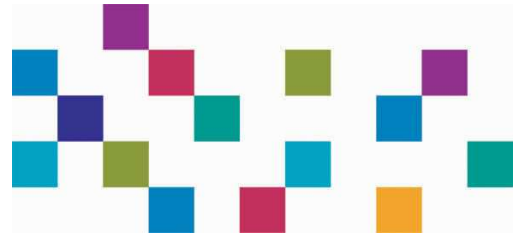


# Test Valley PARTNERSHIP



## Test Valley Sustainable Community Strategy

### Leisure and Culture Action Group

We are working in partnership to **‘enable the community to take part in the best possible leisure and cultural activities’**

This is the situation in Test Valley now:

**(To be completed. What is the situation now in relation to leisure and culture in Test Valley; the positives and the negatives – what is the likely trend if we take no action?)**

**What is the likely trend if we take no action?**

This is how we will know that this is improved:

LC1 More people have access to, and would therefore take part in, sport, recreational and cultural activities

LC2 A healthier, happier proportion of residents

LC3 A more knowledgeable community about lifestyle choices

LC4 An increased leisure and creative economy in the borough

This is how we will measure our progress:

LC1 participation levels, satisfaction levels

LC2 obesity levels, CHD levels, mental health stats (linked with health and wellbeing group)

LC3 education and awareness success levels (linked with education group)

LC4 employment stats, industry turnover, impact assessments

These are some of the things that we are going to do:

**LC1 More people have access to, and would therefore take part in, sport, recreational and cultural activities**

Audit of what is available  
Audit of what people are aware of  
Classify, simplify, co-ordinate information (directory)  
Plasma screen in the town centre for information  
Database of what is available  
Website  
Local Radio  
Extended Schools agenda – info to families and signposting  
Link to Olympics  
Link to Andover Vision  
Outreach work in villages and schools  
Stick with things – get rid of quick fix mentality  
Increased personal contact with the community

**LC2 'A healthier, happier proportion of residents'**

Establish baseline – where are we now?

- quality of life indicators  
- LPSA targets to be delivered

Personal contact

- Health trainers  
- Community leadership at grassroots level  
- Issue of hard to reach communities  
(Participatory Needs Assessment)  
- Exercise referral (referral crossed out with the comment added that referral indicates that a person has a problem)  
- Guided and supported  
- Sustained  
- Recognised/awards  
- Adopt lifestyle choice ideas

Making it easier for everyone to take part

- Everybody to have access to a social group/club

**LC3 'A more knowledgeable community about lifestyle choices'**

Health trainers  
Community Outreach (personal contact) (inter-agency turnaround)  
Awareness raising events  
Subliminal messages  
Tap into TAP and Testway 7's  
Tap into Romsey Community Improvement Partnership  
Failure to adopt the healthy lifestyle choices prevalent in IMD areas

Healthier lifestyles for older people – CA Stop promote  
 Rock challenge  
 Community Sports Leaders Award  
 CREW – cleansweep estates  
 Green-gym and Junior Wardens  
 CASE (Clean And Safe Educator litter issues)  
 More volunteering  
 Restorative Justice YISP and TYS  
 Andover Family Learning including cookery lessons  
 Increase community policing  
 Reintroduce '21<sup>st</sup> century stocks'

**LC4 An increased leisure and creative economy in the borough**

Map, bound, define

Start Point

- o Identify targets and focus points (could = gaps in the market)
- o Write investment Plan C = Time, effort, knowledge and £

The how – any new opportunities?

- o JV Commercial (including sponsorship)
- o JV Schools (private and state)
- o JV Charity plus voluntary
- o Create a broad leisure charity?
- fundraising
- create performance measurement
- review performance
- set priority criteria eg. based on per capita, subsidy/impact per £
- must be flexible, 're-directable to changing needs'

Added to this by another table was:

Establish current data

- o Jobs, turnover (VAT), surveys
- o Compare with 'family groupings' – benchmark
- o Identify gaps and opportunities (trends)
- o \*Promote value/performance to funders council, govt., lottery, SEEDA, private sector
- o Establish partnerships and common agendas – share resources
- o Form consortia of interests
- fund research = social capital
- o Continually promote £ dividend with all usual Leisure outcomes