



# Community Use Plan (2023 – 2026)

## Putting the Community in the Centre

working together to make our community spaces affordable, accessible and inspirational.





## What is Community Use?

Community Use is the team that works hard to ensure most of the Halls, Community Centres and Schools in Fife are available for everyone to enjoy learning, leisure, life and cultural events.

Together with amazing partners we deliver a fantastic programme of inclusive pursuits including physical activity & sport, performing arts, arts & crafts, cookery, modern languages, and vocational training.

We also offer space for meetings, celebrations, and community events in both modern and historical buildings usually found in the heart of the Kingdom's villages, towns and cities.

### Why is our work important?

We know that:

- **Around 1 in 5 children in Fife are estimated to live in relative poverty.** (1)
- **The effect of social isolation and loneliness on mortality is estimated to be similar to that of other health risk factors such as smoking, obesity and physical inactivity.** (1)
- **COVID-19 has had a profound negative effect on physical and mental health through both direct and indirect means.** (2)
- **Only around two thirds of the adult population in Fife meet the recommended levels of physical activity.** (1)
- **Just 29% of people in Fife feel that they can influence decisions that affect their local area.** (3)



Our work directly supports the updated Plan for Fife 2021-2024 (4) through its contribution to building place-based approaches and community wealth, addressing inequalities, and improving health and wellbeing.

# Stakeholder Research

During 2022, we asked public service professionals, governing bodies, close colleagues and, most importantly, existing and potential customers for their views on Community Use and nearly 500 gave us their feedback. They told us what they valued most was:

- **Affordable access to activities & facilities**
- **Opportunities for all**
- **A service that helps reduce levels of preventable ill health & improve mental health**
- **The provision of lifelong learning opportunities**
- **The delivery and facilitation of sport**
- **Planning and working together with customers, groups & partners**
- **Providing employment opportunities**

## We also asked everyone:

- How effective is Community Use at promoting our services?  
Our average rating was **5.1/10** (scale: 1 – not very effective to 10 – very effective)
- How likely would you be to recommend Community Use to others?  
Our average rating was **6.6/10** (scale: 1 – not at all likely to 10 – extremely likely)

As we recover from a challenging few years, it is clear that Community Use needs to work with our local communities in different ways to remove barriers, increase opportunities, raise awareness and improve long-term outcomes for all.

## What needs to change?

Citizens are unclear about what concessions their benefits/circumstances may entitle them to, and even with discounts the cost of participation can still be obstructive. The current pricing structure does not offer the flexibility to cater for every budget and the concession scheme (Fifestyle) is no longer fit for purpose. It is financially challenging for clubs and groups to launch and sustain themselves. In most cases, these are led by volunteers who often lack the time and expertise to develop their provision. A final barrier is our booking system which requires a phone call or site visit rather than an instantaneous online transaction.

**“With the amount of bad news recently – covid, cost of living etc – people are down and depressed. So the more that people can get access to community facilities free or at a reduced cost is going to help them both physically and mentally.”** (Learner)

**“Ensure that opportunities that are available to residents in Central Fife are also available to people in more rural areas.”** (Learner)

Not everyone in Fife has the same opportunities. People can't participate if activities aren't available locally. This could be due to lack of physical resources, an absence of joined-up thinking, or an unwillingness to challenge historical practices. Providers often work in isolation and the lack of meaningful partnership work leads to gaps or duplication rather than integrated service delivery.

**“Ask community what they want! Offer a broad range of lifelong learning to enhance the quality of life in our town.”** (Learner)

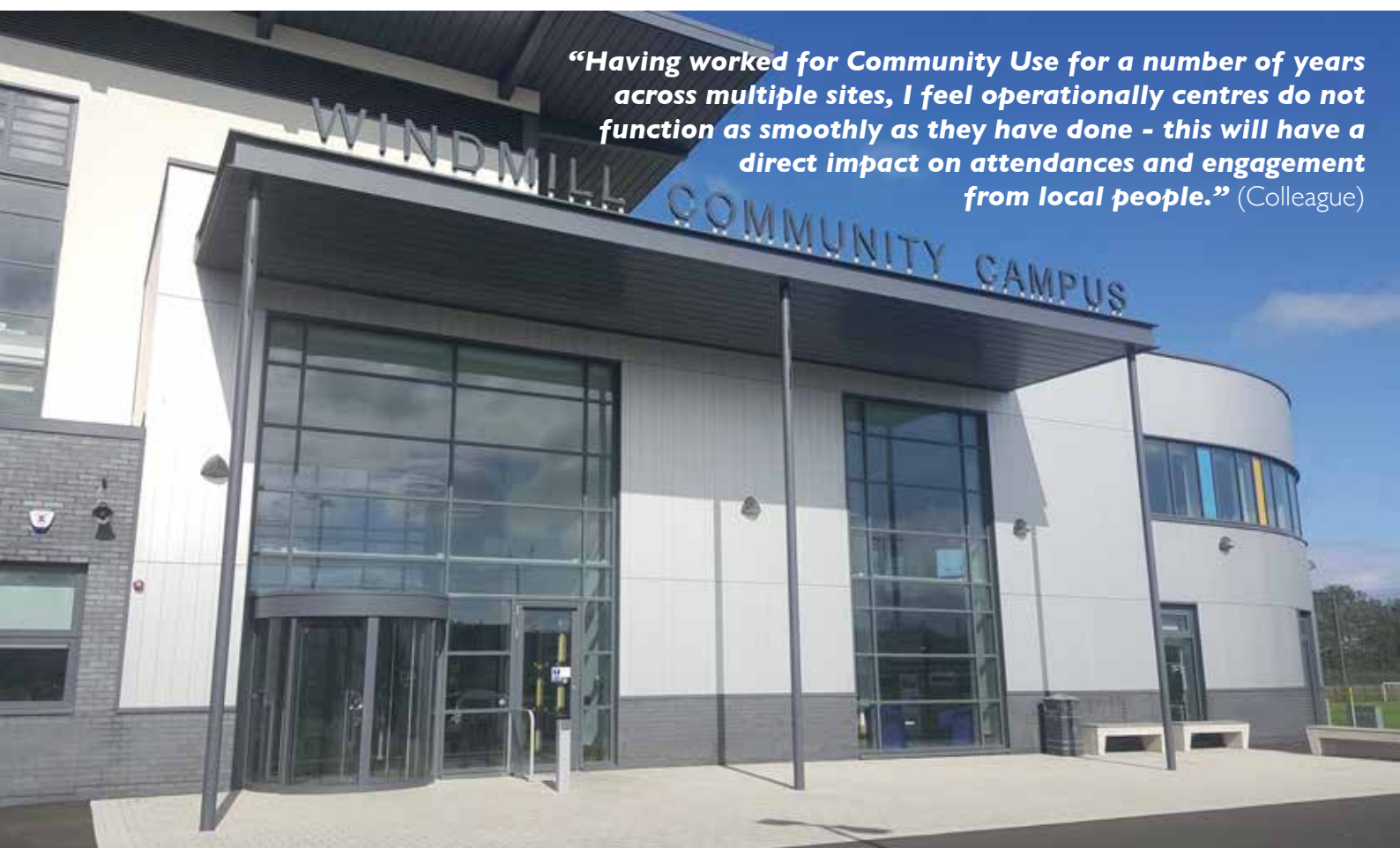
Lifelong learning, physical activity and social connectedness all support wellbeing. Often programming is completed in isolation meaning there is a lack of wider community ownership and awareness. In tandem with this, facilities are not always available when people want them. Sometimes groups aren't in the most appropriate venue for their activity.

**“Community Use needs marketing and promotion. Just been out with a walking group and nobody had heard of it!”** (Partner)

Our research highlights that many people are unclear what 'Community Use' is. A score of 5.1/10 from stakeholders when asked how effective we are at promoting our services brings this issue into focus. Most of the marketing for Community Use takes place on social media which many potential customers don't have access to. In addition, our approach to marketing means citizens have to search for information rather than it being presented to them.

**“I find the Windmill Campus Community Use well run with friendly, helpful staff and would absolutely recommend them to anyone looking to use the facilities.”** (Learner)

When asked “How likely would you be to recommend Community Use to others?” our stakeholders rated us as 6.6/10. Clearly there is room for improvement. We want EVERYONE accessing our service to keep coming back and referring others to us. While deemed excellent in some places, the customer experience in Community Use is not consistent enough. There are gaps in staff training and an absence of a clear set of values.



Is Community Use flexible enough to facilitate change and new ways of working? During the pandemic, we pivoted quickly to support the response. However, traditional barriers have returned and there is less of the “just do it” approach that our communities desire. We need to make the high-quality commitments required to make meaningful change based on evidence or systematically review our performance to ensure we achieve what we set out to do.





## How will we achieve this?

### **1 Ensure that cost is never a barrier to participation and make it simple to book & pay**

We will offer a range of options including full payment, discounts, pay what you can and free access. Champions will be appointed to source funding to support this. A new and simpler concession scheme will be rolled out and the benefits will be actively highlighted to eligible customers. In accordance with this, standardised pricing will be introduced to simplify the customer experience. Online bookings and payments will be made available to all customers. Community Use will develop a start-up scheme to help clubs and groups become sustainable. While we remain commercial, we will ensure that public money is used to drive participation and not profit.

### **2 Deliver an accessible programme of activities for every community**

Community Use will work with partners to ensure that all Fifers are no more than 20 minutes from 'core' opportunities such as physical activity & sport, performing arts, arts & crafts, cookery, modern languages, and vocational training. This will involve us better utilising existing resources and considering a Fife-wide programme. Our schools, halls and centres will combine with those in the same locality to create a community hub for social interaction and we will connect with other providers to create, nurture and signpost opportunities.

### **3 Increase participation to improve physical & mental wellbeing and encourage greater social connectedness**

Using a tested methodology which creates a culture of high performance, Community Use will work with local partners to create a healthier and more active Fife where everyone can enjoy and experience the benefits of being more physically active. We will also support other developing approaches to increasing physical activity within Fife, as well as the Fife Physical Activity and Sport Strategy. In consultation with our communities, our lifelong learning pathways will be expanded to widen opportunity and improve employability. This plan puts the community in the centre by providing welcoming and affordable social spaces and places – indoor and outdoor – where people can meet, enjoy each other's company, and be inspired to join in.

## **4 Work more closely with all partners to understand and address the needs of our communities**

To genuinely improve community wellbeing, we must put people and communities firmly in the centre of everything we plan. Using people-centred approaches and other contemporary tools will allow Community Use to have more effective exchanges with customers and communities as well as supporting team building and group work. Already based in the heart of communities, by engaging more regularly and meaningfully with local people, our staff will develop a greater sense of loyalty and identity and feel like citizens, not officers. Community Use will take a leadership role in placed-based activity and bring together or recombine resources to craft opportunities.



## **5 Provide a more flexible model of delivery to ensure our communities have access to the right facilities when they need them**

To further support the delivery of the Plan for Fife and put community wealth building at the heart of what we do, we will develop a 'Cluster Model' for Community Use. Local 'clusters' are more relevant and better positioned to achieve superior outcomes for people and communities in neighbouring areas. Working in partnership, we can ensure local communities benefit from creative use of the facilities. This will generate opportunities for all and guarantee that no-one is left behind. Single management of all resources within the cluster will improve programming, provide a consistent customer experience, increase opportunities and deliver efficiencies. It will also encourage a distributed and collaborative model of leading and present a clear pathway for progression for all employees.

## **6 Raise awareness of what Community Use is and guarantee everyone knows what opportunities exist in their area**

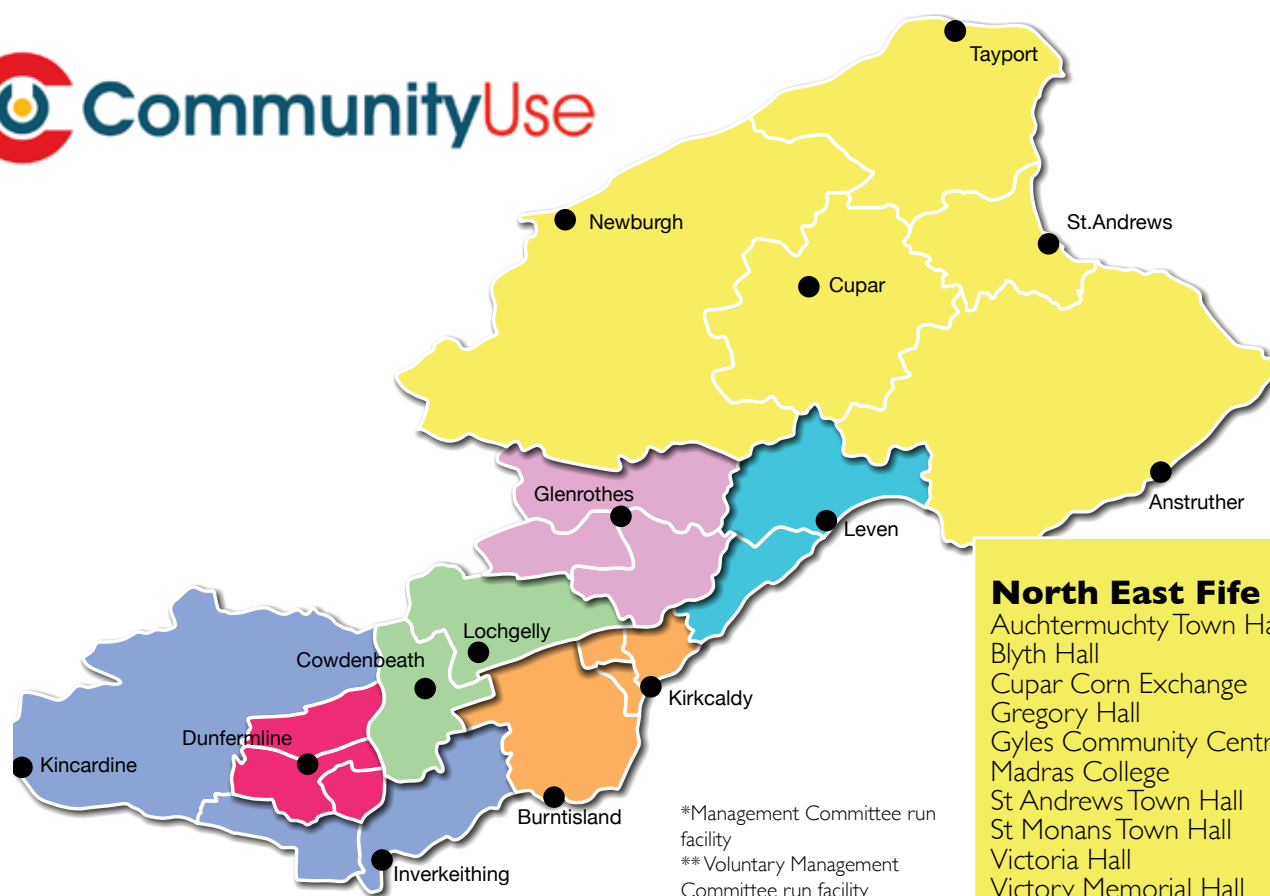
We will become more effective at promoting our services and check regularly with all stakeholders that this is the case. The 'Cluster Model' will encourage joint marketing of local facilities/programmes to local people on social media and will help us establish a 'voice' for Community Use. Whilst we need to improve the quality of our presence on social media platforms, Community Use will also consider offline marketing solutions in each area. Finally, Community Use will be a hub for information sharing including learning and leisure opportunities delivered by other partners, welfare support, funding, employability and promoting local businesses.

## **7 Commit to constantly improving our customer experience and continuously evaluating the service we offer**

Underpinned by the Council's Customer Charter, we will aim to provide services for our customers that are high quality, efficient and continually improving to meet their needs. This Plan gives our staff a clear sense of purpose and direction and, together with enhanced inductions and training, will empower them to always go the extra mile. Effective change needs to be based on much better evidence. Community Use will refresh our performance targets and develop a robust framework to monitor activity and impact around our identified priorities. Importantly, we will regularly report back to all customers, partners, staff and stakeholders to encourage continued conversation and collaboration.

### **References**

1. nhs-fife-director-of-public-health-report-2020-and-2021-220220616.pdf (nhsfife.org)
2. Scotland's Wellbeing: The Impact of COVID-19 - Chapter 4: Communities, Poverty, Human Rights | National Performance Framework
3. <https://know.fife.scot/> (Fife Strategic Assessment)
4. Plan for Fife 2021-24 | Our Fife - Community portal



### North East Fife

- Auchtermuchty Town Hall
- Blyth Hall
- Cupar Corn Exchange
- Gregory Hall
- Gyles Community Centre
- Madras College
- St Andrews Town Hall
- St Monans Town Hall
- Victoria Hall
- Victory Memorial Hall
- Waid Academy
- Wilkie Memorial Hall

### Glenrothes

- Auchmuty High
- Auchmuty Learning Centre
- \*\*Cadham Neighbourhood Centre
- Glenwood High
- Glenrothes High
- \*Markinch Town Hall
- \*\*Milton of Balgonie Village Hall
- \*\*Star of Markinch Village Hall
- \*\*Stenton Jubilee Community Centre
- The Lomond Centre
- The Whitehouse
- \*\*Thornton Town Hall
- \*\*Thornton OAP Hall
- \*\*Victoria Hall
- Woodside Community Centre

### Dunfermline

- Abbeyview Community Centre
- Baldridgeburn Community Centre
- Dell Farquharson Community Centre
- Dunfermline High
- Halbeath Community Space
- James Allan Community Centre
- John Marshall Community Centre
- Kingseat Community Centre
- Queen Anne High
- Touch Community Centre
- Towerhouse Youth Centre
- Townhill Community Centre
- Woodmill High

### Cowdenbeath

- Beath High
- \*Benarty Centre
- \*Bowhill Centre
- \*Corrie Centre
- Crossgates Community Centre
- \*\*Dundonald Institute
- Fife Cycle Park
- Hill of Beath Community Hub
- Kelty Community Centre
- Lochgelly High
- Lochgelly Town Hall
- Maxwell Centre

### South and West Fife

- Aberdour Community Centre
- Ballast Bank Community Centre
- \*Blairhall Community Centre
- Camdean Youth Centre
- \*\*Carnock Community Centre
- Cairneyhill Primary
- \*\*Comrie Community Centre
- Crombie Community Centre
- Dalgety Bay Community Centre
- Inverkeithing Civic Centre
- Inverkeithing High
- \*\*Kincardine Community Centre
- \*\*Kincardine Senior Citizens Centre
- \*Oakley Community Centre
- Parkgate Community Centre
- Saline Community Centre
- Torryburn Community Centre
- \*Valleyfield Community Centre

### Kirkcaldy

- Argos Youth Centre
- Balwearie High
- Burntisland Burgh Chambers
- \*\*Chapel Neighbourhood Centre
- \*\*Dysart Centre
- \*\*Dysart Community Centre
- Glebe Park
- \*\*Kinghorn Community Centre
- Kirkcaldy High
- Overton Community Centre
- Park Road Centre
- Raeburn Hall
- Templehall Community Centre
- Templehall Learning Centre
- Upper Library (Burntisland)
- Windmill Community Campus
- \*\*Young Community Hall

### Levenmouth

- Balmaise Centre
- \*Buckhaven Community Centre
- \*Centre Leven
- \*\*Coaltown of Wemyss Hall
- East Wemyss SC
- \*\*Greig Institute
- Kennoway Primary
- \*\*Kennoway Community Centre
- Levenmouth Academy
- \*\*Memorial Park Neighbourhood Centre
- \*Methil Community Centre
- \*\*Methilhill OAPS
- \*\*Rosie & McDuff Hall
- \*Sailors Rest Centre
- \*Sandy Brae Community Centre
- Savoy Sports Pavillion

\*Management Committee run facility  
 \*\* Voluntary Management Committee run facility

## **Want to know more & stay in touch?**

For more details of our facilities and programmes please visit:  
Community Use | Active Fife - leisure hub

We offer concessionary discount on all of our courses and classes.

Information on this can be found at:  
Concessions | Active Fife - leisure hub  
or contact your local Community Use facility

If you'd like to stay in touch and receive the most up-to-date information about Community Use, please register your details by clicking the link or scanning the QR code below:

<https://bit.ly/ComUse>



**or by emailing:**

[enquiries.communityuse@fife.gov.uk](mailto:enquiries.communityuse@fife.gov.uk)

For information on how we handle your personal data, please visit:  
Community Bookings | Fife Council