

# Scrutiny and Overview Committee

## Cabinet Member Question Time

*Presented by Councillor Godfrey  
January 2018*

# Libraries

## 1 Successes over the last 12 months

- Croydon libraries brought back in house on the 17<sup>th</sup> January 2018.
- 13 libraries are on target for 2,300,000 visits. Around half at central library
- 500,000 online visits this year - a 250% increase from 2016/17. E & audio book borrowing up 20%
- Under 5 activity attendance up 40%
- 5000 family activities will be delivered.

## 2 Priorities for the next 12 months

- Ensuring our libraries are supported to deliver and to improve.
- Undertaking detailed review of how our libraries are used and how we make them more relevant to existing and new users.
- Achieve an improved service and better value for money through new ways of working
- South Norwood library move – 2018/19

## 3 Delivering our ambitions

- Develop our libraries through innovation and partnership to be at the heart of our communities
- Seek to increase our range of digital and online services
- Increase library usage – in existing and new areas - by ensuring we better meet the information, learning and culture needs of our communities

# Museum & Archives

## 1 Successes over the last 12 months

- Awarded Archives Service Accreditation in March 2017
- Delivered two major HLF funded, community led projects: The Fairfield Collection; and Gujarati Yatra
- Developed the number and range of exhibitions at Croydon Clocktower, to engage people with their culture
- Audiences predicted to rise by 20% in 2017-18

## 2 Priorities for the next 12 months

- Re-submit for Museum Accreditation in 2018/19
- Mark the 100<sup>th</sup> anniversaries of the end of the First World War and the Representation of the People Act
- Support the Council's regeneration of culture through the London Borough of Culture; re-opening of Fairfield Halls; and Parks & Open Spaces projects

## 3 Delivering our ambitions

- Being a fully Accredited Museum & Archives service by 2019/20
- 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 that last 12 years

- Successful procurement of BHLive as operator for Fairfield Halls
- Key events in Croydon: Croydon Pride, Croydon Dance Umbrella and Croydon International Mela
- Cultural Partnership Fund achieves two and a half times more in leverage
- Croydon submitted a bid for the London Borough of Culture

## 2 Priorities for the next 12 months

- Build on work developed as part of Croydon's bid for the London Borough of Culture
- Consolidate and continue to build Croydon's cultural calendar
- Develop future vision for Croydon Museum and Archives within the Croydon Clocktower

## 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

- Successful Tender for New Leisure Contract
- Non Member participation up by 20%
- Under 16 Participation up 21% YOY
- Over 60' participation 250 participated in new summer activities provided by England Netball, Palace Foundation and Fusion
- Overall Participation up 2% YOY to 979,359
- Free summer swimming for under 17's Total visits 20,375 up 66% YOY additional 8094 users.

2

## Priorities for the next 12 months

- Successful Launch of New Leisure Contract with GLL
- High quality consistent approach to the leisure service including new booking system and fast track kiosks
- Launch and development of Outdoor Leisure programme
- Refurbishments of Gyms at Leisure Centres
- Launch and development of Health and Social recreation programmes
- 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

- Completion of a Outdoor Facilities Strategy
- 8th in LYG with 1050 volunteer hours last season
- 350 school children involved in Wandle Trust education projects
- £170K funding secured to support Parklife feasibility
- BMX track launched
- Outdoor active spaces launched

2

## Priorities for the next 12 months

- Action plan for Indoor & Outdoor Facilities Strategy taken forward
- Activation of 5 outdoor 'active spaces'
- Parklife feasibility being progressed in Ashburton and Purley Playing Fields
- Establishment of a Croydon Sport & Physical Activity Network
- Play feasibility across parks and green spaces

3

## Delivering our ambitions

- Increasing health & wellbeing in targeted areas of deprivation and delivering this agenda via parks and green spaces
- Strategic approach to resources and funding
- Strengthening opportunities for volunteering

# Parks Development

1

## Successes over the last 12 months

- 44 Friends of Park groups which collectively with TCV have delivered over 6300 volunteer workdays
- £40k community grants distributed to local groups to activate their local parks and green spaces
- Croydon Parks Vision- 6 parks masterplans produced for a pilot in creating 'destination' parks and green spaces in the borough
- BMX track launched in Norbury Park

2

## Priorities for the next 12 months

- Undertake a commercial approach to developing parks with a view to increasing income generation
- Develop our allotments and where appropriate devolve responsibilities
- Work towards maximising our usage and activation of park pavilions
- Take forward actions from Croydon Parks Vision

3

## Delivering our ambitions

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

# Live Well Croydon

## 1

### Successes over the last 12 months

- 565 residents on the Live Well face to face service.
- Almost 40% participation by BAME individuals.
- Highest participation in two of Croydon's top areas of deprivation.
- 79.7% residents quit smoking at 4 weeks.
- 12,497 JustBE website users.
- Live Well contracts with Croydon Hospital, MIND.

## 2

### Priorities for the next 12 months

- Activation of MECC (Making every contact count) programme.
- Development of the Live Well Alliance.
- Evaluation and re-procurement of the Just Be website.
- Continue to develop opportunities to embed Live Well across health & social care, community, voluntary sector and businesses.

## 3

### Delivering our ambitions

- Promoting healthy lifestyles by providing access to support.
- Improving health and wellbeing and life expectancy
- Reducing health inequalities
- Supporting the prevention agenda to reduce increased risk of long term conditions.



# 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.