

**PERFORMANCE OVERVIEW & SCRUTINY – LEISURE
HIGHLIGHT REPORT**

Project	Consultation – Culture Survey	Status	Green
Project Sponsor	Chief Executive		
Project Manager	Communities Manager		
Period of report	6 th August – 19 th October		
Background	<p>Option H outlined that as part of the Leisure Review consultation would be carried out to find out peoples priorities for leisure and culture.</p> <p>Consultation and engagement work has been carried out throughout the review process. This has been supplemented by a survey of Culture in Rossendale.</p> <p>We worked with the Collaborative Research and Consultation Service who deliver Rossendale Borough Council’s Citizen’s Panel in order to carry out the survey. They helped us revise our questions and approach in order to get robust results.</p> <p>The questionnaire was sent to members of the citizen’s panel on 30th July 2009. In addition any resident could access the online questionnaire and it was promoted in the following places:</p> <ul style="list-style-type: none"> • Rossendale Borough Council website • About my Area website • Free Press • Ask Rossendale website • Rossendale Mela • Crawshawbooth Residents meeting • E-mail to community contacts (including RLT) • Rossendale Borough Council daily message to Councillors and Staff • Faith Partnership • Haslingden Swimming Pool Customer meeting <p>A total of 507 responses were returned.</p>		

	<p>Key findings</p> <ul style="list-style-type: none"> • There was a mixed opinion on Rossendale as a place to undertake leisure and cultural activity. 27% believe it to be good, and 29% poor. There was no perceived change in the quality of our leisure and cultural services over the last 3 years. • Rossendale Museum was the most favoured facility but Marl Pits swimming pool is seen to be the most important. • Bacup Leisure Hall was rated both the least favoured and least important of the facilities looked at. • 26% use our parks on a regular (weekly) basis; key areas for improvements were outdoor events and festivals to help improve the cultural offering. • 47% had been swimming in the last 12 months, making swimming the most popular activity for people to take part in. • The main reason given for not getting involved in Leisure & Culture was that they did not know what was going on in their area. • Around 76% of people supported the Council in spending money on sport and leisure. <p>The survey has provided us with useful feedback regarding facilities that can inform the review and be incorporated into Rossendale's Cultural Strategy Going forward.</p>
<p>Action/progress this period</p>	<ul style="list-style-type: none"> • Cultural Survey delivered and final report complete.
<p>Action/progress anticipated next period</p>	<ul style="list-style-type: none"> • Cultural Survey results incorporated into the Leisure Recommendations for December. • Article in Rossendale Alive about the Survey Results. Including how the Council is responding.
<p>Project issues</p>	<ul style="list-style-type: none"> • None
<p>Red Risks</p>	<ul style="list-style-type: none"> • Reputation of the Council. It is essential that we feedback to residents about what has been done as a result of the survey findings.