

Culture and Leisure Sub-Committee

2 October 2018

Present: Councillor J Cassidy (In the Chair)
Councillors L Bell, J Cassidy, L Darke, C Davis, D Drummond,
E Hodson, D McMeekan, S Phillips and W Samuel

CL09/10/18 Apologies

Apologies were received on behalf of Councillors K Osborne and A Waggott-Fairley.

CL10/10/18 Substitute Members

There were no substitutes reported.

CL11/10/18 Declarations of Interest

There were no declarations of interest reported.

CL12/10/18 Minutes

Resolved that the minutes of the previous meeting held on 31 July 2018 be confirmed and signed by the Chair.

CL13/10/18 Active North Tyneside Annual Report 2017-18

The Sub-Committee received a report which introduced the Active North Tyneside Annual Report 2017-18.

Paul Youlden, Senior Manager, Sport and Leisure, accompanied by Bev Smith, Operational Manager, Active North Tyneside, attended the meeting to present details of the work undertaken to demonstrate progress against delivery of performance of Active North Tyneside during the past 12 months.

The Sport and Leisure service had worked closely with colleagues in Public Health to develop Active North Tyneside. Since its inception in 2015 Active North Tyneside had delivered numerous community based programmes and had worked with many external groups and organisations. The programmes were funded through public health and delivered by the sport and leisure team at North Tyneside Council.

The Annual report focused on the delivery of initiatives in the last year that had encouraged residents at risk of poor health to become more active, and highlighted areas of achievement as well some learning from those initiatives that had not been so successful.

Over the last 12 months, the team had captured more evaluation data and developed the use of social media for marketing and as a tool for connecting people. There was robust evidence that all the interventions and weight management programmes had a positive impact on behaviour change for those who completed. The 'Active Lives' survey measured levels of physical activity across the nation. The most recent local results for North

Tyneside were positive. The health indicators were slightly less positive (North Tyneside Health Profile 2017).

The sport and leisure teams had 'healthy conversations' on a daily basis. The teams had been trained to spot opportunities to advise residents – not just on physical activity, but also on healthy food choices, stopping smoking and alcohol consumption, and were also skilled in assessing customers' readiness for change and signposting to the right places to make a change. They also had input from clinical staff, including public health nurses and a Dietician. This multi-disciplinary approach brings a breadth of knowledge and experience and ensured that all the interventions were evidence-based. An active life was essential as physical activity could guard against conditions like obesity, hypertension, depression, cancer and diabetes.

With regard to attendances, impact and behaviour change, the team was now collecting more impact data; including physical activity levels, self-esteem and eating habits. They were also keen to recruit Community Health Champions and volunteers wherever possible to help spread the word and motivate others to become more active. The Community Health Champions programme had been fully reviewed and eighty eight Champions had been recruited this year. Activities had included walking, cycling, swimming, kettle bells, the gym, weight lifting and netball.

In total there had been just over 44,500 attendances to universal targeted physical activity programmes, impacting on over 6,000 individuals. In terms of attendance this was slightly less than in 2016/17. Although there had been a reduction in the number of large scale fun days being delivered, as although these were excellent promotional events and attracted high numbers of people, they offered little opportunity to make an impact on behaviours. Maintaining high levels of attendance at some of the sessions for young people such as No Limits Aqua, had also been challenging. Some of the community based programme in place last year, 'Us Girls' (targeting young women) and a neighbourhood cycling project, had also faltered. Conversely, attendances to programmes like the health walks, beginners funning groups, buggy boot camps and 'Mini Movers' – which targeted toddlers agenda between two and four years with their parents, had increased. The numbers of young people the No Limits Youth Sports Clubs which operated from the Parks Sports Centre, Hadrian Leisure Centre and The Lakeside Centre had also increased.

The team had worked directly with young vulnerable young men e.g. the 'Club1' programme in North Shields; and a new 'Girlz' programme for young women had also been developed along the same model, in consultation with partners such as the Youth Offending Team and the Phoenix Detached Youth Project. The evidence demonstrated positive behaviour change. Consultation with the schools' Health and Well-being Board had led to the team piloting a programme for children specifically around mental health, 'Relax Kids'. The service had delivered a broader initiative in relation to swimming and had secured £198,000 of funding from Sport England as part of a pilot programme of interventions to improve local uptake. The funding also enabled the introduction of 'Free Swim Fridays' for people aged over 60 across the borough, engaging with Age UK to attract this age group. Almost 1,200 people signed up to attend and 39% of these were new users.

With regard to Health inequalities this was a recommendation for 2018/19, together with utilising more sophisticated software tools to get a better understanding of the Authority's customer base. Furthermore, the wards of Howdon and Wallsend had been identified as areas of strategic focus. Developing these areas was also a priority. Other recommendations included:

- Improving marketing, including social media targeting;

- Developing clinical referral pathways for weight management with Public Health;
- Rolling out mindfulness sessions for children (Relax Kids);
- Further develop the Community Health Champion programme; and
- Continuing to work with existing partners and identifying new ones.

In conclusion, wellbeing remained central to Active North Tyneside. All programmes had this at their heart and teams across the board were skilled in having healthy conversations. The Active North Tyneside teams were looking forward to working with the Public Health team and wider colleagues to further develop their role on delivering public health priorities and the prevention agenda 2018-19.

The Chair thanked officers for attending the meeting and presenting the Active North Tyneside Annual Report 2017-18.

It was **agreed** to note the Active North Tyneside Annual Report 2017-18.

CL14/10/18 Developing our Tourism Offer

The Sub-Committee received a report on the delivery of North Tyneside Council's tourism and events programme and plans for future activity.

Steve Bishop, Senior Manager, Cultural Services, accompanied by Pete Warne, Tourism and Events Development Manager, and Laura Picton, Team Leader, Tourism and Events, attended the meeting to present details of the work undertaken in developing the Authority's Tourism Offer.

It was explained that tourism not only supported jobs and drove the economy, it had a huge social impact too – influencing an area's image, character, identity and self-esteem. It had a fundamental effect on a place's quality of life.

North Tyneside welcomed 5.9 million visitors in 2017 worth £299 million, supporting 3763 jobs.

The sub-committee was advised that over the course of the summer an independent survey of 400 visitors to North Tyneside was conducted, in line with the objectives of both the Council Plan and the Council's Tourism Strategy, to assess the profile of the Borough as a destination for visitors.

A summary of the provisional findings of the survey were presented ahead of a full report to the Cabinet Member for Culture, Sport and Leisure. The survey included responses from day visitors, overnight stays with friends and family, repeat visitors and those who had enjoyed weekend markets, Christmas market, Mouth of the Tyne Festival and the car show. Overall, the survey findings indicated the tourism offer was rated as very good/good with 95% overall satisfaction from those visitors who had responded.

The presentation addressed a number of areas for particular attention, including:

- the impact of the digital offer in the light of TIC closures – how was www.visitnorthtyneside.com performing?
- the emerging cruise industry – dozens of ships now berthed at the Port of Tyne – how can we harness the opportunity?
- the value of film and TV work in the Borough
- the events programme – how budget was allocated and income generated

- tourism landscape – to encourage more effective co-ordination across the sector
- challenges for 2019

The focus was upon how these challenges were being met in North Tyneside through the implementation of the Tourism Strategy.

Following the presentation, Members of the sub-committee asked a series of questions of officers. During questioning members examined areas including:-

- The impact of recent coastal developments and the benefits to the tourism offer.
- Port of Tyne cruise operators' promotion of North Tyneside as an international destination for day visitors and repeat passengers.
- Exploiting North Shields as an historic town via the North Shields Fish Quay website and by promoting other areas of interest in the borough as a product for visitors to access e.g. a walking trail.
- Twin town associations with the borough.

The Senior Manager for Cultural Services commented that in terms of supporting the tourism and events programme and plans for future activity, it was extremely difficult to both raise and maintain sponsorship in this shrinking financial environment; however his teams continued to work hard on behalf of the Authority to achieve the best results.

The Chair thanked officers for attending the meeting and presenting the Developing Our Tourism Offer.

It was **agreed** to note the Developing Our Tourism Offer report.