Public Document Pack

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

pride-performance-people-partnerships www.middevonleisure.com



Wetside Refurbishments

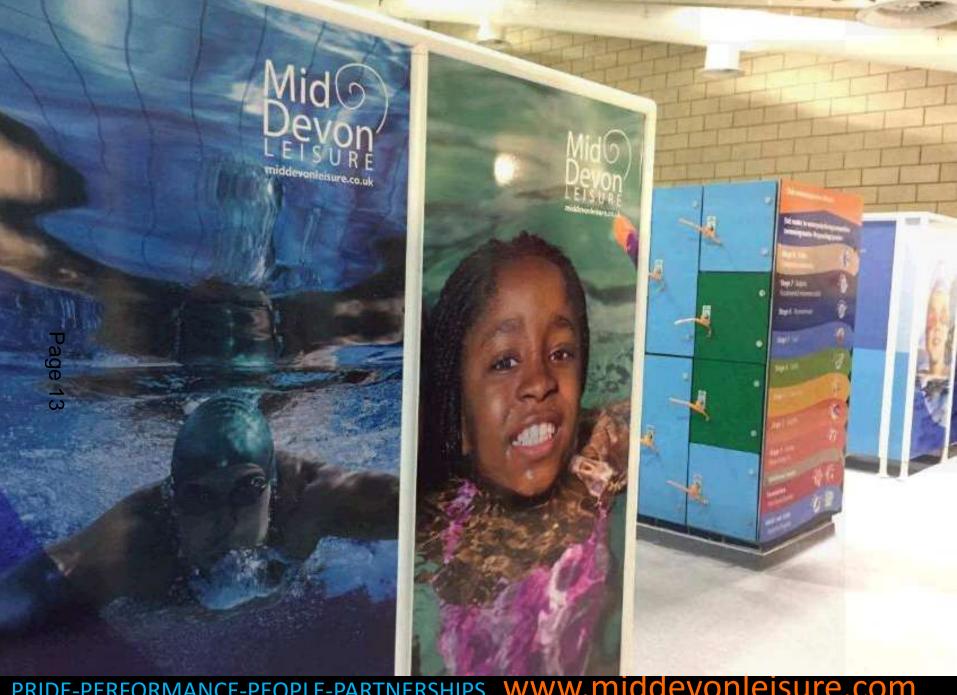


Mid Devon LEISURE

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















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

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Mid Devon







































Mid Devon

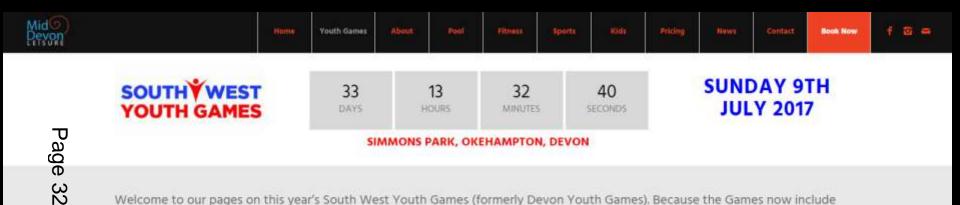




Leisure Update South west Youth Games

- 9th July 2017 <u>www.middevonleisure.com</u>
- Girls' Football
- Badminton
- Indoor Athletics
- Cyclocross
- Triathlon
- Dance
- High Fives
- Mini Tennis
- Hockey
- Street Sports

Leisure Update South west Youth Games



L E I S U R

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

pride-performance-people-partnerships www.middevonleisure.com



Leisure Update South west Youth Games







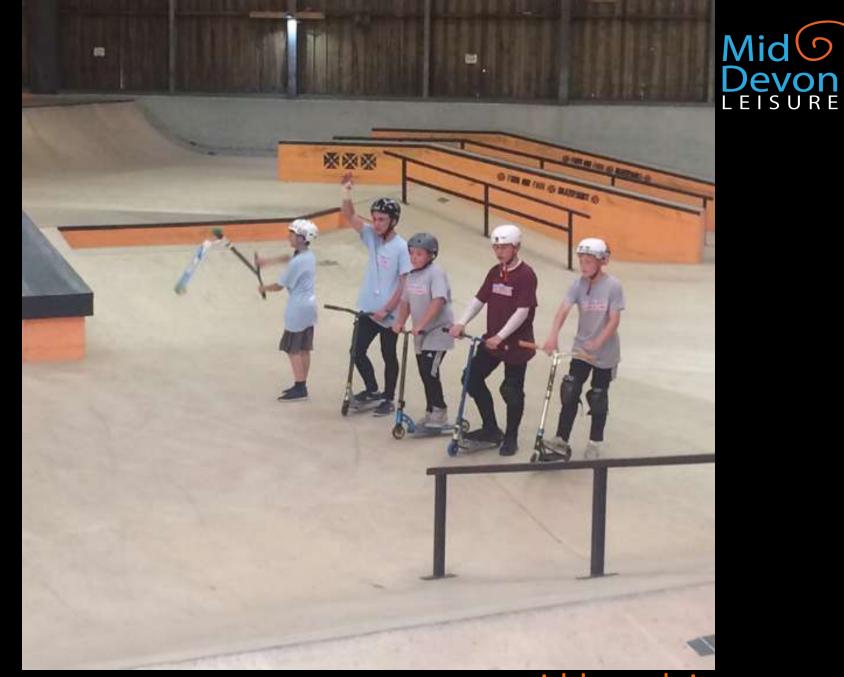




















Leisure Update 2016/17 Performance

- 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.

Arm 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 necycling to improve business efficiency and reduce commercial waste going to land?
- Increase understanding of environmental austainability and recycling initiatives through education and promotional activities
- Am 2-Netuce our cebon tootonnt
- > 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
- Ann 3 Protect the natural environment
- Look after our heritage assets by managing designated conservation areas, protecting lated buildings and monumenta, and preserving trees that are important.
- > Protect the natural environment and encourage biodiversity
- Prosecule dag fouling and littering to ensure the cleaniness and attractiveness of our public realm and open spaces for all readents.
- > improve air quality through action planning

Our priority projects for 2015-17	Last Portfolio	Service Area
Finalize the review of the Local Fran and submit it for inspection	Plenning and Sconomic Regeneration	Planning
Introduce a littering gainsi team	Environment	Street Scene
Relocate to new waste and recycling degot -temporary and permanent	Housing and Property Services	Property Services and Waste
Reduce residual household vaste by 10%	Environment	Waste & Recycling
introduce waste education and enforcement golicy e.g. computary recycling	Environment.	Waste & Recycing
Reduce the net cost of the vasite collection service by 20%	Environment.	Waste & Recycling
Agree waste inestment saving sharing mechanism with Devon County Council	Environment	Waste & Recycling
Generale 10,000 customers on chargesble garden waste service	Environment.	Waste & Recycling
Undertake a review of the street cleansing service to improve the District	Environment	Street Scene
Expand the ECO Stars initiative to include WODC fleet	Environment	Environmental Health
Establish low emissions partnership	Environment.	Environmental Health
Preciare air quality action plana	Environment.	Environmental Health

Mid Devon



Business Planning 2017/18

	Tour council,	your future	
Pur priorities:			
Economy	Homes	Community	Environment
Ve will focue on: kinging new	We will focus on: building more council houses	We will focus on: Working with local communities to encourage them to support themselves	We will focus on: increasing recycling and reducing the amount of waste Reducing our carbon

Priority 1: Economy

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Priority 2: Homes

Over the next four years we will. Arm 1 - boild more council houses

> But 20 count houses Am 2-Facilitate the housing growth that Mid Devon media, including attortiable ho and 2-Facilitate the housing growth that Mid Devon media, including attortiable ho and the second second

Solver 352 homes per enum as per the Sinsago Housing Marker Assessment
 Support opportunities to provide high quality effortiable housing

> Promote agrificant growth east of Gutorrotan

Wark with developers to ensure that the stass in the Local. Plan come forward for development.
 Wark with developers, to ensure that the houses being built meet the needs of our population.

> Contrue is work with private sector and/othe and other perivate to bring amply horse back into use and impose hoursy samplers.
Ann 3 - Teaming and enhancing the built environment.

> Source the surgeout landscape assets are considered during the planning process so that we do not make our would assets

Notes which we are a set of a start to start the dealer of the lost environment. > Since sourcepters contain entering and escourse environment together with recessery supporting

status por carp arc party of new round are associate environment tighting with receasely infrastructure
 A Ensure consideration is given to the public health impact of every development

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 A Contrue to prevent homesamess
 Consider the most of an egg population and hep effect people ream the independence and remain in the own

Our priority projects for 2015-17	Last Poltonia	Senice Area
Finalise the review of the Local Plan and submit it for inspection	Farring and Economic Regeneration	Panny
Investigate developing The rear of the Town Hall	Mousing and Property	Freedy Services
Commence Watchion Park development	Housing and Property	Property Services
Ould but Palmeration Park and Dirchen Lane. Twation	Mousing and Property	Property Services
Develop homelessness sirsteg/	Housing and Property	Housing
Fromdia community and invata and neighbourhood clans	Mousing and Property	Mountag
Work with partners to develop a strategy for an aging population	Housing and Property	Housing
Work with private landards: to bring empty homes back into use and improve housing sciencience	Housing and Property	Private Sector Housing
Seek HCA funding for new developments		Houseng
Adopt masterplan supplementary planning document for north west. Culturgian urban extension by 2016/17	Panning and Economic Regeneration	Planning
Adopt masterplan supplementary, planning document for Area & Tituetion eastern unlean extension by 2016/17	Planning and Economic Regeneration	Planning
Produce a design guide for the datinct (%2, 2017/15 is probably more neglatic for this project)	Planning and Economic Regeneration	Panning
Produce a Private Sector Housing Ramenal Policy	Housing and Property	Private Sector Housing
Produce en Emply Homes Action Plan Including: Device Partnership	Housing and Property	Private Sector Housing
Support Cosy Devon and Central Heating Fund projects to eleviate flue powerty	Housing and Property	Private Sector Housing

Priority 3: Community

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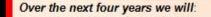
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Priority 4: Environment

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Business Plan Template



standards - scores on the doors targets

Develop a Mid Devon Public Health Strategy and action plan

		Aim 1 – Work with local communities to encou	rage them to support thems	elves	
		 Work with health partners and community District 	groups to provide a stronger v	pice for health and wellbe	eing throughout the
3 ι	usiness Plan 2017/18	Support local communities to retain and de	velop their local facilities and	services	
		Aim 2 – Work with Town and Parish Councils			
	TION PLAN Description of Project(s) Description, with an indication Plink back to the corporate plan	 Ensure that town and parish councils have efficiently and are supported to take on Co Aim 3 – Promote physical activity, health and v Ensure the financial sustainability of our lei Introduce "trim-trails" across the District Work with schools and community groups to 	unty and District Council servi wellbeing sure centres	ces where appropriate	other physical activity
	Our priority projects for 2016-1	17	Lead Portfolio	Service Area	king (footpaths, oper
•	Finalise the review of the Local F		Planning and Economic Regeneration	Planning	public health
•	Develop new income streams for	r leisure centres	Community Well Being	Leisure	public realth
		investigate others across the District	Community Well Being	Public Health	
•		sion and digital transformation projects to help	Community Well Being	Customer First and	
	people access our services digit			11	
	Actively support the Devon Rota		Community Well Being	Leisure	
	Monitor the food rating system a	nd assist businesses in achieving the highest	Community Well Being	Environmental	

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LEISURE

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

Community Well Being

Health

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. Ttproject description with measureable target – (finance, participation, %, timescale, etc)			0% Complete
a 19.e			
1.2			
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 •										
	Customer	The customer satisfaction experience – surveys, feedback cards, user groups										
ן ד <u>א</u>	Staffing	Qualifications/knowledge/development needs required for role/task and any shortfalls Image: shortfalls 										
ag	Operational Measures in place to record efficiencies in working practices and can include support services											
Marteting Tools:	Product	Is it the right product for a market that requires it?										
00	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 deriver 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										





Leisure Services - Pricing & Income 2017/18

							2	036/17									Ouer	ter 1								9	harte	12	2 Quarter 3													Quarter 4												2018/19			
Activity Description	Start Dute	Due Date	status	20,07	10/1/07	20/1/02	Value	13/2/07	21/2/12	VAUT -		27/3/07	VAD7	11/4/12	04/4/07	Vision	VS07	20/5/02	20/5/02	Vent	10/6/07	20/16/117	10/2/07	altin -	20/2/02	ristr.	4/8/07	21/8/17	00/ 8/17 L/ 0/17	11/9/17	18/19/17	5/9/17	VIQUT	20/10/17	20/10/17	TU/IT/	10/11/07		V12/07	112/12/12	20/21/02	80/1/	81/L/S	2/1/18	20/1/18	N/2/0.0	2/2/18	36/2/38	VIND8	3/3/38	5/13/118	2/4/18	V4/18	5/4/10 5/4/18	0/4/18		
Business Planning	2/1/17	13/2/17				T					T	П	Т	Т	Π		Τ	Т	П	Т	Т	П	Τ	Т	П	Т	П		Т	П	Т	Т	Т	П	Т			T		Τ	Τ	П	Т	Т	Π	Т	Τ	Γ	П	Т	Т	Π	Т	Τ	П		
Pricing Paper to Leadership Team	\$/10/16					T		Π			T	Π		Τ	Π		T	Τ	П	T		Π	T	Τ	Π	T	Π		T	П		T	Τ	Π	T	Τ		Τ	Π	T	Γ	Π	T	Τ	Π		T	Γ	Π	T	T	Π	T	Τ	T.		
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Rebranding For 2017/18 Prices	60/17	28/2/17			Π	T				Π	T	П		T	П		╈	T	Π	╈	Τ		╈	T	Π	T	Π		T	П		╈	T	Π	╈			T	Π	╈	T	H	T	T	П	┓	╈	T	Π	T	T	Π	ſŤ	+	T.		
Member Communications	20/2/17	3/3/17				T						Π			Π			Τ	Π	Τ				Τ	Π		Π		Τ			Τ		Π	Τ							Π	Τ	Τ	Π				Π	T	T	Π	T	Τ	Π		
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Income Profiling - Der Area Monthly	36/1/17	13/2/17																	Π						Π		Π							Π								Π	Τ						Π	T	T	\square	Τ	\Box	Π		
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Business Planning	1/10/17	11/12/13	,			\square																			Π		Π															Π	Τ								Τ	\square	Τ	\Box	Π		
Pricing Paper to Leadership Team	27/11/17	30/1/18				\square													\square						Π				Τ					Π																	Τ	\square		\Box	П		
Present to PDG	30/1/18	30/1/18				\Box																																				\square												\Box	Г		
Delegated Member Decision	31/1/18	4/2/18																																																				\Box	П		
Rebranding For 2017/18 Prices	\$/2/38	28/2/18				\Box																																																	\Box		
Member Communications	19/2/18	23/2/18				\square													\square						Π									Π								Π	Τ								Τ	\square	\square	\Box	Γ		
XN System Configuration	\$/2/38	23/2/18				\square																																				\square	Τ									\square		\Box	Γ		
Relaunch Pricing	1/1/18	30/4/18				\square																																					Ι														
Income Profiling - Per Area Monthly	30/11/17	31/12/18	1			\square																																																			
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Updated: 10/01/17





<u>Dryside</u>

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.

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<u>Wetside</u>

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 stay3.5 Virtual classes, Les Mills (Evlc Development)3.6 Pop up shops, units off site (Market Walk)



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



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

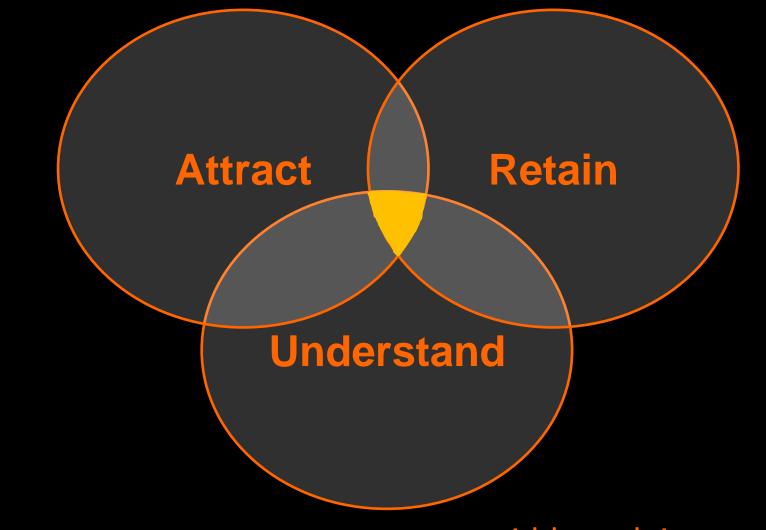
Performance & Development

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

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Customer Focussed





Thank you

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