

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
CULTURE AND SPORT POLICY DEVELOPMENT COMMITTEE
WEDNESDAY, 18 MARCH, 2015 AT 4.00 P.M.
IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK

PART 1

PRESENT: Councillors

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

Freeman, Miss M.
Grocott, M.R.
Spicer, Mrs. A.

Sutton, Mrs. H.M.
Whitehouse, Miss S.

34. Apologies

An apology for absence was received from Councillor Mrs. C. Mitchell.

35. 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.

36. Minutes

The Head of Commissioning referred to Minute 30(B) and explained that he had been unable to find any contact details for the Chasewater Liaison Group. Councillor Stretton suggested that Staffordshire County Council should be approached as they now had responsibility for Chasewater. The Chairman advised that he would liaise with Graham Hunt, Community Partnership Officer at Staffordshire County Council and report back to the Committee.

RESOLVED:

That the Minutes of the meeting held on 21 January, 2015 be approved as a correct record.

37. To receive an update from Wigan Leisure Culture Trust (WLCT), Lisa Shephard and Louise Rose – Community Wellbeing Arts Delivery and Outcomes

The Chairman welcomed Lisa Shephard, Louise Rose and Chris Derbyshire from Wigan Leisure and Culture Trust, Community Arts and Wellbeing to the meeting.

Lisa Shephard and Louise Rose made up the 1.5 posts within the Community Wellbeing Arts team. Their work made use of arts and creativity as an engagement

tool to meet local priorities. Theme areas included (i) Arts, Health and Wellbeing, (ii) Creative Economy and (iii) Community Spirit and Cohesion.

Community Wellbeing Arts delivers an outreach creative service within the District. Work is carried out alongside a range of partners to deliver community based initiatives, commissions, events and projects. The service develops initiatives with local organisations using creative approaches as a tool for communication, consultation, raising awareness, community engagement, promotion and evaluation.

Reference was made to some of their work, including:

- “The Good Life” which was a website that looks at fun ways to improve the health of families locally and to show that living a healthy lifestyle can be fun
- “Changing Places” – WLCT joined forces with Cannock Chase Council to deliver a community project to improve the appearance of the Beecroft Road underpass in 2013. Work had now commenced on improvements to the Mill Street underpass
- “The Chase Creative hub” which was an on-line directory and support resource for the local creative community. The website brought together individuals and businesses that live or work within the creative sector in the District. The objective was to promote, connect and develop the local creative sector through support, marketing and advocacy. Members were shown a short video which promoted the Chase Creative hub.
- The team supported workshops which were held recently focusing on the importance of using social media to help promote small businesses
- Lea Hall Miners Welfare Centre had been supported in order to generate a piece of art that had increased footfall and encouraged people to be active
- Chadsmoor Tapestry Group had been provided with support to encourage people to remain active in their senior years
- The team supported numerous events to help promote Cannock Chase District, including youth based events to encourage youths to become involved in the Arts
- “Well Active” which was a website due to be launched in May aimed at helping people with disabilities and learning difficulties find out what is going on in the District
- “Splash and Dance” – assisted in the funding bid to provide dance and swimming activities for people with disabilities at Chase Leisure Centre. The Leisure Centre now offered this activity for a small fee

It was then explained that, as part of measuring the teams impact, members were currently provided with number based (not outcome/impact based) feedback on:

- Participation
- Activities
- Juniors/Adults
- Volunteer hours etc
- Health needs
- Visits to Route to Health

There was no accreditation system to showcase the Community Wellbeing Arts service achievements. It was considered that there was a need to strengthen communication

and awareness of where and what the team were doing. However, it was noted that it was difficult to capture the impact on how the team provided guidance and support to groups/individuals/events/projects/organisations.

It was suggested that quarterly performance reports provided to Members should include a case study demonstrating the impact in relation to a projects purpose and needs. Additionally, the report would include information on the nature of current working within the priority areas – Arts and Health, Creative Economy, Community Spirit and Cohesion and the support and guidance provided. An annual snap shot calendar would also be provided which would include an update on the district strategy for the Arts and the Wigan Culture Trust business plans.

Chris Derbyshire added it was important to raise awareness of the nature of work the Community Wellbeing Arts team was involved with and to maintain a relationship with Members. WLCT would be willing to provide further presentations to Members and he would liaise with the Head of Commissioning regarding this.

Members agreed that it was important to be aware of the work undertaken by the Community Wellbeing Arts team and to see some of the work they had been involved with throughout the District. Reference was made to the “Route to Health” trail which had been running for 14 years now. The trail was created by local artists, students, schools and community groups and unique art pieces themed around health issues were located along the trail.

The Committee noted that meetings had been held at different locations in order that Members could see what was available within the District. The last meeting was held at Chase Leisure Centre and Members considered that the tour of the facilities was very useful.

The Head of Commissioning explained that future performance reports would have a different look. The performance of the Community Wellbeing Arts team would focus on the projects they were involved with and the impact made as a result of these projects.

The Chairman thanked the officers from WLCT for their presentation and noted that the Community Wellbeing Arts team were committed to achieving the required results. On behalf of the Committee he thanked them for their efforts.

AGREED:

That the presentation on the work of the Community Wellbeing Arts team be noted.

38. Priority Delivery Plans (PDP) Update 2015

The Head of Commissioning provided Members with a presentation which gave an update on projects for the year (up to February 2015). Members noted the five key service aims/actions:-

Service Aims

- (1) To maximise opportunities for participation in culture and leisure
Actions: Hold Monthly Contract Meetings, produce quarterly performance information reports and provide activities for targeted groups
- (2) To provide accessible culture and leisure services and facilities

- Action:** To provide concessionary scheme and increase use of scheme by 1%
- (3) To encourage Investment in sporting and cultural facilities
Actions: To progress the funding and development of the: Stadium Site and AGP in Hednesford
 To continue to progress and develop the HLF Hednesford Park Project
 To complete the development of the Mining Gallery at the Museum
- (4) To develop provision of burial space within the District
Actions: To commence and complete the extension works at Stile Cop
 To identify a suitable site south of the AONB, submit a planning application and secure the site
- (5) To maintain the quality of managed parks provision
Actions: To implement Parks Management Plans and undergo inspections and assessment

To maximise opportunities for participation in culture and leisure

To manage and monitor the delivery of the culture and leisure services contract

- 2 monthly contract meetings have been held this quarter as scheduled and 11 have been held to date
- Monthly Performance updates have been provided at Contract meetings and Q2 Was reported to Cabinet in January, Q3 would be reported in April and the year end (Q4) in June
- To provide activities targeted at (i) those with health needs, (ii) older people and (iii) young people

Performance Measures

- Number of Default Notices Issued – No Default Notices issued
- Level of investment in facilities and services - £60k in new equipment at Chase Leisure Centre
- Number of attendances to activities to February 2015
 - (i) Those with health needs 8,229 against a target of 7,333
 - (ii) Older people 2,420 against a target of 965
 - (iii) Young People 28,593 against a target of 18,568
- 1% increase in annual attendances at all culture and leisure facilities and services. Currently year to date 8% (1% = 8,397 attendances). (Members noted that although this was still running above target the annual 1% increase would not be sustainable).

To provide accessible culture and leisure services and facilities Performance Measure

- 1% increase in concessionary card members (1% =60 members) Currently 5% down

Members noted that the reason for the decrease in the number of concessionary card members may be due to card holders not renewing their cards. Work was underway to contact card holders and encourage them to renew. More active promotion on the website may assist.

To encourage Investment in sporting and cultural facilities

To develop a community sport and recreation hub at the former stadium site

- Cabinet 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 (December 2014)
- Tender for Play Areas evaluated and Wicksteed appointed
- Consultation in local schools Jan/Feb 2015 (a number of adjustments had been made as a result of the consultation)
- Discharge planning conditions Feb 2015
- Start on Site Early March – Started on site 2nd March 2015

To encourage Investment in sporting and cultural facilities

To develop proposals for 2nd full size ATP in the district

- Planning application has been approved
- Funding application submitted to Sport England (SE) for funding (£390k)
- Conditional offer for funding from SE – Feb 2015 to support capital development
- Purchase of land currently with Council's and Vendor's solicitors

To develop provision of burial space within the district

- Stile Cop - Tender, Evaluation and appointment of Contractor completed in Q3
- Start on Site Q4
- Work in progress (80% complete) – Completion end of March
- South of AONB – Planning Application submitted during Q3
- Planning approval (January 2015)
- Due Diligence tests to be undertaken before completion of purchase. (e.g. gas monitoring, pollution and mining surveys etc)

To maintain quality of managed parks provision

Implement Parks Management - 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.

A Member raised concern that the Green Flag Inspections were often a paper exercise and sometimes did not give true feedback. She referred to the Management Plans and asked whether the Park Protocol was included within the Management Plans for all of the parks. The Head of Commissioning would contact the Member direct and advise her accordingly.

Members were shown photographs of the work being undertaken at the former Stadium site. The Committee noted that, following consultation with local schools, a number of adjustments had been made. These were as follows:-

- Addition of more climbing equipment
- Zebra crossings had been included
- Disabled access had been improved
- Additional picnic benches
- Reduction to the height of the mounds between the play areas to make them wheelchair accessible

AGREED:

That the performance information during 2014-2015 be noted.

The meeting finished at 5.10pm.

CHAIRMAN