



Culture and Leisure Sub Committee

North Tyneside Council

Monday, 23 September 2019

Tuesday, 1 October 2019 Room1 0.01, Ground Floor, Quarant, The Silverlink North, NE27 0BY commencing at 6.00 pm.

Agenda Item		Page
1.	Apologies for absence To receive any apologies for absence from the meeting	
2.	Substitute Members To be notified of the appointment of any Substitute Members	
3.	Declarations of Interest and Notification of any Dispensations Granted	
4.	Minutes of previous meeting To confirm the minutes of the meeting held on 30 July 2019	1 - 6
5.	Active North Tyneside Annual Report 2018-19 To present the Active North Tyneside Annual Report 2018-19.	7 - 8
6.	Bookstart Partnership Agreement 2019-22 To present the Bookstart Partnership Agreement 2019-22 and the delivery of the programme in North Tyneside.	9 - 10

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Members of the Overview, Scrutiny & Policy Development Committee

Councillor Jim Allan
Councillor Karen Clark
Councillor Cath Davis
Councillor Karen Lee
Councillor Pam McIntyre
Councillor Pat Oliver

Councillor Linda Bell
Councillor Julie Cruddas
Councillor Joe Kirwin
Councillor Maureen Madden
Councillor Andy Newman
Councillor Steven Phillips

Culture and Leisure Sub Committee

Tuesday, 30 July 2019

Present:

Councillors L Bell, K Clark, C Davis, J Kirwin, K Lee,
M Madden, A Newman, P Oliver, S Phillips and
T Mulvenna

Apologies: Councillors J Cruddas

C&L1/19 Substitute Members

Pursuant to the Council's Constitution, the appointment of the following substitute member was reported:

Councillor T Mulvenna for Councillor J Cruddas.

C&L2/19 Declarations of Interest and Notification of any Dispensations Granted

There were no declarations of interested reported.

C&L3/19 Minutes

Resolved that the minutes of the meeting held on 26 March 2019 be confirmed and signed by the Chair.

C&L4/19 Culture and Leisure Overview

The Sub-committee received a presentation from the Senior Manager, Cultural Services and Senior Manager, Sport & Leisure, which provided an overview of the Authority's culture and leisure provision including the scope of services, costs, and policy priorities.

The Authority's culture and leisure provision accounted for over 3 million visits by members of the public over the course of a year. This included visits to indoor and outdoor sports facility provision; involvement in the Active North Tyneside/Public Health programme; Sports development; engagement with libraries and Customer First Centres; visits to museums and St. Mary's Lighthouse; and audience figures for Playhouse, Whitley Bay. In addition, the wide range of events across the Authority's summer and winter programmes engaged both residents and visitors, helping to sustain the tourism economy, which supported local businesses and helped to generate jobs in the Borough.

The impact of these services, which were for many the frontline public face of the Authority, helped shape the borough's unique sense of place and made North Tyneside a great place to live, work and visit.

The Sport and Leisure team was responsible for managing a wide range of services including the Authority's 5 leisure centres and pools; indoor sports facilities. outdoor leisure

facilities - sports pitches, bowling greens, welfare and recreation grounds, mini-golf/foot-golf; Sports Development – including clubs, cycling development, holiday activities, sports coaching, school sports and street games. The Active North Tyneside/Public Health Teams' provided programmes targeting inactivity, health and wellbeing, obesity and delivering preventive services focussing on better health outcomes for residents.

Policy priorities included maintaining a commercial focus; delivering a policy steer on Public Health and Social Care, Cycling and Support for the strategic approach to borough wide priorities.

Members were provided with service information relating to Posts (449); User visits (1.7 million); EASE cards (36,000); and Contours membership (9000), and with a financial breakdown of controllable expenditure of £7,670,797; controllable income of -£6,604,339; and a net controllable budget, of £1,066,658.

The vast majority of expenditure was down to the running costs of leisure centres but that the income generated kept cost down without detriment. There had been an increase in leisure centre users over the last 10 years. Running costs had been reduced, whereas income generation had increased, the increase was helped in part by growth in Contours membership.

The Cultural Services team was responsible for managing the Authority's 4 Customer First Centres, Branch Libraries (14), Community centres, Tourism and Events, Museums (19), Heritage and Arts.

Members were provided with service information relating to Posts (150); Library visits (1,297,634); Library issues (565,165); Active Library users (30,492); The Playhouse attendances (80,445); the growing St Mary's Lighthouse visits (80,686); Visits to Segedunum and Stephenson Railway Museum (88,920); Visit North Tyneside Active users (49,546); and Events programme attendances (202,200); with a financial breakdown of controllable expenditure of £8,386,730; controllable income of -£2,897,619; and a net controllable budget of £5,489,111.

Policy priorities included Culture Health and Wellbeing; Events sponsorship; Tourism promotion; Cultural investment – St Mary's Lighthouse, Segedunum, public art; and North of Tyne cultural offer.

Members were informed that much work was being done to enhance the borough's many cultural/heritage facilities and attractions to engage residents and visitors such as the biggest event 'The Mouth of Tyne' Festival, the popular summer and winter festivals, heritage open days, and community centres/libraries throughout the borough.

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

- a) Local plans for the expansion of leisure centres and gyms in the borough by seeking contributions from developers to improve and maintain existing facilities.
- b) Statistics for measuring impact on users of facilities, which would be covered in more detail in the Active North Tyneside Annual Report to be submitted to the next meeting.
- c) Highway infrastructures in relation to the completion of cycling route developments.
- d) Partnership working in supporting clubs via grants and practical help in their

development e.g. Whitley Bay junior football factory, Lotty Park, Wideopen, Wallsend Boys club etc.

- e) Plans for completion of the Bathhouse roof at Segedunum which although there had been delays, costings were currently being looked at which would be considered as part of the bigger development plans for the site.
- f) The ways in which health factors/issues were being linked to social subscribing, GP referrals, baby clinics etc., which would be covered in more detail in the Active North Tyneside Annual Report to the next meeting.

The Chair on behalf of the Sub-Committee thanked officers for presenting the Culture and Leisure overview and recognised the achievements of both teams for the work being done to promote and develop the Authority's services with the limited budgets available.

It was **agreed** to note the presentation on the Culture and Leisure overview.

C&L5/19 Tour of Britain 2019

The Sub-Committee received a report introducing the 2019 Tour of Britain 2019 cycle event and the preparations for activities in North Tyneside.

Mr Gary Campbell, Head of Delivery, North of Tyne Combined Authority (NTCA), and Mr Nigel Walsh, Event Director, Northumberland County Council, presented an overview of Stage three of the 2019 OVO Energy Tour of Britain cycle event including an assessment of the likely impact upon and benefits for North Tyneside.

The Tour of Britain event was the UK's largest professional cycle race, televised in 166 countries and broadcasted live on the ITV network. The tour would take place between the 7 and 14 September 2019, a total of eight stages over eight days. The race consisted of 120 cyclists and an entourage of 120 vehicles.

On Monday, 9 September, Stage three of the 2019 Tour of Britain was to be hosted by NTCA and would link Northumberland, North Tyneside and Newcastle Upon Tyne. The world's top riders and teams contesting a 114-mile route starting from the centre of Berwick-upon-Tweed, would head through Ford, Wooler, Whitley Bay, Tynemouth, North Shields and Wallsend before finishing in Newcastle city centre.

A Multi Agency Steering Group, under the auspices of Culture Creative, who had organised Tour of Britain events in 2015 and 2017, was meeting every two weeks and involved representatives from Northumberland, North Tyneside and Newcastle local authorities, as well as the emergency services and transport providers.

Governance arrangements were in place to cover Operations and Traffic Management, Race Management, Community Engagement, Health and Wellbeing Legacy and Marketing and Communications. A Joint Authority Safety Advisory Group had been established. A North Tyneside Steering Group, chaired through Cultural Services, had also been established to co-ordinate activities in the borough.

A pack had been delivered to schools across all three Council areas to encourage engagement and ensure massive public participation when the race passes through local communities. In total 38 schools from North Tyneside, from over 120 responses across the NTCA area had expressed an interest in being involved. Schools would be provided with

safe standing places to view the race; a full race timetable; and guaranteed parking for schools requiring minibus or coach parking to participate.

There was also an opportunity for schools to engage in a day with the Tour of Britain, an activity day on the route at a location away from school. In North Tyneside activities which were part of the Summer of Cycling would also promote the Tour of Britain 2019.

Following its success in 2018, the Tour organisers were holding a Land Art competition, which would cover the whole route from Glasgow to Manchester, to find the best piece of land art. Community groups, schools, businesses and land owners across the route would be encouraged to take part. In North Tyneside there had already been over 3000 responses.

In terms of the stage 3 event timetable, the race was scheduled to leave Berwick at 11:00 and arrive into Whitley Bay from Seaton Sluice at 15:05. It would proceed southwards along the coast to arrive in Tynemouth at 15:09, taking the second exit off the roundabout before Grand Parade. Proceeding up Percy Park Road and onto the A193, Tynemouth Road, the race was scheduled to be in North Shields at 15:12, leaving the A193 at Tanner's Bank to proceed westward along the Fish Quay. Passing the Ferry Landing, the race proceeds into the new Smith's Dock development, turning right at Dock Road, towards the Parks Sports Centre. Turning left at the roundabout A187, Howdon Road, the race continues long the A187, past Percy Main Primary School at 15:16, then turning right at the roundabout towards the Tyne Tunnel Trading Estate. The race would re-join the A193, taking a left at the Wallsend Road roundabout, proceeding westwards along Tynemouth Road, into Howdon. The race would proceed along the A193 to Rosehill, Church Bank and onwards to High St East in Wallsend at 15:23. At the junction of High St East and Station Road the race would turn left and proceed towards Buddle St. Turning right at the junction onto A187, Buddle St, the race would pass Segedunum, proceeding westward to exit North Tyneside arriving in Walker, Newcastle upon Tyne at 15:26 approximately, with an estimated finish time in Grey St, Newcastle City Centre, of 15:35.

All timings were necessary estimates and might vary according to the conditions on the day. Assuming the above timetable for planning purposes, rolling road closures would precede the race in North Tyneside from 14:40 until 15:50. All Council services, schools and local businesses had been asked to take these timings into account when planning their usual activities for the day of the race.

Regular updates would be posted at www.northoftyne-tob.co.uk

In addition, copies of the OVO Energy Tour of Britain 2017 Economic Impact Report (Stage 2) was provided at the meeting for information.

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

- Communications with businesses, schools, community groups, Members and via leisure centres for attracting local input.
- Multi-agency and North Tyneside's own identity event branding.
- The significant economic benefits from the event and opportunities for community engagement.

The Chair on behalf of the Sub-Committee thanked Mr Campbell and Mr Walsh for

attending the meeting and the informative presentation and wished the event every success as a great showcase for the area.

It was **agreed** to note the presentation on the 2019 Tour of Britain cycle event.

C&L6/19 Work Programme 2019/20

Members considered the report which set out possible topics for inclusion in the Sub-Committee's Work Programme for 2019-20.

A draft work programme has been formulated in consultation with the Chair and Deputy Chair of the sub-committee. This was attached as Appendix A to the report and was based on outstanding scrutiny exercises carried over from 2018/19 and topics identified by the Chair, Deputy Chair and senior Officers.

To ensure that the work programme was effective it was suggested that when evaluating topics for inclusion in the work programme the following criteria should be considered:

- Is it timely?
- Will it duplicate any other work ongoing within the Council or the North East Combined Authority scrutiny work programme?
- Will it add value/contribute to policy development?

The sub-committee had the option of establishing sub-groups (of around 4/5 members) to carry out in-depth investigations. The sub-groups operated in a more informal way and could consult with a wide range of witnesses in various settings, often over a shorter period. When dealing with a specific topic, this focused way of working was often more productive than trying to achieve the same in a formal committee setting.

The Chair invited Members to forward any further topics for the Work Programme to the Democratic Services Officer.

It was **agreed** that the sub-committee's Work Programme 2019-20 be approved.

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Meeting: Culture and Leisure Sub-Committee

Date: 1 October 2019

Title: Active North Tyneside 2018/19 Annual Report

Author: Paul Youlden, Senior Manager Sport and Leisure Tel: 0191 6427430

Service: Environment Housing and Leisure

Wards affected: All

1. Purpose of Report

The purpose of this report is to provide the context for a presentation that will be given to the Culture and Leisure Sub-Committee on “Active North Tyneside” at its meeting on 1st October 2019.

2. Recommendations

The Sub-Committee is invited to note the information in the report and outlined in the presentation.

3. Details

The Sport and Leisure service has worked closely with colleagues in the Public Health team to develop Active North Tyneside.

Since its inception in 2015 Active North Tyneside has delivered numerous community based programmes and has worked with many external groups and organisations.

The purpose of the presentation is to outline the performance of Active North Tyneside during 2018/19.

The presentation will focus on the delivery of initiatives in the last year that have encouraged residents at risk of poor health to become more active.

In addition the presentation will highlight areas of achievement as well some learning from those initiatives that have not been so successful.

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Meeting: Culture and Leisure Sub-Committee

Date: 1 October 2019

Title: Bookstart Partnership Agreement 2019-22

Author: Rachel Warkcup, Team Leader Tel: 0191 6437410
Cultural Services

Service: Environment Housing and Leisure

Wards affected: All

1. Purpose of Report

The purpose of this report is to provide Culture and Leisure Sub-Committee, with an overview of the Bookstart Partnership Agreement 2019-22 and the delivery of the programme in North Tyneside. The presentation will give an overview of the programme with an assessment of the likely impact upon and benefits for North Tyneside.

2. Recommendations

The Sub-Committee is invited to note the information in the report and outlined in the presentation.

3. Details

3.1 Background

Bookstart was the world's first national book gifting programme, established in 1992. It is run by BookTrust, the largest reading charity in the UK. Bookstart gifts free books to every child at two key stages; 0-12 months and 3-4 years of age. It also gives additional support to targeted families, multilingual children and those with additional needs. Every year over 2.2 million books are gifted nationally.

Bookstart aims to promote and encourage families to share books, stories and rhymes at the earliest possible age. It is based on the premise that children who have an early introduction to books, and are read to every day, benefit educationally, culturally, socially and emotionally.

As a partnership between libraries, health and early year's practitioners Bookstart will:

- Ensure that every eligible child receives a Bookstart Baby pack by the age of 12 months and a Treasure gift by the time they are 4 years old;
- Ensure that parents/carers receive a friendly and effective message which conveys the benefits and joys of sharing books, stories and rhymes daily;
- Encourage families to join the library;
- Encourage families to access and engage with local services;

- Signpost and support parents and carers around their own literacy/numeracy and IT needs.

3.2 Bookstart in North Tyneside

In 2019 BookTrust introduced a 3 year Partnership Agreement to give more security for the programme and support long term planning. The Head of Environment, Housing & Leisure has signed off this agreement. Bookstart Quality Standards, a framework that offers a benchmark for best practice, defines the objectives of the programme and how the measures of success will be met.

In North Tyneside the baby packs are 'gifted' by health visitors at the 6-8 week contact. The pack includes two board books, a rhyme sheet and a booklet of tips and ideas for sharing books with children from a very young age. North Tyneside Libraries organise the delivery of the packs to the four health visitor bases and promote an awareness of the packs at the weekly Bookstart Rhymetime sessions held in libraries.

The Treasure envelope is gifted from Early Years or Childminder settings when a child is 3–4 years old. The packs are delivered in November each year, over a three week period. An additional resource is the newborn envelope, this is given out by health visitors and by staff registering births. It contains a booklet of black and white shapes to share with a new born baby and a congratulations card, giving information about the Bookstart packs.

Bookstart Corner is a targeted programme to support families that are either entitled to the free 2-year-old early education grant (around 670 in North Tyneside) or need additional help to develop a love of stories, books and rhymes. Aimed at families with children aged 12-30 months, it allows settings to offer intensive support for parents and carers so that they can share stories with their children with confidence. North Tyneside will now receive an annual allocation of 250 packs. Corner resources have been utilised by Riverside Ready for School Centre and the Health Visitor Service to use with targeted families.

The reach of the Baby Pack is currently at 66%. This figure is a result of rebalancing the number of packs which had remained ungifted as well as changes to the age at which the health visitors gift the pack. This situation is reflected nationally. This has been addressed with new mechanisms in place and the reach is climbing steadily, with an aim to reach the Quality Standard requirement of 95% by 2020. The Treasure pack continues to perform well, with the maximum reach for 2018/19.

The value of the total resource allocation of resources to North Tyneside is £94,392 annually (£283,176 over the 3 year plan).

3.3 Next Steps

The three year partnership agreement required the establishment of a North Tyneside Bookstart Steering Group. The first meeting was held in May 2019 with partners from the Health Visitor Team, Early Help & Prevention, Early Years Education and the Portage Team. This group will meet 6 monthly to share information, developments and review practice around Bookstart.

North Tyneside Libraries Bookstart Coordinator will continue to ensure the delivery of packs, collation of figures, and monitoring against the Quality Standards.