

City Executive Board response to the recommendation of the Scrutiny Committee on the Annual Update Report on the Corporate Plan 2016-20

Provided by the Leader of the Council and the Board Member for Corporate Strategy and Economic Development

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Recommendation	Agree?	Comment
1. That the Council sets an additional corporate target for wider engagement in sport, exercise and leisure activities in the city.	Partially	<p>The principle of having three targets per corporate priority is one that we want to maintain. It is important to retain a measure of the success of Fusion Leisure in maintaining and developing the use of the City Council's facilities. We are considering modifying the existing success measure by using either a target based on the Sport England Active Lives survey data or our internal contractual target with Fusion. Additionally, we propose to break down the overall usage target by measuring the number of users from each of the 'hard to reach' target groups.</p> <p>Additionally, we propose to work up the ideas that were discussed at Scrutiny about the use of different venues owned by the Council where sport and exercise take place (playing fields, community centre etc) with a view to creating a new series of data for the longer term tracking of how active our community is.</p> <p>It is worth adding that Active Lives data covers a wider range of activities than sport and are published annually. The most recent reporting showed Oxford to be among the most active places in the country.</p>
2. That the Council sets additional targets for the promotion of the 'living wage', with at least one such target monitored at the corporate level: a) The number of accredited living wage employers based in the city (e.g. doubling the current number of 69 within 2 years). b) The number of local employers paying the Oxford Living Wage.	Not at this time	<p>The principle of having three targets per corporate priority is one that we want to maintain. At this time, rather than create a new target of the type proposed by Scrutiny, we propose to undertake research in 2018/19 to better understand the position on Living Wage accreditation among Oxford's employers and to use the budget allocation of £5k to support a broader campaign to increase employer adoption of the Oxford Living Wage.</p> <p>The Oxford Strategic Partnership has identified this as an important strand of activity for 2018/19 and may link up with research being undertaken by Oxford Brookes University Business School. All these activities will be underpinned by communications campaigns to promote the Oxford Living Wage/Living Wage.</p> <p>This commitment will be added to the list of Corporate Plan Priorities for 2018/19</p>

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