

Culture and Recreation Service Business Plan 2010-2011

Clive Roberts – Business
Excellence Manager

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Service Scope

- Museums, Heritage and Tourism
- Archives
- Leisure and Community facilities
- Libraries
- Green Spaces
- Markets
- Arts and Festivals
- Leisure Development, health and Wellbeing

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Business Plan Content

- **Introduction**- setting out what the plan is for and how it will be used.
- **Performance Report** - Setting the Context
- **Performance Plan for 2010/2011** - Priorities/tasks for the year
- **Resources** – Tools and methods to do the job

Appendix – includes who's who and management structures

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Service Vision

- **Make Cheshire West and Chester economically and culturally richer by using culture as the catalyst to drive economic, social and community regeneration.**
- **Improve the health and well-being of our communities by maximising accessibility to facilities and services and the wider outcomes and values of culture and recreation.**
- **Focus on the things that matter, raising standards and employing an effective and productive collaborative approach.**

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Key Actions for 2010/2011

Maximise the Contribution of Culture to the Corporate Vision

- **Increase participation in Sport and Physical activity, engagement in arts activity, use of libraries and visits to museums**
- **Increase in the value of the Cheshire Visitor Economy**
- **Produce and implement a London 2012 Legacy Programme**
- **Review and improve the provision of events and festivals**
- **Improvements to the Ellesmere Port National Waterways Museum**

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Key Actions...continued

- **Improve the Cultural Infrastructure and overall quality of cultural offer**
- **Advance project to provide new Theatre/Conference Centre for Chester**
- **Implement seasonal outdoor theatre in Grosvenor Park**
- **Re-open Chester Town Hall as a venue for Civic and Cultural activity**
- **Develop the Lion Salt Works as an industrial heritage visitor attraction**

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Key Actions....continued

Transform services through internal and external cross-agenda and collaborative working

- **Improve service delivery mechanisms for the Leisure Stock and secure inward investment**
- **Review outreach services and options for localised service delivery**
- **Improve the understanding of our customer and non-customer needs and improve our service design and marketing accordingly**
- **Improve our performance management systems in order to monitor and evidence beneficial impact**

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Key Actions....continued

Adopt the lead role in the Cultural Renaissance of Cheshire West and Chester

- **Publish and lead on the implementation of the new cultural vision**
- **Raise the profile of the distinctive nature of CW&C and promote a greater sense of place and ownership for citizens**
- **Develop the value of the CW&C brand through positive association with cultural activity**
- **Fully align services to the wider local, sub-regional, regional and national agendas to ensure buy-in and support from the key support agencies**

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Comments/Questions

We welcome your views...

A full version of the Business plan will be available on the Council Web site. We will provide the link in the meeting minutes.

Thanks

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