appropriate. This could include supporting communications campaigns, looking at assisting with volunteer support or assisting with local events associated with the Games.

There is a longstanding aspiration from within the area to facilitate a Sports Hub at the Uttoxeter Quarry site. The Council will continue to provide support to the key partners in this project, the County Council and Staffordshire FA, and seek updates on the progression of this project from these partners. To facilitate the pass-porting of any forthcoming S106 monies to the relevant stakeholders, the Council will request six-monthly updates from these partners to encourage progress.

This year the Council will undertake a review of Health & Activity strategy and delivery in the Borough. This review will consider a range of elements including the new Sport England Strategy, the emerging Together Active Strategy and the strategies of our Leisure Operator, Everyone Active. This will allow the Council to position itself effectively within the local leisure landscape and to direct strategic health and activity delivery in the area through its delivery partners. This review will provide the basis for the Council's strategic approach to Health and Activity for 2022/23 and beyond.

Marketing (Target Ref No. LAT05, LAT06, LAT07)

The marketing function will continue to work on improving the marketing and communications of key council services through a planned approach, developing specific marketing plans for each service area. These plans will include a range of objectives, of which 85% should be completed in 2021/22.

In conjunction with other council departments, a range of awareness campaigns and events will be delivered to engage local residents and businesses and promote East Staffordshire and council and partner services. The success of these campaigns and events will be reported to Members through quarterly performance reports.

The Market Hall (Target Ref No. LAT08, LAT09, LAT10, LAT11)

The Market Hall team will continue to support its Market Hall Traders during the post-Covid recovery period and the outcome of the Stronger Towns bid. Targeted events and campaigns that raise the profile of the Market Hall during the forthcoming year will be undertaken. We will continue to showcase the Market Hall as a unique, exciting events space and will seek to hold a number of commercial events in the forthcoming year. This programme will also include an enhanced Christmas offer to increase footfall to the town centre and Market Place area of Burton upon Trent during this annual peak period.

The Market Hall will remain an APSE Performance Networks member to continually benchmark and monitor best practice within Markets, especially in the light of the post Covid-19 recovery period.

MEASURES AND TARGETS FOR 2021/22

The Leisure, Amenities & Tourism portfolio has identified a number of measures and targets for 2021/22 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value for Money Council

Statement Reference Number	Measures	Target 2020/21	Target Date
LAT01	Maintain Robust Mechanisms for Contract Managing the Leisure Service Arrangements	Report on the performance of the Leisure Operator on a quarterly basis	March 2022
LAT02	Work with Leisure Operator to Continue to Provide High Quality Sports Facilities	Replace the Artificial Turf Pitch at Shobnall Leisure Complex*	August 2021
LAT03	Procurement of Grounds Maintenance Contractor	Complete the procurement of the Grounds Maintenance contract	March 2022
LAT04	Developing Tourism within the Borough	Provide a first year update on the progress of the Tourism Plan including the investigation of options for a showcase event for local tourism businesses in a post Covid-19 environment	November 2021
LAT05	Improve Awareness of Council Services, Venues and Initiatives	Develop marketing plans for each service area and achieve 85% completion of 21/22 marketing targets	March 2022
LAT06	Improve Awareness of Council Services, Venues and Initiatives	Deliver a minimum of 5 events to promote East Staffordshire and ESBC services and report performance to councillors each quarter*	March 2022

Statement Reference Number	Measures	Target 2020/21	Target Date
LAT07	Improve Awareness of Council Services, Venues and Initiatives	Provide marketing support across ESBC departments and develop a minimum of 6 marketing campaigns around key events and projects across the council	March 2022

Community Regeneration

Statement Reference Number	Measures	Target 2020/21	Target Date
LAT08	Market Hall Development Initiatives	Use targeted events and campaigns to raise the profile of the Market Hall- complete 6 events and initiatives*	March 2022
LAT09	Market Hall Development Initiatives	Continue to support Market Hall Traders through the post-Covid-19 recovery period and the outcome of the Stronger Towns bid	March 2022
LAT10	Market Hall Development Initiatives	Provide an enhanced 'Christmas offer' to increase footfall to the town centre and Market Place area of Burton upon Trent during this annual peak period*	December 2021
LAT11	Market Hall Development Initiatives	Continue to benchmark Market Hall performance through APSE membership	March 2022
LAT12	Increase Capacity at Stapenhill Cemetery	Progress the Cemetery expansion plans including further groundwork investigations	March 2022

Statement Reference Number	Measures	Target 2020/21	Target Date
LAT13	Supporting Sports and Leisure Delivery Partners	Identify and respond to appropriate opportunities to support the Birmingham 2022 Commonwealth Games-including the Queen's Baton Relay and supporting cultural activities	March 2022
LAT14	Supporting Sports and Leisure Delivery Partners	Support partners in progressing the Uttoxeter Sports Hub aspiration including receipt of six-monthly progress report from partners	March 2022

Environment and Health & Wellbeing

Statement Reference Number	Measures	Target 2020/21	Target Date
LAT15	Open Spaces Initiatives	Achieve a minimum of 2 In Bloom gold awards for our In Bloom entries across the Borough*	September 2021
LAT16	Open Spaces Initiatives	Provide a first year update report on progress with the Parks Development Plan	December 2021
LAT17	Open Spaces Initiatives	Enter at least 5 of our parks into the 'It's Your Neighbourhood Awards' scheme and achieve a minimum of Bronze Award*	September 2021
LAT18	Supporting Sports and Leisure Delivery Partners	Investigate opportunities to establish and enhanced Play Day event in conjunction with Everyone Active*	August 2021
LAT19	Supporting Sports and Leisure Delivery Partners	Complete a Review of Health & Activity Strategy and Delivery in the Borough	January 2022

***These activities are subject to amendment as a consequence of Covid-19**