



Culture and Leisure Sub Committee

North Tyneside Council

Tuesday, 11 January 2022

Wednesday, 19 January 2022, The Chamber, Room 0.02, Quadrant, The Silverlink North, Cobalt Business Park, North Tyneside, 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. To Receive any Declarations of Interest and Notification of any Dispersations Granted	
You are invited to declare any registerable and/or non-registerable interests in matters appearing on the agenda, and the nature of that interest.	
You are also invited to disclose any dispensation in relation to any registerable and/or non-registerable interests that have been granted to you in respect of any matters appearing on the agenda.	
Please complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.	
4. Minutes	5 - 8
To confirm the minutes of the meeting held on 2 November 2021.	
5. Active North Tyneside - An Overview	9 - 30
To present an outline of the Active North Tyneside programme, how it attempts to address health inequalities across the Borough and plans for future delivery of the service.	

Members of the public are entitled to attend this meeting and receive information about it. North Tyneside Council wants to make it easier for you to get hold of the information you need. We are able to provide our documents in alternative formats including Braille, audiotape, large print and alternative languages.

6. Date and Time of Next meeting

6.00pm on Tuesday 1 March 20221.

Circulation overleaf ...

Members of the Culture and Leisure Sub Committee

Councillor Ken Barrie

Councillor Linda Bell

Councillor Julie Cruddas (Chair)

Councillor Margaret Hall (Deputy Chair)

Councillor Gary Madden

Councillor Andy Newman

Councillor Gary Bell

Councillor Liam Bones

Councillor Cath Davis

Councillor Joe Kirwin

Councillor Jim Montague

Councillor Jane Shaw

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Culture and Leisure Sub-Committee

2 November 2021

Present: Councillor J Cruddas (Chair)
Councillors G Bell, L Bell, L Bones, M Hall, J Kirwin,
G Madden, J Montague and J Shaw

Apologies: Councillors K Barrie and C Davis

C&L13/21 Substitute Members

There were no substitute members reported.

C&L14/21 Declarations of Interest and Dispensations

There were no declarations of interest or dispensations reported.

C&L15/21 Minutes

Resolved that the minutes of the previous meeting held on 14 September 2021 be confirmed and signed by the Chair.

C&L16/21 Cultural Strategy Development

The Sub-Committee received a report on the development of the Authority's Cultural Strategy.

The Senior Manager, Cultural Services, presented an overview of the proposals for the Borough and outlined the framework within which consultation would be undertaken.

The four strategies which formed the basis of the Council's cultural offer all conclude in 2021, these were:-

- Great Art for North Tyneside - Arts Development Strategy 2014 -21
- Visit North Tyneside - Tourism Strategy 2014-21
- Past, Present and Future - Heritage Strategy 2014-21
- Words, Wellbeing and Wifi – Library Strategy 2016-21

All four strategies had been successful in demonstrating, to both funders and professional bodies in the cultural sector, the Authority's commitment to its cultural offer, as well as being a guide to the delivery of service plans and objectives for the periods of the respective strategies. However, much had changed in the seven years since these strategies had been initiated and it was appropriate that they were individually and collectively reviewed, in the light of new developments and new challenges within the sector.

North Tyneside Council's Senior Leadership Team (SLT) had accepted the principle, endorsed by the Cabinet Member for Culture, Sport and Leisure, that the way forward in the period ahead should be to embrace a single strategy for the cultural sector. SLT and the Cabinet Member were also of the view that, while the Council should take the initiative in providing a framework for the cultural offer, the active engagement of the private and

voluntary sector would also be vital. The strategy should be one for the Borough, not just the North Tyneside Council.

This approach was consistent with that of Arts Council England (ACE), as outlined in its ten year strategy *Let's Create (2020-2030)*, which emphasised partnership working and the development of broad based cultural compacts in developing the cultural offer of an area.

ACE Chief Executive, Darren Henley states in his summary,

“...if we're going to support the cultural sector to be fit for the future, we have to make sure that everyone, everywhere, benefits from it and can be part of it. If we fail at this, we won't succeed at anything else.”

It was also consistent with the approach recommended by the Local Government Association, *Cultural Strategy in a Box (March 2020)*, which notes:

“A cultural compact is a strategic cross sector partnership that is driven by a shared ambition for culture and place. This ambition links arts and culture with broader strategic plans for local social and economic development. These partnerships seek to bring together local authorities, businesses, education providers, cultural and community leaders, to co-design and consult upon a vision for the role of culture within a place and deliver against shared priorities.”

These priorities were consistent with the way in which the Authority had worked in practice over the period of the previous strategies, as engagement in broad partnerships such as the Culture Health and Wellbeing Network, Local Cultural Education Partnership, Libraries Connected and North East Tourism Alliance all illustrated.

The development of a unified Cultural Strategy would provide the opportunity to give an even greater strategic profile to the cultural offer in the borough, promoting new ways of more effectively engaging communities, supporting the wider objectives of the 'Our North Tyneside Plan' and contributing towards town centre recovery. Recent work by ACE, *A High Street Renaissance (2021)*, illustrated how investment in arts and culture could bring people and pride back to our high streets.

Recent work by the Creative UK Group, *The UK Creative Industries (2021)*, calculated that for every 10 jobs in creative industries a further 7 were created in supply chains and that, with the right investment, the UK's Creative Industries could create 300,000 new jobs by 2025. This could put the sector in a strong position to support the building of an inclusive economy and contribute to tackling inequalities.

In terms of the next steps, a consultation process was to be initiated by the Authority with partners across the cultural sector, businesses and the community, with a view to establishing a cultural compact for North Tyneside.

A steering group would also be initiated to develop the compact as part of the process of developing a Cultural Strategy for the period to 2030, in line with the strategy timescale of Arts Council England.

The following documents had been used in the compilation of this report:

- Let's Create (2020-2030) – (Arts Council England 2020)
- Cultural Strategy in a Box (Local Government Association 2020)
- A High Street Renaissance (Arts Council England 2021)
- The UK Creative Industries (Creative UK Group 2021)

The sub-committee was invited to put forward comments and examined a number of areas of the Cultural Strategy. These included the following:

- The proposed mapping of all areas of the borough to help identify and promote popular facilities and activities available for residents and visitors to North Tyneside was welcomed in helping to ensure that none were exclusive to just one area, to include rural areas (north west), the coast and town centres, and important to be seen as 'one-borough'.
- Inviting school children, college students, local community groups, scouts, brownies, sporting and activity clubs etc, to engage in consultations, would bring parents who would also be involved in the shaping of the cultural strategy.
- The format and how culture was described was important as it meant more than a social tense and needed a broader strategy to be considered.
- Schools and spaces in deprived areas of the borough not currently being used for culture could, subject to funding, be used for engagement purposes which could include involvement by Arts Council England.
- It was suggested that activities such as those that were held in North Shields in September for the first time as part of the Elected Mayor's cultural task force, could be supported by engaging partners to help raise awareness and by promoting future events in their areas.
- In terms of the authority's policy development role, and subject to central government funding, the affordability for young people and what could be given to schools could be explored.

In addition, the Chair commented that during a pre-meeting today, there had been some discussion on how bringing things to life by Member engagement and shaping the policy to be very inclusive could include site visits e.g., Segedunum. She also said engagement with the voluntary sector and local community groups which were our 'eyes and ears' in relation to e.g., deprived areas of the community could also be explored by reaching into the vast networks and lessons learned.

The Chair, on behalf of the Sub-Committee, thanked the Senior Manager for Cultural Services for the very engaging delivery of the report and presentation.

It was **agreed** to note the report and presentation on the developments of the Cultural Strategy; and the comments/suggestions made by the Sub-Committee as part of the authority's consultation.

C&L17/21 Date and Time Next Meeting

6pm on Wednesday, 19 January 2022.

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Meeting: Culture and Leisure Sub-Committee

Date: 19th January 2022

Title: Active North Tyneside – An overview

Author: Paul Youlden

Tel: 0191 643 7430

Service: Environment, Housing and Leisure

Wards affected: All

1 Purpose of Report

To present Culture and Leisure Sub-Committee with an outline of the Active North Tyneside programme, how it attempts to address health inequalities across the Borough and plans for future delivery of the service.

2 Recommendations

The committee is invited to receive a presentation at the meeting of 19th January 2022, note the information included and offer comments and observations at the meeting

3 Details

- 3.1 The primary purpose of Active North Tyneside is to improve the health and well being of residents and to impact on these health inequalities across the borough. Programmes are designed to increase levels of physical activity, increase levels of healthy weight in children and adults and support good mental health. The programme also aims to enable residents and staff to support their friends, peers and families to make lifestyle changes which will have a positive impact on their health.
- 3.2 In the past two years, during the Covid pandemic, the full programmes of activities has not been able to be delivered. This however has provided space for a review in partnership with Public Health colleagues of what future priorities may be in advance of a new service level agreement from 1st April 2022.
- 3.3 The presentation provided on 19th January 2022 will give an overview of how Active North Tyneside has made an impact so far, what the proposals are for change, and seek comments from members of the committee on future plans.

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Sport and Leisure Service and Public Health

Update January 2022



To cover

Quick refresh of Active North Tyneside

What have we done?

What have we learned?

What next?

Health inequalities

Strategic direction – Council Plan; Health and Well Being Strategy and Whole Systems Approach



Active North Tyneside – improving wellbeing

Public Health Funded

Increase levels of physical activity

Improve healthy weight among adults and children

Building Community Capacity through volunteering opportunities and enabling groups / volunteer organisations

Supporting people to improve their mental health

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A wealth of evidence demonstrates that an active life is essential for physical and mental health. Regular physical activity can guard against conditions like obesity, hypertension, depression, cancer and diabetes. Being active at any age increases quality of life and life expectancy



Impact of Covid

Staff redeployed
From
September 2020 –
activities stood back up
Change Management

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Milestones from September 2020 - present

Virtual weight management programmes trialled

Digital programme of activities available

Face to face weight management intervention

Well being walks – retraining volunteers

Beginners running groups

Community Start Up Fund

Bikeability

Free family swimming at Hadrian

No Limits / Youth activities

NUFC – Foundation;
diversionary activities and
support for young adults
NEET

2020
Quarter 3
Sept

2021
Quarters 1
and 2

2021
Quarter 3

2021
Quarter
3 / 4



What have we learned?

Digital intervention ✓

Gold standard face to face

Areas of health inequality – need lots of time and investment – before any delivery

What opportunities are there for spreading the joy of the outdoors

Gap for preschool support / intervention

More opportunity for whole systems working

Increased overweight

Poorer mental health

Poorer overall health outcomes and inequalities

Huge challenge



Overweight and Obesity in North Tyneside

Rates of overweight and obesity in children (Reception and Year 6):

England average	Reception	23%	Year 6	35.2%
North East average	Reception	24.8%	Year 6	37.5%
North Tyneside	Reception	25.8%	Year 6	36.2%

Approximately 1 in 4 **reception** children are overweight or obese in North Tyneside (25.8%)



Approximately 1 in 3 **year 6** children are overweight or obese in North Tyneside (36.2%)



Rates of overweight and obesity in adults (18 years +):

England average	62.8%
North East average	67.6%
North Tyneside	65.7%

Approximately 2 in 3 adults are overweight or obese in North Tyneside (65.7%)



Source: Public Health England. Public Health Profiles. 2020 <https://fingertips.phe.org.uk>



Health inequalities in all policies approach

Systematically considering the health implications of any decisions to avoid harmful health impacts and to improve population health and promote health equity across our communities.

Prioritising prevention

Addressing the causes of health inequalities to reduce the impact of ill-health on people's lives, their families and communities.

Evidence-based decision making

Making decisions on commissioning and interventions to address inequalities based on the best available scientific evidence, using data systematically, conducting evaluation and sharing learning.

North Tyneside Health and Wellbeing Board's Guiding Principles

Proportionate universalism

Action everywhere, more targeted action where gaps are widest.

Co-design approach – communities as active and equal partners

Working in partnership with our VCS sector and local people to mobilise assets and identify needs and solutions.

Workforce: training, roles and responsibilities

Ensuring the workforce understands their role in reducing inequalities.

Health and Wellbeing Board

Equally Well: A healthier, fairer future for North Tyneside 2021 – 2025

Strategic ambitions for North Tyneside

Equal life chances for all – enabling the poorest and most vulnerable communities to overcome challenges

Thriving places and communities

Maintaining independence – prevention



Collaboration Rise Activity Packs



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<https://www.activenorthtyneside.org.uk/packs-rise-physical-activity-levels-across-north-tyneside/>



North Tyneside Council



A session for mams wanting to take up exercise and learn about a healthier lifestyle for mam and baby.

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New Mams North Tyneside

Monday, 1.30pm-2.30pm: Cedarwood Trust*

Tuesday, 1.30pm-2.30pm: Riverside Centre*

- Free sessions for parents and children (aged 18 months and under)
- Low impact exercise for postnatal women followed by informal information sessions on topics such as food, alcohol and fat - the session includes a healthy snack and recipes to take home too
- The exercise part of the session is suitable for complete beginners
- Clearance to begin exercise from your 6/8 week GP check up is required
- Available in term time only
- Register your space by emailing active@northtyneside.gov.uk
- Come dressed to exercise in activewear and appropriate footwear (pre-loved clothing from the Kit Bank is available for those who need it)

*The same sessions will be delivered on both days, you only need to attend one of the days/venues

Tackling health inequalities and supporting pre-school best start in life

Spreading public health messages in target communities

Offering pre-loved kit for new mams from the kit bank – at Cedarwood



North Tyneside Council

Tackling health inequalities – weight management



£100,000 National funding secured by public health team

Requirements to develop tier 2 weight management programmes to focus on elements below

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- targeting residents living in areas of health inequality and poverty
- men
- targeting black and ethnic minority communities
- supporting people with a learning disability



Delivery from
Cedarwood
Community Centre

Delivery from
Howdon Hub



“ I loved going there and
enjoyed the fun way
everything was explained”

“I enjoyed being part of a
group and helping others,
knowing I’m not alone in
how I feel “

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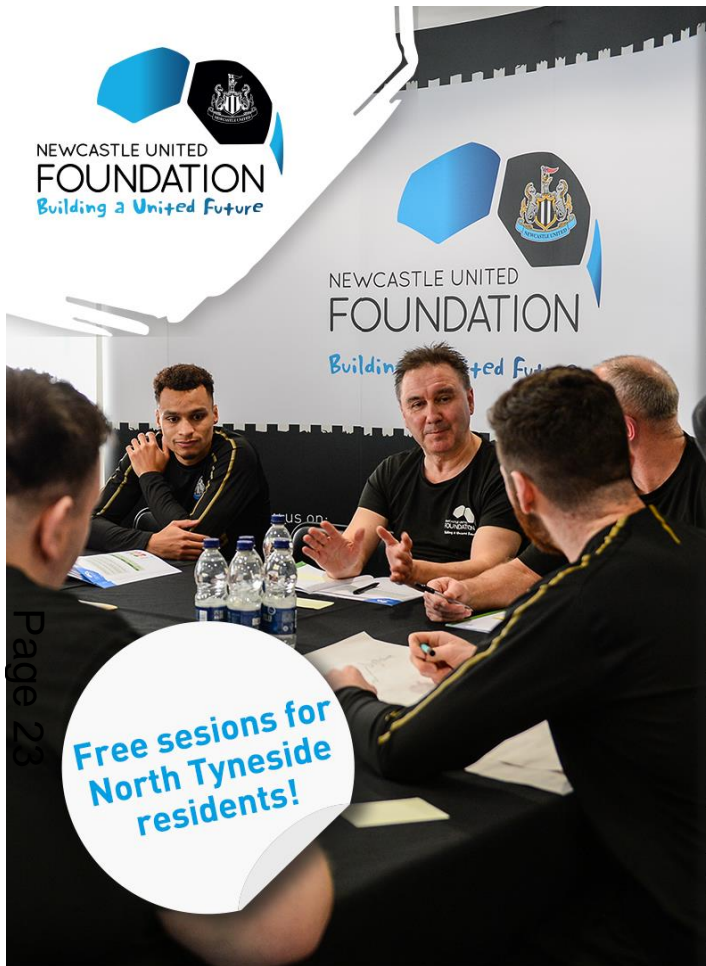
35 people started across all three programmes; 21 completed, 60% retention

Challenge – recruitment in these areas

Proportionate Universalism and Collaboration – Primary Care Network GP contacts.

800 letters sent out for Howdon programme; 100 contacts generated
40 people initially on waiting list; 23 started – 13 finished, 1.6%





THE 12th MAN

LOSE WEIGHT, GET FIT, FEEL BETTER

We have 4 NEW VENUES for 2022

Weekly from 4 January | 6-8pm | Tyne Met College

Weekly from 6 January | 6-8pm | Burradon Juniors FC

Weekly from 10 January | 6-8pm | Forest Hall YPC

Weekly from 2 February | 11-2pm | Forest Hall YPC

For more information or to register interest, please email:
Thomas.Graham@nufc.co.uk



Registered Charity Number: 1124896

Newcastle United Foundation to deliver 12th Man Programme

Proportion of previous universal programme – 80% women

Change of direction; messaging and focus – men and football great 'puller'

4 programmes delivered, 4 further planned for 2022



North Tyneside Council

Co production and health inequalities

Whitley Bay

ইসলামিক সাংস্কৃতিক সেন্টার একটি
ওজন ব্যবস্থাপনার আয়োজন করেছে



স্বাস্থ্যকর খানাপিনা, ভাল বোধ করা, আরো বেশী সক্রিয় থাকা এবং বেশী শক্তির জন্যে।

প্রোগ্রাম টি শুরু হবে বুধবার ১২ই জানুয়ারী ২০২২
তারিখে এবং প্রতি বুধবার চলবে ১২ সপ্তাহের জন্যে:

• শুধুমাত্র মেয়েদের প্রোগ্রাম:
সকাল ১০ টা - ১১.১৫ টা পর্যন্ত

• শুধুমাত্র ছেলেদের প্রোগ্রাম:
সকাল ১১.৩০ টা - ১২.৪৫ টা পর্যন্ত



উপযুক্ততা নির্ণায়কের প্রয়োগ করা হবে, বডি বেনিফিট
দলের সাথে যোগাযোগ করুন ০১৯১ ৬৪৩ ৭১৭১
বা ইমেইল করুন active@northtyneside.gov.uk



Islamic Centre – Whitley Bay

2 groups men and women separately

LD North East

2 groups

Programmes to start in January

Both involved completely stripping back content to make is bespoke and appropriate

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FREE PROGRAMME



Live Life Your Way



North Tyneside Council



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Commissioned to provide 235 spaces in the new year with specific criteria similar to old 'universal' tier 2 programme

Team who would normally be offering this – focussed on development and delivery of target programmes

£65 per head



What next?

Re-focus our efforts of Active North Tyneside in line with the health and wellbeing strategy to tackle inequalities and the drivers of those inequalities

Develop new model for food and health team

Continue bespoke development of weight management in target areas

Commission services where appropriate – e.g. universal weight management programme could be delivered by a third party.

Ensure programmes are delivered with and in the areas of most need

Explore outdoor opportunities – how can we maximise these?

Gap for preschool - need to identify and develop opportunities to develop interventions and training for professionals working with pre-school

Skills audit in the team – are we still confident to deliver brief intervention for wider public health messages (e.g. alcohol / smoking)

Explore model for community health checks; how can we incorporate Blood Pressure and Atrial Fibrillation check

Co-production and collaboration – development of
Healthy Weight Alliance
and Healthy Weight declaration



LOCAL AUTHORITY
DECLARATION ON

healthy weight



Food Active UK

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Originating in the North West of England in 2013 to tackle increasing levels of obesity, Food Active supports local authorities across the region in taking a collaborative approach to promoting healthy weight.

Focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behaviour.

Whole system approach



North Tyneside Council

What are Local Authority Declarations for?

- **Strategic leadership:** creates an opportunity for senior officers and politicians to affirm their commitment to an issue.

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Local awareness: shines a light on importance of key activities internally and externally.

- **Driving activity:** a tool for staff to use to create opportunities for local working.



North Tyneside Council

North Tyneside Council Healthy Weight Declaration

Launch

LOCAL AUTHORITY
DECLARATION ON

healthy
weight

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Themes

Stakeholders



Questions / feedback

