

REPORT TO: CABINET MEMBER - LEISURE & TOURISM
OVERVIEW & SCRUTINY (Regeneration and Environmental Services)

DATE: Cabinet Member Meeting – January 27th 2010
Overview & Scrutiny Meeting – March 9th 2010

SUBJECT: ACCREDITATION AWARD FOR SPORT & RECREATION SERVICE

WARDS AFFECTED: ALL

REPORT OF: LEISURE & TOURISM DIRECTOR – Graham Bayliss

CONTACT OFFICER: Alistair Robertson, Head of Sport & Recreation (Development)

**EXEMPT/
CONFIDENTIAL:** NO

PURPOSE/SUMMARY:

The purpose of this report is:

1. to inform the Cabinet Member of the outcome of external accreditation inspections that were undertaken on the Sport & Recreation Development team for two of the leisure industry's most significant Quality Assurance schemes.
2. to highlight some of the areas of work which were identified as being national exemplars.

REASON WHY DECISION REQUIRED:

None required, report for information purposes.

RECOMMENDATION(S):

It is recommended that the Cabinet Member for Leisure & Tourism and the Chair of Overview & Scrutiny Committee:

1. note the achievements of the Sport & Recreation development team.
2. agree to receive a follow up report outlining how the achievements of the service contribute to the LAA targets and the objectives of key partners.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: n/a

ALTERNATIVE OPTIONS: n/a

IMPLICATIONS: n/a

Budget/Policy Framework: The achievement of external awards and accreditation for the service is a key target identified within the sections 2009/10 service plan.

Financial:

<u>CAPITAL EXPENDITURE</u>	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal: n/a

Risk Assessment: n/a

Asset Management: n/a

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	x		
2	Creating Safe Communities	x		
3	Jobs and Prosperity	x		
4	Improving Health and Well-Being	x		
5	Environmental Sustainability		x	
6	Creating Inclusive Communities	x		
7	Improving the Quality of Council Services and Strengthening local Democracy		x	
8	Children and Young People		x	

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT n/a

BACKGROUND

In November and December 2009 respectively, the Sport & Recreation Service was subject to two external inspections, the purpose of which was to determine how well the sports & physical activity development team compared against the rest of the UK. The process involved benchmarking against a stringent set of criteria.

The assessments were the culmination of over two years of focussed effort, involving frequent self-assessment and continuous improvement against leisure industry best practice criteria. The following report sets out the background to each inspection and includes the basis for the assessment criteria and what the views of the inspectors were of the service.

In summary, the outcome was as follows;

ACTIVE Health & Leisure Award – The Institute of Sports Parks & Leisure (ISPAL)

- Received the highest score in the UK to date;
- Recognised as national role model status;
- Identified as an exemplar in all six assessment categories;

QUEST – The UK National Sports Councils, ISPAL & ISRM

- Categorised as excellent with a score of 87%
- Received the highest score for a first assessment in the UK to date.

1. INTRODUCTION

- 1.1 The Sport & Physical Activity Development team form part of the Council's Sport & Recreation Service. It is responsible for a series of partnership projects designed to meet the objectives outlined by the Sefton Borough Partnership primarily around the themes of health improvement, social inclusion, community cohesion, crime reduction, sporting participation and sporting excellence.
- 1.2 The work of the Sport & Physical Activity Development team is delivered through a seamless partnership with the Recreation Management section (leisure centre operations) and together they make up the Sport and Recreation Service. For simplicity, the report will simply refer to the Sport & Recreation Service (SRS).
- 1.3 It is essential to note that, whilst this report highlights the success of the Sport & Recreation Service, it could not have achieved such a positive assessment without the support of its many partners; most notably Childrens Services, the Community Safety team, NHS Sefton and Sefton CVS.

2. APPROACH TO SERVICE DELIVERY

- 2.1 The SRS mission statement is ***"To improve the quality of life through Sport and Recreation"***. The service achieves this via; the provision of high performing sport and leisure centres; through innovative project working and the establishment of highly successful partnerships and commissions, all of which are delivered under the auspices under the ***'Active Sefton'*** brand.
- 2.2. A defining element consistently praised throughout both inspections has been the positive 'Culture' which is recognised as inherent within the workforce. The culture of the SRS is based upon a positive and proactive approach to facility and partnership management, establishing an extensive range of innovative and dynamic partnerships. The ethos of the services is built upon the acknowledgement that investment in sport & physical activity is not just a sports policy, but also a health policy, an education policy, an anti crime policy and an employment policy.
- 2.4 Over recent years the SRS has been forward thinking in its approach to service delivery by proactively seeking partnerships and by working strategically using shared resources to deliver common objectives. It is currently commissioned by the Children and Young People Partnership, the Public Health Partnership, the Safer and Stronger Communities Partnership and the Economic Development and Regeneration Partnership in order to deliver projects and services that contribute towards the Local Area Agreement and National Indicators targets.

3. PURPOSE OF EXTERNAL INSPECTION

- 3.1 External assessment acts as a mechanism to benchmark performance across the leisure industry in the UK and provides an assurance of quality for customers and key stakeholders. It is worth noting however that the assessment process represents only two days of an ongoing continuous improvement journey.
- 3.2 In respect of both inspections, the benefits associated with accreditation include using it as :
 - A self improvement tool aiding service reviews and the service planning process;
 - A way of increasing the focus on identifying and meeting customer expectations and needs;

- The means by which the SRS will continue to achieve Best Value
- An opportunity to have the Sefton SRS publicly recognised and endorsed to a UK wide industry standard;
- The best way to obtain expert independent assessment of the SRS general performance.

4. INSPECTION PROCESS

4.1 The following section summarises the inspection process and the assessment criteria. The views of the inspectors are contained in the – Annex A & B respectively. The full reports are on the Active Sefton web site.

4.2 **Active Health & Leisure Award** - The Institute of Sports Parks & Leisure (ISPAL)

Outcome:

- **Received the highest score in the UK to date;**
- **Recognised as national role model status;**
- **Identified as an exemplar in all six assessment categories;**

Process:

A two day assessment, including a cross section of employees and a range of partners. This follows a rigorous process of self-assessment and continuous improvement over a two-year period.

Criteria:

Partnerships to promote healthy living
 Policy and strategy development
 Programme delivery and diversity
 Employee development
 Approach to continuous improvement

4.3 **QUEST** – The UK National Sports Councils, ISPAL & ISRM

Outcome:

- **Categorised as excellent with a score of 87%**
- **Received the highest score for a first assessment in the UK to date.**

Process:

A two day assessment, including a cross section of employees and a range of partners. This followed a rigorous process of self-assessment and continuous improvement over a two-year period.

Criteria

Research and community engagement
 People management and development
 Performance and Planning
 Health and Safety Management
 Customer Relations
 Marketing

- 4.4 The full inspection reports provide in-depth detail on the above. What they do not do is describe the wider impact that the SRS has on the Sefton community. It is therefore proposed that a more detailed report is produced outlining how the success of the service (identified by the inspections), contributes to the LAA targets and the objectives of SRS key partners.

5. Recommendations

It is recommended that the Cabinet Member for Leisure & Tourism and the Chair of Overview & Scrutiny Committee;

1. Note the achievements of the Sport & Recreation development team.
2. Agree to receive a follow up report outlining how the success of the service contributes to the LAA targets and the objectives of key partners.

ANNEX A

Active Health & Leisure Award

Inspectors Observations & Comments:

- There was a very clear approach to developing and aligning corporate strategy to the local area agreement and national performance indicator outcome set targets as well as the national health improvement agenda through the corporate service delivery plan.
- In addition, the Sefton Sport and Active Lifestyle Plan sets out clearly Active Sefton's strategic objectives. This was further cascaded through the setting of team and individual objectives.
- The Public Health Partnership must be congratulated on its decision to commission the Sport and Recreation team to deliver the Active Workforce scheme. With 9 major employers already in partnership, there is a clear acceptance of the organisational benefits of the project.
- I was particularly impressed with the way you have managed to engage such a wide range of partners, both externally and other departments within the council, to deliver high quality services, which the local community and a range of other stakeholders are clearly benefiting from.
- The role that the section is playing in the delivery of the Aiming High for Disabled Children Programme is unique. Sefton, to my knowledge are the only authority in the country to be playing such a pivotal role in such a meaningful programme. I would be very interested in working with you to develop a case study in this area to enable your expertise to be shared with others.
- There were very clear and comprehensive examples of innovative, collaborative partnership working with a range of services both internally (within other council services) and externally. There was clear evidence that approaches to partnership working are developed to not only ensuring local community health benefits are derived, but also consider the wider community cohesion factors, such as crime reduction.
- There was very good evidence of a diverse and innovative range of activities and services that are focusing on targeted groups such as Positive Futures, Street Games, Allotment projects, Weight Management and Exercise Referral programmes and Chlamydia screening at some of the leisure facilities.
- "It is great to see such an innovative approach to improving employee health and well being". A 19% uptake of sport and physical activity across over 30,000 employees is very impressive, as is the impact on reducing sickness absence levels.
- (The full report is on the Active Sefton website)

ANNEX B

QUEST

Inspectors Observations & Comments :

- Through the Positives Futures Team and other initiatives, it was clear Active Sefton is making access to the services available to the hard to reach sections of the local community, such as vulnerable children, disabled users and those at risk of offending.
- There was very strong evidence that Active Sefton is well represented on a range of strategic partnerships such as the Public Health Partnership, the Safer and Stronger Community Steering Group and the Children and Young Peoples Partnership.
- The SRS have developed an approach to attracting and maintaining external partners. This has resulted in the department having secured a £2m annual funding allocation from independent external sources to support the delivery of its health improvement projects.
- The SRS has adopted a very proactive approach to the promotion of its services and facilities across Sefton. The teams have undertaken comprehensive research around the needs of its customers and have produced a marketing strategy aligned to those needs. The innovative use of new technologies such as text messaging, social networking, Bluetooth and electronic marketing is an example for other local authorities to follow.
- There is a well established risk management, business continuity, service planning and Quality Management system in place across the section.
- “Over the two day assessment it was clear that you demonstrated exceptionally high standards in all areas and are exemplars of best practices across the six key statements. It is very unusual for an organisation to achieve role model scores in each of the six key statements, in fact this is the very first time that I have witnessed this in my time as an Active assessor and for that I must further congratulate you”
- It was clear that Active Sefton have a genuine commitment to playing a significant role in addressing local health inequalities as demonstrated through their overall strategy and the Sport and Active Lifestyles Plan. These approaches were clearly cascaded through local delivery plans and supported by robust performance measurement systems.
- Active Sefton’s focus appears to go beyond the health improvement agenda and can point to a positive contribution to crime reduction as one of its key achievements, as demonstrated by a 38% reduction in youth crime during the recent school holiday activity programme, due in no small part to the efforts made by the team to engage targeted users and provide access to its holiday activity programme.