

**Portfolio Holder Report**

**Portfolio Holder Report – Health and Well-being, Leisure and Culture**

**Introduction and Overview:**

At Bromsgrove District Council Portfolio Holders provide an annual update to Council on services within their portfolio remit. These services are delivered in accordance with the Council's Priorities, as detailed in the Bromsgrove District Council Plan 2024 - 2027.

This report provides an outline of services and activities within the remit of this particular Portfolio Holder, but with the focus on Leisure and Culture Services only on this occasion. Information is included in relation to the Council's Priorities, relevant key activities, partnership working, projects and programmes and news stories.

A version of this report, focusing on each Portfolio Holder's remit in turn, will be considered at each meeting of Council (except for the budget setting and Annual Council meetings).

Whilst services will be contributing information into this report it is worth noting that not all sections of the report will be relevant to all service areas. In this circumstance, some sections may not be completed by all services.

The report will be structured as follows:

- 1) Update on Council Priorities
- 2) Partnership working
- 3) Key activities and priorities
- 4) Good news stories and awards (if applicable)
- 5) Other

The Council has the following Priorities:

| <b>Council Priorities</b> | <b>Organisational priorities</b> |
|---------------------------|----------------------------------|
| Economic Development      | Financial stability              |
| Housing                   | Sustainability                   |
| Environment               | Partnerships                     |
| Infrastructure            | Organisational Culture – the 4Ps |
|                           | Budget & Resources               |



**1. Update on Council Priorities**

**Relevant Council Priorities – Environment and Economic Development**

The Bromsgrove District Council Plan sets out the need for the Council to work in partnership to *“provide opportunities for communities to come together”* and within that *“for people to get active”*. When referring to its **Environment and Economic Development** priorities it describes an aspiration *“to elevate the quality of life, bolster economic development and ensure the safety and well-being of our residents”*.

To provide further context, as described in our Council Plan, *“over 22,000 adults in Bromsgrove (District) are considered to be physically inactive”*. We know that the evidence says that physical inactivity like this contributes to slowing down the progress of economic development and therefore the Council via this portfolio encourages our population to behave in more physically active and creative ways and connect better with the parks and great open spaces found on their doorstep. We know that this way the life expectancy divide in Bromsgrove District will decrease, people will feel better, and life chances will improve.

**Leisure and Culture Vision and Aims**

Following on from the council priorities the service has the following Vision and Aims.

**VISION:** Healthy bodies and minds through active, engaged and creative communities.

**AIM:** To inspire everyone to celebrate our historic past and participate in building a brighter future through access to parks, open spaces, sport, physical activity, arts, heritage, culture and everyday creativity. This way we will inspire our communities to lead longer, happier, healthier and more successful lives.

**Key activities since last report:**

The key activities since the last report generally relate to the implementation of the agreed Leisure and Culture Strategy and against the backdrop of LGR some other activities have been incorporated into the work of the teams. Alongside partners there is the on-going delivery of services for groups within our communities

**Health and Wellbeing (links to Leisure and Culture):**

**Holiday Activities and Food** – In partnership there has been 495 children and young people attend the holiday activities at BSLC in the last year.

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**Physical Activity Voucher Scheme** – In partnership with Public Health 244 people have received free access through Physical Activity vouchers and 21% of these have transferred on to the Activity Referral Scheme at the Centre.

**Physical Activity and Creativity:**

During the past 12 months, with the support of £550,000 from Arts Council England, and £30,000 from the National Trust, we have launched the ReNEW Sharing Stories Shaping Futures Skills and Capacity Development project. ReNEW (Rediscover Northeast Worcestershire) has a focus upon *skills and capacity development* designed specifically to empower our partners in the local cultural sector, as well as emerging young and diverse artists, to increase engagement with communities, economic impact in the district, and the profile of our great open spaces. We have used these funds to introduce four new jobs with a focus upon learning and participation in communities as well as the recruitment of nationally renowned arts providers Trigger Productions, Overhear and Instar.



*Highly Sprung Performance working with Chadsgrove School, Waseley Hills School and HOW College at the ReNEW Launch*

The *Movement for Change* project brought together over 50 partner organisations for the first time to identify joint priorities and consult on system leadership skills requirements

A series of online and in person skills development workshops have taken place to support the goals of the *Movement for Change* project



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Health intervention work has been delivered including Health Walks, Couch to 5k, Cancer Rehab, Fibromyalgia support, Activity Referral, Joint Effort, Healthy Lifestyles activities.

**Parks and Events:**

- Play Audit & Investment - play areas improved in 25/26
- Inclusive and Accessible Play policy endorsed
- Events delivered by the council for 25/26 (see photos below)
- Recommendations short- and medium-term from the Leisure and Culture strategy progressed., e.g. green flag awards.

**Anticipated Activities/Key Milestones For Next Period**

**Health and Wellbeing:**

**Foster Carer Leisure Vouchers** – In partnership with Public Health all Foster and Kinship carers and their families will receive a 12-month Leisure Voucher to get free access to Bromsgrove Sport and Leisure Centre.

**Physical Activity and Creativity:**

The ReNEW project will deliver Skills Development activities for local young people and the local cultural sector with pilot participation activities taking place with target communities (15–20-year-olds, families with older children, lower socio-economic groups, and isolated older people) from target areas that include Charford, Rubery and Catshill.

Working alongside local young people and communities with the support of Bromsgrove Society, the National Trust and nationally renowned artists (Instar) a public art gateway will be co designed that celebrates the proposed regional park “8 Hills”

Internationally renowned arts organisation “Trigger Productions” will work with Bromsgrove Carnival, local young people and the local cultural sector to tell the story of the Showman Wagon based at Avoncroft Museum of Outdoor Building. This project builds on the recent success of Cultural Compact partner (Avoncroft) who recently won the Permanent Exhibition of the Year 2026 at the National Museums and Heritage Awards

Training will be delivered for local physical activity organisations with the support of the “Movement for Change” leadership programme

Health intervention work will continue to be delivered including health walks, couch to 5k, cancer rehab, Fibromyalgia support, Activity Referral, Joint Effort, Healthy Lifestyles activities.

**Parks and Events**

1. Play Audit & Investment plan- play areas to be improved/implemented in 26/27



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| Site Name                                     | BDC Condition Rating      | Play Hierarchy | Play Investment Action                    | Play Investment Cost (£) | Play Hierarchy Future | Priority Rating | 2024-25 | 2025-26 | 2026-27 | 2027-28 |
|-----------------------------------------------|---------------------------|----------------|-------------------------------------------|--------------------------|-----------------------|-----------------|---------|---------|---------|---------|
| Foxglove Way Play Area                        | Requires Immediate Action | Local          | Agree Preferred Option                    | £15,000                  | Local                 | 1               | £15,000 |         |         |         |
| Charford Recreation Ground Play Area          | Good <1 Year              | Neighbourhood  | Upgrade                                   | £59,884                  | Neighbourhood         | 2               |         | £59,884 |         |         |
| Kinver Drive Play Area                        | Good <1 Year              | Local          | Upgrade                                   | £29,211                  | Local                 | 2               |         | £29,211 |         |         |
| Upland Grove Play Area                        | Good <1 Year              | Local          | Upgrade                                   | £57,306                  | Local                 | 2               |         | £57,306 |         |         |
| Boleyn Road                                   | Requires Urgent Action    | Local          | Remove Equipped Play & Enhance Open Space | £15,000                  | Local                 | 2               |         | £15,000 |         |         |
| Swans Length Play Area                        | Good 1-3 Years            | Neighbourhood  | Urgent Upgrade                            | £78,254                  | Neighbourhood         | 3               |         |         | £78,254 |         |
| Hollywood Lane Play Area                      | Good 5+ Years             | Local          | Upgrade to Neighbourhood                  | £72,412                  | Neighbourhood         | 3               |         |         | £72,412 |         |
| King George V Playing Field Play & MUGA       | Good 1-3 Years            | Neighbourhood  | Upgrade                                   | £35,695                  | Neighbourhood         | 4               |         |         |         | £35,695 |
| St Chads Recreation Ground - MUGA & Skatepark | Good 1-3 Years            | Neighbourhood  | Upgrade                                   | £34,337                  | Neighbourhood         | 4               |         |         |         | £34,337 |
| St Chads Recreation Ground Play Area          | Good 1-3 Years            | Neighbourhood  | Upgrade                                   | £53,759                  | Neighbourhood         | 4               |         |         |         | £53,759 |
| Sanders Park MUGAs                            | Good 1-3 Years            | Neighbourhood  | Retain & maintain                         | £60,000                  | Neighbourhood         | 4               |         |         |         | £60,000 |
| Fordhouse Road Play Area                      | Good 1-3 Years            | Local          | Repairs & Maintenance                     | £23,452                  | Local                 | 4               |         |         |         | £23,452 |

## Next steps:

- Kinver Drive tender will be awarded w/c 06<sup>th</sup> July 2026.
- Swans Length and Hollywood Lane tenders to go out in August 2026 with works commencing during the Autumn/Winter period.

## Capital Projects:

- St Chads and Sanders Park tenders to include PIPA assessment (Accessibility and Inclusive elements) to be commissioned in Winter 2026 with works aiming to commence in Spring 2027.

## Current position:

| Project Code                         | Status      | Scheme                                     | Funding Stream      | Budget      | Anticipated Tender Date | Anticipated Start Date |
|--------------------------------------|-------------|--------------------------------------------|---------------------|-------------|-------------------------|------------------------|
| <b>2026 - 2027 Capital Bids</b>      |             |                                            |                     |             |                         |                        |
| 200144                               | Not Started | Sanders Park Skate Park                    | Capital Bid         | £250,000.00 | Autumn 2026             | Winter/Spring 27       |
| 200145                               | Not Started | St Chads Skate Park, Play Area and MUGA    | Capital Bid         | £250,000.00 | Autumn 2026             | Winter/Spring 27       |
| 200147                               | Not Started | DDA Play Area Improvements Strategic Parks | Capital Bid         | £500,000.00 | Autumn 2026             | Winter/Spring 27       |
| <b>Play Area Investment Strategy</b> |             |                                            |                     |             |                         |                        |
| 200130                               | In Progress | Upland Grove                               | BDC Play Investment |             | Tender Completed        | 15.06.2026             |
| 200129                               | In Progress | Kinver Drive                               | BDC Play Investment | £30,000.00  | Apr-26                  | Sep-26                 |
| 200132                               | Not Started | Swans Length (Alvechurch)                  | BDC Play Investment | £78,254.00  | Aug-26                  | Dec-26                 |
| 200133                               | Not Started | Hollywood Lane (Wythall)                   | BDC Play Investment | £72,412.00  | Aug-26                  | Dec-26                 |

## 2. Inclusive and Accessible Play position

The process to employ a short-term agency Project Officer to assist with the delivery of projects post the adoption of the Leisure Strategy is underway.

Once this is completed, the current position of the Strategic Park Play Areas will be assessed for their Inclusivity and Accessibility. We are able to use RPII qualified annual inspectors to do this.

When we have the results of these assessments, we will then begin the process of creating specifications for each park to go to tender with the anticipation that works will be completed in early 2027 before the spring season.

3. Annual Green Flag sites awards Sanders Park and Lickey end
4. Café tender and refurbishment Sanders Park November 2026
5. Extension Car Park Improvements Sanders Park Start date Aug 26
6. Parish Councils Play investment and Audit 26/27 is ongoing
7. Progressing of allotment self-management
8. Events for 26/27 as below.

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**MUSIC IN THE BAND STAND**

**Date & Time:** Every Sunday 7th June – 13 September 2026 (excluding Sun 12<sup>th</sup> July)

**Time:** 2:30pm – 4:30pm

**Location:** Jubilee Bandstand, Sanders Park, Kidderminster Rd, Bromsgrove B61 7JP

Free concerts will be taking place at the Bandstand in Sanders Park this summer with the return of the Music at the Bandstand programme. Featuring a variety of music including silver, concert brass and jazz bands.



**SUMMER FUN 2026**

**Dates:** 23rd July – 29th August 2026

**Times:** between 10am – 4pm (*check individual timetables*)

**Locations:**

- Sanders Park, Bromsgrove

Summer Fun is a vibrant six-week programme of free weekday events taking place during the school holidays in Sanders Park.

Designed with families in mind, the programme offers a wide range of outdoor entertainment, activities, and interactive experiences to keep children and young people engaged, active, and inspired throughout the summer. From creative workshops and live performances to hands-on activities, there's something for everyone to enjoy.

Each week features a diverse mix of artists, performers, and drop-in sessions, creating a lively and welcoming atmosphere where visitors can explore new skills, build confidence, and support their wellbeing.

All activities take place outdoors, are free to attend, and require no booking simply come along and join in the fun.



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**HALLOWEEN LIGHT TRAIL**

**Date & Time:** Saturday 31st October 2026

**Time:** 4pm - 9pm

**Location:** Sanders Park, Kidderminster Rd, Bromsgrove B61 7JP

A free, family-friendly event that transforms parks into spooky, illuminated trails with themed zones, dazzling projections, pumpkins, and live characters. Visitors can enjoy artisan stalls, street food, funfair rides, and plenty of photo opportunities - making it the ultimate autumn adventure.



**BROMSGROVE CHRISTMAS FESTIVE FUN**

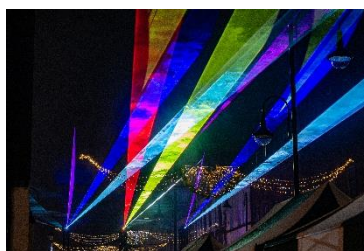
**Date & Time:** Saturday 21<sup>st</sup> November 2026

**Time:** 3pm - 5.30pm

**Location:** Bromsgrove High Street, Bromsgrove

A Christmas light Switch-on which includes:

- Bromsgrove Christmas Market
- Regular Saturday Market
- Funfair rides
- Laser Light & Music Show
- Live music and entertainment (Roaming entertainment and a visit from Santa Claus)



**RUBERY CHRISTMAS LIGHT SWITCH-ON**

**Event dates:** Saturday 28<sup>th</sup> November 2026

**Time:** 3pm – 5:30pm

**Location:** Co-op Carpark, 182a New Rd, Rubery, Birmingham B45 9JA

A Christmas light Switch-on which includes:

- Live music and entertainment
- Food stalls
- A visit from Santa Claus

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**9. Partnership Working:**

**Partnership working:**

The Council works with a range of partner organisations to meet the needs of residents and businesses in the district. The following section details work delivered within the remit of this Portfolio.

**Health and Well-being:**

Through the management agreement of Bromsgrove Sport and Leisure Centre the Council continues to have a strong partnership with Everyone Active. This includes partnership working within the centre and externally at events. The partnership has also extended to working with Everyone Active as well as Worcestershire Public Health in a number of multi partnership initiatives.

**Physical Activity and Creativity:**

We facilitate three place-based partnerships 1) *Cultural Compact for North East Worcestershire* with a focus upon arts, heritage and culture 2) *Movement for Change Partnership* which oversees a systems leadership programme focused on increasing physical activity, and 3) *Indoor and Outdoor Leisure Facility Partnership* that oversees the delivery of our Playing Pitches and Built Sport Facility Strategies.

A broad range of partners are supporting the work to include the National Trust who have recently contributed £30,000 towards creative community engagement work as well as Worcestershire Wildlife, Canal and Rivers Trust, Heart of England Forest, Bromsgrove and District Primary Care Network, Active Herefordshire and Worcestershire, Arts Council England, Sport England, National Governing Bodies for Sport including the FA, England Rugby, and England Cricket, Young Solutions and Access and Inclusion champion Leanna Horne.



*Pete Sugg CEO of Young Solutions and local Paralympian Leanna Horne (Chairs of the Youth Theme Group and Access and Inclusion Theme Group for the Cultural Compact for North East Worcestershire)*



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**Parks and Events:**

Partnership work with the Bromsgrove Carnival Committee has supported the delivery of the Green Thread element of the recent Garden of Alchemy as part of the wider event.

The Rubery Festival Committee liaises with the council and residents can enjoy the Rubery light switch on

In terms of Allotment Self-Management Development, the council supports allotment associations to develop the skills, governance, and capacity needed to become effective self-managed groups.

**10. Good News Stories and Awards (if applicable)**

**Physical Activity and Creativity:**

Four new two-year fixed term Bromsgrove District Council jobs have been created with Arts Council England funding to spearhead the delivery of the ReNEW Sharing Stories Shaping Futures project. Two of the new team are local young people who become full time Learning and Participation Level 3 Apprentices. Their job is to work alongside local young artists, communities and the local cultural sector to tell the unique story of North Worcestershire and deliver skills and capacity development opportunities.

Nationally renowned arts organisations Trigger Productions and Instar will support the delivery of the ReNEW project with the support of the Cultural Compact for North East Worcestershire partners including Young Solutions, Avoncroft Museum, Bromsgrove Arts Alive, Bromsgrove Society, Canal and Rivers Trust, Bromsgrove Carnival and the National Trust.