

Post Scrutiny - Executive Response

In Respect of: Scrutiny Review of Tameside Sports Trust

Date: 19 July 2013

Cabinet Deputy: Councillor Lynn Travis (Health and Neighbourhoods)

Partnership: Health and Well-Being Board

Recommendations	Accepted/ Rejected	Executive Response	Officer Responsible	Action By (Date)
1) Healthy lifestyle intervention models are promoted by the Council and Sports Trust around physical activity and sport provision within the borough.	Accepted	Cost barriers to services have been kept to a minimum by the Trust to substantially increase participation. Hugely successful targeted services (including My Active Life) have been introduced with additional subsidy sourced through commissions. The Trust is working closely with the Council/Public Health Team to continue to find resources to ensure targeted services are delivered and are successful.	Mark Tweedie	This action is reviewed quarterly by the Trust as a PI.

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2) The Sports Trust continues to promote the full range of facilities available across the borough.	Accepted	The Trust is using a wider range of improved marketing media. Increased press promotion of the Trust is a goal. Increasing the proportion of marketing spend to income is a potential focus area for the Trust. However, allocation of additional resource to marketing, given budget pressures, needs to be carefully considered as participation in Trust services is already successfully meeting goals.	Mark Tweedie	Marketing plan under continual review. Revised marketing strategy produced by March 2014.
3) A Co-ordinating role is established to develop close working between the Council, Sports Trust and partner organisations to increase and promote physical activity in the borough.	Accepted	This function was successfully delivered by the Sport and Physical Activity Alliance (SPAA), now ceased. Re-launch of this infrastructure is being considered by the Trust/Council, albeit in a more virtual context because of reduced capacity and resources.	Mark Tweedie/Adam Allen	January 2014.
4) The Sports Trust review and undertake consultation with the public around the opening times of swimming pools within the borough to ensure swimming facilities are always available for the general public.	Accepted	Opening times are explicit in the service specification contained within the Trust/Council management agreement. Consultation with customers will take place but a balanced approach is required because opening when there is limited demand will increase operating costs. Should additional opening hours incur additional costs this would need to be considered as part of the revised management agreement. The Trust has already extended early bird opening times at facilities to meet demand.	Mark Tweedie	December 2013.

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5) The Trust looks at the development of disabled access and provision in all its facilities.	Accepted	The Council and the Trust are committed to improving access to facilities and services for the general public and employees. The existing facilities are a mix of new builds, refurbishments and original condition. The new builds and refurbished facilities provide excellent access for the disabled which has allowed the Trust to develop extensive disability programmes. However, the Trust operates two facilities which are substantially in their original condition particularly in terms of internal and external layout which provides challenges for the Trust and disabled users in terms of access. Any refurbishment or replacement plans for the Denton and Dukinfield pools will incorporate best practice access solutions.	Adam Allen	April 2014.
6) The Trust needs to consider the development of an in-house membership service.	Accepted	The PULSE marketing and sales contract is due to terminate in 2017. The Trust have the systems ready to deliver an in-house service and do not plan to renew the PULSE contract. It is anticipated that delivering the sales function in-house will deliver efficiency savings and improve the function. The Trust is currently negotiating a contract variation with PULSE in order to attempt to introduce changes prior to 2017.	Mark Tweedie	April 2014.

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7) Tameside Council continues to support the Trust as long as financially viable to ensure residents in the borough are able to access services.	Accepted	<p>The Council's financial support for the Trust is reviewed periodically to ensure that the partnership provides value for money and to ensure that the Trust continues to make a tangible and effective contribution to Council priorities. In advance of any contract renewal, a Key Decision is taken by the Council which sets out the current performance of the Trust including financial standing, the proposed service specification and the level of the management fee for the term of the agreement. The term of previous agreements has ranged from 1 to 3 years. The current agreement term is for 1 year and expires on the 31st March 2014. A shorter term agreement suits the Council in that it provides greater financial flexibility. However, a short term agreement does not allow the Trust to establish longer term financial plans or incentivise the Trust to invest in facilities developments. The next agreement will be established in consultation with the Trust in December 2013. The Trust has requested a longer term agreement which will be considered as part of the process.</p>	Adam Allen	January 2014.

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8) The Sports Trust works with schools within the borough to promote their offer and to try to increase the commissioning of services from schools.	Accepted	The Trust has introduced an exciting new Active Education range of services for schools and take up of services has surpassed goals for 2013-14. The Trust has developed additional services for secondary schools involving a profit share management solution for school sports facilities. This provides additional income for schools and extends their community use enabling an improved, affordable and consistent offer for Tameside residents.	Mark Tweedie	Active Education offer launched & subject to ongoing M&E. Secondary school offer review completed as part of the Trust's business planning process. February 2013.
9) Tameside Sports Trust undertakes more work to increase physical education participation within secondary schools.	Accepted	The Trust has undertaken a pilot project with Denton Community College to research and develop services to improve participation by young people in community sport and to reduce drop out post 16. Partnerships with other secondary schools are being developed as part of the Trust's Active Education offer. Take up is reliant upon the schools and the Trust is working hard to promote these services to stimulate demand.	Mark Tweedie	As above (rec. no. 8).

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10) The Sports Trust and the Council consider undertaking a full consultation with service users prior to consideration of any closure of facilities.	Accepted	Given the current economic climate it is highly likely that consideration will need to be given to sports facility rationalisation proposals. Any current or future proposal will be shaped through consultation with elected members, existing users and the wider public. Consultation will be conducted through the Council's "Big Conversation" process. The consultation exercise which will be promoted in Trust managed facilities and access will be enabled with a link from the Trust's website. For users without internet access "hard copy" questionnaires will be made available in the affected facilities. Each proposal will be subjected to an Equalities Impact Assessment to ensure that there is no disproportionate impact on particular disadvantaged individuals or groups. The information derived from consultation will be used to shape/reshape any proposal and will be used to inform the decision taker as part of any Executive or Key Decision process.	Adam Allen/Mark Tweedie	Ongoing