

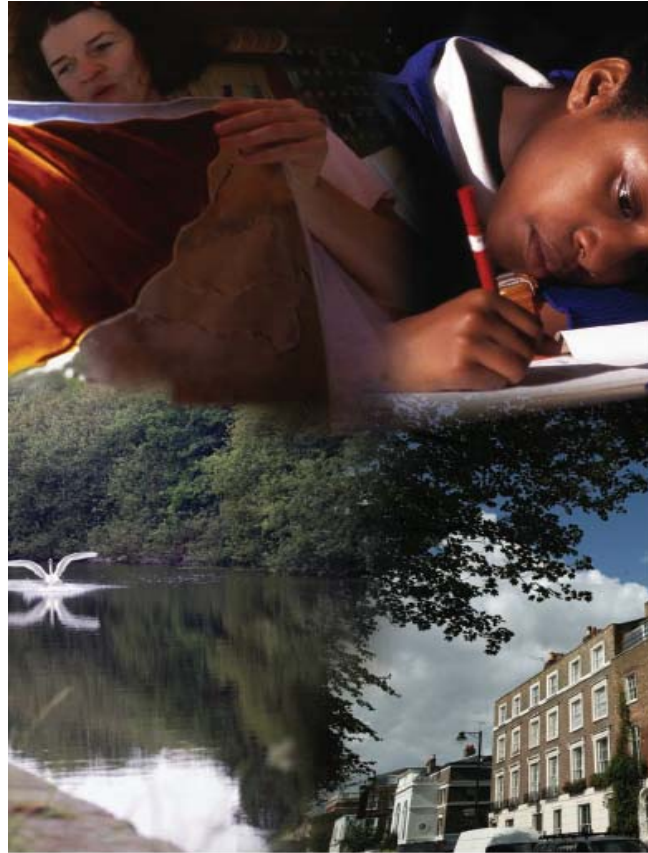
# Our improvement story so far .....

## so what about Parks & Open Spaces?

**Martyn Allison**

**National Advisor Culture & Sport.**





## A Passion for Excellence

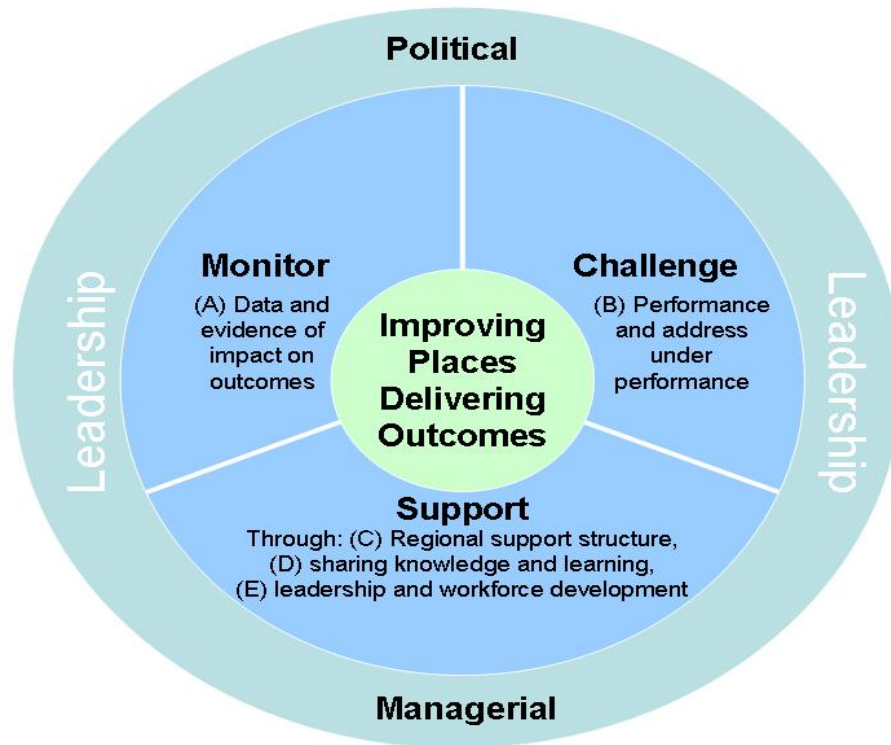
An improvement strategy for  
culture and sport



# The strategy aimed to create a strong framework to:

- improve the quality, effectiveness and efficiency of culture and sport in the delivery of economic, social and environmental outcomes in local communities
- improve the performance of the culture and sport sector and to address underperformance
- build capacity and leadership
- simplify and co-ordinate the improvement architecture.

# Culture and sport sector led improvement framework



## Monitoring Tools

- National indicator set
- Voluntary business improvement standards and indicators
- National impact library
- Regional commentaries

## Challenging Tools

- Self assessment
- Peer led challenge
- Validation
- Peer review
- Facility accreditation

## Supporting Tools

- Regional improvement networks
- Knowledge & learning
- Workforce development
- Leadership development

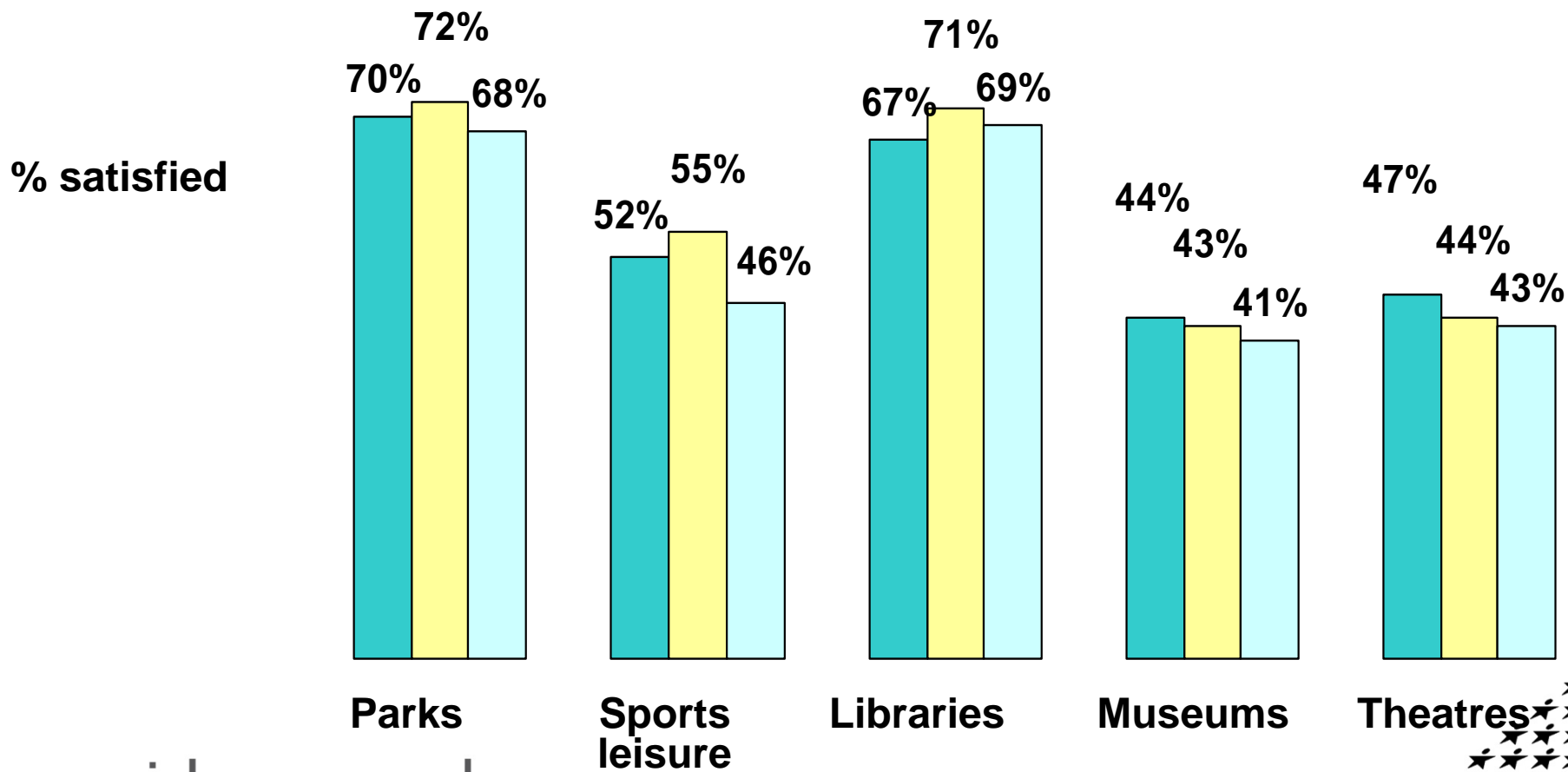
## By the end of the CPA.....

- **For the second year in a row, overall culture service assessment scores improved in 2008.**
- **In total, 44 councils improved their culture score between 2007 and 2008.**
- **However, 22 councils also received a lower culture score in 2008 than in 2007.**

# ***But not everyone is satisfied ?***

**Aggregate scores for single and upper tier authorities**

■ 2003   
 ■ 2006   
 ■ 2008 place survey



## **We did well in LAA positioning?**

- **At June 2008 over 90% of the LAAs included improvement targets which were directly or indirectly dependent on the contribution made by culture and sport.**
- **But... Will we increase participation by 2011 and deliver the improvement targets?**

# National Participation Rates

## NI 8 Sport & active recreation

the percentage of the adult (age 16 and over) population in a local area who participate in sport and active recreation equivalent to 30 minutes on 3 or more days a week.

## NI 9 Use of libraries

the percentage of adults in a LA who have used a public library service in the past 12 months.

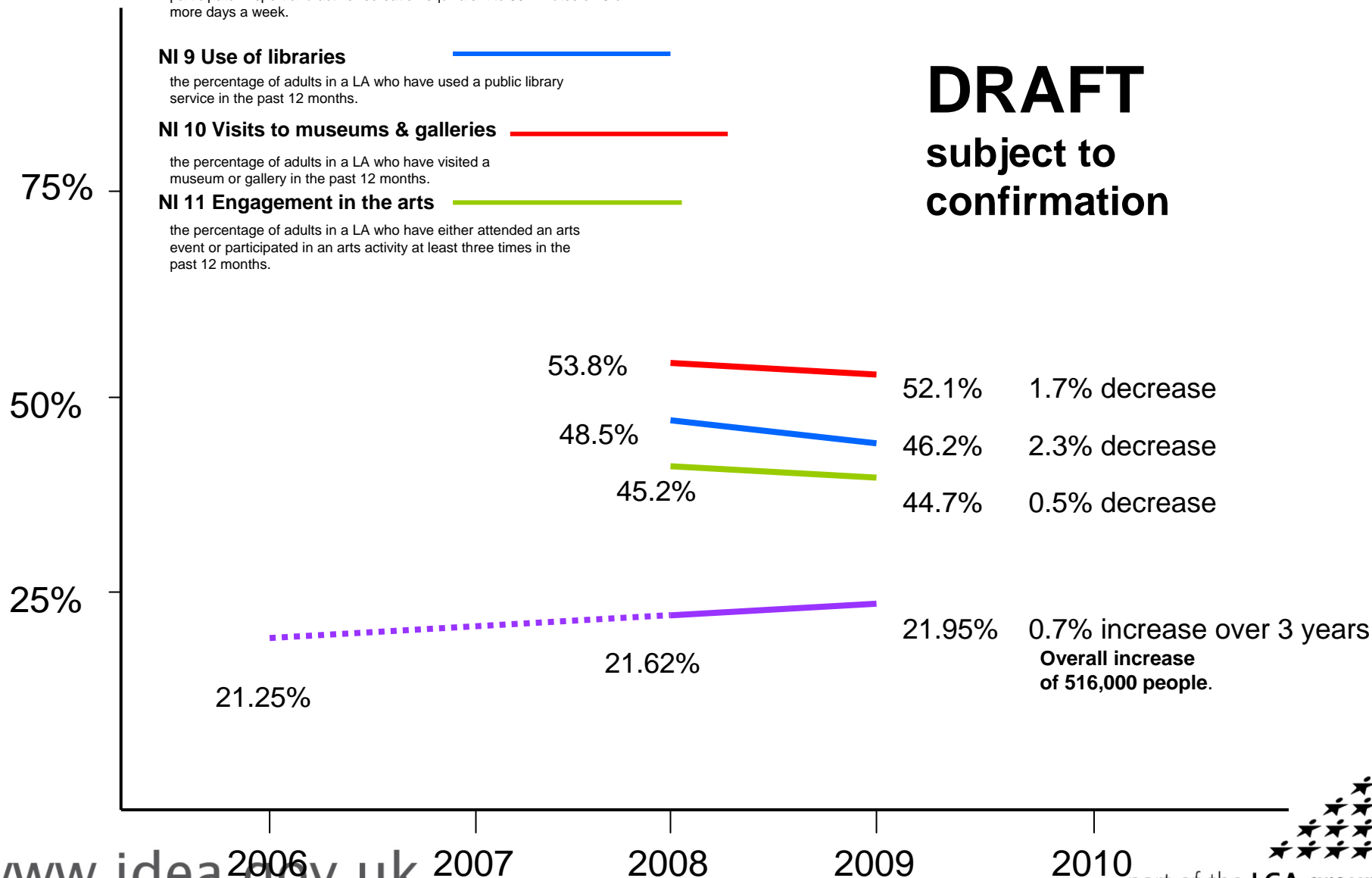
## NI 10 Visits to museums & galleries

the percentage of adults in a LA who have visited a museum or gallery in the past 12 months.

## NI 11 Engagement in the arts

the percentage of adults in a LA who have either attended an arts event or participated in an arts activity at least three times in the past 12 months.

**DRAFT**  
subject to  
confirmation



# So where are parks & Open Spaces?

- Not part of CPA
- Not visibly part of a passion for excellence
- No National Indicators
- Not part of regional improvement networks or new regional NDPB arrangements
- Visible in LAAs?
- Visible in CAA?

## But it has .....

- Made progress on Green Flags
- Dabbled with TAES
- Done some leadership work
- Been recognised in the recent evaluation of A Passion For Excellence as “missing”

## Looking ahead

### **By April 2011 we will:-**

- Have had an election
- Been through a difficult spending review
- Have new relationships between central and local government based on.....
  - Increased localism
  - Greater focus on efficiency & VFM
  - Evidencing contribution to priorities
  - New ways of working and innovation

# The big challenge.....

**How do we ensure Parks and  
Open Spaces are more engaged  
in the next phase of the  
improvement journey?**

# Performance

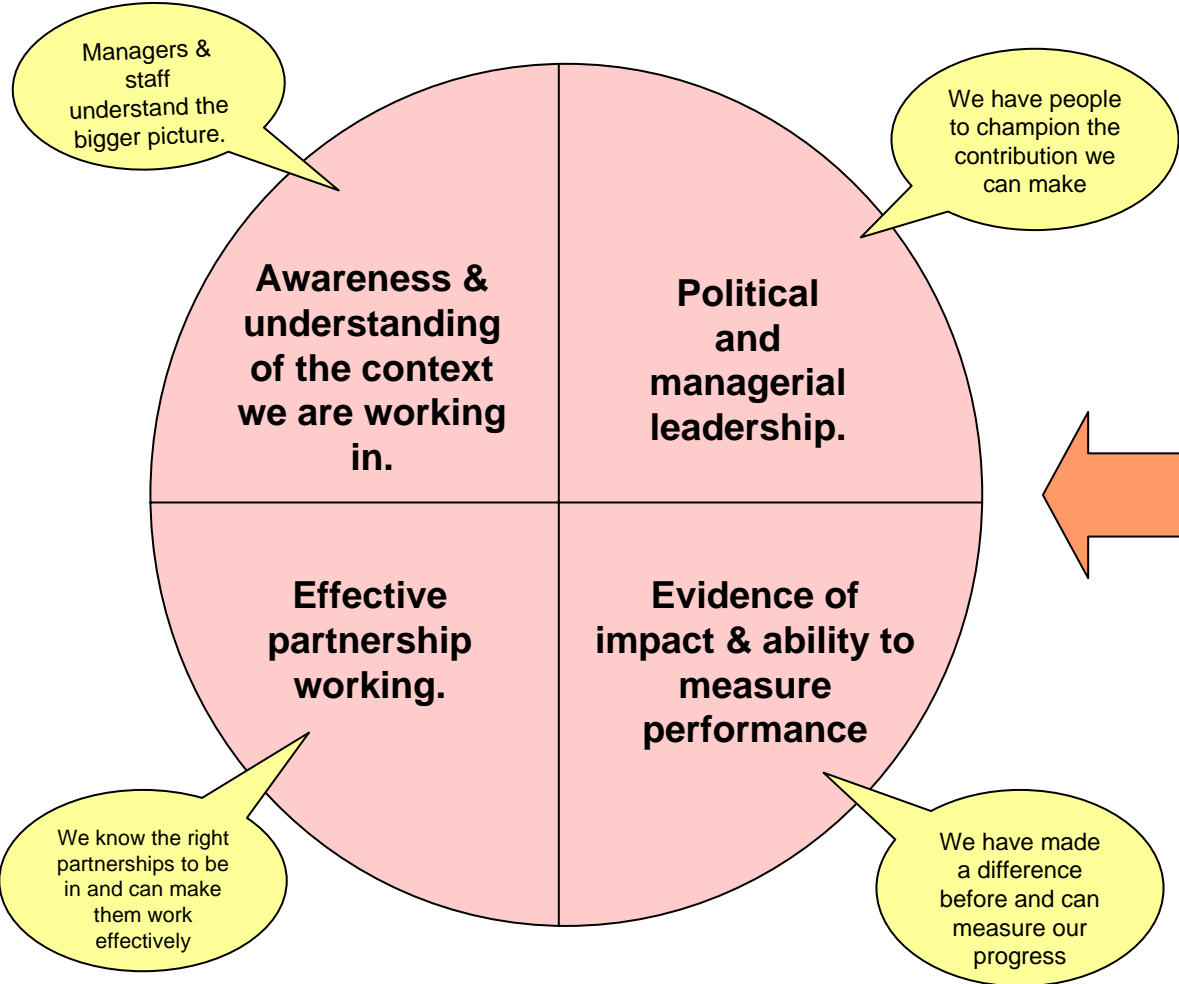
# Positioning



**Two sides of the same  
coin**

## Positioning culture & sport in LSPs, Community Strategies & LAAs

## Delivering excellent services (Culture & Sport Toolkit)



- Leadership & governance
- Policy & Strategy
- Community Engagement
- Partnership Working
- Resource Management
- People Management
- Customer Service
- Performance Achievement & Learning