

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
CULTURE AND SPORT POLICY DEVELOPMENT COMMITTEE

WEDNESDAY, 21 JANUARY, 2015 AT 4.00 P.M.

HELD AT THE CHASE LEISURE CENTRE, STAFFORD ROAD, CANNOCK

PART 1

PRESENT: Councillors

Dudson, A. (Chairman)
Stretton, Mrs. P.Z. (Vice-Chairman)

Mitchell, Mrs. C.
Preece, J.

Spicer, Mrs. A.
Whitehouse, Miss S.

Also in attendance: Councillor J. Johnson (observing)

28. Apologies

Apologies for absence were received from Councillors Miss M. Freeman and M.R. Grocott.

29. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

No further Declarations of Interests were made in addition to those already confirmed by Members in the Register of Members Interests.

30. Minutes

Councillor Preece advised that he had not been successful in making contact with Chasewater Liaison Working Group. Councillor Preece was interested in being a Member on the Group and it was suggested that Officers could attempt to make contact with a representative from this Group. The Head of Commissioning agreed that he would make some enquiries.

RESOLVED:

(A) That the Minutes of the meeting held on 16 October, 2014 be approved as a correct record.

(B) That the Head of Commissioning make some enquiries regarding the Chasewater Liaison Working Group.

31. Update from Wigan Leisure and Culture Trust (WLCT) on the Cannock Health Referral Scheme

The Chairman welcomed George Gaye, Wellbeing Officer for Wigan Leisure and Culture Trust (WLCT) to the meeting. He provided the Committee with a presentation

on the Cannock Health Referral Scheme outlining the background to the establishment of the Scheme.

He made reference to the Active Living Referral Scheme ran by WLCT at Wigan which was a programme of physical activity designed to help improve health. Local health professionals such as GP's, Practice Nurses or Physiotherapists could refer patients to the programme who would then receive help and support to become more physically active. The scheme started in 1997 with a team of 5; however, there were now 65 involved in the scheme. It had a £3m budget to see 4,000 clients annually.

George Gaye was the Wellbeing Officer appointed in September 2014 to oversee the introduction of the Cannock Health Referral Scheme. There were also two additional posts - Macmillan Specialist Activity Instructor and Specialist Activity Instructor who were appointed on 1 January, 2015 (one based at Rugeley Leisure Centre, the other at Chase Leisure Centre). These employees would be working with referrals from GP's, hospitals, physiotherapists and other health professionals in addition to undertaking outreach work in the community with health promotion, talks, schools, walks and community engagement. The aim was to raise awareness of the scheme and promote the benefits.

He explained that there was a need for the scheme in the area as there were high rates of cancer, obesity, diabetes and cardiovascular disease in the Cannock Chase District. The Committee noted the work undertaken with Macmillan cancer support to fund the new Specialist Activity Instructor post. Research studies and evidence showing the benefits of exercise for cancer patients was also outlined, including information on the Active After Cancer Programme.

To raise awareness of the Cannock Health Referral scheme meetings had been arranged with local health providers and a local network of potential referrers were being contacted. Work was ongoing to build up a relationship with Macmillan Partners, Stafford (County) hospital, Cannock hospital, Cancer care and self help groups to help promote the scheme. It was noted that should any patients who were referred be reluctant to participate in activities at the Leisure Centres it was possible to meet them in their homes, give advice on the importance of exercise and leave them with a home exercise pack.

Reference was made to another initiative "Walking together for a healthier you". It was explained that walking was a low risk, easily accessible activity that benefitted health. A leaflet was circulated to the Committee and it was explained that other groups, such as Age UK and the Friends of Hednesford Park (who also organised walks) had joined forces with WLCT. The leaflet included all the information about walks being provided in the District by the various organisations. Members of the Committee talked about how the leaflet was being advertised and suggested various places that it could be distributed. It was noted that the number of people attending each walk would be recorded.

With regard to promoting the Cannock Health Referral Scheme the Wellbeing Officer commented that he was hoping to get all GP's in the District on board with the scheme (at no cost to them). He advised that work was underway to invest in a new referrals system which was compatible with the GP's software. This would generate a form with the patients details included so that the GP only had to sign it. However, the forms that were currently being used by GP's to refer patients were fairly straightforward. He

further advised that he was planning to promote the Scheme through the Clinical Commissioning Group (CCG) management team. Talks had commenced to organise his attendance at a particular meeting, which all GP's were obliged to attend, so that he could promote the Scheme. He commented that GP's may not see the benefits of regular exercise and, as their background was in medication, they usually prescribed drugs as opposed to exercise. It was important to ensure GP's were aware of the Scheme and the benefits it offered to patients. The need to get GP's involved and supportive of the scheme was essential to ensure its success.

In response to a comment made by the Chairman, he advised that everyone who was referred (no matter what their age) would get an incentive of half price (£15) membership to the Leisure Centres for the first 3 months. If they showed their consistency in attendance they would receive another 9 months at the reduced rate.

He further advised that anyone of pensionable age who lived in the District could apply for the Chase Lifestyle Concession pass which entitled them to a 50% discount off leisure activities.

He commented that the most common reasons for people being against participating in exercise were the cost, time, fear and motivation. However, patients who were referred were usually impressed with the facilities on offer at the Leisure centres. He advised that the scheme was not a huge money spinner for WLCT; they were willing to invest in the Scheme as they were passionate about the health of the community.

The Head of Commissioning suggested that a letter could be forwarded to the CCG and local GP surgeries to assist in promoting the Cannock Health Referral Scheme. He could liaise with WLCT at the next contract meeting and see if a joint letter outlining the scheme could be produced. The Committee agreed with this suggestion.

The Chairman thanked George Gaye for his presentation.

AGREED:

That the presentation be noted and the Head of Commissioning liaise with WLCT and a letter be forwarded to the CCG and local GP surgeries promoting the Cannock Health Referral Scheme.

32. Quarter 2 Performance Report

The Head of Commissioning explained that the Scrutiny Report from the meeting on 27 November, 2014 had been attached to the agenda for Members' consideration (Enclosure 5.1 – 5.4). This outlined the performance with regard to the actions of this Committee for the second quarter. It was noted that all of the actions had been achieved.

AGREED:

That the Quarter 2 performance information be noted.

33. Projects Update – Quarter 3 - presentation

The Head of Commissioning provided Members with a presentation which gave an

update on projects for Quarter 3. Members noted that the five services aims were:

- To maximise opportunities for participation in culture and leisure
- To provide accessible culture and leisure services and facilities
- To encourage investment in our sporting and cultural facilities
- To develop provision of burial space within the district
- To maintain quality of managed parks provision

The performance with regard to these service aims was then outlined:-

To maximise opportunities for participation in culture and leisure

With regard to managing and monitoring the delivery of the culture and leisure services contract it was noted that three monthly contract meetings had been held this quarter as scheduled. The monthly performance updates have been provided at contract meetings and Q2 would be reported to Cabinet on 29 January, 2015. Additionally, it was noted that activities targeted at (i) those with health needs, (ii) older people and (iii) young people should be provided.

With regard to measuring performance the Officer confirmed that no Default Notices had been issued. In relation to the level of investment in facilities and services, although WLCT were not required to invest any money this year, they had invested £60k in new equipment at Chase Leisure Centre.

The number of attendances to activities during Quarter 3 were as follows:-

- (i) Those with health needs – 2,705 against a target of 2,000
- (ii) Older people – 885 against a target of 175
- (iii) Young people – 9,823 against a target of 3,704

With regard to achieving a 1% increase in annual attendances at all culture and leisure facilities and services it was confirmed that this was currently at 9.8% (1% = 8,397 attendances).

Members noted that it was inevitable that this figure would level out at some stage. It would be important for WLCT to concentrate on trying to reach the inactive groups in order to encourage attendance.

To provide accessible culture and leisure services and facilities

- 1% increase in concessionary card members (1% = 60 members) (currently 3% down)

To encourage investment in our sporting and cultural facilities

- To explore and establish funding resource to support capital development of a community sport and recreation hub at the former stadium site
- Cabinet have received and approved a report on 18 September setting out the capital and revenue funding for Phase 1 of the Master Plan
- Planning application has been approved
- Tender for Play Areas evaluated and Wicksteed had been appointed
- Consultation in local schools to be carried out this week

- Discharge planning conditions February 2015
- Start on site early March

Members were shown a number of slides outlining the proposals for the community sport and recreation hub. These slides showed the exciting playground design proposal which has been designed to regenerate the area and celebrate the rich history of the location. The long history of coal mining in the Cannock area and the Cannock Sports Stadium were both represented within the design proposal. The 0-5 years play area had a mining focus whilst the 5-11 years play area focused on the history of the stadium site and featured a mini race track around the play equipment.

A Councillor considered that there should be a focus on facilities for older people and asked whether equipment for older people was included in the scheme. The Head of Commissioning confirmed that agility equipment aimed at older persons would be included in Phase 2 of the scheme. In addition, exercise equipment was located all around the site and this could be used by older people. Furthermore, equipment suitable for use by older people would be provided at both Hednesford park and at the sport and community hub on the former stadium site.

To develop proposals for 2nd full size Artificial Grass Pitch (AGP) in the district (Hednesford)

- To explore and establish funding resource to support capital development
- An initial enquiry to Sport England Improvement Fund has been submitted in Quarter 2 and the Council have been invited to submit an Expression of Interest in Quarter 3
- Council invited to apply for next stage – only 27 projects for 187 applications invited to apply
- Planning application has been approved

To continue to develop Hednesford Park – Heritage Lottery Fund (HLF) Project

- Pavilion – Pre-Qualification Questionnaire (PQQ) received and currently being evaluated
- Hard surface works – ongoing (Car park to be open next 2-4 weeks)
- Play areas – tenders received – Proludic have been appointed
- Skate park – specification finalised, next stage - tender

To develop and open new mining gallery – complete

To develop provision of burial space within the district

- Tender, evaluation and appointment of contractor completed in Quarter 3 and start on site in Quarter 4 (Stile Cop)
- Burial site south of AONB – Planning application submitted during Quarter 3 and ongoing discussion to purchase the site subject to planning approval

To maintain quality of managed park provision

- Implement Parks Management Plans
Management Plans continue to be developed and implemented throughout 2014-15 (taking into account any feedback and findings resulting from Green Flag

inspections). Currently feedback has only been received in respect of Ravenhill park.

The Chairman asked whether any new employment would be created at the parks. The Head of Commissioning confirmed a new post of Community Gardener had been created (via the HLF funding) at Hednesford park and there may be volunteering opportunities. Additionally, there was potential to open a café once work on the pavilion had been completed and this may result in some employment opportunities, albeit very limited.

Concern was raised regarding graffiti in the District. The Head of Commissioning acknowledged this was a difficult issue to address. However, the involvement of young people in consultation events regarding facilities (as with Hednesford Park and the former Stadium site) may help. Additionally, work would continue with the Police to address any anti social behaviour (ASB) when it occurred.

The Culture and Sport Portfolio Leader commented that additional lighting was being provided at both Hednesford park and the former stadium site and this would assist in discouraging ASB and graffiti. Members noted that encouraging usage by the community at these sites for longer hours throughout the day also assisted in tackling ASB.

AGREED:

That the Quarter 3 performance be noted.

The meeting finished at 5.10pm.

CHAIRMAN