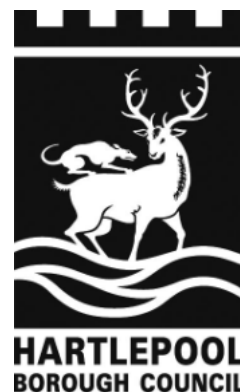


CULTURE, LEISURE AND TOURISM PORTFOLIO

DECISION SCHEDULE



Tuesday, 21 June 2011

at 10.00 am

in Committee Room C, Civic Centre, Hartlepool

Councillor H Thompson, Cabinet Member responsible for Culture, Leisure and Tourism will consider the following items.

1. KEY DECISIONS

No items

2. OTHER ITEMS REQUIRING DECISION

- 2.1 The Proposed Mary Hoban Centre for Local Studies - *Director of Child and Adult Studies*

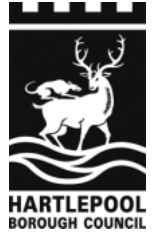
3. ITEMS FOR INFORMATION

- 3.1 2012 Olympic Legacy Event for Hartlepool – *Director of Child and Adult Services*
- 3.2 Proposed Redesign of Summerhill BMX Track – *Director of Child and Adult Services*
- 3.3 Progress and Achievements of the Sports Development Service – *Director of Child and Adult Services*
- 3.4 Queen's Diamond Jubilee Event 2-5 June 2012 – *Director of Child and Adult Services*

CULTURE, LEISURE AND TOURISM PORTFOLIO

Report to Portfolio Holder

21 June 2011



Report of: Director of Child & Adult Services

Subject: THE PROPOSED MARY HOBAN CENTRE
FOR LOCAL STUDIES

SUMMARY

1.0 PURPOSE OF REPORT

To inform the Portfolio Holder of the wish to name the refurbished local studies area in the Central Library as the Mary Hoban Local Studies Centre

2.0 SUMMARY OF CONTENTS

A dedicated local studies area has been created as part of improvement and refurbishment at the Central Library. Mary Hoban began working for Hartlepool Libraries in 1959 and was Reference Librarian of the town from 1967 to the time of her sudden death in 2004. It is proposed that the refurbished area should be named as the Mary Hoban Centre For Local Studies as a way for the town to remember and thank Mary for her unique contribution to many aspects of life in Hartlepool.

3.0 RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Member is responsible for library services in Hartlepool.

4.0 TYPE OF DECISION

Non-Key.

5.0 DECISION MAKING ROUTE

Culture, Leisure and Tourism Portfolio 21 June 2011

5.0 DECISION(S) REQUIRED

Portfolio holder approval to proceed with the proposal is requested

Report of: Director of Child & Adult Services

Subject: THE PROPOSED MARY HOBAN CENTRE
FOR LOCAL STUDIES

1. PURPOSE OF REPORT

To inform the Portfolio Holder of the wish to name the redeveloped local studies area in the Central Library the Mary Hoban Centre For Local Studies.

2. BACKGROUND

Local and Family history are very popular areas of study and research in the Central Library. As part of refurbishment completed in 2010 a dedicated local studies area was established.

Mary Hoban began working for Hartlepool Libraries in 1959. After qualifying as a librarian she was appointed as the town's Reference Librarian in 1967, a post she held up to the time of her sudden death in 2004. Mary's contribution to many aspects of life in Hartlepool was unique, encompassing Hartlepool Archaeological & Historical Society, Hartlepool Music Society, the Citizens Advice Bureau, Chamber of Commerce and more. Generations of children and young people in Hartlepool studied for school and college exams using resources planned and managed by Mary.

Naming the local studies area after Mary would be a fitting way of recognising and thanking Mary for her contributions to so many areas of life in Hartlepool. If approved, an opening ceremony would take place in September this year.

3. FINANCIAL IMPLICATIONS

There are no significant financial implications.

4. RECOMMENDATIONS

That the Portfolio Holder approve this proposal.

Contact Officer: Graham Jarritt, Libraries and Community Manager, Tel: (52)3194. email: graham.jarritt@hartlepool.gov.uk

CULTURE, LEISURE & TOURISM PORTFOLIO

Report to Portfolio Holder

21 June 2011



Report of: Director of Child and Adult Services

Subject: 2012 OLYMPIC LEGACY EVENT FOR
HARTLEPOOL

SUMMARY

1 PURPOSE OF REPORT

To inform the Portfolio Holder of the Sport and Recreation and Cultural Services Olympic celebratory event (*'Celebration Village...Let the Games Begin'*) which will mark the one year anniversary to the London 2012 Olympic Games.

2. SUMMARY OF CONTENTS

Hartlepool's Olympic Legacy is a three year programme which showcases the marriage between the arts and sport. The July celebratory event, taking place in year two of the legacy programme, is scheduled for 24th July this year. The report illustrates the main plans for the event, the programme of activities confirmed and the partners involved. The celebratory event is listed as one of the London Olympic Organising Committee's open weekends.

3. RELEVANCE TO PORTFOLIO MEMBER

Culture, Leisure and Tourism Portfolio includes Sport and Recreation.

4. TYPE OF DECISION

Non-Key.

5. DECISION MAKING ROUTE

Culture, Leisure and Tourism Portfolio.

6. DECISION(S) REQUIRED

Comments from the Portfolio Holder are welcomed.

Report of: Director of Child and Adult Services

Subject: 2012 OLYMPIC LEGACY EVENT FOR
HARTLEPOOL

1. PURPOSE OF REPORT

- 1.1 To inform the Portfolio Holder of the joint Sport and Recreation and Cultural Services Olympic legacy event (*'Celebration Village...Let the Games Begin'*) taking place in Hartlepool on July 24th 2011. This will mark the one year to go anniversary for the London 2012 Olympic Games.

2. BACKGROUND

- 2.1 London was announced as the host city for the Olympic Games 2012 in July 2005. The London Organising Committee of the Olympic Games (LOCOG) is responsible not only for staging the 2012 Games, but for also staging a series of test events in the year before the Games; recruiting and training volunteers; creating a lasting legacy and overseeing the four year Cultural Olympiad.
- 2.2 As part of the Cultural Olympiad, LOCOG requested in 2009 that each Local Authority deliver celebratory events to mark both the two year and one year anniversaries to the Games. However in 2010 with Tall Ships being a priority, Hartlepool did not deliver an event to mark the two year anniversary with 2011 deemed to be more appropriate.
- 2.3 As the Portfolio Holder will appreciate, delivering an event of this nature has its potential challenges. Encouraging local support may be more difficult for us in Hartlepool than for a London Borough, mainly because of the distances involved and people feeling disenfranchised from the Games. The other aspect is that LOCOG do not provide any financial support to aid Local Authorities to deliver this kind of event.
- 2.4 However, with the opportunity to use the Olympics to encourage sport and physical activity participation and the fact that Hartlepool has a 2012 Training Camp facility in the Marina for sailing, officers from Sport and Recreation have developed an Olympic Legacy Programme which will commence with a "one year to go" celebratory event. Working in partnership with Cultural Services, officers have worked together on a programme of activity targeted at families to ensure mass participation, the aims of which are as follows:-
- To host a town wide event to celebrate the one year anniversary to the Olympic Games
 - To give a platform for sporting and cultural groups to promote engagement opportunities

- To encourage a new target audience to engage with arts and museums via a photography project and exhibition.
- To celebrate and highlight achievements of young people from Hartlepool.
- To achieve Inspire Mark for the programme (an Olympic accreditation for projects which have been genuinely inspired by the Games)
- Increase participation of women and girls in sport and physical activity (measured by Sport England's Active People Survey)
- To tackle negative social perceptions of young people highlighting positive images of young people participating in activity.
- To increase the number of women and girls accessing recreational activities (measured by leisure centre attendances and the Active People Survey)
- Celebrate the Olympic concept - the marriage between arts and sports.
- Encourage families to be more supportive of their children's participation in sport and physical activity.
- To create a lasting legacy of the London 2012 Olympic Games in Hartlepool.

3. DETAILS OF THE CELEBRATORY EVENT

- 3.1 The main celebratory event will take place on the 24th July from 11.00am until 5.00pm at Summerhill Visitors Centre. However, this will be preceded by a Family Fun Run commencing at 9.30am that is being organised in partnership with Burn Road Harriers.
- 3.2 The Visitors Centre and the surrounding area will be hosting sports demonstrations provided by local clubs and partners. Confirmed displays are, Hartlepool Wadokai, Zumba, Cyber Coach, Hartlepool Gymnastics Club, and Boccia. The majority of activities aim to be as interactive as possible with the public participating in taster sessions allowing the provider to promote their services and increase participation. **(PLEASE REFER TO APPENDIX 1)**
- 3.3 A number of display stands will be based around the Visitors Centre manned by various sports clubs and partners such as Cleveland Fire Brigade, providing interactive opportunities. An under five's play area will be provided as well as picnic tables and Groundwork North East will be delivering activities such as giant chess boards, jenga and tug of war. Groundwork North East has also agreed to provide a bungee run.
- 3.4 Around the main site, arts performances will be provided. The intention is to have activities situated no further than a few minutes walk away from each other in order to maintain visitor's attention as they walk around the site. Activities will include a BMX display by the North East BMX club, dance performances around the Boulder Park, the story of Peg Powler at the lake area, street theatre overlooking the viewing area, 'Lets Circus' in the events section of the site and 'Hang', a trapeze group, near the high ropes course. All performers will be strategically placed around the site to engage visitors and entertain young children.

- 3.5 Four organised guided walks will also take place to enable participants to capture all the performances. These will take place at 11.15am, 12.15am, 1.15pm and 2.15pm; however, visitors will still be welcome to explore Summerhill independently. Signage will also be placed in key areas of the site to showcase how far individuals have walked as well as giving key health messages to reinforce the health and wellbeing agenda.
- 3.6 Some noteworthy guests have been invited to attend including Hartlepool's current Olympic hopefuls, Savannah Marshall (Boxing), Amanda Coulson (Boxing) and Gemma Lowe (Swimming). As part of our wider Olympic Legacy Programme, these athletes are also taking part in the "Hartlepool Women in Sport" photography exhibition that will be completed and displayed in the Art Gallery in July 2012. This element of the legacy programme is key to the objective of inspiring other women and girls to participate in sport and physical activity.
- 3.7 Linked to this, some further project work, "Digital Stories", is currently being undertaken in partnership with Manor College, English Martyrs School, Hartlepool College of Further Education and Brinkburn 6th Form College. This work which involves identified gifted and talented sporting females from the town telling their story of why they are involved in their individual sport. It is intended that some of this work will also be screened at the celebratory event.

4. EVENT MARKETING AND PROMOTION

- 4.1 To ensure young people's involvement in the preparation of the event, Officers approached Brinkburn 6th Form College to help facilitate the marketing and promotion work. A team of five students have subsequently been working on this since February and has proved to be very successful.
- 4.2 One of the key tasks was to develop a name for the event and design a logo which posed quite a challenge for the students as due to LOCOG restrictions, certain words such as London or 2012 cannot be used. The name decided upon is "*Celebration Village...Let the Games Begin*" and a logo has been designed as attached at **Appendix 2**. A marketing timeline has been developed which will ensure coverage in Hartbeat and Primary Times as well as on Hartlepool Radio. School visits have also been planned for June and a timetabled block within the vacant shop in Middleton Grange as part of the vacant shop initiative will be used to promote the event.

5. FINANCIAL IMPLICATIONS

- 5.1 A grant of £10,000 from Arts Council England has been successfully secured to provide for the arts based programmes and performances. The remaining funding of approximately £7,000 has been made available via the normal revenue budgets of both Sport and Recreation and Cultural Services.

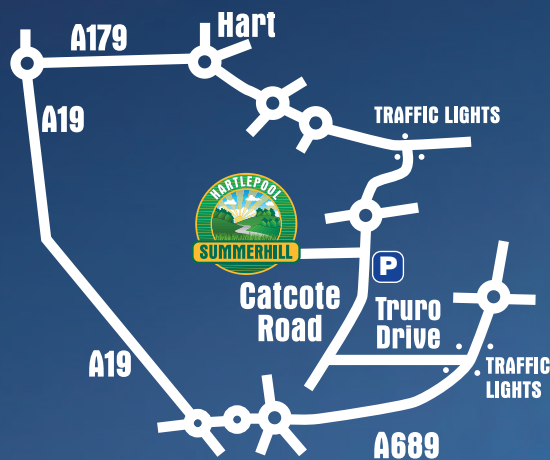
- 5.2 In addition to this, Brinkburn Sixth Form College are funding advertising costs in Hartbeat. Other partners such as the Sports Clubs, Cleveland Fire Brigade and Groundwork are contributing to the event free of charge.

6. RECOMMENDATIONS

Comments from the Portfolio Holder are welcomed.

CONTACT OFFICER: Pat Usher – Sport and Recreation Manager

Background Papers



WIN £100 of Sporting activities!

To be entered into the free prize draw, simply complete this coupon and hand it in on the day at the Summerhill Visitor Centre.

NAME:.....

ADDRESS:.....

POSTCODE:.....

TEL NO:.....

Leahlot 001

How to get to Summerhill Visitors Centre

From the North

Take the A179 Hartlepool turn off from the A19. Turn right at the Hart roundabout. Follow the road for 1 3/4 miles and turn right at the traffic lights. Head straight on for approx. 1 mile and turn right down Summerhill Lane.

From the South

Take the A689 turn off from the A19. Travel into Hartlepool and turn left along Truro Drive at the traffic lights. At the end of the road turn right at the T junction onto Catcote Road. Head straight on for 1 3/4 miles and turn left down Summerhill Lane.

**Parking is available at West Hartlepool Ruby Club.
Blue Badge parking available at Summerhill.
No street parking in Summerhill Lane.**

Summerhill Visitors Centre,
Summerhill Lane, TS25 4LL (off Catcote Road)
www.sunnysummerhill.com
or contact sport.recreation@hartlepool.gov.uk
for more information (01429 523404).



FREE FAMILY FUN FOR ALL Sunday 24th July 2011

**Celebration Village - Let the Games Begin
at Summerhill Outdoor Country Park**

11am till 5pm

family fun run taking place 9.00am till 10.30am
(pre registration at 8.45am)

To mark the One Year Anniversary to the Olympic Games, Hartlepool Borough Council Sport and Recreation and Cultural Services are hosting a celebratory event for all the family!



Street Theatre
Dance
Performances
Bungee Run
Sports
Demonstrations
Zumba
Netball
Football
Basketball



and much much more...

**Open
Weekend**
July 24th

Supported by BP



Supported by
**ARTS COUNCIL
ENGLAND**



Important Information

Summerhill is an outdoor country park; we therefore suggest that participants of this free event dress suitably for the weather conditions and note that the surface underfoot is uneven. As the site is a nature reserve some of the course is naturally overgrown. The park will take approximately three hours to walk round to see the entire site of activities. Limited seating will be available therefore please wear appropriate footwear.



Celebration Village - Let the Games Begin at Summerhill Outdoor Country Park

11am till 5pm

FREE FAMILY FUN FOR ALL
Sunday 24th July 2011
11am till 5pm



KEY

- Watercourse & Ponds
- Woodland & Young Trees
- Open Area Rough Ground
- Marsh Area
- Multi User Route
- Paths & Tracks
- Buildings
- Sculptures
- Hedgerow
- Main Road

Family Events

1 Visitors Centre: sports area
Sports Clubs display stands
Information point (outside).
Multi Use Games Area (outside)
for sports activities.

2 Visitors Centre inside area:
Hartlepool Wadokai
Hartlepool Gymnastics Club
Zumba
Boccia
Cyber Coach

3 Back of the Visitors Centre
Tug of War
Bungee Run
Giant board games including
chess and jenga
Under 5's play area

Around the site (see map)

- 4** BMX Course - BMX Club display
- 5** Peg Powler (Atreabates theatre group)
- 6** Wonderland (Dodgy Clutch)
- 7** The Circus (Lets Circus)
- 8** Hang (Aerialist Performance)
- 9** Dance performances
(around the boulder park)

Guided Walks

There will be four guided tours
taking place around the site starting from
the Visitor Centre at 11.15am, 12.15pm,
13.15pm & 14.15pm to ensure
participants capture all performances.
Participants are still welcome to wander
round the site at their own leisure.

Join in the Family Fun Run

9.00am till 10.30am

Anyone taking part in the Fun Run can
complete and return an entry form before
the day of the race. Or pre-register at 8.45am
on the day. To receive an entry form please call
01429 523404





CULTURE, LEISURE & TOURISM PORTFOLIO

Report to Portfolio Holder

21 June 2011



Report of: Director of Child and Adult Services

Subject: PROPOSED REDESIGN OF SUMMERHILL BMX TRACK

SUMMARY

1 PURPOSE OF REPORT

To update the Portfolio Holder on proposed future developments at Summerhill in relation to its BMX track.

2. SUMMARY OF CONTENTS

BMX cycling is an Olympic sport and will feature in the London 2012 Games. Summerhill has been home to the North East BMX club since 2005 and with the track being constructed to national standards, the club has produced three British Champions all of which continue to have high hopes of climbing national and international rankings. However, the track has deteriorated over time and no longer meets national standards, requiring a redesign as well as essential maintenance and repair work.

The report serves to outline these issues and the costs associated to bring it back up to the required standards. It also gives details of the opportunities this development will bring in being able to attract future national events, the establishment of a regional coaching centre as well as providing excellent local opportunities for young people.

Estimated costs for the improvements are in the region of £75,000 and with a reliance on securing external grant funding to undertake the work, the report gives details of a successful Stage One funding submission to BIFFA for a grant £50,000 and a Stage Two submission requirement by July. Further funding continues to be sought.

3. RELEVANCE TO PORTFOLIO MEMBER

Culture, Leisure and Tourism Portfolio includes Sport and Recreation.

4. TYPE OF DECISION

Non-Key.

5. DECISION MAKING ROUTE

Culture, Leisure and Tourism Portfolio.

6. DECISION(S) REQUIRED

Comments from the Portfolio Holder are welcomed.

Report of: Director of Child and Adult Services

Subject: PROPOSED REDESIGN OF SUMMERHILL
BMX TRACK

1. PURPOSE OF REPORT

- 1.1 To update the portfolio holder on proposed future developments at Summerhill in relation to the BMX track

2. BACKGROUND

- 2.1 Summerhill Visitors Centre Outdoor Sports Centre and Nature Reserve was developed and built in 1997. The site is managed by the Council's Sport and Recreation service and offers a range of facilities such as an outdoor boulder park, indoor climbing wall, high ropes course and BMX Track as well as varying habitats and trails.

3. CURRENT BMX PROVISION

- 3.1 The BMX Track is predominantly used by the North East BMX (NEBMX) club who are based at Summerhill. The club was formed in 2005 and is committed to promoting BMX racing in the community and run regular coaching sessions for people of all ages. The club is formally recognised by its national governing body British Cycling.
- 3.2 NEBMX currently has approximately 35 members ranging from as far as Bishop Auckland, Gateshead, Newcastle and Darlington, three of whom are British Champions who continue to climb national and international rankings. In June 2008, NEBMX hosted an event at Summerhill in the national BMX series. This was the first event of its kind staged in the North East since the early 1990's.
- 3.3 To enable future events of this nature to be held at Summerhill and to assist NEBMX in its ambition to maintain its recognition as a high performing club, the track has to meet national standards as determined by British Cycling. However over the years, these guidelines have changed and the track consequently has lost its national standard status.
- 3.4 A sport of this nature also means that the track surface suffers a high degree of wear and tear. As a consequence, this has also contributed to the track falling below national standards and with the nearest one located in Manchester, the British Champions make a weekly 240 mile round trip in order to train for future competitions. It is credit to

these riders that they have been able to reach the standards they have given the current condition of the track at Summerhill.

- 3.5 BMX riding is acknowledged as an Olympic sport and will feature as part of the London 2012 Games. As part of our Olympic Legacy programme therefore, with improvements to the track at Summerhill, we have the opportunity to use this as a platform to widen the sport to a new audience, particularly local young people.
- 3.6 This will also assist NEBMX to grow and develop as a club and ensure that Summerhill can attract national BMX events in the future.

4. PROPOSED TRACK DEVELOPMENT AND IMPROVEMENTS

- 4.1 Whilst the Council has provided some limited track maintenance over the years, since NEBMX established their club base at Summerhill, they have made a significant contribution towards the upkeep of the track both financially and in terms of the manual work being carried out by club members.
- 4.2 As part of the proposed improvement works and to aid vehicle, machine and materials access to the entire Summerhill site, bridge widening works were completed in April 2011 thus reducing the cost of any future work undertaken. Previously, all materials had to be manually carried or barrowed from the car park.
- 4.3 Partial track resurfacing work has also recently been undertaken as a temporary measure and improvements to the start gate has also been completed. Collectively, the cost of the work funded by the Department has amounted to approximately £10,000. However, further significant work is also required to bring the track up to national standards but will be reliant on our ability to be able to secure external capital funding.
- 4.4 An improvement plan has been developed in partnership with NEBMX, British Cycling and officers from Sport and Recreation which provide a re-designed track in accordance with national standards and improved spectator areas. Specialist companies have been approached for quotations to allow for funding bids to be submitted and these have ranged between £50,000 and £100,000.
- 4.5 The Portfolio Holder will be aware how difficult it is to secure capital funding given the current financial climate. However there are some options that officers are pursuing as detailed in Section 5.

5. FINANCIAL IMPLICATIONS

- 5.1 The intention is to secure external funding to undertake this work and with officers working in partnership with NEBMX, they are being assisted with opportunities to apply for funding for which Local Authorities are ineligible. There will therefore be no financial implications for the Authority with the exception of officer time.
- 5.2 In April 2011, a Stage One application was made in the Club's name to BIFFA, a landfill trust operator who were offering grants ranging from £5,000 to £50,000 and some excellent news has been recently received inviting us to proceed to a Stage Two submission for the maximum grant of £50,000.
- 5.3 The deadline for the Stage Two submission is July 5th 2011 and will require community consultation to be undertaken evidencing support for the bid. Officers from Sport and Recreation will be leading on this, meeting with ward members, resident groups and key partners for letters of support.
- 5.4 NEBMX have undertaken to contribute the required 10% of the grant value (£5,000) from BIFFA towards the project, but with estimated costs averaging £75,000, additional funding needs to be sought. Officers are currently therefore pursuing this and are in discussion with Groundwork regarding other potential funding streams.

6. SUMMARY

- 6.1 The proposed redesign and improvements to the BMX Track at Summerhill aims to provide one of the best racing facilities in the country whilst at the same time providing an excellent open access free resource for anyone interested in BMX riding.
- 6.2 In doing so, Officers hope to attract national events as well as becoming a recognised centre for regional coaching courses. It will also provide an excellent resource for local young people.

7. RECOMMENDATIONS

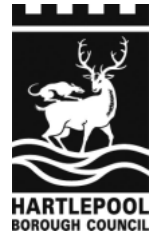
Comments from the Portfolio Holder are welcomed.

CONTACT OFFICER: Pat Usher – Sport & Recreation Manager

CULTURE, LEISURE AND TOURISM PORTFOLIO

Report to Portfolio Holder

21 June 2011



Report of: Director of Child and Adult Services

Subject: PROGRESS AND ACHIEVEMENTS OF THE
SPORTS DEVELOPMENT SERVICE

SUMMARY

1. PURPOSE OF REPORT

The purpose of the report is to inform and update the Portfolio Holder on progress of the main areas of work of the Council's Sports Development Team and achievements made to date.

2. SUMMARY OF CONTENTS

The report includes the achievements of the service and highlights progress and outcomes associated with several areas of work including the GP Referral Programme (Hartlepool Exercise For Life Programme), Outdoor Adventurous Activities, and the core sports development work.

3. RELEVANCE TO PORTFOLIO MEMBER

Culture, Leisure and Tourism Portfolio includes Sport and Recreation.

4. TYPE OF DECISION

Non-Key.

5. DECISION MAKING ROUTE

Culture, Leisure and Tourism Portfolio, 21 June 2011.

6. DECISION(S) REQUIRED

Comments from the Portfolio Holder are welcomed.

Report of: Director of Child and Adult Services

Subject: PROGRESS AND ACHIEVEMENTS OF THE
SPORTS DEVELOPMENT SERVICE

1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to inform and update the Portfolio Holder on progress of the main areas of work of the Council's Sports Development Team and achievements made to date.

2. BACKGROUND

- 2.1 The Council's Sports Development Team sits within the Sport and Recreation Section of the Child and Adult Services Department. It is specifically part of the Sport and Physical Activity service which also includes Summerhill Outdoor Activity Centre and Country Park as well as the Schools Learn to Swim Programme.

- 2.2 Sports Development consists of a team of sports development officers, the Outdoor Activities service and the GP Referral Scheme - Hartlepool Exercise for Life Programme (HELP) and its overall aim is to increase participation in sport and physical activity. This is of significant importance particularly given the health characteristics of Hartlepool as sport and physical activity offers a preventative pathway as well as a vehicle for addressing unhealthy behaviours.

- 2.3 The team works in partnership with a number of organisations and is a key partner of the Community Activities Network for the town, with all concerned coordinating together to ensure that appropriate provision and projects achieve their aims and objectives. The work of the Team therefore specifically links to many different agendas that in turn will link to Hartlepool's emerging Sport and Physical Activity Strategy. These agendas include areas such as:-

- health and mental health and wellbeing
- social care
- cardiac rehabilitation in the community
- older people
- workplace health
- drug prevention and rehabilitation
- inclusion e.g. looked after children, disability, young offenders
- Volunteering and coach and club development

- 2.4 Examples of particular initiatives currently delivered include health walks, outdoor activities, GP Referrals, cardiac rehabilitation, holiday provision for children and young people, workplace health, men's health, women's begin to, dance and football development to name but a few.
- 2.5 The Sports Development Team are highly regarded. They have gained the national "Inspire Mark" accreditation for several projects, have an Outdoor Activities service licensed by the Adventurous Activity Licensing Authority as well as Learning Outside the Classroom quality badge and the industry standard "Quest" accreditation for the service in the "Highly Commended" category.

3. SPORTS DEVELOPMENT PROGRESS AND ACHIEVEMENTS UPDATE

3.1 Outdoor and Adventurous Activities (OAA)

- 3.1.1 The Outdoor Adventurous Activity (OAA) team within Sports Development consists of a Coordinator and one other officer. All other staff working on the programme are either volunteers or freelance instructors due to the specialist nature of the work involved and the level of business generated actually more than covers the cost of the assistant post as well as underpinning wider sports development expenditure.
- 3.1.2 The OAA Team hold both an Adventurous Activities Licence as well as Learning Outside the Classroom accreditations, both of which show potential customers the standards which are adhered to and the service being endorsed by external bodies. To this end, they are recognised as best practice operators.
- 3.1.3 The Team is now based at Summerhill and the scope of provision offered and taken up by many different agencies and organisations includes climbing, mountain biking, kayak/canoeing, gorge walking, hill walking, team building, abseiling, caving, raft building and residential activities. All sessions are designed to have outcomes and are also provided for GCSE and BTEC assessment. This has also involved working with many challenging groups and partners, amongst which include Youth Offending Service, Intensive Supervision and Surveillance Programme, Youth Inclusion Programme, Pupil Referral Unit, AIMS project (alternative education provision), Positive Activities for Young People and Connexions.
- 3.1.4 New clients are constantly making use of the service due to its excellent reputation built up over the years owing largely to the dedication and effort of the team concerned and attached at **Appendix 1** are some examples of the feedback received from clients. Such is the reputation that our Coordinator has recently been invited by British Cycling to deliver coaching sessions for the regional talent team.

3.2 GP Referral Scheme & Cardiac Rehabilitation - Hartlepool Exercise for Life (HELP)

- 3.2.1 The benefits of a physically active lifestyle in health promotion and disease prevention are well documented. A review conducted by NICE endorsed the importance of physical activity and stated 'Primary care practitioners should take the opportunity, whenever possible, to identify inactive adults and advise them to aim for 30 minutes of moderate activity on 5 days of the week or more'.
- 3.2.2 As a consequence, the Department of Health highlights the need to provide Exercise on Referral schemes for their local populations and one has existed as part of the Sports Development service for some years now in Hartlepool. This programme is supported and 50% funded by NHS Hartlepool and has been cited as a good practice case study in the Local Government Report February 2010 'Under Pressure: Tackling the financial challenge of councils for an aging population'.
- 3.2.3 It currently adheres to the national standards laid out in Exercise Referral Systems: A National Quality Assurance Framework (Department of Health 2001) to ensure minimum standards and 'good practice' and provides an extremely important service for the town.
- 3.2.4 The Exercise for Life Team consists of one Coordinator and a team of committed coaches and instructors whose aim is to provide a 10 week course of gentle exercise to individuals who are referred by health professionals as part of their treatment programme. All GP surgeries in the town now refer into the programme in addition to other health practitioners.
- 3.2.5 The programme also includes the delivery of Phase IV Cardiac Rehabilitation in a community setting, predominantly at Mill House Leisure Centre. This is provided to patients who have cardiovascular complications or other co-morbidities and who have been referred by the Cardiac Care Team. This is delivered by specialist instructors who provide gentle exercise programmes for clients prior to them being stable enough to move into mainstream classes.
- 3.2.6 The Team has achieved some challenging targets set as part of the Government Office Public Service Agreement programme. This required 1350 people to have completed a full 10 week course of activity on referral during a three year period (1378 actual) and of those, 50% to have continued with regular activity 6 months after their completion date (53% actual). Owing to this achievement, the Council received a substantial reward grant.
- 3.2.7 In 2011 - 2012 targets were set at 300 completions and 50% retention in exercise. The team achieved 323 completions and an average of 62% retention after 6 months which is remarkable given that the national

average retention figure for programmes of this nature normally only achieve a third.

- 3.2.8 The programme is well received and examples of feedback from clients are included at **Appendix 1**.

3.3 Core Sports Development Team

- 3.3.1 The core Sports Development Team consists of 3 full time officers plus part-time support staff in administration, coaches, instructors as well as volunteers. Although the Team is not large by any means, its accomplishments are, by working with partners across the town, ensuring that any delivery/project it is involved in has the very best outcomes possible.
- 3.3.2 The service relies heavily on external funding to enable focused delivery to key areas and agendas. Over the last 3 years, £664,000 in grant funding from external sources has been successfully secured to support the delivery of targeted interventions and initiatives, examples of which are given in Section 2 of the report. As a consequence, the service achieved participation figures of 39,606 during 2010 – 2011 and the following paragraphs gives specific detail on some areas of work.
- 3.3.3 Hartlepool's Street League (football) is held on Friday nights for 5 to 18 year olds at Grayfields Recreation Ground and each week, an average of 90 young people attend to play. This project is now in its third year and has been supported by the Youth Services, Fire and Rescue Service and Community Police. This project has proved to be very popular and has been very successful in providing diversionary activity.
- 3.3.4 Sport Unlimited funding which is a £73,000 grant secured from Sport England, has seen 30 community clubs and groups benefit and receive funds for their development over the last 3 years. This programme has been coordinated and monitored by the Sports Development Team and a target of 2,350 participants has been achieved as a consequence.
- 3.3.5 Club development and support is vital as many clubs and community groups are run by volunteers who may not have the time to write development plans, make bids for funding etc. Sports Development are therefore instrumental in making this possible and are currently working with a range of clubs across various sports. This ultimately will assist in clubs being able to increase membership and ensure that they are safe and progressive for members.
- 3.3.6 The service also assists community groups and organisations to stage events and projects. These have included the Hartlepool 5 Mile Road Race with Burn Road Harriers, Hartlepool Race for Life, Tall Ships Health Marquee, Health promotion days with Hartlepool NHS/PCT, Club development evenings and Tees Valley Youth Games.

- 3.3.7 The Team has also had recent success working alongside the Workplace Health Improvement Specialist. This has involved providing the physical activity element of this area of work linking into the Better Health at Work Award which has been achieved at bronze level for the Council. In 2010 – 2011, 81.5% of participants felt that participating in the Workplace Health scheme had a positive impact upon their working day.
- 3.3.8 Another noteworthy and important area of work has been the Women's Begin to Project which is funded via the PCT and also Sport England. The national Active People survey highlighted key demographic groups within Hartlepool who are currently not participating in physical activity and sport and the Women's Begin To project has targeted one particular group of young, potentially single mothers. The project has enabled them to participate at more convenient times and has provided a range of activities such as yoga, running (linking to the Race for Life) and netball. Sessions are well attended and exit routes from the blocks of activity are identified for participants to enable them to continue their exercise. This project has been highlighted by Sport England as an example of national best practice.
- 3.3.9 Finally, Sports Development work extremely closely with the Sport and Recreation Facilities Management Team who are responsible for Mill House Leisure Centre, the Headland Sports Hall and Grayfields. This is a very important area of work as the Facilities Team does not have specialist developmental skills and there is a reliance on Sports Development officers to provide this specific input. This ensures that a range of participatory development opportunities are provided across all our sites.

4. SUMMARY

- 4.1 The Sports Development service play a vital role in developing community sport and physical activity across all ages and communities and there are opportunities available across the service for all levels and abilities to participate and enjoy being active. Working with key partners, the service not only cross-cuts many different agendas but also ensures that resources are pooled in a cost effective manner.
- 4.2 The role of the team is pivotal in responding to the needs of the community through identified national and local research and delivery appropriate to each area. A regular set programme of research and consultation is mapped out to ensure that there is an awareness of where gaps lie within Hartlepool allowing these to be addressed.
- 4.3 The service is subject to external inspection as part of Quest (the industry's quality assurance accreditation programme) which has identified that it is operating at a 'Highly Commended' level. This highlights the excellent outcomes and importance of a service of this nature upon which the team strive to continuously improve and raise the profile of the service and the work they achieve.

5. RECOMMENDATIONS

Comments from the Portfolio Holder are welcomed.

CONTACT OFFICER: Pat Usher – Sport and Recreation Manager

Background Papers

Under Pressure: Tackling the financial challenge of councils for an aging population (Local Government Report February 2010)

Exercise Referral Systems: A National Quality Assurance Framework (Department of Health 2001)

Active People Surveys 1 – 5 (Sport England 2005 – 2011)

APPENDIX 1

CLIENT FEEDBACK**OUTDOOR ADVENTUROUS ACTIVITY SESSIONS****Headteacher (Primary School, Hartlepool):**

“The visit to St. John’s in the Vale was well organised, the activities were well paced and timed and pitched at the right level for the age range of the children. There was an appropriate amount of support, encouragement and challenge given so that all the children could feel safe, secure and stimulated. The children were able to stretch themselves and learn valuable teamwork skills. The adults are able to join in as much or as little as they wish which makes everyone feel comfortable.

One of the advantages of working with Sports Development is the quality of liaison built up before the residential. For example, we were encouraged to take some children over to try on wetsuits and try out the bikes so that they could overcome fears before the visit.

The residential was an excellent experience which the children will remember for a lifetime.”

Teacher, (Comprehensive School, Hartlepool)

“I would recommend the mountain biking course to any school. It particularly suits the less traditional sports person and opens a window for new opportunities for the students. The course is professionally led and all of the students’ abilities are taken into account. All of our students responded extremely well to the course and this was particularly due to how well and relevant the sessions were planned and also through the motivation and encouragement from the group leaders”.

Deputy Head, Primary School (re Team Building Trailer)

“It helped with communication, team building and collaboration. They are really enjoying it and they have become much better communicators”.

Positive Activities for Young People (Individual activity days)

“The feedback and comments from the young people were very positive and after evaluating the activities with the young people they thought that the benefits gained included:-

- *Being challenged to exceed out of their comfort zones:*
- *Engaging in new activities, new experiences and new challenges.*
- *Encouraging each other throughout the 3 days.*
- *Giving confidence by confronting them with challenges they otherwise would not have encountered.*

- *Giving a sense of achievement.*
- *Overcoming personal fears and raising their personal esteem”.*

Community Centre (St Johns in the Vale residential):

“I would like to thank you on behalf of myself, the AIMS staff at the community sports and youth centre and all the young people who attended yet another very successful residential with Sports Development in the Lake District”.

GP Referral Scheme & Cardiac Rehabilitation - Hartlepool Exercise for Life (HELP)

“Exercise for life programme excellent. Got me started and I have lost weight and feel much healthier now”.

“I was offered help and advice and thoroughly enjoyed getting back to fitness and health after my accident and knee replacement”.

“Since starting with HELP Scheme life has improved back to playing golf and feel much healthier & eating better”.

“All the staff I have met while training have been very encouraging and helpful from the people who check me in to my own trainer, because (at the Headland Gym) they are so welcoming & helpful, that goes a long way to help individuals carry on training. I walk my dog at least twice a day 45 mins at a time. Since attending the gym I find it easier and don't get so breathless or tired”.

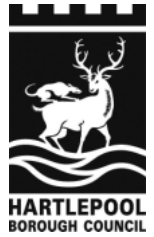
“At the moment I can't see anything more you can add to what you already have going, there is something for everyone's needs. You and your staff are great, thank you for your time and help given to me”.

“Since June started at the Hospital then Mill House, I've seen such a difference in the way her health has improved. Before hospital and Mill House, June was at the Doctors for tablets about every 3 weeks; now it is 3 – 4 times a year. I have a new wife thanks to you. Please don't ever stop the COPD course”.

CULTURE, LEISURE AND TOURISM PORTFOLIO

Report to Portfolio Holder

21 June 2011



Report of: Director of Child & Adult Services

Subject: QUEEN'S DIAMOND JUBILEE EVENT
2-5 JUNE 2012

SUMMARY

1.0 PURPOSE OF REPORT

To request the endorsement of the Portfolio Holder to hold a 1950's Festival to celebrate the Queen's Diamond Jubilee 2-5 June 2012.

2.0 SUMMARY OF CONTENTS

The report will place the proposed event in the national context. It will explore the financial implications of running this event and the entertainment and community programmes that are being discussed.

3.0 RELEVANCE TO PORTFOLIO MEMBER

The portfolio has responsibility for events.

4.0 TYPE OF DECISION

Non-key

5.0 DECISION MAKING ROUTE

Culture, Leisure & Tourism Portfolio 21 June 2011.

5.0 DECISION(S) REQUIRED

The Portfolio is recommended to endorse the 1950's Festival to celebrate the Queen's Diamond Jubilee using the budget allocated for the bi-annual Maritime Festival

Report of: Director of Child & Adult Services

Subject: QUEEN'S DIAMOND JUBILEE EVENT
2-5 JUNE 2012

1. PURPOSE OF REPORT

To request the endorsement of the Portfolio Holder to hold a 1950's Festival to celebrate the Queen's Diamond Jubilee 2nd-5th June 2012.

2. BACKGROUND

All local Authorities have been contacted by the Dept of Culture, Media & Sport outlining the Govt's announcement to create a four day special Jubilee weekend from the 2nd to the 5th June 2012.

In addition to initiatives such as the bidding for new City status, the people's Millions Lottery programme, the Lord Lieutenants network coordinating ideas etc. there is a desire to ensure celebrations reflect the current economic climate and as such there is an expectation that everything would be funded from existing budgets and through various income generation sources.

On this basis some consideration has been given to take advantage of the profile of the national event and particularly the extended public holiday to the development of an inclusive festival in Hartlepool.

2012 is of course the London Olympics which will see unprecedented media coverage of this national event, including regional activity where such training camp and outlying early competitive participation is happening (in the north east, the Olympic Football programme is using Newcastle United's St James Park for instance). This event will dominate the nation in July 2012.

2012 is also the bi-annual Maritime festival, this is usually held in early July however there is much precedent for the event to be date changed to take advantage of local circumstances – in 2009 a 'Dockfest' event was developed as a pre-cursor to Tall Ships then of course in 2010 we simply amalgamated the event into one. In 2012 therefore we have the opportunity to undertake an event in early June to coincide with the Jubilee Weekend and effectively leave July to the London Olympics.

This ensures that we have an existing base budget with which to build an event although this can and will be built upon from a variety of income

opportunities and other grant funding opportunities. It is also possible that other revenue funding streams could merge to make a larger event should that be desired.

Discussions are also being held with colleagues in the Tees Valley to determine what, if any, sub regional activity could take place too.

The idea for Hartlepool is to run an event celebrating everything 1952 and the 50's in general.

- The event to be run instead of a Maritime Festival for 2012 using the net budget of around £64,000.
- The event to take place in existing HBC venues such as Borough Hall, Hartlepool Maritime Experience car park and at the Town Hall Theatre 1st June – 5th June 2012 (taking advantage of the fact that there will be Bank Holidays on Monday 4th and Tuesday 5th June).
- The event should celebrate the Queens Diamond Jubilee from a 1950's perspective and involve communities throughout Hartlepool.

2.1 Content of event

The content of the event is to cover a broad cultural spectrum including theatre, dance, music, film, popular culture, fashion, sport, literature and food. Please see **Appendix 1** for details of suggestions and ideas. Additional ideas will be sought and welcomed through official channels such as the Culture, Leisure & Learning Theme Partnership, the Hartlepool Passport Group and publically through the Tall Ships exhibition in the Art Gallery (25th June-29th August 2011) and by working with the Hartlepool Mail and Radio Hartlepool set up a working group to advise on the re-creation of 'The Rink'.

3. FINANCIAL IMPLICATIONS

The existing biennial Maritime Festival budget of around £64,000 to be used.

This is to be supplemented with site fee income from traders and catering concessions.

Sponsorship will be sought from local companies and in particular organisations with a link to any element of the 50s theme or who may have an anniversary at this time.

HBC's own venues will be used to keep costs reasonable and income generated from ticketed events at Borough Hall and Town Hall Theatre will contribute towards offsetting costs.

We will also actively work in partnership with external organisations and internal teams encourage them to deliver elements of the festival using their own resources.

4. RECOMMENDATIONS

The Portfolio Holder is recommended to endorse the 1950's Festival to celebrate the Queen's Diamond Jubilee using the budget allocated for the bi-annual Maritime Festival

Contact Officer: John Mennear, Assistant Director (Community Services)

APPENDIX 1**IDEAS FOR CONTENT**

- 50s Film Festival at Town Hall Theatre.
- A reproduction of the “Rink”, the former Hartlepool music venue, at Borough Hall with a matinee performance and evening show to attract 2 different audiences.
- The Mousetrap at Town Hall theatre on Friday night (first performed in 1952) or similar production.
- Large performance tent, a mixture of children’s entertainment; 50’s dancing, music and comedy.
- Roving costumed characters from the 1950’s i.e. Teddy Boys etc
- Classic Cars display from 1950’s.
- Live ‘radio’ performance ‘The Codheads’ in the style of The Archers.
- 50’s Diner.
- 1950’s Street Party for local schoolchildren.
- Exhibition in the Museum of Hartlepool, ‘A 1950’s Hartlepool House’ and one object from each year of the Queen’s reign.
- Social project relating to the 1950’s downtrodden Northern comic i.e. Bobby Thompson.
- Local history and 1950’s literature tent, featuring work by authors such as John Steinbeck, Herman Wouk, Daphne du Maurier and Ernest Hemingway (all best sellers in 1952).
- 1950’s fashion show.
- Sports Zone, celebrating the Helsinki Games of 1952, comparing this with current sporting trends, i.e. 2012 London Games.
- Famous world figures – Winston Churchill; Mao Zedong; Joseph Stalin; Marilyn Munroe; Queen Elizabeth II etc (look-a-likes).
- Wingfield Castle – ‘The Boat that Rocked & Rolled’ turn Wingfield Castle into a 50’s Rock ‘n Roll boat.
- Showings of 1951 Charter Film.
- 1950’s cooking demonstration.

Community Element

- 1950’s community parade, elements from each area of the town in an Olympic style culminating in a big parade on the Headland Town Square.
- Event for people in the parade at Borough Hall, ‘Austerity Beano’. Beacon lighting (Friday night at Headland, closing on Tuesday night at Seaton),