

Full Council Report of the Cabinet Member for

Leisure, Culture and Tourism, December, 2013

explore

York
Library Learning Centre

Library and Archive Service

As members will be aware, this is a year of transformation for the Library and Archives service. As well as special events and new services, Libraries and Archives staff have continued to provide excellent services every day for over 1 million users who borrowed 984,593 books. Staff helped people to get online, they read stories to under fives, supported a range of adult learning courses, answered enquiries, helped people fill in job applications, helped them to understand their local history and provided safe, welcoming spaces for everyone.

On 1 April 2014, York Libraries and Archives will transfer to a community benefit society. This is a staff led initiative and has received support from the Cabinet Office's Mutuels Support Programme. Staff have been working hard to ensure there will be a smooth transition into a social enterprise model that will provide a sustainable future for the city's libraries and archives. It has received national acclaim and is being used as an example of good practice for other public sector services.

The Heritage Lottery Fund has awarded City of York Archives a grant of £1.6m to make our *York: Gateway to History project* a reality. A state-of-the-art store and new public spaces will be built on the first floor of York Explore Library Learning Centre in the heart of the city.

From February to September 2013 our architects developed the detailed designs and specifications for the refurbishment and new building work at York Explore (the tender has been awarded to York firm William Birch and Sons Ltd). Simultaneously, from January to June 2013 the Archives & Local History team carried out the complete removal of the City Archives from their old accommodation in the York Art Gallery. This involved wrapping, boxing and bar-coding over 300 m³ of irreplaceable documents and then packing them for removal to secure off-site stores. As a result, the York Museums Trust has been able to start work on the

renovation of the Art Gallery, and the City Archive is now protected from damage during the Gallery and York Explore building works.

This year's Summer Reading Challenge was our most successful ever, with 4,189 children taking part. Staff visited 38 schools and were helped throughout the summer by 42 volunteers. A wide range of activities happened during the summer holidays, culminating in the Celebration event with Craig Bradley (poet) hosting. I was pleased to be invited to award the prizes. Stockton-on-the Forest School won our School Cup for enrolling the most children.

In October we opened a new Reading Café at Sycamore House. This is a partnership between the Council and Leeds and York Partnership NHS Foundation Trust. There is a small collection of adult fiction and non fiction books with a focus on health and wellbeing. Free WiFi is also available and it is a very relaxing space in which to while away an hour or two.

York Explore hosted the Adult Learners Awards ceremony in May, celebrating the achievements of adult learners across the city.

Sport & Active Leisure

The work of the Sport & Active Leisure team continues to be focused by the data we have from the Active People survey, the Joint Strategic Needs Assessment and the Big York survey which tell us that the top priority remains older people, and those with a limiting disability / health condition, whilst amongst young people the priority is an increasing obesity issue in the city.

Whilst our overall level of residents meeting the 3x30 minutes per week activity level is not increasing significantly, the number of residents doing no exercise is dropping (it is now the lowest in the North of England) and the participation gap between the city average and those in the targeted groups is diminishing.

Our clear understanding of our local need and priorities has helped us to gain external grant funding to support the team. Sport England's *Inclusive* fund (£252k over three years) has enabled us to appoint two Disability Sport Officers and two Exercise Pathways Officers whilst the *Activation* fund (£249k over three years) has enabled us to appoint two Older People's Officers (one active aging and one frail elderly) and two Young People's Officers (one youth sport and one young person's health officer). Sport England funding has also enabled the appointment of an Events Legacy Officer who is capitalising on the York Gold 2012 legacy

and the opportunities that Tour de France and the Yorkshire Marathon will bring in terms of increased participation rates.

Here are some highlights of the current programme that provide an indication of the progress we are making in our participation programmes:

The HEAL programme (Health, Activity, Exercise and Lifestyle) has been expanded to include both recommendation and referral to exercise for neurological conditions, musculoskeletal conditions, chronic obstructive pulmonary disease, cardiac rehabilitation, cancer recovery, mental health, substance recovery and diabetes. It is now recognised by the Clinical Commissioning Group and allied health professionals with over 80 referrers (e.g. GPs, Physiotherapists, hospital clinicians, practice nurses, health visitors).

With respect to older people the EngAGE 50+ programme has been expanded with 15 sessions including pilates, circuits, tai chi, rusty rackets, hula hooping, back to boots football) run in partnership with the respective national governing bodies and local clubs. Dementia awareness workshops have been developed for sports clubs (in conjunction with Sports Coach UK). These are the first in the country and are due to be rolled out nationally. The sporting memories programme will bring a flavour of the Tour de France into residential homes whilst activity sessions are being developed in care settings, training care staff to support chair exercise, falls prevention / mobility, wii sessions, etc.

With respect to disability more than 60 inclusive sessions are running across the city (e.g. archery, snooker, wheelchair basketball, hydrotherapy, visual impairment tennis, goalball, boccia), and an online and printed inclusive activity directory has been produced. The development of service provision is being guided by an annual social care user survey for learning, physical and sensory impairment and we are currently developing a hearing impairment and autistic spectrum condition survey.

DCatch (disabled children's access to childcare) funding is being used to provide inclusive equipment grants for local sports club. A new, inclusive cycling club is now based at the York Sports Village closed circuit track including an adaptive bike hire scheme. The team are also working with the HEAL team on neurological rehabilitation (brain injury) and mental health inclusive sessions at local clinics and sports clubs.

The team continues to develop an events legacy through the York Gold programme, e.g. the *Just 30* fair, *Just 30* campaign, social media and signposting activity. Local and regional Tour de France programmes are being rolled out including Skyride, local guided rides, inclusive rides, *Breeze* rides (women only), HEAL rides (including a pilot with Priory Medical Group to develop a research project into the potential of cycling prescription to reduce the burden on practice budgets), social cycle groups, cycle training city centre cycle races. Activity has taken place linked to the Commonwealth Games (e.g. back to netball, corporate sports activity), Rugby league World cup (schools competitions), and local events such as the York Marathon (run groups).

Many other elements of the Sport & Active Leisure team's work encourage increases in physical activity levels for a wider population, not least the voluntary club development support we offer and the facility development schemes we have been involved with. All of this work plays a significant part in York's 2012 legacy strategy. There is of course also a great deal of work happening with children and young people in schools and in the community which lies in the portfolio of the Cabinet Member for Education, Children and Young People.

Culture, Events & Festivals

In January 2013 the Amaury Sports Organisation announced that the Grand Départ of the 101st Tour de France would be hosted in Yorkshire in 2014. The Tour de France is the largest annual sporting event in the World attracting a global audience and the Grand Départ forms its first 3 stages. The second Stage Starts in York on Sunday 6th July and will leave from York Racecourse, take a tour through the city, and head off through the Yorkshire Dales before finishing in Sheffield.

This opportunity is not just about bringing this spectacular sporting event to Yorkshire but also to demonstrate to the world the benefits of the region and to build a legacy around health and participation for cycling and tourism. In 2007, research undertaken by Transport for London, showed that significant economic impact to London was achieved with their Grand Départ with over £78 m in economic benefit. The ambition for the 2014 event is to match if not exceed that benefit in Yorkshire. The scale of this international event is huge, attracting large audiences worldwide.

The delivery is complex and challenging and because of this a regional coordinating structure is working with the 14 local authorities to ensure a successful event. Here in York we have set ourselves three clear goals:

- To deliver a safe and enjoyable event in York, which enhances the reputation of our city
- To maximise the economic benefit and opportunity in the short, medium and long term
- To secure a long lasting legacy across our communities, culture, cycling infrastructure and health

We are already starting to feel the benefits of hosting the Tour de France with a new partnership established with British Cycling. This brought us the National Circuit Cycle Championships Races in July and the first ever York Skyride. With 5,500 people participating in the latter it was British Cycling's most successful first Skyride ever and added to a total of over 25,000 people participating in Skyrides in the Yorkshire and Humberside region.

A year ago I reported that we had been preparing a bid for York to be a UNESCO Creative City but that this was on hold due to UNESCO's funding position. I am pleased to announce that the Creative Cities programme at UNESCO has been re-launched and we have put together a bid team to update our submission. There are new criteria and the bid team will be charged with assessing how we can meet these and support the internationalisation of a larger proportion of our cultural and creative industries. We are confidently expecting to take our place in the Creative City network.



The legacy of **York 800** has continued through 2013, with two new festivals being successfully delivered for a second year:



Buskival, York's street performance festival delighted residents and visitors alike during the May bank holiday with its growing programme of local and international street performers. The interest in this event continues to grow and in 2014 Buskival will be taking place at the heart of York's Tour de France 100 day cultural festival.

The second Yorkshire Medieval Festival was an excellent regional partnership event with an exciting programme taking place in August in a variety of venues in York, Knaresborough and Pontefract. This festival is a welcome addition to York's calendar.

York Stories 2012 launched its legacy website. The project has involved over 50 organisations, 25 artists and 50 volunteers.

(www.yorkstories2012.com). One of the project highlights enabled residents and visitors to contribute small personal objects to a large clay time capsule made by a Yorkshire artist Kane Cunningham. The time capsule houses over 1,000 stories and hundreds of personal artifacts. It has been buried in our Bar Walls and awaits 2212 when the capsule will be reopened. The final part of this project will shortly be completed: a unique interactive city wall installation consisting of a QR (Quick Response) codes trail is being installed to allow visitors and residents to listen to York Stories as they pass along the city walls.



This year's Illuminating York festival provided visitors and residents a delightful and striking programme on the theme of 'Illuminating the Past, Enlightening the Future', celebrating York's deep and strong links to its Viking heritage the key works helped to illustrate a wonderful aspect of York's rich and varied cultural history.

The festival included two unique projections on Clifford's Tower and on the Yorkshire Museum. These works were supported by five free light based pieces around the city, making 11 brand new illuminating artworks in total. This created a colourful celebration of York's unique heritage, which along with our partners' fringe programme contributed to an increase in the number of visitors to our beautiful city as well as generating extraordinary national and international interest.



Spark was a fantastic and very popular new addition to this year's Illuminating York programme delivered in partnership with York St John University. Five new and emerging artists were selected through an open submission, including York St John students. The

chosen artists were provided with technical mentoring and a small budget.

With the support of Arts Council England funding the partner steering group has started to consider the development of the festival and begin planning for the 10th Illuminating York Festival in 2014.

Looking to our cultural partners I must mention the extraordinary production by York Theatre Royal, Pilot Theatre and Slung Low – Blood and Chocolate. With a cast of 100s of local people working alongside professional actors this illustrates the city working at its very best in a unique York way. Blood and Chocolate used York's historic landmarks as a backdrop to a wonderful cultural experience and was a sell out success.

In May I was pleased to host the West Offices Public Art Programme when guests were able to view the five completed bespoke works installed as part of the building refurbishment. This gave the opportunity for those involved in this wonderful programme and guests meet the artists involved. As part of this project Artist John Newling worked with York St John University Students setting up a 'Market of Hidden Ideas' outside West Offices. This piece engaged the public and staff over two days with a unique community engagement project, which has resulted in the production of a wonderful film and a legacy proposal that the market becomes an annual event.

The first annual Staff Photography Competition was held this year. The resulting 2nd floor exhibition is the first of a programme of exhibitions which will be displayed in the West Offices meeting room corridors. There were 48 entrants to the competition and the resulting exhibition of 12 selected photographs has proved enormously popular with staff and visitors alike.

I have given a taste of the programme of events and festivals that took place this year all of which have provided colour and vibrancy to the life in the city. In no small part the full range of cultural activities enjoyed by York residents and visitors ensure that we continue to raise regional and national profile of the city in the local, regional and national media. Coming out of York 800 this year has continued to evidence and illustrate the importance of culture in the economic wellbeing and future growth of the city.

Other key events and activities that deserve an honourable mention include the delivery of another successful Holocaust Memorial Day

programme which continues to go from strength to strength. York's programme is now held up by the Holocaust Memorial Day Trust as an example of what can be achieved with strong local leadership and partnership working.

In October of this year York held its first Marathon, delivered by the Run For All Team who manage the Jane Tomlinson 10k each year in the city, in association with City of York Council. The places for the Marathon, originally set at 5,000, sold out in three days and an additional 1,200 places were released once a health and safety assessment on the proposed route had made this possible. Added to this were 92 Corporate Teams of 5 people who did the Marathon as a Relay.

The event started from the University of York and took in several villages on the outskirts of York. It is estimated that £1.3million was raised on the day for charities across the country. Top names in the Marathon World were flown in from Kenya to take part, many well known names from television and sports took part and the event was televised by Channel 4. Crowds lined the entire 26 mile route and the event has been hailed a complete success. Most places for next year are already taken.

During 2013 community engagement has continued to be a key priority and examples include:

- Media Art for Inclusion in a partnership European funded project working with Refugee Action York, New Visuality and Khaoz Media involving disadvantage young people in York working with professional community artists and film makers.
- Spring Board, a central government pilot project for young people in care was launched in 2013, which involves three regions, York, Selby and Ryedale. This project is exploring innovative ways to engage with some of our most hardest to reach young people.
- Cultural volunteering opportunities continue to be very much in demand in York and the past 12 months has seen the development of a structured volunteering programme for cultural community projects and events & festivals. For example 150 student and resident volunteers signed up to help the festivals and events team deliver three of our events this year.

Markets

Last year Cabinet approved £1.5m capital in Newgate Market which will reinvigorate the markets as a platform for enterprise and opportunity, creating a destination market with a strong brand and the potential to increase footfall and spend.

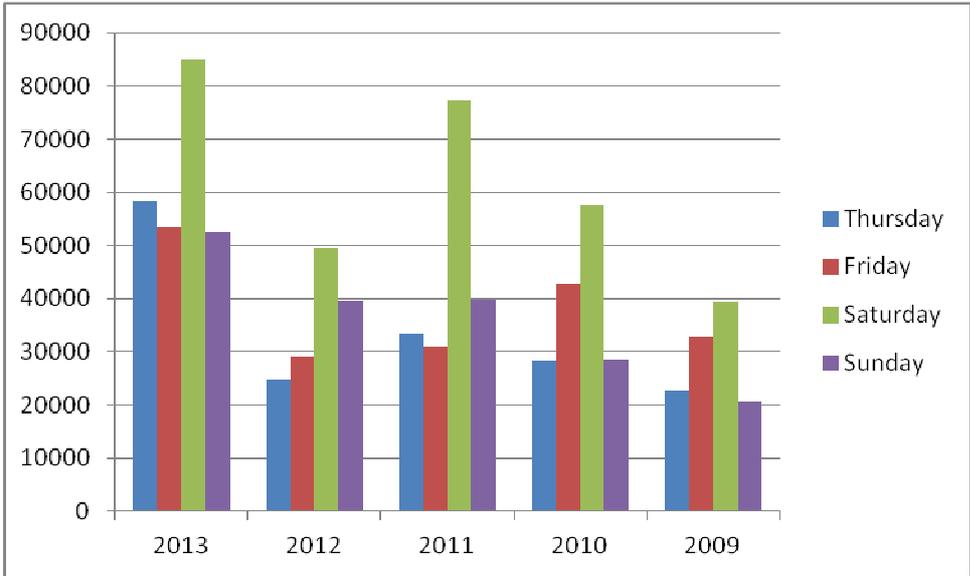
The focus of the project will be to uplift the appearance of the existing market place, making more imaginative uses of the space, increasing the visibility of the market gateways, improving the flow of footfall throughout the whole site, diversifying the trader offer, and bringing stronger activity to previously weak places. The aim will be for shoppers to visit more frequently, stay longer and spend more.

Bauman Lyons have recently been appointed to be our architects on the scheme. They are Leeds based and have a strong track record both on markets and on many projects with a focus on social-purpose. They are both enthusiastic and imaginative and we are confident that they will engage well with all stakeholders, including the traders to deliver the scheme that everyone wants.

The traders are closely involved in the scheme – we are working with them to establish a new traders’ forum - and the first ideas will be produced for consultation in early February.

This year’s St Nicholas Fayre was a great success with footfall up a massive 75% over the 4 days compared to 2012. A number of traders reported at least 30% increase in their takings over the period of the Fayre.

The graph below shows the footfall for each day over the last five years:



Parks and Open Spaces

Acomb Green Play area – a £55k refurbishment project developed in partnership with the Friends of the Green and supported by the Lottery was joint winner in the York Design Awards Public Open Space category (April 13).

All five of the Council's Green Flag sites retained the award this summer.

The new smarter York community engagement team started work in October. This new team are building upon the excellent community work of the Park Rangers and Street Environment Officers. Of the current 20 plus projects on the go highlights include working with:

- The Friends of Chapman's Pond to improve improving fishing facilities
- Bootham School to create a food growing and educational resource at Bootham Rest Garden
- Higher York to expand the end of term student clean up campaign so that runs throughout the term (part of the student strategy)
- Bug Life to support increase wildflowers at key green spaces
- York Cares to host at least one employer volunteering group per month to carry out conservation work
- City centre businesses to take responsibility for the cleanliness of their immediate streets and surrounds

We are working to increase community management of and involvement in parks. A number of community led schemes are developing including a proposal to create a visitor centre from the former park keeper's house at West Bank Park.

Diversity

We are making good progress with our York Equality Scheme and have booked in our peer assessment at 'Excellent' level for May next year.