

## Report for Executive Member for Leisure, Culture, and Social Inclusion

### Active Lifestyles

December last year saw the successful opening of the new Energise centre with improved fitness centre and York's first new swimming pool in 35 years. The pool has been hugely popular seeing numbers increase from 13,949 at the previous facility in February 2009 to 16, 117 in February, 2010 at Energise, a 16% increase. Gym membership has doubled.

Across the city over 17,000 residents have signed up for free swims for the over 60s and the under 16s. The revamped Yearsley has seen an increase in usage from 2008 to 2009 of more than 27,000.

January has also seen the launch of our Just 30 campaign aimed at increasing adult participation in sport in the city. The first phase of this has seen a teaser campaign displaying the words "Good News" in a wide variety of interesting ways and locations including: The giant words in Parliament Street, window vinyls, book marks in shops and libraries, T-shirts on shop window models, civic notice boards.

The good news message is that for many residents they are already close to reaching their target of 5 x 30 minutes of exercise a week and so can reach this target easily. Presentations have been made to internal teams, Without Walls partnerships, media partners and other groups. An e-newsletter with the launch of the campaign has gone out to over 300 contacts.

The campaign also has its own website with ever growing content: [www.justafewminutesmore.com](http://www.justafewminutesmore.com). Currently this conveys the basic message of the campaign but will be expanded to include videos, competitions, blogs (suggesting how to do your 30 minutes) and downloads (e.g. exercise diary, cycle and walking maps etc).

Through Active York strong links have been developed with the Press. This will see a partnership in place to find a family of 4 who will receive a year's free fitness membership in return for the newspaper featuring them each month trying out new and different ways to achieve the 5 x 30 each month.

The expiration of around £85k of external funding for community coaching posts presented a real challenge. This has been addressed through the recent budget process and a bid to Sport England's Community Investment Fund. This will lever in over £200k over the next 3 years to fund front-line staff delivering activities to get people into sport for the first time, promoting workplace activity, walking, and cycling, and running programmes for the over 50s and people with a disability. We will also be creating a post working with children with disabilities in partnership with Children's Services through the *Aiming High* fund.

There has been real success with running of the first 3 MEND programmes. This 10 week programme is intended to help children aged 7-13 whose weight is above the healthy range for their height, to become happier healthier and fitter. Families receive workshops on nutrition, exercise, goal setting and developing self esteem and confidence. Take up is growing with each programme we run and already receives a higher sign up than similar projects nationally.

Further targeted programmes have been run across the city including Bumpercise, Mummy and Buggy and Buggytone, "Fit as a Fiddle." Also as part of the LAA

Development Fund programmes, York Knights' "Get Active" programme has delivered 390 sessions to Year 6 children.

A successful bid was made to the "Altogether Better" project for a scheme, working with health care professionals, to refer targeted individuals to opportunities for exercise. The programme provides 10 weeks of activity and workshops. The initial pilot, run by Energise, focused on people who are over-weight, working with Priory Medical Group. Funding has been secured from North Yorkshire Sport for a second programme which will focus on women with young children.

The Active York partnership has been successfully restructured with a new constitution and terms of reference. Three action groups have been established for: Recognising and celebrating achievement, young people's sports activity, and developing sustainable clubs.

We now have a Football Development officer in post part-funded by the FA. Working on a football facilities development plan there are currently 11 community projects in operation with 8 more potential projects. These include the scheme to create new junior football pitches alongside the new Manor School with changing facilities and a new sports pavilion on the Poppleton Junior Football Club site at Millfield Lane. This scheme, which has a £200k contribution from the Council's capital programme, is drawing in funding from the school, the community, and the Football Foundation.

The team is leading on the participation programmes for Cycle City York. As part of this it has worked with Bikes not Barriers to demonstrate a wide range of machines suitable for people with a disability. Events have been held at Huntington School, Tang Hall Community Centre and York's first Festival of Cycling. This Festival which I and many other members attended was held in August and attracted several thousand visitors.

While remaining cautious about the methodology of the Active People survey, the latest results showed a healthy increase in the number of people in York doing 3 x 30 minutes of sport per week. The previous interim figure of 19% has encouragingly jumped to around 22% This places us in the second quartile nationally.

Data for LI5 shows that 56.8% meet the target of 5 x 30 minutes of physical activity per week. This represents the base line position for this local indicator against which future progress will be measured.

### A Cultural Offer For Young People

We are pulling together our cultural offer for young people through the YorOK website and Schools Out, giving clear information on pathways for young people to develop and expand their cultural interests. We are encouraging a young designer to develop an exciting new brand image. The website is now up and running and can be found at [www.yor-ok.org.uk/culturalentitlement](http://www.yor-ok.org.uk/culturalentitlement). Plans are advanced to develop York's first youth festival which will take place 26-27<sup>th</sup> June.

Officers have met with leads from the *Find Your Talent* Pathfinders, to share learning and good practice. York was not initially selected as one of the 10 original pathfinders, yet despite not receiving the £2.4 million in funding we are delivering more than many of those that did. As a result York is now formally known as the 11<sup>th</sup> Pathfinder, with the programme inviting 2 young people from York to be representatives on the Young People's National Development Group. This group, made up of 30 young people from across the

country aims to ensure that culture is accessible for all 0 – 19 year olds.

The team has worked with York High, whose students have enjoyed a variety of cultural enrichment activities accompanied by training programmes for artists and teaching assistants. In the next phase we will strengthen links with all schools within that cluster.

The Playbuilder project, investing around £1 million to develop 22 play areas across the city is progressing well. 6 sites are currently out for consultation with 3 or 4 options for each site. The new play facility at Elvington was the first *Playbuilder* project to be implemented nationally.

The authority has been successful with a Youth Action bid around volunteering for 14-16 year olds. A number of projects in the bid will relate to young people's projects.

Governor training is being run by the Play team starting with a pilot at Badger Hill school. The team will evaluate how the school is delivering play, helping them to make full use of all the resources and facilities available to them in their community.

Street Sport York attendance figures continue to grow: From 2,888 in 2007 to 4,875 in 2009.

We held a successful Early Years Arts Festival at York St Johns attended by 16 play organisations – helping to promote the cultural entitlement

### Lifelong Learning

Acomb Explore continues to break records reaching 900 users per day and reaching out to all sections of the community. Library users overall continue to rise, bucking the national trend.

Restructure of the Library Service and Adult and Community Education has been completed delivering significant efficiency savings.

Work is on track to open York Explore in May. We have been successful in an £80k bid to the Transformation Fund provided by the Department for Business, Innovation and Skills to kick start the "Learning Revolution". The funding will provide a Community Learning Centre in York Explore (taking the total project funding for the latter to close to £1m). The work here has been cited in the DCMS review of public libraries published last week.

The six book challenge has been working with the union learning reps. of several employers in the city such as Tesco, Morrisons, and Tangerine, getting employees involved in reading. 1 in 4 children took part in this year's summer reading challenge. The Big City Read was a great success. We gave away 5,000 free copies of Sovereign (thanks to the publishers). There was an extensive programme of activity across the city including an excellent exhibition at York Library telling the true story of Henry VIII's progress to York. This year the book will be "Chocolat". It is also saw visits from high profile authors such as Michael Hirst, Philippa Gregory, Alison Weir, and Julia Jarman.

The Learn and Thrive partnership between the Library Service, Adult and Community Education and Aviva to create a wide range of financial capability programmes was shortlisted for an Local Government Chronicle award in the public, private sector partnership category.

A wide range of Adult Education programmes is being delivered. The aspiration to embrace different learning styles has been followed through e.g. the opportunity now offered to learn to make a table, from scratch, in 3 days! York Museum Trust's new Adult Learning programme is a significant, high-quality addition to the city's offer.

The Archives Development Manager has been appointed and is developing the plan for the Archives. The service has been successfully integrated into the Library Service and will be a key part of the new York Explore with double the opening hours of the previous archives service.

An exciting project was undertaken with MLA funding to uncover York's part in civil defence including the women's peace camps. A nuclear bunker was built in the Blue Room at York Library. Young people interviewed people who were around in the fifties to get an understanding of the impact of the Cold War and the nuclear threat on the citizens of York. The DVD they produced, "What Defence?" was showcased at City Screen at an event attended by the Lord Mayor.

Adults with learning disabilities have been working as volunteers at York Library and Explore Acomb. Their aim is to find out what the workplace is like and get some experience of basic library tasks under the Employability Skills course run by Future Prospects in conjunction with Adult & Community Education. Supported by a tutor, the students do various jobs suitable for their skill levels. Some of the participants have expressed an interest in working in libraries, and we are currently looking into how we can take this forward.

### Vibrant People, Places and Spaces

NI5: % of people who are satisfied with their local area as a place to live, shows York to be in the top quartile. Survey results from the Co-operative Society released in October 2009 show York as the top city in the country for people taking pride in their living place.

The Cultural Quarter continues to develop with work on the Yorkshire Museum in December. It will re-open on 1 August. The new Renaissance Team in City Strategy will be developing an urban design masterplan for the city centre including the Cultural Quarter. A plan is being developed to link in Library Square. We continue to work to support other programmes notably the York Minster Revealed project and the Theatre Royal's plans for the De Grey rooms.

*Interchange* is our forum for cultural providers and aims to improve practice in working with the under 5s. The Quilt Museum, one of York's newest cultural and heritage attractions tell us that as a result of the first Interchange they are now working with two student teachers from York St John who will support the Museum in delivering an 'Early Years Week' for families with young children.

We continue to work with Higher York to showcase the work and creative talents of our students particularly through linking in to events and festivals. The student project in Illuminating York involved guerrilla tag tooling created some spectacular results.

We are applying to be a Unesco Creative City for the Media Arts (the aim of this is to 'help unlock the creative, social and economic potential of cultural industries and to bring together public and private partners to assist the development of creative industries and

generate new forms of international cooperation'. The bid will be submitted in July. A report has been made identifying priority areas and actions from the 2008 Policy Planning Guidance 17 study Sport, Recreation and Open Spaces. A work plan was agreed and a report back will be made in six months time. We now have a Head Gardner who is helping to drive up the quality of our parks and gardens. We now have 4 Green Flags and will be going for a fifth.

The October Big Draw programme was submitted for a national prize again this year (we won one in 2005 and got a regional award last year). See what was delivered at: [www.campaignfordrawing.net/special-projects/arts-action-york](http://www.campaignfordrawing.net/special-projects/arts-action-york). Here are just a few of the comments from users:

- I lost life's worries and woes in drawing
- Being around friendly and helpful people, good company. Words are like food, they fill people up
- Informative and friendly atmosphere, a wonderful and stimulating project
- My world as a carer was very small, since attending these sessions and meeting these kind people my world has grown, along with my confidence
- It has helped me to care better for my husband, I found that I had more patience with him, as a result of coming here to the art project
- The opportunity to be creative led to me being more relaxed all week

Work has continued to develop programme for 2012 for example *Sporting Giants* as well as to attract pre-games training camps to the city. A Corporate York 800 group has been established to develop and deliver civic celebrations in 2012. We are working to attract pre-games training camps to the city. A Just 30 festival is being planned for 24 July in Museum Gardens to co-incide with the next 2012 open weekend and the city bike ride the following day.

48% of our schools have now achieved Arts Mark (the national award scheme managed by [Arts Council England](http://www.artscouncil.org.uk) that recognises schools with a high level of provision in the arts) – a tribute to the work of the Arts & Culture team.

Three editions of the Lifelong Learning & Culture Yortime News e-bulletin have now gone out with upcoming events from the service arm. The Yortime website currently being developed will provide a web2 enabled interactive customer system including on-line booking for cultural services. This will go live over the summer.

The procurement process to bring the Barbican back to life is going well. We have shortlisted 3 bidders. The chosen scheme should be known by August.

### Progress with Equalities

In 2009-10 we made further progress with embedding equality in CYC and the community at large.

In terms of **knowing our communities** and understanding their experiences and expectations we analysed the results of the Place Survey in the 6 equality strands. This showed that older people and disabled people who answered the survey were significantly

satisfied with life and public services in the city. It also showed that B&ME respondents and young respondents did not have the same levels of satisfaction. We commissioned further research to find the reasons behind this and we are currently working with our partners to put in place the necessary actions to address this, including working with our partners to develop a Community Cohesion Plan for the city .

We also analysed the budget consultation returns in the six equality strands and took the results into consideration when we made our budget recommendations to Council.

In terms of **planning and delivering equality-proofed policies** and services we undertook an extensive programme of Equality Impact Assessments which focused on proposals for Year 0 of the More for York programme and efficiency proposals in the budget 2010-11.

As result some examples of improvements made include:

- The debt recovery policy was amended to take on board the needs of people from the equality strands who may find themselves indebted to council
- Door-step recycling processes were reviewed to ensure that as disabled residents are enabled to recycle
- Standards and behaviours for York Customer Centre staff were altered to take on board the needs of vulnerable users
- Council HQ design principles were reviewed to make sure that they were inclusive and the design brief issued to developers was amended accordingly
- Council communications especially the internet and intranet and key information leaflets were reviewed to make them more accessible
- An inclusive assessment framework for taxi licensing and disability training for taxi drivers have been put in place

We continued with the annual programme of equality awareness **training** for managers and front line staff, this year focusing on Neighbourhoods and HASS. We also provided an equalities and human rights legislation pre-Council seminar. Members who attended have asked for a further seminar about gypsy traveller issues and human rights legislation which we hope to provide in the coming year.

Lastly, in terms of **engagement of people from the equality strands**, besides the scheduled meetings of SIWG we put in place 2 Equality Impact Assessment Fairs known as "Help us to get it right" days, where representatives from equality community groups and officers jointly examined the equality implications of a number of key projects including cycling city, ward committee budgets, the community stadium and the council's workforce strategy. In October 2009 we staged the "ME A COUNCILLOR?" event in Mansion House and invited equality community groups to attend aiming to encourage representatives from the groups to engage in public democratic life and to consider standing as councillors.

I have personally attended a number of meetings of equality community groups and partnerships including YREN, the Independent Living Network, the Access Group, the Valuing People Partnership Board and Inclusive City Forum where I had the opportunity to find out and discuss matters that concern these groups.

I would like to also mention the 2<sup>nd</sup> Holocaust Memorial Day event that very successfully took place in January. Events like this gives our city the opportunity to gather together and

remember atrocities of the past so that they can be avoided in the future, adding to community cohesion in the city.

Cllr Nigel Ayre