

Scrutiny and Overview Committee

Cabinet Member Question Time

*Presented by Councillor Godfrey
November 2016*

Libraries

1

Successes over the last 12 months

- 1,900,000 visits/20% of residents actively use the service
- Engagement exercise helping to shape future delivery
- Co-funding the Upper Norwood Library Trust
- Achieving excellent value for money *CIPFA 2015

*the Chartered Institute of Public Finance and Accountancy

2

Priorities for the next 12 months

- Trial new models of delivery
- Support wider community use and partnerships
- Explore achieving efficiencies and income generation
- Enhancing the book stock

3

Delivering our ambitions

- Take libraries to the heart of communities
- Tailoring our offer to local needs
- Seek the widest range of digital and online services
- Offer and achieve best value for money

Museum & Heritage

1

Successes over the last 12 months

- Our audiences have grown by 6% year on year
- Website attracts c. 2,700 unique visits
- Delivered and supported a range of HLF funded projects
- The Museum of Croydon's Research Room refitted
- Launch of www.museumofcroydoncollections.com
- Club Soda delivered a range of projects

2

Priorities for the next 12 months

- Archives Service Accreditation in 2017
- The Museum of Croydon will develop collections and services Past and Present:
 - Fairfield/Croydon's Theatrical Heritage
 - London; A Bigger picture
 - The Great War: Heritage traineeships
- Work to develop further HLF applications

3

Delivering our ambitions

- Museum Accreditation in 2018/19
- By 2020, the Museum of Croydon is valued at local and regional level as a key cultural asset
- Delivering an engaging and popular exhibitions and events programme at Croydon Clocktower and in the local community

Arts and Culture

1

Successes over the last 12 months

- National Trust Edge City; sell out tours and raised profile for Croydon
- Establishment Youth Arts Festival
- Box Park Music Festival building on Ambition
- Theatres' Trust Peer Review
- Launch of Cultural Partnership fund

2

Priorities for the next 12 months

- Complete procurement Fairfield Halls and start mobilisation
- Develop programme for Croydon, including in parks, BoxPark, Clocktower, Town Hall and other venues
- Support sectoral growth; bringing in additional funding and production partners

3

Delivering our ambitions

- To grow a thriving and lively cultural offer which engages communities and supports regeneration
- Finding a sustainable model for future Fairfield Halls

Leisure Centres

1

Successes over the last 12 months

- A Successful run of our Sports & Community Development programme which reflects an Increase of total customer visits to Leisure Centre. Total participation is up 20% y-o-y including
- increased in deprived areas by c29,210 • Swimming school has seen a steady growth of 28% end of Q3 2016 with 3,048 weekly pupils
- Over 60' participation is up 16% y-o-y disabilities are up 6% y-o-y women and BAME up 22% y-o-y
- new project with RFU launched; £30,000 funding across 18 months to engage 16-24 year old females in Rugby style fitness classes
- Free summer swimming for under 16's Total visits in the contract 12,281 YOY 232% increase with 1,408 more sign ups.

2

Priorities for the next 12 months

- Recommissioning for an integrated leisure services model
- High quality consistent approach to the leisure service
- Further develop our 'Ambitious for Leisure' agenda and offer

3

Delivering our ambitions

- To deliver a robust leisure offer which engages communities
- Increasing health & wellbeing
- Increasing our cultural offer
- Achieve best value for money

Sport & Physical Activity

1

Successes over the last 12 months

- Croydon's Walking for Health Scheme has been shortlisted for a Team London Award
- ParaGames Champions within the London Youth Games
- Completion of an Indoor Facilities Strategy
- #RioReturns- Freesport funding secured and 300+ participants taking part in athletics at Croydon Arena

2

Priorities for the next 12 months

- Mobilisation and implementation of Live Well (an integrated lifestyle service)
- Implementation of Outdoor Facilities Strategy
- Procurement and completion of a borough-wide Physical Activity Needs Assessment
- Working closely with clubs to capacity build

3

Delivering our ambitions

- Increasing health & wellbeing in targeted areas of deprivation
- Strategic approach to resources and funding
- Strengthening opportunities for volunteering

Parks & Open Spaces

1

Successes over the last 12 months

- 4200+ hours volunteer work in woodlands, parks and playgrounds.
- 7 Green Flag Awards
- Shortlisting for a National BALI Award for Coombe Woods
- Supporting Friends of Grange Park and South Norwood Lake to fund raise £100K+ to redevelop park play spaces
- Croydon Talks Parks- over 1000 responses to date
- Work with Growing Greener Britain Crowd and Croydon Food Flagship Team

2

Priorities for the next 12 months

- Complete Croydon Talks Parks and disseminate findings
- Masterplanning for six key parks (inc Ashburton & Park Hill)
- Delivery of borough-wide outdoor gym investment programme
- To work with Quadron to delivery a high quality high performing service

3

Delivering our ambitions

- Continued delivery of 'Ambitious for Parks' agenda
- Sustainable delivery model
- Increasing health & wellbeing
- Community stewardship
- Cultural offer

Registrars & Bereavement

1

Successes over the last 12 months

- Delivered a 25% increase in income, totalled just over £300k
- Opened access to the town hall allowing as part of our offer in relation to wedding ceremonies, that pictures can now be taken
- Our bereavement services achieved the silver gilt award for London in bloom
- Cashless transactions are now up to 85%

2

Priorities for the next 12 months

- Generate a further £250k in income beyond last years performance
- Secure additional burial land and Green lawns
- Deploy our new IT systems
- Consider the potential for a Municipal or Council funeral service

3

Delivering our ambitions

- Increase and improve our digital offer
- Establish our longer term delivery model
- Utilise registration data to assist our more vulnerable customers in accessing services.