

Culture, Leisure & Sport: Achievements, Priorities and Vision

Presentation to Scrutiny & Overview Committee

**Cllr Godfrey Cabinet Member for Culture, Leisure
and Sport**

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Running order

- My vision for the portfolio
- Successes of the past 12 months
- The priorities for the next 12 months
- The pressures the portfolio faces (including financial)
- How pressures will be dealt with

Vision for the Culture, Leisure & Sport

Within a borough that prides itself on its work/life balance, there should be plenty of opportunities for everyone to get involved, however casually, in the 'Croydon scene' – maybe by singing or dancing at one of the community's many cultural events, playing football in the park, entering an open competition in one of the borough's art galleries, or, just as importantly - simply taking time to enjoy the fun on offer.

Croydon Vision 2020

CULTURE:

The vision for culture is to have a thriving culture and arts scene which attracts, engages and inspires residents, visitors and businesses by providing something of quality and interest to everyone. Local people will be at the heart of Croydon's Ambition and we will encourage others to deliver, participate and to offer new opportunities across a wide range of delivery

SPORT & LEISURE:

The vision for sports and physical activity is to make people more active and contribute towards healthier and happier lives, by making it easier for residents to become active, by targeting those who are inactive and by making day to day activity a permanent part of residents' lives.

PARKS & OPEN SPACES:

The vision for Croydon's parks and open spaces is to ensure that these highly valued assets are maintained for future generations, and we aim to achieve this by moving away from the traditional model of municipal subsidy, ownership and maintenance. We will encourage healthier lifestyles, provide the space for exciting cultural events, for sports and physical activity, and it will seek to attract visitors to the borough support our retailers. We will enable volunteers and friends of parks groups to participate, shape and even to take over management of parks where they have the commitment to do so .

Highlights of the past 12 months

- Ambition Festival launched July 2015
- New facilities at Fairfield and improvements in Clocktower complex
- New developments through partnership and external funding e.g.
 - LEGO Education Creative Hub in Central Children's Library
 - Stories in the Street
 - Cultural Education Partnership and creation of Croydon Youth Arts Collective
 - PING Croydon Project

- Increased visits to libraries and leisure centres:
 - Nearly 10% year on year increase in library visits at July 15
 - 14% year on year increase of in visits to leisure centres
- Free swimming for young people in the summer holidays
- Opened the new Monks Hill Sports Centre
- Hosted Men's Pearl Izumi Tour Series and Matrix Fitness Grant Prix Cycling races June 2015
- New Parks & Green Forum launch March 15
- Parks review underway

Priorities for the next 12 months

- Ambition Festival, Cycling Event and PING Project will all be back in 2016
- Review our approach to libraries to maximise use of assets
- Progress the Fairfield Halls and College Green development at the heart of the Cultural Quarter
- Support participation through continuing to develop new partnerships and seek external funds, building on current successes
- Continue to seek affordable performance venues for amateur groups
- Progress short and medium term plans for the Sports Arena
- Progress plans for a new replacement leisure centre in New Addington
- Introduce new sporting, leisure and cultural events in parks identified as suitable
- Involve local communities in planning and running cultural events – such as part of Ambition Festival

Pressures facing the portfolio

- How to develop thriving cultural, leisure and sporting services with minimum public sector subsidy
- Pressure to ensure leisure facilities generate sufficient income to cover costs but remain affordable
- Reconciling the move towards commerciality, driven by financial pressures, with the commitment to meet the needs of local communities and disadvantaged groups
- Pressure on parks to operate more efficiently

How financial and other pressures will be dealt with

- Continue to support and work with community groups to develop funding plans and deliver initiative
- Adopt a more commercial approach to ensure sustainability and deliver our ambitions
- Develop an approach for leisure for the borough
- Consider alternative operational models for the leisure operation and maintenance following expiry of Fusion contract in 2017
- Explore ways of using parks more creatively and to generate more income
- Seek to maximise use of our library assets as part of a library review