

West Devon Overview and Scrutiny Committee



West Devon
Borough
Council

Title:	Agenda												
Date:	Tuesday, 22nd March, 2022												
Time:	2.00 pm												
Venue:	Chamber - Kilworthy Park												
Full Members:	<p style="text-align: center;">Chairman Cllr Ewings Vice Chairman Cllr Kimber</p> <p><i>Members:</i></p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Cllr Blackman</td> <td>Cllr Samuel</td> </tr> <tr> <td>Cllr Coulson</td> <td>Cllr Sellis</td> </tr> <tr> <td>Cllr Heyworth</td> <td>Cllr Southcott</td> </tr> <tr> <td>Cllr Kemp</td> <td>Cllr Spettigue</td> </tr> <tr> <td>Cllr Moody</td> <td>Cllr Vachon</td> </tr> <tr> <td>Cllr Moyse</td> <td>Cllr Wood</td> </tr> </table>	Cllr Blackman	Cllr Samuel	Cllr Coulson	Cllr Sellis	Cllr Heyworth	Cllr Southcott	Cllr Kemp	Cllr Spettigue	Cllr Moody	Cllr Vachon	Cllr Moyse	Cllr Wood
Cllr Blackman	Cllr Samuel												
Cllr Coulson	Cllr Sellis												
Cllr Heyworth	Cllr Southcott												
Cllr Kemp	Cllr Spettigue												
Cllr Moody	Cllr Vachon												
Cllr Moyse	Cllr Wood												
Interests – Declaration and Restriction on Participation:	Members are reminded of their responsibility to declare any disclosable pecuniary interest not entered in the Authority's register or local non pecuniary interest which they have in any item of business on the agenda (subject to the exception for sensitive information) and to leave the meeting prior to discussion and voting on an item in which they have a disclosable pecuniary interest.												
Committee administrator:	Democratic.Services@swdevon.gov.uk												

- 1. Apologies for Absence**
- 2. Confirmation of Minutes** **1 - 6**
Meeting held on 15 February 2022
- 3. Declarations of Interest**
In accordance with the Code of Conduct, Members are invited to declare any Disclosable Pecuniary Interests, Other Registerable Interests and Non-Registerable Interests including the nature and extent of such interests they may have in any items to be considered at this meeting;
- 4. Items Requiring Urgent Attention**
To consider those items which, in the opinion of the Chairman, should be considered by the Meeting as matters of urgency
- 5. Public Forum** **7 - 8**
A period of up to 15 minutes is available to deal with issues raised by the public.
- 6. Third Sector Partners - Citizens Advice** **9 - 10**
- 7. Leisure Contract - Fusion Annual Report 2021** **11 - 34**
- 8. Thematic Update - Economy** **35 - 44**
- 9. Task and Finish Group Updates (if any)**
- 10. O&S Annual Work Programme** **45 - 46**
- 11. Member Learning and Development Opportunities Arising from this Meeting**

Agenda Item 2

At a Meeting of the **OVERVIEW & SCRUTINY COMMITTEE** held at the Council Chamber, Council Offices, Kilworthy Park, Drake Road, **TAVISTOCK** on **TUESDAY** the **15th** day of **FEBRUARY 2022** at **12:30 pm**.

Present:

Cllr M Ewings – Chairman
Cllr P Kimber – Vice-Chairman

Cllr A Blackman	Cllr A Coulson
Cllr N Heyworth	Cllr C Kemp
Cllr J Moody	Cllr D Moyse
Cllr L Samuel	Cllr T Southcott
Cllr J Spettigue	Cllr P Vachon
Cllr L Wood	

Deputy Chief Executive
Director of Strategy and Governance
Democratic Services Manager
Head of Environmental Health and Licensing
Senior Specialist – Climate Change
Democratic Services Specialist (via Teams)

Also in Attendance:

Cllrs P Crozier, C Daniel, C Edmonds, N Jory, T Leech, J Moody (via Teams), C Mott and J Yelland (Via Teams)

***O&S 44 APOLOGIES FOR ABSENCE**

Apologies for absence for this meeting were received from Cllr D Sellis

***O&S 45 CONFIRMATION OF MINUTES**

The minutes of the Meeting of the Overview and Scrutiny Committee held on 18 January 2022 were confirmed by the Meeting as a true and correct record.

***O&S 46 DECLARATIONS OF INTEREST**

Members and officers were invited to declare any interests in the items of business to be considered during the course of this meeting but there were none made.

***O&S 47 PUBLIC FORUM**

The Chairman confirmed that no formal requests had been received in accordance with the Overview and Scrutiny Procedure Rules.

CLIMATE CHANGE AND BIO-DIVERSITY ACTION PLAN: SIX-MONTHLY UPDATE

The Hub Lead Member with responsibility for Natural Environment introduced the six monthly update on the Climate Change and Biodiversity Action Plan (CCBDAP).

In response to Member questions, the following were confirmed:-

- Applications to the Green Homes Grant would only be available to those on low income.
- Following a Borough wide survey with CoCars and CoBikes, test sites were being set up, with a need to investigate cost and duration before then being discussed at the community forum.
- Local markets were being promoted, and the Council would have a presence at community events whenever resources permitted.
- Following a specific enquiry regarding Tavistock, it was confirmed that the lead officers were currently talking to the Town Council about tree planting and would enquire about a particular site.
- Hybrid meetings would significantly reduce travel, however, it was confirmed that formal Member meetings were still not permitted by Central Government to be held remotely and decision making Committees were therefore required to be held in person. Technology was being updated in the Council Chamber to improve hybrid meetings for non-voting Members, officers, and members of the public. It was confirmed that staff had been advised to come into the office for the purpose of attending meetings and/or specific interaction only. It was also noted that attendance from Members and public had increased when meetings had been held virtually rather than in person.
- Carbon savings of 12 tonnes had been realised during 2020 which supported the ethos of hybrid meetings and working remotely. It was confirmed that staff members were able to attend the office to work if it was a help to their mental health and well-being, but it was not compulsory.
- The Joint Local Plan Partnership Board was holding its Annual General Meeting on 21 February 2022 and Members were advised to ask questions at that Meeting regarding renewable energy and increasing employment options in new developments. It was confirmed questions could be submitted in writing in advance if Members were not able to attend the meeting.
- The officer gave an update on the electric vehicle charging points project, which was run in partnership with Devon County Council. It was noted that all five identified sites were being worked on, with the power provider working on the next stage of the leases.

- One Member queried the current provision in the Scheme of Members' Allowance of 5 pence per mile for extra passengers and felt that this should be increased to encourage more shared car travel. The Officer confirmed that this provision would be reviewed as part of the pending review by the Independent Panel into the Members' Allowance Scheme.

An additional recommendation was then **PROPOSED** and **SECONDED** which, when put to the vote was **CARRIED**:

It was then RESOLVED:

1. That the Overview and Scrutiny Committee **NOTE** the update on the Climate Change and Biodiversity Action Plan (as set out at Appendix A of the presented agenda report);
2. That the Natural Environment Hub Advisory Group prioritise a detailed review of the Action Plan and the points arising from the meeting.
3. That future reviews by the Committee of the Action Plan be included as part of the wider Council Delivery against the Natural Environment Corporate Theme reviews to ensure greater oversight.

***O&S 49**

COUNCIL DELIVERY AGAINST CORPORATE THEME: NATURAL ENVIRONMENT

The Hub Lead Member with responsibility for Natural Environment updated the Committee on progress against the Growing our Natural Environment Corporate Theme.

In the subsequent debate, the following points were raised:-

1. The Plan was now colour coded using the traffic light system. Some red coded actions may be removed if it was decided that the Council could no longer make progress on them. The Plan was now a combination of work completed both by the previous Climate Change & Biodiversity Working Group and the Climate Forum. The Action Plan was now in a more accessible format, and allowed for changes in response to live time events; these changes would be made through the delegated authority that had been granted to the Head of Strategy and Governance, in consultation with the lead Member for Natural Environment.
2. Themes would be aligned to Devon County Council's Carbon and Biodiversity Plan, strengthening the ability for joint grant applications and joint projects to be progressed in partnership.
3. The phased conversion of the environmental management fleet project was noted as being on track. An officer would be seconded to the project to ensure its progression.

4. The project to increase Electric Charging Points across the Borough was progressing, and the Council had joined the Devon and Torbay Residential Charge Point Scheme.
5. A feasibility study of renewable energy generation on Council owned land had been commissioned, looking into the capacity to utilise solar power within Council car parks.
6. Council communications would continue regarding “reuse, reduce, repurpose, and recycle”. It was highlighted that the Borough had the second highest percentage of recycling rates in Devon.
7. The Council would promote shopping locally as this was vital for both the local economy and the declared Climate Change and Biodiversity Emergency.
8. It was noted that there had been a 10% increase in biodiversity on Council land, with two areas, covering 8.2 hectares, having been identified for natural regeneration projects. These areas could show an 80% increase in biodiversity following regeneration. A grant of £7,000 would be applied for, from the English Woodland Creation Offer, to enable for ongoing maintenance of the land whilst regeneration was underway.
9. It was highlighted that only three Members had attended the last Natural Environment Hub Advisory Group meeting and it was recognised that increased attendance was important to ensure a greater consensus and input into Council policy. To this end, it was agreed that all Advisory Group meeting invitations would be extended to all Members.

It was then **RESOLVED** that:

1. the progress against delivery of the Natural Environment Delivery Plan be noted; and
2. the Committee had made a series of recommendations (as set out in the detailed minutes above) to the Natural Environment Advisory Group on areas for further exploration.

***O&S 50**

COUNCIL DELIVERY AGAINST CORPORATE THEME: COMMUNITY WELL-BEING

The Lead Hub Member for Community Well-being introduced the report that provided the Committee with an explanation of how the Performance Management Framework would show progress on delivery of the Plan. It was outlined that progress had already been made. Community and voluntary sectors were already working with the Council and enhancing the good work that was already taking place. The Council was also working well with Devon County Council and putting together a joint plan.

Following questions from Members, the following was clarified:-

- Although disabled facilities grants could be awarded to put in stair lifts, there was no ability to help with annual maintenance grants, which were reportedly high. However, if the lift were to breakdown in the following years, then an additional grant could be awarded to help with the repair costs.
- Devon County Council colleagues were keen to be involved in the Rural Poverty Project pilot scheme, including use of their Outreach Teams. It was noted that the project would be more successful if the community were involved at the earliest stage possible.
- Grants were available to help residents facing cost of living increases, but the challenge was in identifying and reaching those in the greatest need.
- Following the adoption of the Council's new strategy, 'A Plan for West Devon', resources were being realigned against the Plan to ensure services were delivered well and to the Plan.

It was then **RESOLVED** that:

1. the progress against the delivery of the Community Well-Being Delivery Plan be noted; and
2. the Committee had made a series of recommendations (as set out in the detailed minutes above) to the Community Well-Being Hub Advisory Group on areas for further exploration.

***O&S 51 TASK AND FINISH GROUP UPDATES (IF ANY)**

There were no updates.

***O&S 52 O&S ANNUAL WORK PROGRAMME**

The third sector partner representative from the Council for Voluntary Service had now confirmed their attendance for the 26 April 2022 meeting, with the Chief Executive of Citizens Advice having confirmed their attendance at the next Committee meeting to be held on 22 March 2022.. The work programme would be subject to further review at the next Committee meeting. It was also confirmed that The South West Mutual Bank would be contacted to ask for a written update to be provided to Members or for a representative to attend a future Committee Meeting to respond to Member questions.

***O&S 53 MEMBER LEARNING AND DEVELOPMENT OPPORTUNITIES ARISING FROM THIS MEETING**

The Meeting was reminded that all Members would be invited to attend all Hub Advisory Group meetings.

(The meeting terminated at 2:06 pm)

Chairman

This page is intentionally left blank

PUBLIC FORUM PROCEDURES

(a) General

Members of the public may raise issues and ask questions at meetings of the Overview and Scrutiny Committee. This session will last for up to fifteen minutes at the beginning of each meeting, with any individual speaker having a maximum of three minutes to address the Committee.

(b) Notice of Questions

An issue or question may only be raised by a member of the public provided that they have given written notice (which may be by electronic mail) to Darryl White (darryl.white@swdevon.gov.uk) by 5.00pm on the Thursday, prior to the relevant meeting.

(c) Scope of Questions

An issue may be rejected by the Monitoring Officer if:

- it relates to a matter within the functions of the Planning and Licensing Committee;
- it is not about a matter for which the local authority has a responsibility or which affects the district;
- it is offensive, frivolous or defamatory;
- it is substantially the same as a question which has previously been put in the past six months; or
- it requires the disclosure of confidential or exempt information.

This page is intentionally left blank

Report to: **Overview and Scrutiny**
Date: **22 March 2022**
Title: **Third Sector Partner:- Citizens Advice**
Portfolio Area: **Cllr Tony Leech**
Hub Lead – Wellbeing
Wards Affected: **All**
Urgent Decision: **N** Approval and clearance obtained: **Y**

Date next steps can be taken:

Author: **Neil Hawke** Role: **Head of Strategy**

Contact: Neil.Hawke@swdevon.gov.uk

Recommendations:

1. That Overview and Scrutiny consider the update from Citizens Advice

1. Executive summary

- 1.1 The Council supports a number of third sector partners that are crucial to supporting the wellbeing of our residents, one such partner being Citizens Advice.
- 1.2 West Devon Borough Council has agreed a three year funding arrangements for our key partners with Citizens Advice being awarded £32,900 a year. We are currently in year two of this funding arrangement.
- 1.3 The Chief Executive Officer of Citizens Advice Torridge, North, Mid and West Devon will today provide Councillors with an update on their work as well as future opportunities and challenges

2. Proposed Way Forward

- 2.1 The Overview and Scrutiny Committee receive the update from the Chief Executive Officer Citizens Advice.

3. Implications

Implications	Relevant to proposals Y/N	Details and proposed measures to address

Legal/Governance	Y	<i>Transparency in reporting on performance of our strategic priorities is a key aspect of good governance.</i>
Financial implications to include reference to value for money		The report does not result in any financial implications however the update from the Chief Executive officer of CAB will set out how Council funding is supporting their work.
Risk		None
Supporting Corporate Strategy		Community Wellbeing Communities
Climate Change - Carbon / Biodiversity Impact		None
Consultation and Engagement		The work of Citizens Advice is well promoted through both their own channels and our own social media and other communications.
Comprehensive Impact Assessment Implications		
Equality and Diversity		None
Safeguarding		None
Community Safety, Crime and Disorder		None
Health, Safety and Wellbeing		The work of Citizens Advice directly supports the wellbeing of our residents through provision of timely support and advice.
Other implications		None

Supporting Information

Appendices:

None

Background Papers:

None

Report to: **Overview and Scrutiny Committee**

Date: **22 March 2022**

Title: **Leisure Contract - Fusion Annual Report 2021**

Portfolio Area: **Health & Wellbeing – Cllr Tony Leech**

Wards Affected: **All**

Urgent Decision: **N** Approval and clearance obtained: **Y**

Date next steps can be taken: Immediately

Author: **Jon Parkinson** Role: **Specialist (Leisure) Assets**

Contact: **jon.parkinson@swdevon.gov.uk**

RECOMMENDATION:

That the Overview and Scrutiny Committee note the contents of Fusion’s Annual Report for 2021 and proposals for 2022.

1 **Executive summary**

- 1.1 The Covid-19 pandemic has significantly impacted the usage and recovery of leisure centres across the country with challenging conditions affecting Fusion Lifestyle, the Council’s operator, following the reopening of the facilities in April 2021.
- 1.2 This report provides an update on current performance and the presentation summary for last year – 2021. This takes into account the effects of the pandemic and the performance recovery of the leisure centres during last year.

2 **Background**

- 2.1 Last year, 2021 was Year 5 of the 25 year contract with Fusion Lifestyle as the joint leisure management operator for both South Hams and West Devon Council’s.
- 2.2 The provision of leisure centres is a discretionary service. However the activities align with the Council’s corporate strategic plan – ‘A Plan for West Devon’ in providing quality services and community wellbeing. This includes increasing active participation in sport and leisure activities.
- 2.3 Investing and supporting public leisure facilities is an investment in ill-health prevention and leisure centres are essential community hubs, significantly contributing to improving people’s health and wellbeing.

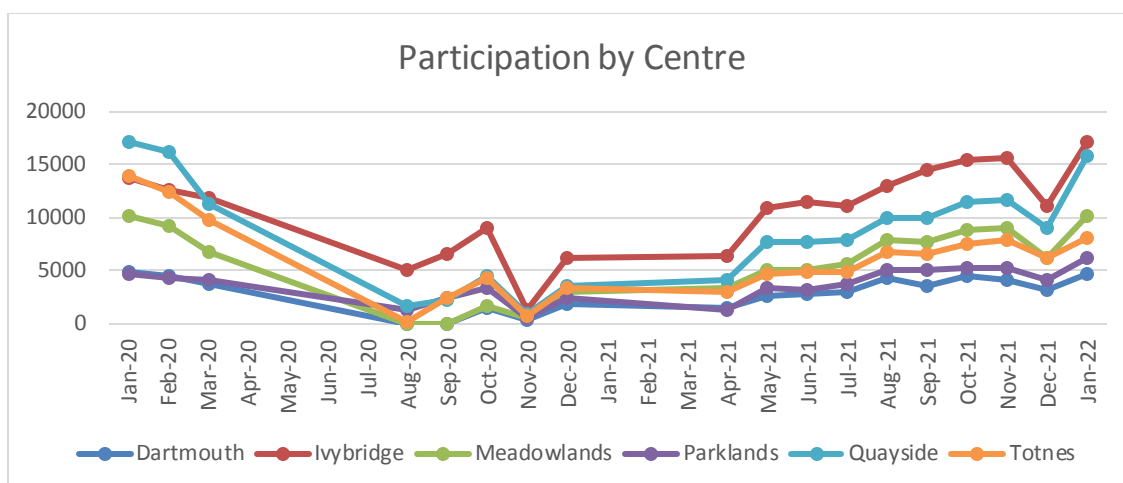
- 2.4 In a report published in September 2021 on 'Securing the future of public sport and leisure services' by the LGA and APSE, it highlights the devastating impact of Covid-19 on public leisure with the loss of income due to facility closures, higher operational costs and Councils providing additional funding support to keep them open.
- 2.5 Pre Covid and in normal operating conditions, there is no financial cost to the Council in the provision of the leisure contract. No subsidy payments are required as in the old contract and over the duration of the term with Fusion, this Council will receive an annual management fee payment.
- 2.6 During this pandemic, Fusion Lifestyle, received £435,000 from this Council to enable the leisure centres to re-open and the service to be maintained during 2020/21. As well Fusion received from the Council its share of the National Leisure Recovery Fund for £85,493 last March.

3 Outcomes/outputs

- 3.1 The leisure contract sets out specific performance indicators which Fusion will deliver through its plans and targets, these include being a more active district, promoting community development, improving health and wellbeing of local residents, improving quality of services and delivering environmental improvements.
- 3.2 For 2021 and this year during Covid-19 the key outcome has been to re-open the Council's leisure centres, maintain the delivery of a health and wellbeing service for local residents and ensure business recovery

4 Leisure Contract Performance Update

- 4.1 All the Leisure Centre's successfully re-opened from 12th April in line with Covid-19 restrictions and from 19th July more activities and usage could take place with the easing of the restrictions.
- 4.2 Centre participation across all 6 leisure centres in South Hams and West Devon has increased since re-opening from c19500 to c62,000 in January 2022. This figure (c62,000) compared to January 2020 of c64,000 represents 97% and shows that usage is getting very close to pre-Covid levels.
- 4.3 See graph below for overall leisure centre participation figures;



Key points to note in leisure activities, memberships and usage are as follows:

Overall centre memberships in January '22 are at 79%; 5,377 against 6,764 in March '20 and this being at 80% compared to January '20 memberships.

Total	March 2020	January 2022	%
Dartmouth	560	463	83%
Ivybridge	1,665	1,367	82%
Quayside (Kingsbridge)	1,523	1,230	81%
Totnes	1,117	739	67%
Meadowlands (Tavistock)	1,075	963	90%
Parklands (Okehampton)	824	615	75%
Total	6,764	5,377	79%

- Swim school has been in very high demand and overall memberships are at 93% compared to March '20.

Total	March 2020	January 2022	%
Dartmouth	162	118	73%
Ivybridge	820	879	107%
Quayside (Kingsbridge)	778	647	83%
Totnes	402	354	88%
Meadowlands (Tavistock)	519	440	85%
Parklands (Okehampton)	286	313	109%
Total	2,967	2,751	93%

- Casual public swims have been very popular, also fitness classes have seen increased usage. The gym usage has been slower to recover but is increasing now.
 - Increases in centre programming and extended opening hours where demand and revenue growth has allowed.
 - A comprehensive marketing and promotions campaign with local direction and management, including the use of discounts and unique offers to encourage customers to use the Centres.
 - The focus for Sports Community Development work has been on the return and support of local sports clubs, primary schools, youth nights, exercise referrals and community open days.
- 4.4 The attached presentation from Fusion highlights key performance areas and provides a look at key projects for the coming year, such as Solar Energy across all the centres.
- 4.5 As part of the National Leisure Recovery Fund, performance and usage data for leisure centres is being tracked through 'Moving Communities.' This research reveals that while public leisure centres have shown a steady rate of recovery since reopening in March, there are still former participants that have not returned, with recovery rates settling at just above 70%.
- 4.6 Activities have recovered at different rates as well with Swimming at 78% and Group Exercise at 62%. Also recovery rates in the rural areas were below the national average at around 65%. This may reflect an older age group as more urban areas with a younger population are returning at a faster rate. These comparison figures are based from data up to August 2021.

5 Proposed Way Forward

- 5.1 Ongoing provision and management of the leisure centre contract with Fusion Lifestyle and consideration of its service planning for 2022.
- 5.2 The long term delivery of our leisure centres is to support Fusion, having given consideration to the financial, legal, reputational risk and health and wellbeing benefits. Also to continue to liaise with the council network of other Fusion contracts and maintain its Devon leisure partnership and networking.
- 5.3 Across Devon and Cornwall, leisure contracts across several Councils have changed or will be during this year, with new in house or more locally controlled operations being introduced across Exeter, Plymouth and Torridge. These have been developed at increased service costs e.g. for Exeter an initial revenue budget of c£1.5mil was allocated to cover transfer costs and re-launch of the leisure services. Also in Cornwall, significant challenges have been raised through its current operator and changes for several local centres are under review.
- 5.4 On a national basis, UKActive state that the leisure sector is an essential service that has been highlighted more than ever during

this current crisis and the vital role that it can play in supporting people's health and wellbeing.

- 5.5 This is supported through Sport England's national strategy – 'Uniting The Movement' and its key objectives of;
- Recover and Reinvent leisure provision from the global pandemic
 - Connecting Communities to make better places and bring people together
 - Positive experiences for children and young people
 - Connecting with Health and Wellbeing and the benefits of an active lifestyle
 - Active Environments, creating and protecting the spaces for people to be active
- 5.6 Sport England and UKActive have recently highlighted again how Covid-19 has 'intensified many of the long term inequalities in sport and physical activity – the people who faced the most barriers to activity before the pandemic have struggled the most to be active'.

6 Implications

Implications	Relevant to proposals Y/N	Details and proposed measures to address
Legal/Governance	Y	Leisure is a discretionary service. The management of the council's leisure centres are agreed in a formal contract agreement with appropriate reporting structures.
Financial	Y	The investment borrowing and contract arrangements were approved as part of the contract award. Recent management fee changes have been reported and approved at Hub on 1 st Feb 2022 and Full Council on 15 th Feb 2022.
Risk	Y	Mitigated through the formal procurement process and the business case appraisal.
Supporting Corporate Strategy	Y	Council, Communities, Wellbeing
Climate Change – Carbon / Biodiversity Impact	Y	Contract targets to reduce energy usage
Comprehensive Impact Assessment Implications		
Equality and Diversity	Y	All leisure centres remain open and have activities open for all sections of the community
Safeguarding	Y	Relevant policies and practices in place through the contract.

Community Safety, Crime and Disorder	N	
Health, Safety and Wellbeing	Y	Improved through better facilities and part of service delivery.
Other implications		none

Supporting Information

Appendix A – Fusion Annual Report 2021

Fusion Annual Review Presentation

West Devon Borough Council

Period : January - December 2021

2021 Review

Agenda

- Summary Overview
- Performance Update:
 - Marketing
 - Sport and Community Development
 - Participation
 - Memberships
 - Customer Satisfaction
 - Facilities
- Moving Forwards

Summary Overview

2021 Review

Summary Overview

- Centre reopen on 12th April 21
- Participation continues to grow month on month
- BSI Audits have been completed and certification renewed
- SHWD sites have completed Quest Prime between July and November 2021
- Strong social media centre posts and traction from customers, c.5.325 followers on Facebook
- Changes to fees and charges, improved concessionary rates.
- Increased opening hours and staffing levels to match customer demand

Performance Overview

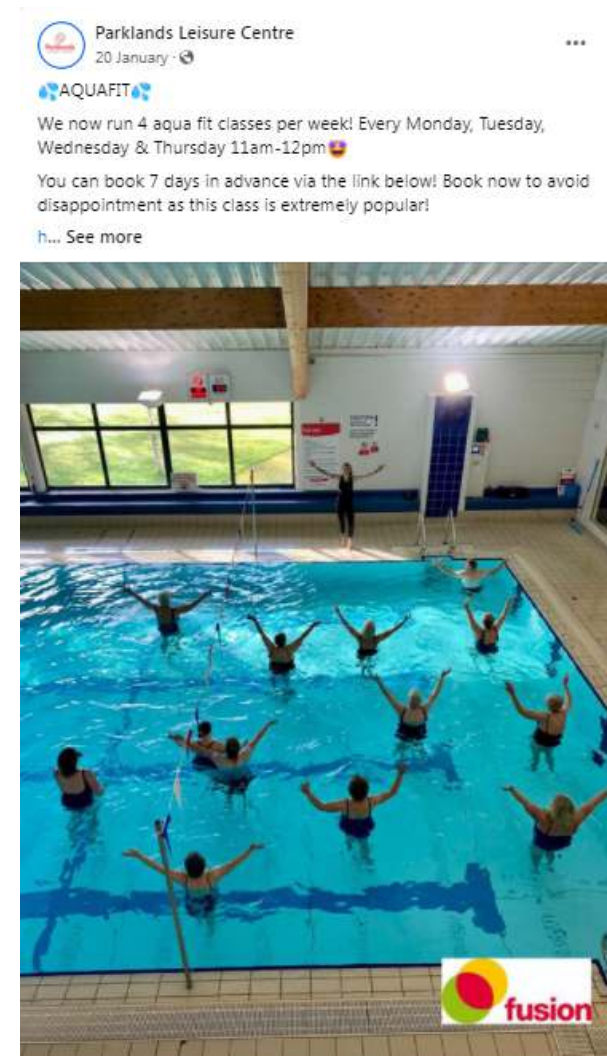
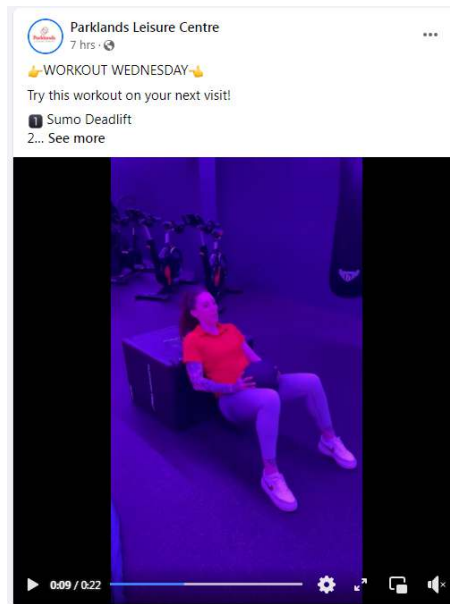
2021 Review

Marketing – Key Campaigns

- ‘Spring Back’ campaign launched 29th March
 - Return of indoor group exercise communicated across all marketing channels, including PR, first classes back reported on BBC South West from Ivybridge
- ‘Summertime for...’
 - included an Open Day at Quayside as part of I am Team GB’s Festival of Sport
- ‘Get Healthy & Happy’
 - features real members from Ivybridge and Parklands in marketing collateral and video
- ‘Make a Fitness Pledge’
 - campaign began and regular follow up emails sent to pledgers with tips and advice from the Fitness Team, centres are sharing staff and customer fitness journeys on social media using this toolkit.

2021 Review

Local Marketing – Social Media



- Local promotion of open days
- Highlighting availability of unique centre facilities including Aqua Aerobics.
- Showcasing exercises with video – Workout Wednesdays.

2021 Review

Marketing Campaigns – featuring real South Hams & West Devon Members

Page 24

Hello, I'm Dawn, hear about my inspirational health story...

Get healthy & happy

by pledging yourself an exercise goal...

Regular exercise improves your health and pumps up your body's natural happiness-boosting chemicals, endorphins.

Get in touch TODAY!

Dartmouth Leisure Centre
Wessex Way, Dartmouth
Devon TQ6 0JL
dartmouth-sales@fusion-lifestyle.com
dartmouthleisurecentre.com

Ivybridge Leisure Centre
Leonards Road, Ivybridge
Devon PL21 0SL
ivybridge-sales@fusion-lifestyle.com
ivybridgeleisurecentre.com

Meadowlands Leisure Centre
The Wharf, Tavistock
Devon PL19 8SP
meadowlands-sales@fusion-lifestyle.com
meadowlandsleisurecentre.com

Parklands Leisure Centre
Simmons Park, Okehampton
Devon EX20 1EP
parklands-sales@fusion-lifestyle.com
parklandsleisurecentre.com

Quayside Leisure Centre
Ropewalk, Kingsbridge
TQ7 1HH
quayside-sales@fusion-lifestyle.com
quaysideleisurecentre.com

Totnes Leisure Centre
Borough Park Road
Totnes TQ9 5XW
totnes-sales@fusion-lifestyle.com
totnesleisurecentre.com

A Covid-19 secure space



This is Adrian...

Adrian improved his well-being.

"Try a bit of everything..."
Find out how.

Hi, I'm Adrian, I feel a whole lot better, my sleep has improved and I've met new people. Find out more!

ADRIAN DID IT!
What will you commit to?
Get in touch today...

Get healthy & happy today!

at Ivybridge Leisure Centre

JOIN NOW!

Join today ivybridgeleisurecentre.com



What pledge will you make to get healthy & happy?

22.09.21

NATIONAL FITNESS DAY

Join us to complete your 'Mid-week Mile'!

West Devon Borough Council

2021 Review

Sports and Community Development

- Exercise on Recommendation/GP Referral Scheme:
 - Fusion's Exercise Referral Scheme offers eligible participants a 12-week supported exercise programme delivered by highly qualified Exercise Referral Instructors to improve health, fitness and wellbeing, taking clients existing health conditions into consideration

	Referral YTD	Starters YTD	% Starters YTD	Completers YTD	% Completers YTD
Parklands	53	53	100%	11	21%
Meadowlands	35	35	100%	13	37%
TOTAL	88	88	100%	24	29%

2021 Review

Sports and Community Development

- OCRA
 - A new 1 year SLA was agreed in August 2021
 - Annual Participation Total 12,480 attendances. Includes: Walking Netball, Walking Football, Gymnastics, Trampoline, Badminton, Archery, Fencing, Holiday Schemes, Summer Fetes, Schools programme, Sporting Memories, Yes Tor Youth Project and Just Play Football

	Junior	Adult	55+	TOTAL
Aug	2,557	124	60	2,741
Sept	1,729	224	73	2,026
Oct	2,700	343	168	3,211
Nov	2,643	268	101	3,012
Dec	1,293	134	63	1,490
TOTAL	10,922	1,093	465	12,480

2021 Review

Sports and Community Development

**Say YES TO...
After school activity**

**Friday Nights
15:30-17:30
All Weather Pitch**

YES TO project session delivered by: **OCRA**

Supported by:

Okehampton United Charities active devon Dartmoor MULTI ACADEMY TRUST

FANCY A KICKABOUT?

Friday nights under the lights. What's not to like?
All Weather Pitch 18:00-20:00 £2.50

SWALES JUST PLAY! BY ENGLAND FOOTBALL OCRA

**Love talking sport?
Sporting Memories Group**

Come along to listen, Share stories, sports quizzes, games and Spot the Ball

Thursdays 10.30am to 12.30pm from Nov 18th

Pavilion Lounge (upstairs), Pavilion in the Park,
Okehampton, EX20 1GE

FREE REFRESHMENTS

In partnership with

SPORTING MEMORIES FOUNDATION LIFE COMMUNITY TRUST

For more information call Ian Blythe on 01837 54546
or email ian@ocrasport.org.uk

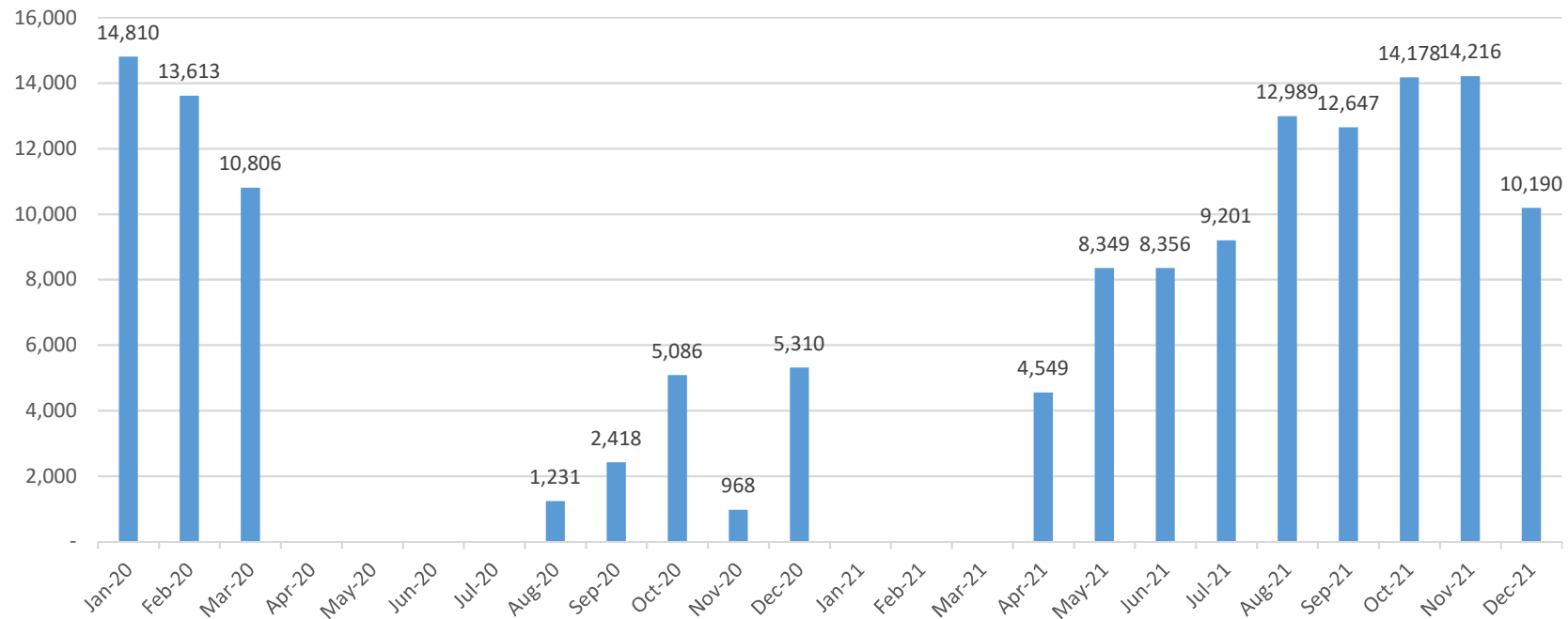
OCRA

2021 Review

Participation

- Total 2021 Participation: 94,657
 - Closed completely for 3 months
 - 9 months operating under Covid restrictions

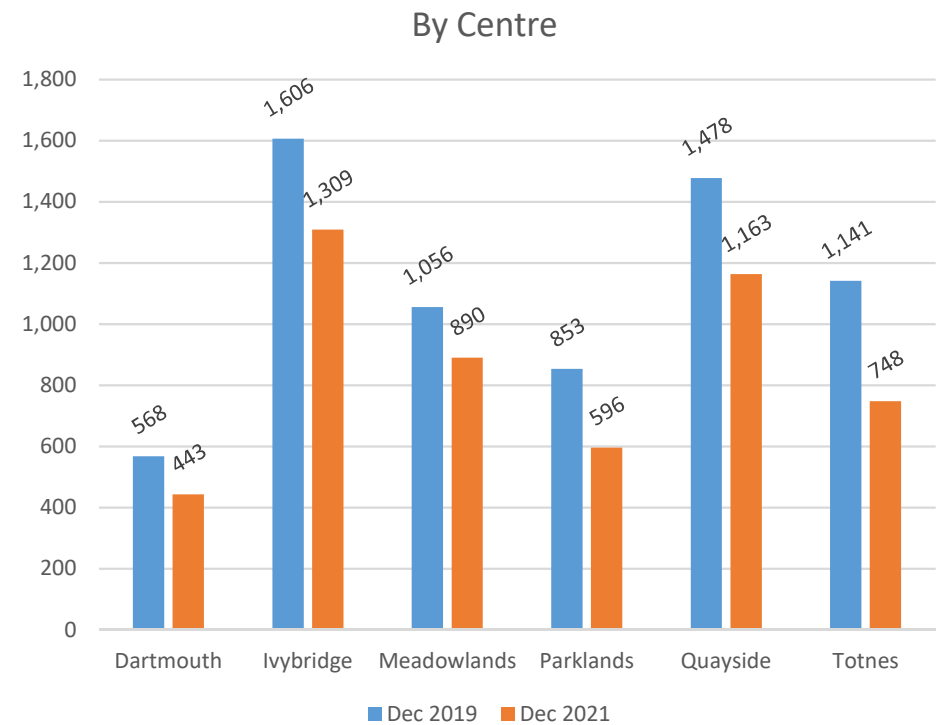
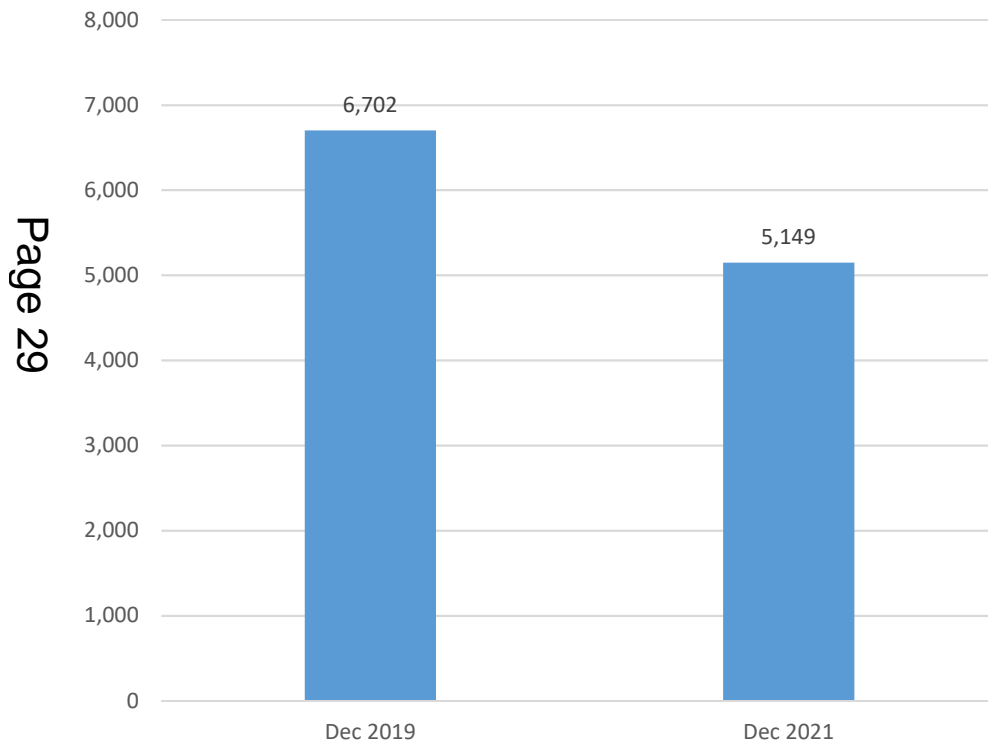
WD Total Pandemic Participation



2021 Review

Memberships

- Total Memberships: 5,149 (at 77% of Pre-Covid)
 - Increased 404 (9%) from Q2



2021 Review

Customer Satisfaction

- NPS Score; +28
 - Promoter mentions: Staff, Pool, Group Exercise, Equipment
 - Detractor mentions: Bookings (Capacity)

Page 30



2021 Review

Facilities

- Key tasks completed:
 - Further investment into Parklands moveable floor
 - Boiler repairs and upgrade at Parklands
 - Ongoing maintenance of Meadowlands Air Handling Unit
 - Annual planned preventative maintenance (PPM) in progress
- Carbon Reduction Measures introduced:
 - Review and report regarding energy saving options for pool plant
 - Solar capital investment proposal in discussion
 - Each centre has an energy saving plan
 - Switching off equipment and lights
 - Pool covers to used daily
 - Swapping lights for LED bulbs

2021 Review

Moving Forwards

- Solar / Renewable Energy
 - Fusion and WDBC are working through options to deliver a solar renewable energy project across all the leisure centres.
 - A report is being prepared in April for WDBC to consider the recommendations.
- Contract variation ends March 22
 - Increase opening hours inline with customer demand
 - Continue to increase staff levels to match demand
- Staff Roles
 - Recruit Fitness Instructors into new job description
 - Operational Assistants primary focus will be on centre cleaning and standards

2021 Review

Moving Forwards

- Centre programming
 - Outdoor fitness as the weather improves,, such as boot camps, yoga and running
 - Relaunch P/T product
 - Wet and Wild to restart at Meadowlands for Feb half term
 - Revamp INTENCITY programme – Parklands and gym floor classes

Fusion Annual Review Presentation

**South Hams District Council
West Devon Borough Council**

Period : January - December 2021

Report to: **Overview and Scrutiny**
Date: **22 March 2022**
Title: **Thematic Update: Economy**
Portfolio Area: **Cllr Peter Crozier**
Hub Lead – Thriving Economy
Wards Affected: **All**
Urgent Decision: **N** Approval and clearance obtained: **Y**

Date next steps can be taken:

Author: **Sarah Gibson** Role: **Head of Placemaking**

Contact: **Sarah.Gibson@swdevon.gov.uk**

Recommendations:

1. That Overview and Scrutiny note the progress of the Thriving Economy Delivery Plan
2. Make any recommendations to the Thriving Economy Advisory Group on areas for further exploration

1. Executive summary

- 1.1 The Council adopted its long term strategic plan, A Plan for West Devon, in September 2021 alongside a new Performance Management Framework
- 1.2 The Performance Management Framework sets out how progress on delivering the plan will be monitored. The framework includes a role for the Overview and Scrutiny Committee to consider delivery updates on a theme by theme basis.
- 1.3 This report sets out an update on our priority focus area of Thriving Economy.

2. Proposed Way Forward

- 2.1 The Overview and Scrutiny Committee are asked to consider the thematic delivery update attached at Appendix A and make any recommendations on the report to the Thriving Economy Advisory Group.
- 2.2 After consideration by the committee, it is proposed that the report be published on the web pages for A Plan for West Devon (www.westdevon.gov.uk/plan-for-west-devon)

3. Implications

Implications	Relevant to proposals Y/N	Details and proposed measures to address
Legal/Governance	Y	<i>Transparency in reporting on performance of our strategic priorities is a key aspect of good governance.</i>
Financial implications to include reference to value for money		The report does not result in any financial implications
Risk		This report sets out key risks to delivery of our corporate priorities.
Supporting Corporate Strategy		This report sets out a progress update for the Thriving Economy and provides Members with the opportunity to deep dive in to any areas required.
Climate Change - Carbon / Biodiversity Impact		None
Consultation and Engagement		This report is purposefully written to be clear and understandable by all. Once considered by Overview and Scrutiny, it will be published on our webpage as a record of our progress against this theme.
Comprehensive Impact Assessment Implications		
Equality and Diversity		None
Safeguarding		None
Community Safety, Crime and Disorder		None
Health, Safety and Wellbeing		None
Other implications		None

Supporting Information

Appendices:

Appendix A – Thematic Update Report

Background Papers:

None



Thriving Economy

Thematic Progress Update

March 2022



Lead Member Introduction

Since we adopted our strategy in September, we've worked hard to ensure we support our Economy to recover from the pandemic as well as preparing for future opportunities.



Cllr Peter Crozier
Lead Member for stimulating a thriving economy

This is the first report on progress against our agreed plans to support a thriving economy in West Devon. I am really pleased that the significant progress made so far and that plans are progressing for how we may place ourselves to bid for funding from the Community Renewal Fund and Shared Prosperity Fund.

During this period we have:-

- Delivered a range of physical enhancements to our towns through use of the governments welcome back fund
- Implemented processes and delivered new Omicron business support grants to businesses impacted by the new variant
- Supported a new Town Centre Wifi scheme for Tavistock through Additional Restrictions Grants
- Engaged with commercial agents and land owners to develop a stronger understanding about current supply and demand of commercial and industrial units within West Devon.
- Commenced survey work with the business community in Okehampton to understand the appetite for a business improvement district or chamber
- Met with Department for Transport to understand why our levelling up tranche 1 bid for Okehampton Transport Hub was unsuccessful – and secured agreement from Devon County Council that we will submit an updated application to the next round

Activities on Track - 12

Activities off track – 0

Activities not yet due to start – 0

Cllr Peter Crozier

Cllr Peter Crozier

Lead Hub Member for Thriving Economy



Action TE1.1 Develop a West Devon Visitor Economy Plan	
Key Highlights	
<p>A visitor marketing plan is in development involving both the Placemaking and Communications teams. Town and Parish Councils have helped to inform the plan through the engagement that's been ongoing since November. The aim for the plan is that this can then be built upon to develop a fully-fledged marketing strategy for the whole of South Hams and West Devon during year two of the corporate strategy (2022/23). The marketing strategy will be an evolving document due to the rapidly changing economic environment in which we find ourselves.</p> <p>Tourism data has been secured during the first year through an external contract. The balance of the budget is recommended to be rolled into 2022/23 for allocation within this objective and to be focused on delivering the activities set out within the marketing strategy.</p>	
Key Risks / Issues	
N/a	
Looking ahead to the next 6 months	
Engagement with Members on the draft marketing plan	
Overall Rating	Green – On Track

Action TE1.2 Support place-based public realm enhancements in West Devon	
Key Highlights	
<p>This objective focused specifically on public realm improvements at North Tawton, Okehampton and Tavistock.</p> <p>North Tawton Town Council have made use of Welcome Back funding to deliver:</p> <ul style="list-style-type: none"> • planters at the gateways to the town • wildflower borders • bunting in the town centre <p>We have tried to support them with further public realm enhancements through the use of ARG (the Community Recovery Grants) and are currently navigating a path that will enable us to release the additional funding for these improvements to be delivered. The extra improvements include renovation of the clock tower in the town centre, benches in key locations, and additional planters throughout the rest of the town.</p> <p>Our economy officers, are currently working with Okehampton Town Council to ensure that funding is spent that will have the maximum impact on driving footfall through public realm improvements. We are confident that this can be achieved before the end of the financial year. The town has already received support to deliver:</p> <ul style="list-style-type: none"> • pig shaped bicycle racks • bench refurbishments throughout the town centre • planting of low maintenance, insect friendly shrubs on verges • Painting of bridge railings and finials • signage improvements • sensory garden installation • additional amenity improvements at Simmons Park <p>In Tavistock, the BID has already utilised Welcome Back funding to implement:</p>	



<ul style="list-style-type: none"> town centre planters vacant shop vinyl campaign <p>The economy team has been working with Tavistock BID to discuss further improvements to the town centre. Although not directly a public realm improvement, the BID have also been supported to access £30k of ARG through the Community Recovery Fund to develop a town centre Wi-Fi scheme which will be rolled out over the coming months and which will include footfall monitoring software to measure the vibrancy of the town centre, while providing a service that will appeal to visitors to the town. This project has also led to match funding of £50k being drawn down through the BID towards these improvements.</p>	
Key Risks / Issues	
N/a	
Looking ahead to the next 6 months	
The focus for the next phase of improvements is on highly visible public realm based window vinyls for empty premises and flags for lamp posts, as part of the #MyPlace campaign.	
Overall Rating	GREEN – ON TRACK

Action TE1.3 Promote active travel, cycling, horse riding and walking routes across West Devon	
Key Highlights	
This work is being included within the visitor marketing planning.	
Recommendation for this to be merged with TE1.1 during 2022/23 and 2023/24.	
Key Risks / Issues	
N/a	
Looking ahead to the next 6 months	
Overall Rating	GREEN – ON TRACK

Action TE1.4 Progress plans for an ecomuseum across West Devon to maximise the assets of the UNESCO World Heritage Site, Dartmoor National Park and Tamar Valley AONB	
Key Highlights	
This project has been slow to progress following the unsuccessful CRF bid. However, Government feedback has been taken on board. The Shared Prosperity Fund may allow for the ecomuseum to be included within our submission this summer, we're awaiting further details on the eligibility to make a final recommendation. Meanwhile the proposed boundary, narrative and brand for the ecomuseum is in development and will be delivered by the end of April. Partners remain engaged.	
Key Risks / Issues	
<ul style="list-style-type: none"> The key issue is that the CRF bid was not successful and so at this stage the plans cannot proceed as originally set out. 	
Looking ahead to the next 6 months	
<ul style="list-style-type: none"> Ongoing work to position us to resubmit to the next funding round 	
Overall Rating	GREEN – project underway despite a delayed start



Action TE1.5 Champion Improved Digital (Broadband and Mobile Phone) Connectivity across West Devon	
Key Highlights	
<p>The Placemaking Team was able to influence the Community Recovery Grants project, which enabled businesses to apply for ARG to support the rollout of fibre broadband to their premises. This has enabled a significant amount of funding to be utilised in support of fibre rollout, and has drawn down match funding from both the business community and Openreach to improve delivery of fibre to isolated parts of West Devon.</p> <p>Engagement continues with Connecting Devon & Somerset and we continue to request the sharing of data for planned Airband and Openreach installations.</p> <p>Local Government Association (LGA) sees our digital connectivity programme as trailblazing and refers to our work as pathfinding. An evaluation report is in development and their plan is to share this with the government.</p>	
Key Risks / Issues	
Require more data from Connecting Devon & Somerset	
Looking ahead to the next 6 months	
<ul style="list-style-type: none"> - Engagement with the farming community is our next step - Sharing of the evaluation report with the government 	
Overall Rating	GREEN – ON TRACK

Action TE1.6 Offer business advice services for existing, expanding and new businesses	
Key Highlights	
<p>Since joining the Placemaking Team during August, the Economic Development Officers have visited every business park, industrial estate and town centre in whole of West Devon, to develop a better understanding of the business communities that we serve. The team has also used these visits to identify vacant units that can be promoted for inward investment opportunities and to facilitate growth within the local business community. During these site visits, numerous business meetings have taken place, identifying issues faced by the business community and opportunities to encourage and facilitate business growth, resilience and diversification.</p> <p>By getting to know our business community, we have been able to help shape projects like the Community Recovery Fund, making the programme better suited to serve local businesses, and ensuring that over £200k has been awarded to have a genuine impact on businesses across West Devon. We have also liaised with local business support providers and started the process of building a positive rapport with them, to ensure that the Council is able to effectively signpost businesses to other support that could benefit them. These organisations include BIP, YTKO, The Diverse Regeneration Company, Devon School for Social Entrepreneurs, and others.</p> <p>The team has also dealt with a number of direct enquiries from businesses looking for information, advice and guidance. Given that Economic Development is a relatively new service offered by West Devon Borough Council, many businesses had established other channels for finding information, advice and guidance. However, the number of enquiries being directly received by the team is</p>	



increasing, and our reputation within the business community is creating a strong foundation upon which future activities can be built.

BIP was commissioned to support businesses and employees, resulting in more than 300 engagements.

Key Risks / Issues

N/a

Looking ahead to the next 6 months

- BIP will continue their work programme
- We shall continue to engage with businesses and develop our business database

Overall Rating **GREEN – ON Track**

Action TE1.7 Remain prepared to respond to any future government business grants (Covid-19 or other)

Key Highlights

The Placemaking Team continues to liaise with Devon County Council, the HotSW LEP, and other bodies that are the main coordinating bodies for responding to Government funding opportunities. We have also supported and influenced the delivery of ARG funding for businesses, including leading the Devon Local Authorities in lobbying BEIS for additional support, and changes to guidance that would improve our ability to delivery funding to our business communities.

Key Risks / Issues

N/a

Looking ahead to the next 6 months

- We shall continue to look out for new grants to bid for
- We have begun to prepare for submitting to the Levelling Up Fund Tranche 2 and the Shared Prosperity Fund

Overall Rating **GREEN – ON Track**

Action TE1.8 Deliver an Inward Investment Campaign aimed at attracting new businesses to West Devon

Key Highlights

West Devon businesses have been included within the Devon County Council led Devon Delivers inward investment programme, and this campaign has been running since July 2021.

A West Devon specific inward investment plan is in creation and will be delivered by the end of the 2021/22 financial year. The Placemaking Team has been undertaking the groundwork that will make the development of an inward investment plan possible.

We have developed a strong understanding of our business parks and industrial estates (the main locations for encouraging meaningful inward investment activities) and have identified all vacant units across the whole of SW Devon. The team has also started to build a rapport with the Estates Team and with the Assets team to ensure that we are able to promote existing and future units owned by SW Devon to potential investors.



The team has also engaged with commercial agents and land owners to develop a stronger understanding about current supply and demand of commercial and industrial units within West Devon.

The team is also engaging with businesses on existing employment sites to improve their amenities and make them more appealing for future business investors and existing employees. In West Devon, the focus of this work has been around Pitts Cleave, where poor amenities and neglected landscaping is making the sites undesirable for investment.

Key Risks / Issues

N/a

Looking ahead to the next 6 months

It is proposed that a West Devon specific inward investment plan be developed over the next 6 months (for completion during quarter 2 of the 2022/23 financial year). This can be delivered in parallel with current activities and will help to set out a pathway for attracting investment to the area.

Overall Rating **GREEN – ON Track**

Action TE1.9 Continue to support the Tavistock Business Improvement District (BID)

Key Highlights

The Placemaking Team has regular catch ups with the BID Manager. Site visits have been undertaken with the BID manager and have included introductions with some of the businesses which are BID members within the town centre. We have been working with the BID to move forward with other objectives, including public realm improvements, and we have supported the BID through the accessing of funding with the Community Recovery Fund.

Key Risks / Issues

N/a

Looking ahead to the next 6 months

- Continue with supporting the Tavistock BID manager.

Overall Rating **GREEN – ON Track**

Action TE1.10 Establish a new business forum within Okehampton

Key Highlights

The Placemaking Team have undertaken several visits to the town since September and had conversations with a number of businesses. The informal feedback received from the businesses we have spoken with has identified an appetite for some kind of business forum to be established but uncertainty about what structure it should take. It was decided that a more methodical approach was required to gain insight into the current level of support for a business forum and that a survey would be the best solution moving forward.

Team Telemarketing, a specialist marketing company, have been commissioned to undertake a data cleansing exercise (using business information received via Visit Okehampton) so that we have up to date contact information for the businesses within Okehampton Town Centre. Now that this has been completed, they have commenced survey work with the business community, using a series of questions which have previously been shared with Okehampton Town Council’s working group.



The findings have since been presented to the Okehampton Town Council with our recommendation to attempt to create a Business Improvement District. This was supported in principle and we're currently costing the 12-18month campaign, reporting back to the Town Council at the end of March.

Key Risks / Issues

- Costs of the campaign not being co-funded by Okehampton Town Council

Looking ahead to the next 6 months

- At the end of March we shall know whether we will be continuing with this work, once the Okehampton Town Council have decided whether or not to co-fund the BID start up campaign over the next 12-18mths.

Overall Rating **GREEN – ON Track**

Action TE1.11 Deliver a West Devon Transport Hub through the Government Levelling Up Fund

Key Highlights

We were unsuccessful in winning Levelling Up Fund Tranche 1 monies. We've agreed with Devon County Council to bid for Levelling Up Fund Tranche 2, we've secured feedback from Department for Transport on how to strengthen our application from the first round, and we now await the opening of the fund, anticipated to be during April 2022.

Key Risks / Issues

Not winning the grant

Looking ahead to the next 6 months

Await opening of the application funding window and submit application

Overall Rating **GREEN – ON Track (Revised Plans)**

Action TE1.12 Submit a bid to the UK Shared Prosperity Fund

Key Highlights

Working from what little information is available on the criteria for bidding into the Shared Prosperity Fund, we are beginning to form a short list of projects to discuss with Members. A workshop of officers is planned for 9th March involving Assets, Housing and Placemaking. We're expecting the bid to open during June 2022.

Key Risks / Issues

The opening of the grant being delayed

Looking ahead to the next 6 months

- Officer workshop to refine shortlist of projects
- Bid written and submitted

Overall Rating **GREEN – ON Track**



WEST DEVON OVERVIEW AND SCRUTINY COMMITTEE

INITIAL DRAFT ANNUAL WORK PROGRAMME PROPOSALS – 2021/22

Date of Meeting	Report	Lead Officer
26 April 2022	Task and Finish Group Updates <i>(if any)</i>	
	Third Sector Partners – South West Mutual Bank and West Devon Council for Voluntary Service	
	O+S Annual Work Programme <i>(to include preparation for next meeting)</i>	
	Council Delivery against Corporate Theme: Housing	
	Community Broadband – Quarterly Update	Gemma Bristow
	Live West (Housing Provider)	
To be considered for scheduling:	Devon Health and Wellbeing Board	
	Third Sector Partners – DCC's Portfolio Holder for Planning tbc	To be clarified

Page 45

DRAFT

This page is intentionally left blank