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MID DEVON DISTRICT COUNCIL

MINUTES of a **MEETING** of the **COMMUNITY POLICY DEVELOPMENT GROUP**
held on 6 June 2017 at 2.15 pm

Present

Councillors

B A Moore (Chairman)
Mrs A R Berry, Mrs E J Slade, Mrs G Doe,
R J Dolley, Mrs J B Binks and R Wright

Apologies

Councillor(s)

Mrs E M Andrews, F W Letch, Mrs H Bainbridge and
Mrs C P Daw

Also Present

Councillor(s)

C R Slade and Mrs M E Squires

Also Present

Officer(s):

John Bodley-Scott (Economic Development Team Leader),
Lee Chester (Leisure Manager), Simon Newcombe (Public
Health and Professional Services Manager), Catherine
Yandle (Internal Audit Team Leader), Kevin Swift (Public
Health Officer) and Julia Stuckey (Member Services
Officer)

1 **ELECTION OF CHAIRMAN (CHAIRMAN OF THE COUNCIL, IN THE CHAIR)**

RESOLVED that Cllr B A Moore be elected Chairman of the Group for the municipal year 2017/18.

Cllr Moore then took the Chair.

2 **ELECTION OF VICE CHAIRMAN**

RESOLVED that Cllr Mrs E J Slade be elected Vice Chairman of the Group for the municipal year 2017/18.

3 **APOLOGIES AND SUBSTITUTE MEMBERS**

Apologies were received from Cllr Mrs E M Andrews, Cllr F W Letch, who was substituted by Cllr R Wright, Cllr Mrs H Bainbridge who was replaced for one meeting by Cllr Mrs J B Binks and Cllr Mrs C P Daw.

4 **PUBLIC QUESTION TIME**

There were no members of the public present.

5 **MINUTES OF THE PREVIOUS MEETING**

The Minutes of the last Meeting were approved as a correct record and **SIGNED** by the Chairman.

6 CHAIRMANS ANNOUNCEMENTS

The Chairman thanked the Members of the Group for re-electing him as Chairman and welcomed them to the new municipal year.

The Chairman informed the Group that following the Peer Review it had been agreed that links between Committees and the Members of the Cabinet should be strengthened. He had therefore started a series of meetings with Cabinet Members for Community Well Being and the Working Environment. An informal meeting had been arranged for 21 August, to which all Members had received an appointment, which would allow the Group to discuss ideas informally with officers and Cabinet Members in attendance to support and guide.

The Chairman informed the Group that he had discussed Trim Trails with the Cabinet Member for Community Well Being and hoped that this was a project that could be moved forward.

7 TAP FUND

The Group had before it a report * from the Director of Growth providing Members with a summary of spend for the Town and Parish (TAP) Fund in 2016/17 and to inform them of any changes to criteria for 2017/18.

The Economic Development & Regeneration Manager outlined the contents of the report, explaining that the Town, Parish and Community (TAP) Fund (formerly known as the Town and Parish Fund) could be used by towns and parishes working together to respond to community issues of shared interest and/or concern. The scheme was also known as the '£1 per Elector Fund' whereby each town or parish area was allocated £1.00 from Devon County Council (DCC) and £0.10 from Mid Devon District Council (MDCC) for every elector in the parish using figures based on the electoral register. For the 2016/17 TAP Fund, these figures were based on the February 2016 electoral register.

The Officer explained that though low cost regarding financial contributions the scheme took considerable officer time to administer. Changes had been made to the application process for the coming year in order to reduce administration as much as possible. Information regarding the fund and the new process for applications would be distributed to the Towns and Parishes via the monthly Town and Parish Council Newsletter. It was **AGREED** that the report be circulated to all Members and that they be asked to encourage their local councils to apply.

Discussion took place regarding:

- The system was considered to be fairer now than it used to be due to the distribution of funds throughout the District;
- The need to encourage smaller groups and parishes to apply;
- The Mid Devon Attractions Group which received funding from all of the County areas as it was a district wide scheme working to promote tourism throughout the District;

- The Mid Devon Attractions Group would be giving a presentation to the next meeting of the Economy PDG and Members requested a copy of this;
- The fact that applications which involved more than one town or parish would be more favourably received but this did not prevent applications from lone parishes.

The Chairman thanked the officer for his report.

Note: - Report * previously circulated and attached to Minutes.

8 PERFORMANCE AND RISK

The Group had before it a report * from the Director of Corporate Affairs and Business Transformation providing Members with an update on performance against the Corporate Plan and local service targets for 2016-17 as well as providing an update on the key business risks.

The Audit Team Leader outlined the contents of the report.

Discussion took place regarding:

- Leisure Memberships which had reduced following changes to the charging structure, and the need to retain members. It was **AGREED** that the Leisure Manager be asked to provide an update regarding this in six months time;
- Trim Trails and the possibility that funding could be available from Devon County Council or Sport England and the need to ensure that consideration was given to location. It was **AGREED** that this be an agenda item for the next meeting of the Group;
- Compliance with food safety:- the fact that around 90% of food premises were compliant which was the level that the Food Standards Agency would expect and the importance of non compliance being identified and dealt with.

The Chairman thanked the officer for her report.

Note: - Report * previously circulated and attached to Minutes.

9 LEISURE UPDATE

The Leisure Manager (Development and Performance, gave a presentation (attached to Minutes) which provided Members with an update regarding:

- Exe Valley Fitness Centre Development;
- South West Youth Games;
- Wetside upgrades;
- Performance and SPAR KPI's for 2016/17
- Business Plan for 2017/18
- Top projects.

Discussion took place regarding:

- The utilisation of empty units in Market Walk to replace activities that were normally undertaken in areas that had been closed due to the refurbishment at Exe Valley;
- The success achieved by local children at the Youth Games;
- Retention of members and a target to increase casual participation;
- Nutritional advice that could be provided;
- Links to GP Surgeries.

Note: Presentation attached to Minutes.

10 AIR QUALITY UPDATE

The Group had before it a report * from the Public Health and Professional Services Manager providing an update on development of the statutory Air Quality Action Plan 2017-21 for the district.

The Officer outlined the contents of the report, informing Members that the Draft Air Quality Action Plan would be presented to the Group at the September meeting.

He went on to explain that the bid for funding that had been submitted to DEFRA had been unsuccessful as the scheme had been massively oversubscribed and most of the funding had gone to metropolitan areas. There were further opportunities for EU funding which were currently being investigated.

Discussion took place regarding:

- Electric Charging points which would be provided at 8 locations across Mid Devon;
- Air quality testing in Crediton and the ongoing issues created by traffic in the High Street;
- The Local Plan and air quality, the impact of which would be a consideration for large developments;
- Potential cheap options to improve air quality such as moving a bus stop;
- Future changes to vehicles such as a potential reduction in the number of diesel vehicles and increase in the number of electric vehicles;
- Section 106 funds and how they were allocated to air quality projects.

The Chairman thanked the officer for his report.

Note: - Report * previously circulated and attached to Minutes.

11 PUBLIC HEALTH SIX MONTHLY UPDATE

The Group had before it a report * from the Public Health and Professional Services Manager providing an update on the progress of the Public Health Plan.

The officer outlined the contents of the report and discussion took place regarding:

- Active Start (GP referral) which provided specialised, supervised exercise programmes for anyone whose fitness and health conditions could be improved by regular exercise. There were now an average of 40 participants each week.
- A recognised need to audit food and drink that was sold at Leisure Centres;
- Nutritional advice that could be provided by Leisure Service staff;
- The Energy Switching Scheme that was highlighted at the last meeting would shortly be going live;
- Public Health were working with Cosy Devon regarding new initiatives and 43 residents in Mid Devon had had a new heating system installed as part of the Central Heating Fund;
- Seated exercise classes had been well received providing exercise, social interaction and some respite for carers. It was hoped that these groups would become self sustaining;
- Walk and Talk groups which were active within the District.

It was **AGREED** that the officer be asked to provide an update on the progress being made regarding the food and drink sold at Leisure Centres at the next six monthly update.

Note: - Report * previously circulated and attached to Minutes.

12 IDENTIFICATION OF ITEMS FOR THE NEXT MEETING

Performance and Risk
Air Quality Update
Town and Parish Charter
Gypsies and Travellers
Trim Trails

(The meeting ended at 4.15 pm)

CHAIRMAN

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Mid
Devon
LEISURE

Purpose Of Briefing

Update of Leisure Services

Business plan, project planning and timescales

Objectives for the short & medium term

Wetside Refurbishments





- Branding
- Locker locks
- Locker wrapping
- Flooring
- Ventilation
- Lighting
- No shoes policy
- Vanity area
- Assisted door

Froglet



Starfish



Page 11





Page 12











Page 17

Leisure Update

Exe Valley Project 4.1

- Project commenced in April 2017
- Contractor – Morgan Sindall
- Current progress
 - Site installation
 - Ground works and services preparation
 - Foundations
- Planned utilisation of Market Walk venue - July 17
- Carpark & class studio, completion – Sept 17

























Leisure Update

South west Youth Games

9th July 2017 – www.middevonleisure.com

- Girls' Football
- Badminton
- Indoor Athletics
- Cyclocross
- Triathlon
- Dance
- High Fives
- Mini Tennis
- Hockey
- Street Sports

Leisure Update

South west Youth Games



33
DAYS

13
HOURS

32
MINUTES

40
SECONDS

**SUNDAY 9TH
JULY 2017**

SIMMONS PARK, OKEHAMPTON, DEVON

Page 32

Welcome to our pages on this year's South West Youth Games (formerly Devon Youth Games). Because the Games now include teams from Cornwall, and aim to attract other counties throughout the South West in future years as they grow in significance, the name has been changed.

These pages are about Mid Devon's teams entering the Games. You will find more information about the sports we are entering, the managers/coaches, the rules, eligibility and how you/your child(ren)/grandchild(ren) can get involved. We would love you to join in and support this annual, prestigious sporting event.

for more information about the event click [here](#) to access the event website

[Sports](#)[Trials](#)[Sponsors](#)[News](#)

Leisure Update

South west Youth Games



DEAD SAILOR

SKATE SKATE SKATE

SKATE

Page 34



















Leisure Update

2016/17 Performance

- Participation – 941,733
- Operational Recovery Rate - 86%
- Adult Zest Members - 3,289
 - Attrition, Adult Members - 6.96%
- Junior Zest Members - 2,448
 - Attrition, Junior Members - 3.02%

Business Plan 2017/18

Priority 4: Environment

Over the next four years, we will:

Aim 1 – Increase recycling and reduce the amount of waste

- > Provide a high standard waste and recycling service for the benefit of all households
- > Reduce the amount of residual waste produced
- > Work with businesses, especially pubs and restaurants, to encourage recycling to improve business efficiency and reduce commercial waste going to landfill
- > Increase understanding of environmental sustainability and recycling initiatives through education and promotional activities

Aim 2 – Reduce our carbon footprint

- > Seek new ways to improve our operational efficiency, reducing energy use and lowering our carbon footprint
- > Continue to promote energy saving initiatives
- > Continue to promote 'green' initiatives which can be installed in homes and which can help to improve energy efficiency and sustainability

Aim 3 – Protect the natural environment

- > Look after our heritage assets by managing designated conservation areas, protecting listed buildings and monuments, and preserving trees that are important
- > Protect the natural environment and encourage biodiversity
- > Prosecute dog fouling and littering to ensure the cleanliness and attractiveness of our public realm and open spaces for all residents
- > Improve air quality through action planning

Our priority projects for 2015-17	Lead Portfolio	Service Area
Finalise the review of the Local Plan and submit it for inspection	Planning and Economic Regeneration	Planning
Introduce a littering patrol team	Environment	Street Scene
Relocate to new waste and recycling depot – temporary and permanent	Housing and Property Services	Property Services and Waste
Reduce residual household waste by 10%	Environment	Waste & Recycling
Introduce waste education and enforcement policy e.g. compulsory recycling	Environment	Waste & Recycling
Reduce the net cost of the waste collection service by 20%	Environment	Waste & Recycling
Agree waste treatment saving sharing mechanism with Devon County Council	Environment	Waste & Recycling
Generate 10,000 customers on chargeable garden waste service	Environment	Waste & Recycling
Undertake a review of the street cleaning service to improve the District	Environment	Street Scene
Support the SCC Smart initiative to include NODC fleet	Environment	Environmental Health
Establish low emissions partnership	Environment	Environmental Health
Prepare air quality action plans	Environment	Environmental Health

Business Plan Template

Business Plan 2017/18

ACTION PLAN

	Objective and Description of Project(s)
1.	OBJECTIVE description, with an indication of link back to the corporate plan
2.	
3.	
4.	
5.	
6.	

Over the next four years we will:

Aim 1 – Work with local communities to encourage them to support themselves

- Work with health partners and community groups to provide a stronger voice for health and wellbeing throughout the District
- Support local communities to retain and develop their local facilities and services

Aim 2 – Work with Town and Parish Councils

- Ensure that town and parish councils have access to the advice they need to carry out their functions legally and efficiently and are supported to take on County and District Council services where appropriate

Aim 3 – Promote physical activity, health and wellbeing

- Ensure the financial sustainability of our leisure centres
- Introduce "trim-trails" across the District
- Work with schools and community groups to encourage young people to participate in sport and other physical activity

<i>Our priority projects for 2016-17</i>	<i>Lead Portfolio</i>	<i>Service Area</i>
Finalise the review of the Local Plan and submit it for inspection	Planning and Economic Regeneration	Planning
Develop new income streams for leisure centres	Community Well Being	Leisure
Delivery of the first trim-trail and investigate others across the District	Community Well Being	Public Health
Continue to work on digital inclusion and digital transformation projects to help people access our services digitally	Community Well Being	Customer First and IT
Actively support the Devon Rotary Youth Games	Community Well Being	Leisure
Monitor the food rating system and assist businesses in achieving the highest standards – scores on the doors targets	Community Well Being	Environmental Health
Develop a Mid Devon Public Health Strategy and action plan	Community Well Being	Public Health

- Support our food businesses and outlets to achieve good food safety practices

king (footpaths, open
public health

Business Plan Template

Business Plan 2017/18

Leisure Services

Cabinet Member: Colin Slade

ACTION PLAN – PROGRESS UPDATE

1) OBJECTIVE description, with an indication of link back to the corporate plan

Lead Officer:

Project Status:

(RAG Smiley)

Projects	Target Date	Completed Date	Status
1.1 Project description with measureable target – (finance, participation, %, timescale, etc)			0% Complete
1.2			
1.3			
1.4			

2) OBJECTIVE description, with an indication of link back to the corporate plan

Lead Officer:

Project Status:

(RAG Smiley)

Milestones	Target Date	Completed Date	Status
2.1 Project description with measureable target – (finance, participation, %, timescale, etc)			0% Complete
2.2			
2.3			
2.4			

Project Plan Template

Leisure – Business Development Plan 2017-2018

Service Area:	Project Number:	Project:	
Target:	Milestones	Start and completion dates of project and review dates (see also Gant Charts)	
Measures (KPIs):	Financial	Income increase (percentage/pound), operational recovery rates, comparisons against previous years	Expenditure required, immediate and future
	Customer	The customer satisfaction experience – surveys, feedback cards, user groups	
	Staffing	Qualifications/knowledge/development needs required for role/task and any shortfalls	
	Operational	Measures in place to record efficiencies in working practices and can include support services	
Marketing Tools:	Product	Is it the right product for a market that requires it?	
	Place	Is it in the right place, time and frequency for the customer?	
	Price	Why have you come to this price? Market penetration, market comparison, undercutting competitors	
	Promotion	What are the sales promotion techniques you will use? Is it for customer relations? How are you going to advertise – To whom, why, where and when and how?	
	People	Personnel required for promotion including training and competency checks	
	Process	Procedures/systems required to minimise costs and maximise efficiency and effectiveness	
	Physical Evidence	What will be the presence in the market place, such as branding	
Operations & Resources:	Who	Who do you require to be in place to deliver and develop objective	
	What	What resources do you require to ensure objective is achievable	
	Where	See also product, place and promotion	
	How	Such as spreadsheets required to measure a KPI	

Page 48

Top projects for 2017/18

Dryside

3.2 - Develop Events, Fun days or engagement events at each site by February 2018, to increase awareness of the facilities and develop the corporate market.

Front of House

*2.1 - To engage with corporate businesses within Mid Devon in 2017/18
Introduce new Mid Devon Leisure cooperate information, expanding the services currently offered facilitating business training, fitness and team building sessions and distributing health & nutrition advice.*

Top projects for 2017/18

Wetside

1.1 Increase casual participation by 4% (Promotions & SWIMTAG)

3.4 - Run 320 lessons per week maintaining participation at 83% across the lesson programme

Health & Fitness

1.0 Increase retention of members/increase length of stay

3.5 Virtual classes, Les Mills (Evlc Development)

3.6 Pop up shops, units off site (Market Walk)

Top projects for 2017/18

Systems Administrator

2.4 - Development of Cascade Communicate to reinforce the members journey:

Low use text message (support)

High use text (well done)

Welcome

Progress

Cancelled & ex members

Defaulting members to be developed

Top projects for 2017/18

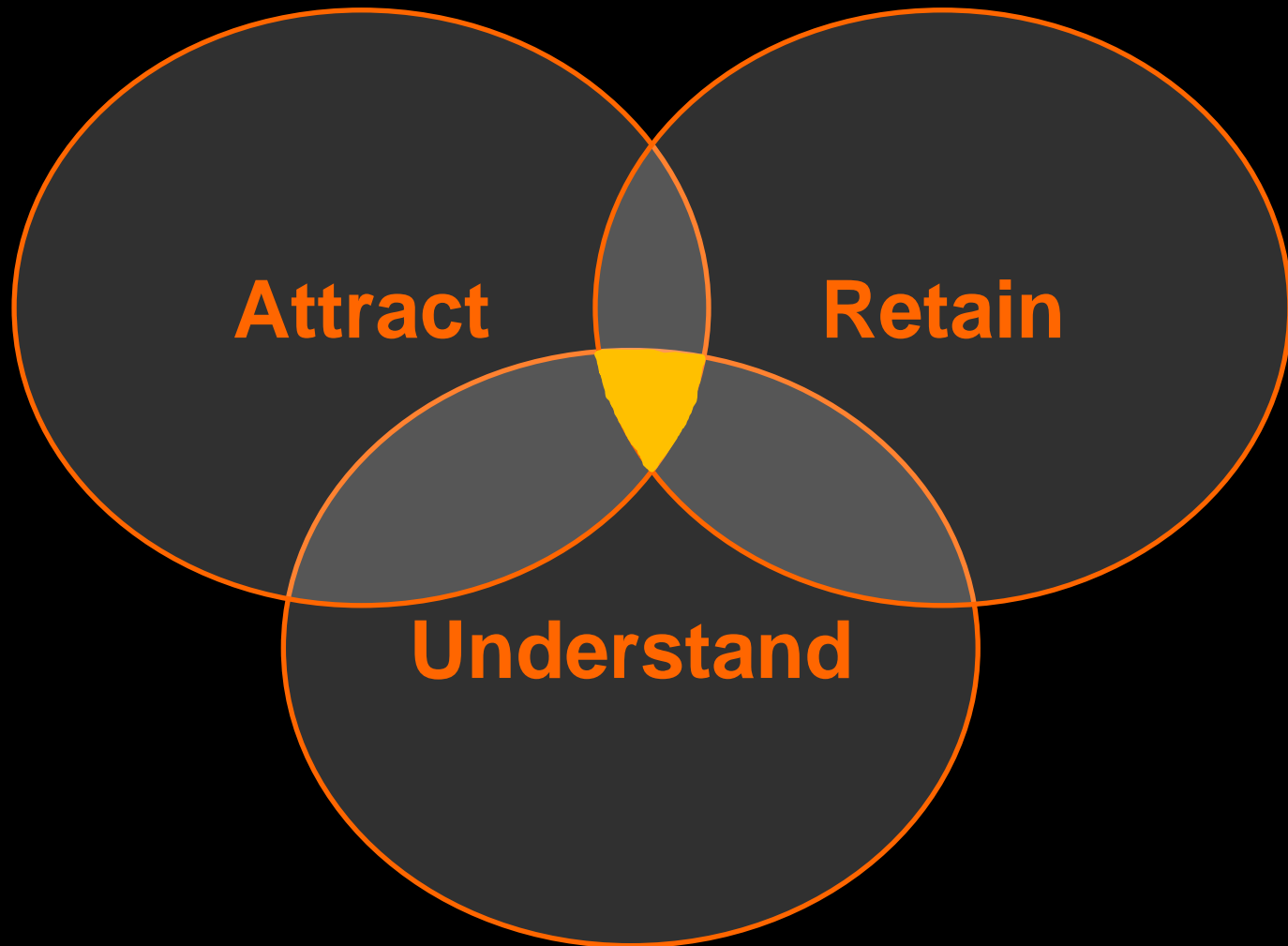
Operations Health & Safety

1.1 - Complete an analysis (customer/competitor) and that of the internal/external environment on the feasibility on increasing the number of H&S courses provided by leisure to the local community

Performance & Development

4.1 - To launch the new build of Health & Fitness facilities at Exe Valley Leisure Centre by December 2017, increasing the site net membership level by 500 by March 2019

Customer Focussed



Thank you

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