

# **CULTURE, LEISURE AND TOURISM PORTFOLIO DECISION SCHEDULE**



**Tuesday, 26 July 2011**

**at 10.00 am**

**in Committee Room A, 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 Tees Archaeology Monograph: A Royal Anglo-Saxon Cemetery at Streethouse, Redcar and Cleveland – *Director of Child and Adult Services*
- 2.2 Loan: Lucian Freud “Head of a Woman” – *Director of Child and Adult Services*

**3. ITEMS FOR INFORMATION**

- 3.1 Regeneration and Neighbourhoods Departmental Plan Monitoring Report – April 2010 to March 2011 – *Director of Regeneration and Neighbourhoods*
- 3.2 Hartlepool Exercise on Referral Scheme – Annual Report 2010-2011 – *Director of Child and Adult Services*
- 3.3 Cultural Services Venues Achieve VAQAS Accreditation in 2011 – *Director of Child and Adult Services*
- 3.4 Hartlepool Library Reference and Information Service Matrix Standard Accreditation June 2011 – *Director of Child and Adult Services*

## **CULTURE, LEISURE AND TOURISM PORTFOLIO**

Report to Portfolio Holder

26<sup>th</sup> July 2011



**Report of:** Director of Child & Adult Services

**Subject:** TEES ARCHAEOLOGY MONOGRAPH: A  
ROYAL ANGLO-SAXON CEMETERY AT  
STREETHOUSE, REDCAR & CLEVELAND

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### **SUMMARY**

#### **1. PURPOSE OF REPORT**

- 1.1 To report on a collaboration with Redcar & Cleveland Council to publish the archaeological report on 'A Royal Anglo-Saxon Cemetery at Streethouse, Redcar & Cleveland'.
- 1.2 To obtain consent for publishing the above volume as part of the Tees Archaeology Monograph series.

#### **2. SUMMARY OF CONTENTS**

- 2.1 It is proposed to publish 'A Royal Anglo-Saxon Cemetery at Streethouse, Redcar & Cleveland' as the fifth Tees Archaeology Monograph. The volume will be written by Stephen Sherlock, a freelance archaeologist and the excavator of the site. Tees Archaeology will project manage the publication.
- 2.2 The site is an internationally important burial site of the late 7<sup>th</sup> century AD which included a number of major items of treasure that are now on display in Kirkleatham Hall Museum, Redcar & Cleveland.

#### **3. RELEVANCE TO PORTFOLIO MEMBER**

Tees Archaeology is part of the Culture, Leisure and Tourism Portfolio

#### **4. TYPE OF DECISION**

Non-Key

**5. DECISION MAKING ROUTE**

Culture, Leisure and Tourism Portfolio meeting 26<sup>th</sup> July 2011

**6. DECISION REQUIRED**

The Portfolio Holder is asked to approve the publication of 'A Royal Anglo-Saxon Cemetery at Streethouse, Redcar & Cleveland' as part of the Tees Archaeology Monograph series. All costs to be met by Redcar & Cleveland Borough Council.

**Report of:** Director of Child & Adult Services

**Subject:** TEES ARCHAEOLOGY MONOGRAPH: A  
ROYAL ANGLO-SAXON CEMETERY AT  
STREETHOUSE, REDCAR & CLEVELAND

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## **1. PURPOSE OF REPORT**

- 1.1 To report on a collaboration with Redcar & Cleveland Council to publish the archaeological report on 'A Royal Anglo-Saxon Cemetery at Streethouse, Redcar & Cleveland'.
- 1.2 To obtain consent for publishing the above volume as part of the Tees Archaeology Monograph series.

## **2. BACKGROUND**

- 2.1 Tees Archaeology is a shared service of Hartlepool, Middlesbrough, Redcar & Cleveland and Stockton-on-Tees Borough Councils. Hartlepool is the lead authority.
- 2.2 Tees Archaeology publishes a series of monographs, usually with significant elements of external funding which have in the past come from English heritage and the Dept for the Environment and Rural Affairs. Income from the publications is used to assist in the publication of the next volume.
- 2.3 Monographs published to date are:-
  - 'Stainmore, the Archaeology of a North Pennine Pass'
  - Archaeology and Environment of Submerged Landscapes in Hartlepool Bay
  - Anglo-Saxon Hartlepool and the Foundations of English Christianity
  - Hartlepool: An archaeology of the medieval town.

## **3. PROPOSALS**

- 3.1 It is proposed to publish 'A Royal Anglo-Saxon Cemetery at Streethouse, Redcar & Cleveland' as the fifth Tees Archaeology Monograph. The volume will be written by Stephen Sherlock, a freelance archaeologist and the excavator of the site. Tees Archaeology will project manage the publication.

- 3.2 The Anglo-Saxon Cemetery at Streethouse was discovered in 2005 during a research excavation led by Stephen Sherlock with local volunteers. The project was designed to examine an Iron Age settlement and the discovery of the Anglo-Saxon cemetery was completely unexpected.
- 3.3 In total 109 graves were excavated, all of the human remains had disappeared due to the acidity of the soils , but a wide range of high quality objects were found.
- 3.4 The cemetery was organised in a hollow square and at the centre was a bed burial, almost certainly of a Saxon princess.
- 3.5 The finds all suggest a southern English origin for the princess and a date in the second half of the 7<sup>th</sup> century AD. It is intriguing to realise that St Hilda would almost certainly have known this person.
- 3.6 The artefacts include items of gold jewellery, silver coins, and an ivory chain as well as a number of iron knives and beautiful glass beads.
- 3.7 The precious metal objects were declared treasure trove, while the landowner donated the remainder to Redcar & Cleveland Borough Council. Redcar & Cleveland Borough Council were successful in a lottery bid to purchase the treasure items and to pay for their display and publication. The material is now on display at Kirkleatham Hall Museum, Redcar & Cleveland.
- 3.8 There has been widespread international, national and regional interest in the finds and it is expected that the publication of the material will also attract international attention.

#### **4. FINANCIAL CONSIDERATIONS**

- 4.1 The text and illustrations for the volume are being produced by Stephen Sherlock and specialist illustrators as part of a separate arrangement with Redcar & Cleveland Borough Council.
- 4.2 Redcar & Cleveland Borough Council has formally asked Tees Archaeology to incorporate the volume into their monograph series. This will involve managing the text editing, copy editing, refereeing, typesetting, proofing and printing of the volume. Initial estimates indicate that this will cost in the region of £8 - £10,000 for 500 copies. This sum will be fully reimbursed by Redcar & Cleveland Borough Council on completion of the volume.
- 4.3 Publication of the volume is estimated for Spring 2012.

**5. RECOMMENDATIONS**

- 5.1 That Hartlepool Borough Council approve the inclusion of 'A Royal Anglo-Saxon Cemetery at Streethouse, Redcar & Cleveland' in the Tees Archaeology Monograph series.

**6. REASONS FOR RECOMMENDATIONS**

- 6.1 In order to publish an account of an internationally important find in the partnership area served by Tees Archaeology

**7. CONTACT OFFICER**

John Mennear – Assistant Director, Child and Adult Services

## **CULTURE, LEISURE & TOURISM PORTFOLIO**

Report to Portfolio Holder

26 July 2011



**Report of:** Director of Child and Adult Services

**Subject:** LOAN: LUCIAN FREUD “HEAD OF A WOMAN”

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### SUMMARY

#### **1. PURPOSE OF REPORT**

To seek authorisation from the Portfolio holder to temporary loan a painting from Museum Collection to an international touring exhibition.

#### **2. SUMMARY OF CONTENTS**

A concise background, details of the loan, and direct benefits to the Authority.

#### **3. RELEVANCE TO PORTFOLIO MEMBER**

The Portfolio Member has responsibility for museum and gallery issues.

#### **4. TYPE OF DECISION**

Non-Key

#### **5. DECISION MAKING ROUTE**

Culture, Leisure & Tourism 26<sup>th</sup> July 2011.

#### **6. DECISION REQUIRED**

The Portfolio Holder is recommended to:

- (i) Approve the loan of *Lucian Freud “Head of a Woman”* for this exhibition.

**Report of:** Director of Child and Adult Services

**Subject:** LOAN: LUCIAN FREUD “HEAD OF A WOMAN”

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**1. PURPOSE OF REPORT**

- 1.1 To seek authorisation from the Portfolio Holder to make a temporary loan of a painting from the Museum Collection to an international touring exhibition.

**2. BACKGROUND**

- 2.1 Cultural Services have been approached by respected international art gallery owners Blain/Southern to request the temporary loan of our painting *Lucian Freud “Head of a Woman”* (HAPMG 1971.38) for inclusion in their exhibition *Lucian Freud: Drawing*.
- 2.2 The exhibition will take place in two locations sequentially. It will open at Blain/Southern in London in February 2012, before travelling across to Acquavella Galleries in New York for the period of April to June 2012.
- 2.3 This exhibition is being curated by renowned art critic and Freud biographer William Feaver. He successfully curated the last international loan of this work to the Freud retrospective at the Museo Corer in Venice, Italy, back in 2005.
- 2.4 The requested period of the loan is mid January 2012 to the end of June 2012.
- 2.5 All associated costs of the loan will be covered by Blain/Southern and Acquavella Galleries.
- 2.6 The artwork will be transported in its bespoke crate, door-to-door, nail-to-nail, by highly experienced international art handlers and shippers. A professional art courier will accompany the work during transportation.
- 2.7 Blain/Southern and Acquavella Galleries will insure the artwork for the complete period of the loan.
- 2.8 Both galleries will provide us with their facility reports as a condition of the loan. These include comprehensive details of each exhibition space, storage, their security and environmental controls, as well as who would pack and hang the paintings.



- 2.9 This loan raises the public profile of the collections of Hartlepool Museums, as well as giving us the opportunity to develop links with other arts organisations.
- 2.10 Other major lenders who have been approached for loans include the British Museum, the National Museum of Wales, and the V&A.
- 2.11 Lucian Freud is widely regarded as the greatest living British artist. Exhibitions of his work are major events in the arts and cultural world, and it is a great privilege to be asked to contribute to the exhibition.

### **3. RECOMMENDATIONS**

The Portfolio Holder is recommended to:

- (ii) Approve the loan of *Lucian Freud "Head of a Woman"* for this exhibition.

CONTACT OFFICER: John Mennear, Assistant Director of Child and Adult Services.

## **CULTURE, LEISURE AND TOURISM PORTFOLIO**

Report to Portfolio Holder

26 July 2011



**Report of:** Director of Regeneration and Neighbourhood

**Subject:** REGENERATION AND NEIGHBOURHOODS  
DEPARTMENTAL PLAN MONITORING REPORT  
- APRIL 2010 TO MARCH 2011

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### SUMMARY

#### **1. PURPOSE OF REPORT**

To inform the Portfolio Holder of the progress made against the Regeneration and Neighbourhoods Departmental Plan 2010/11 over the period April 2010 to March 2011.

#### **2. SUMMARY OF CONTENTS**

The progress against the key actions and performance indicators, along with latest position with regard to risks contained in the Regeneration and Neighbourhoods Departmental Plan 2010/11.

#### **3. RELEVANCE TO PORTFOLIO MEMBER**

The Portfolio Holder has responsibility for performance management issues in relation to some aspects of the Regeneration and Neighbourhoods Departmental Plan, covering those areas which fall within the scope of this portfolio.

#### **4. TYPE OF DECISION**

Non-key.

#### **5. DECISION MAKING ROUTE**

Portfolio Holder meeting 26 July 2011.

**6. DECISION REQUIRED**

The Portfolio Holder is requested to note the year end position of key actions and performance indicators along with the latest position with regard to risks.

**Report of:** Director of Regeneration and Neighbourhood

**Subject:** REGENERATION AND NEIGHBOURHOODS  
DEPARTMENTAL PLAN MONITORING REPORT  
- APRIL 2010 TO MARCH 2011

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## **1. PURPOSE OF REPORT**

- 1.1 To inform the Portfolio Holder of the progress made against the Regeneration and Neighbourhoods Departmental Plan 2010/11 over the period April 2010 to March 2011.






## **2. BACKGROUND**

- 2.1 The Portfolio Holder has responsibility for performance management issues in relation to some aspects of the Regeneration and Neighbourhoods Departmental Plan, covering those areas which fall within the scope of this portfolio.
- 2.2 The Departmental Plan sets out the key tasks and issues along with an Action Plan to show what is to be achieved by the department in the coming year.
- 2.3 The Council's Covalent performance management system is used for collecting and analysing performance data in relation to both the Corporate Plan and Departmental Plans. The system is also used to monitor Risk Management across the council as part of the Performance Management Framework.
- 2.4 Where appropriate more detailed service plans are also produced detailing how each individual section contributes to the key tasks and priorities contained within the Regeneration and Neighbourhoods Departmental Plan and ultimately those of the Corporate Plan. These plans are managed within the department.

## **3. FOURTH QUARTER PERFORMANCE**






- 3.1 This section looks in detail at how the Department has performed in relation to the key actions and performance indicators that were included in the Regeneration and Neighbourhoods Departmental Plan 2010/11.

- 3.2 On a quarterly basis officers from across the department are requested, to provide an update on progress against every action and performance indicator contained in the performance plans.
- 3.3 Officers are asked to provide a short commentary explaining progress made to date, and asked to traffic light each action based on whether or not they will be, or have been, completed within target as set out in the plans. The traffic light system is: -

-  Completed
-  On track
-  Progress acceptable
-  Intervention required
-  Target not achieved

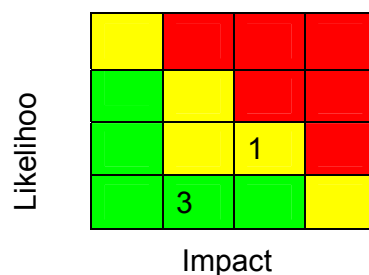
- 3.4 Within the Departmental Plan there are a total of 5 actions and 6 performance indicators for which the Portfolio Holder has responsibility. Table 1, below, summarises the progress made, to the 31<sup>st</sup> March 2011, towards achieving these actions.

Table1 – Regeneration and Neighbourhoods Departmental Plan 2010/11 progress summary

Departmental Plan (Culture, Leisure and Tourism Portfolio)		
	Actions	PI's
	4	2
	-	-
	1	1
	-	-
	-	3
<b>Annual</b>	-	-
<b>Total</b>	5	6

- 3.5 It can be seen from the above table that four of the actions for which the Portfolio has responsibility have been highlighted as being completed.
- 3.6 The remaining action has been highlighted as progressing being acceptable. This is in relation to the delivery of year 2 of the play builder programme. The delays have been mainly as a result of the suspension of the programme as part of the Government spending review for a four month period.

- 3.7 It can also be seen that 2 Performance Indicators have been highlighted as completed having achieved there targets.
- 3.8 A further indicator has been highlighted as progressing within acceptable limits, which relates to residents satisfaction with parks and open spaces. This indicator was only slightly below target at 74% against a target of 76%, result show that this is a better result than the previous survey and that a high proportion of the results where in the higher band of 'Very Satisfied'.
- 3.9 The remaining three indicators are highlighted as target not achieved, these include are:
- The percentage of footpaths and rights of ways that are easy to use by the public, with the outturn being 77% against a target of 90%. This result is based on a complete survey of the network and identified a number of small but relevant problems, such as stiles in need of repair. A full list of repairs is being compiled and a programme to address these problems developed.
  - Resident satisfaction with parks and open spaces (Neighbourhood Renewal Area). Although this missed the target by a larger gap, than that of the town as a whole (66% against a target of 76%), the results similarly showed an improvement over the previous survey along with a high level of respondents indicating that they were 'Very Satisfied'.
  - The final indicator relates to bathing water quality, previously reported.
- 3.10 It is the policy of Hartlepool Council to take an active and pragmatic approach to the management of risks that could prevent the achievement of corporate and departmental objectives. On a quarterly basis responsible officers assess the risks identified within the Department's Risk Register.
- 3.11 The diagram below shows the current distribution of risks according to their risk rating as at the 31<sup>st</sup> March 2011, with a full review of the risk register currently being undertaken across the authority.
- 3.12 The risks for which the Portfolio Holder has responsibility for are being managed satisfactorily.



**4. RECOMMENDATION**

- 4.1 The Portfolio Holder is requested to Note the year end position of key actions and performance indicators along with the latest position with regard to risks.

**5. CONTACT OFFICER**

Stephen Russell  
Systems & Performance Manager  
Regeneration and Neighbourhoods Department  
Hartlepool Borough Council  
Bryan Hanson House  
Hartlepool

Telephone: 01429 523031

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## **CULTURE, LEISURE AND TOURISM PORTFOLIO**

Report to Portfolio Holder

26 July 2011



**Report of:** Director of Child and Adult Services

**Subject:** HARTLEPOOL EXERCISE ON REFERRAL SCHEME  
– ANNUAL REPORT 2010 - 2011

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### SUMMARY

#### **1. PURPOSE OF REPORT**

The purpose of the report is to inform and update the Portfolio Holder of the outcomes of the Hartlepool Exercise for Life Programme (H.E.L.P) over the period of 2010 – 2011.

#### **2. SUMMARY OF CONTENTS**

A copy of the Annual Report for 2010 – 2011 is attached which includes the background to the programme as well as the outcomes from the 2010 - 2011 period, including targets met and its future direction.

#### **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, 26 July 2011.

#### **6. DECISION(S) REQUIRED**

Comments from the Portfolio Holder are welcomed.



Report of: Director of Child and Adult Services

Subject: Hartlepool Exercise on Referral Scheme – Annual Report 2010 - 2011

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## **1. PURPOSE OF REPORT**

- 1.1 The purpose of the report is to inform and update the Portfolio Holder on the outcomes of the Hartlepool Exercise for Life Programme (H.E.L.P) over the period of 2010 – 2011.

## **2. BACKGROUND**

- 2.1 The benefits of a physically active lifestyle in health promotion and disease prevention are well documented. A review conducted by the National Institute for Health and Clinical Excellence (NICE) in 2006 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'.
- 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'.
- 2.3 The H.E.L.P scheme has functioned with the support of various funding partners over the years (City Challenge, Health Action Zone, PCT, SRB, NRF, LPSA, WNF) that has enabled the Sports Development Team to expand on the level of provision and it continues to have a major positive impact on the health of Hartlepool residents.
- 2.4 In the earlier days, the patients referred were mainly those with orthopaedic conditions. However as the service has expanded, referrals for more complex conditions are increasingly received. Often referred clients will have a multitude of ailments all of which needs to be taken into consideration when prescribing a specific individualised course of exercise.

### 3. CURRENT PROGRAMME

- 3.1 Attached at **Appendix 1** is the Annual Report for 2010 – 2011. From this, it can be seen that referrals are currently received from a broad range of health professionals including GP's, practice nurses, specialist nurse teams including diabetic and Coronary Heart Disease and University Hospital Hartlepool Departments inc. Referrals also come from other community organisations such as MIND and individuals can also self refer onto the programme.
- 3.2 Key Partners include:
- NHS – All local surgeries & University Hospital Hartlepool/North Tees Trust
  - Foundation Trust – Health Trainer Team
  - MIND & other charitable Trusts
  - HVDA & Voluntary sector
  - HBC – Workplace Health
  - Social Services, Social Care Team and Day Services
  - Private Sector- Springs Health Club
  - GP surgeries specialist CHD/DIABETIC nurses
  - CHD Specialist Nurse Team ( Caroline Street)
  - UHH Phase III hospital based Cardiac Rehabilitation Team
  - Stroke Team
- 3.3 The primary aim of the programme is to encourage and motivate individuals to lead a more active lifestyle in the long term which in turn helps them to improve their overall health and well being. Individuals access 10 weeks of activity after which they are signposted onto other appropriate sessions for their ability so participation is sustained in the longer term. Patients are educated as to what is the most suitable form of exercise to manage their condition and a follow-up questionnaire undertaken six months after the initial 10 week course verifies the progression that many go on to achieve.
- 3.4 The programme also now 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.
- 3.5 The Team has achieved some challenging stretched targets set over three years ago 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). This covered the period to 2009 – 2010 and owing to this achievement, the Council received a substantial reward grant.

#### **4. SUMMARY OF 2010 – 2011 OUTCOMES**

- 4.1 For 2010 – 2011, targets for the programme were set at 300 completions and 50% retention in physical activity. The team actually 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.
- 4.2 The Self Referral Pathway which was introduced for this year has increased participation in the programme enabling the low risk participants easier access, without needing an appointment at their GP's surgery. All self referral clients are obviously screened at the initial consultation stage and staff will refer anyone back to the GP first if their health condition warrants it (for example, suspicion of diabetes etc).
- 4.3 There were 840 referrals made in the period April 2010 – March 2011 and of these, the most popular route of referral was via GP's (32%), Physiotherapy Service (29%) and Self Referral (22%). Of note, every surgery in the town has made referrals (with the exception of the Walk In surgery on Victoria Road) with the most referrals coming from Bank House Surgery.
- 4.4 All referral agencies now receive feedback on their clients progress within the scheme. This addition to the programme has received positive feedback from referral agents and is thought to have contributed to the increased referral rates.
- 4.5 The programme is well received and examples of feedback from clients are included within the Annual Report attached at Appendix 1.

#### **5. SUMMARY AND FUTURE DIRECTION**

- 5.1 The H.E.L.P scheme continues to provide an important and successful service to the town and it will continue to do so subject to confirmation of funding from key partners.
- 5.2 At present, 50% of the programme costs are provided by NHS Hartlepool but the continuation of this and from what source remains cloudy at present in the light of future plans regarding GP Commissioning.
- 5.3 The Phase IV Cardiac Rehabilitation Programme was until the end of March 2011 funded by Working Neighbourhoods Funding. With the loss of this, it left this important element of work in doubt but Officers were able to reallocate some underspent Health funding to sustain the programme for the 2011 – 2012 financial year.

- 5.4 Some reduction on the programme also had to be made in accordance with the available funding framework but has allowed the continuation of the work. Nevertheless, the continuation of this service in 2012 – 2013 onwards remains in doubt unless further funding can be sourced.

## **6. RECOMMENDATIONS**

Comments from the Portfolio Holder are welcomed.

**CONTACT OFFICER:** Pat Usher – Sport and Recreation Manager

Background Papers: National Institute for Health and Clinical Excellence - *Four commonly used methods to increase physical activity: brief interventions in primary care, exercise referral schemes, pedometers and community-based exercise programmes for walking and cycling* (March 2006)

# Exercise on Referral

## **HARTLEPOOL EXERCISE FOR LIFE (H.E.L.P) ANNUAL REPORT 2010 – 2011**

Sports Development  
Carnegie Building  
70 Northgate  
Hartlepool  
TS24 0LT

GP Referral Coordinator Lorraine Harrison Tel: 01429-861866  
lorraine.harrison@hartlepool.gov.uk



### Hartlepool Exercise for Life Scheme

The H.E.L.P/ GP Referral scheme offers introductory 10 week group exercise courses. It is a town wide service that offers a varied weekly programme for individuals to access supervised exercise to assist with the management of a wide range of chronic health conditions.

Sessions are supervised by Reps recognised Level 3 & Level 4 qualified instructors who have undertaken specific training to teach 'Specialist Populations' i.e. those individuals who have a diagnosed illness/condition which would benefit from increased activity levels.

There are two 'Pathways' to access (Appendix 2)

All referrals have a health screening form prior to course allocation.

#### AIMS OF THE SCHEME:-

- The fundamental aim of the programme is to increase physical activity levels to support the individual to maintain an optimal quality of life.
- 
- To encourage the individual to change their behaviour and empower self-efficacy.
- 
- To educate the individual to be more aware of the benefits of regular physical activity.
- To motivate long term adherence to a healthier lifestyle.
- To assist the individual to manage their condition and deter further development of ill health.
- To provide a fully inclusive service for adults who have no contra-indication to access.
- To provide a varied weekly programme offering different 'types' of exercise to accommodate the wide range of common health problems.
- To feedback to Health Professionals, providing a multi-agency approach in supporting individuals to make positive lifestyle changes

## 3.2

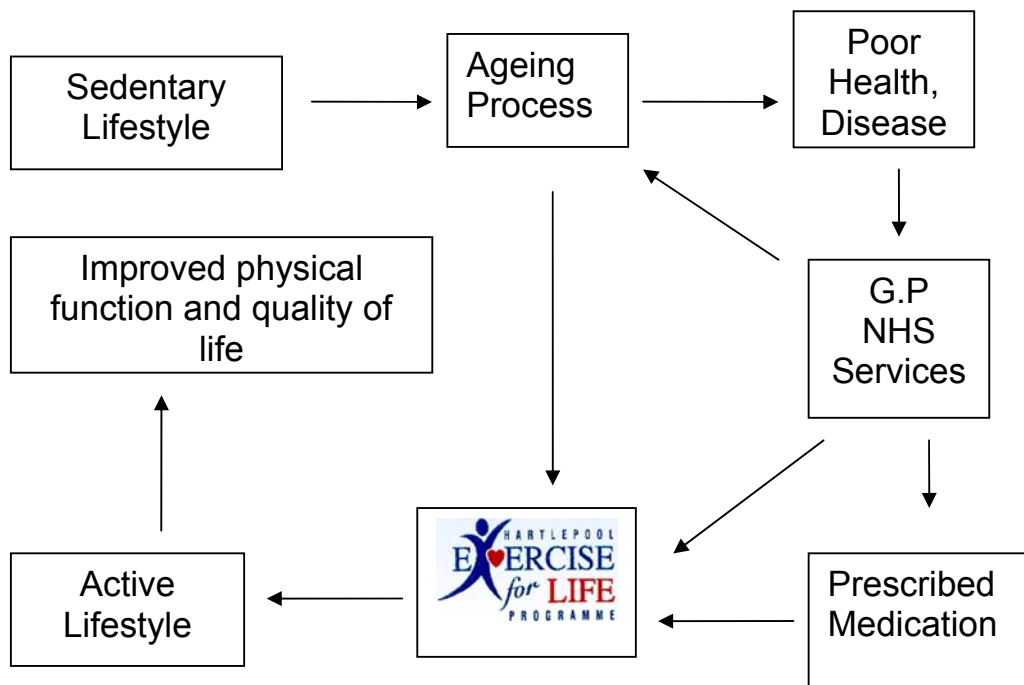
The Cardiac Rehabilitation element of the service is paramount to providing 'secondary prevention' for those patients post heart attack or bypass surgery. Ongoing regular cardiovascular exercise helps to reduce the likelihood of further deterioration and hospital re-admissions.

For those patients who have related co-morbidities such as, Diabetes, Obesity, High Cholesterol and High Blood Pressure, (which can often be a pre-cursor to the development of Coronary Heart Disease) the Cardiac Rehabilitation Exercise Sessions are preventative in that they can help to reduce the onset and decrease the level of Coronary Heart Disease in patients who have one or more of the afore mentioned risk factors.

For those who are relatively disease free at point of access, **(i.e. Self Referrals)** but lead a sedentary lifestyle; the H.E.L.P. scheme provides a safe environment to initiate behaviour change. The skilled instructor team encourage and motivate individuals to become more aware of their physical capabilities. Participants gain knowledge and confidence to increase their physical activity levels, and this in turn assists with a greater self management of their long term health.

From an economic position this may in the future play a significant part at both a national and local level - **if G.P Referral schemes can reduce the burden on NHS services?**

## Improvement Pathway



- The HELP Scheme provides an 'Improvement Pathway', which can help to alleviate many health conditions that cause chronic pain and restriction to a person's activities of daily living.
- Although many forms of illness are irreversible further deterioration can be curtailed.
- The Feedback received from those participants who have completed their exercise programme confirms the above points - (see summary page).

The H.E.L.P. scheme uses a range of venues in the town; primary sites are Mill House Leisure Centre and the Headland Sports Centre. Various Community Buildings are also used as and when required.



### Referring Agents

- All local GP Surgeries
- Mind – IAPT
- NHS Health Trainer Team sign post to the service
- Various Departments within University Hospital of Hartlepool:-
  - Cardiac Rehabilitation Phase III
  - Physiotherapy
  - Pulmonary Rehabilitation
  - Diabetes Specialist Nurse
  - Dietetics Department
  - Parkinson's (Neurological Physiotherapy Team)
- Other – represents referrals which do not fit into the above categories.-
  - Self Referrals
  - Hartlepool Borough Council Occupational Health
  - Tees Valley Condition Management Programme
  - Intensive Support Workers - Social Services.

### Self Referral Pathway

H.E.L.P. leaflets and flyers are used to encourage uptake. These are distributed across the town in community buildings, libraries and surgeries.

The self referral pathway is open to those people with chronic conditions which are non-life threatening, this denotes low risk. If there are any contra- indications to participation, clients are deferred from the programme until any necessary medical information is obtained. The GP Referral Coordinator makes an assessment as to whether this is a requirement at the initial point of contact. Therefore a “**self referral**” will sometimes switch to becoming a referral from a health professional.

Within the weekly programme specific ‘Cardiac Rehabilitation’ exists for CHD patients and the following co-morbidity groups – COPD, Diabetes and Chronic Hypertensive. BACR National guidelines and protocol is applied to these patient groups. These referrals were offered a free 10 week introductory course, to encourage uptake and increase secondary prevention. This helps to reduce the likelihood of further disease development. On completion of an initial course these participants were then supported with a complimentary Active card which reduces the cost of any on going exercise. **(This element of the service was funded in 10/11 by the Working Neighbourhood Fund).**

### The following activities were available as introductory courses:-

- Specifically designed mixed ability circuit based classes (includes Cardiac & Pulmonary Rehab)
- Chair Mobility
- Individual Fitness Room/Gym programmes
- Water Mobility
- Yoga & Pilates

### Key Points

Referrals received from each surgery are endorsed by the GP or the Practice Nurse Teams.

The Self Referral Pathway has increased participation to the scheme. It has enabled the 'low risk' participants' easy access. The key advantage of this means the patient does not take up valuable appointment time at their G.P. surgery.

The Coordinator has the opportunity to discuss any reservations or concerns that participants might have at the initial point of enquiry. The following strategies are used to help breakdown barriers to participation:-

- One - one consultation.

- Observation of specific activity prior to course allocation

- Encouragement to have someone else attend the session to offer 'moral support' i.e. spouse, friend or family member.

- Transfer from one course to another offers a flexible approach.

### Analysis

The following data provides a reflection of the uptake and outcome of the scheme from April 2010 to March 2011.

Figure 1 – Number of referrals received from each referring agent.

Figure 2 - Primary reason for referral.

Figure 3 – G.P Surgery referrals.

Figure 4 – WNF Funded, Cardiac Rehabilitation and Co-morbidity patient groups.

Figure 5 – Course completions.

Figure 6 – Course completion trend line.

Figure 7 – Comparison of referrals and completions 2009/2010 & 2010/2011

Figure 8 – Exit routes.

### Referrals Received April 2010 – March 2011

There were 840 referrals received to the service between April 2010 and March 2011.

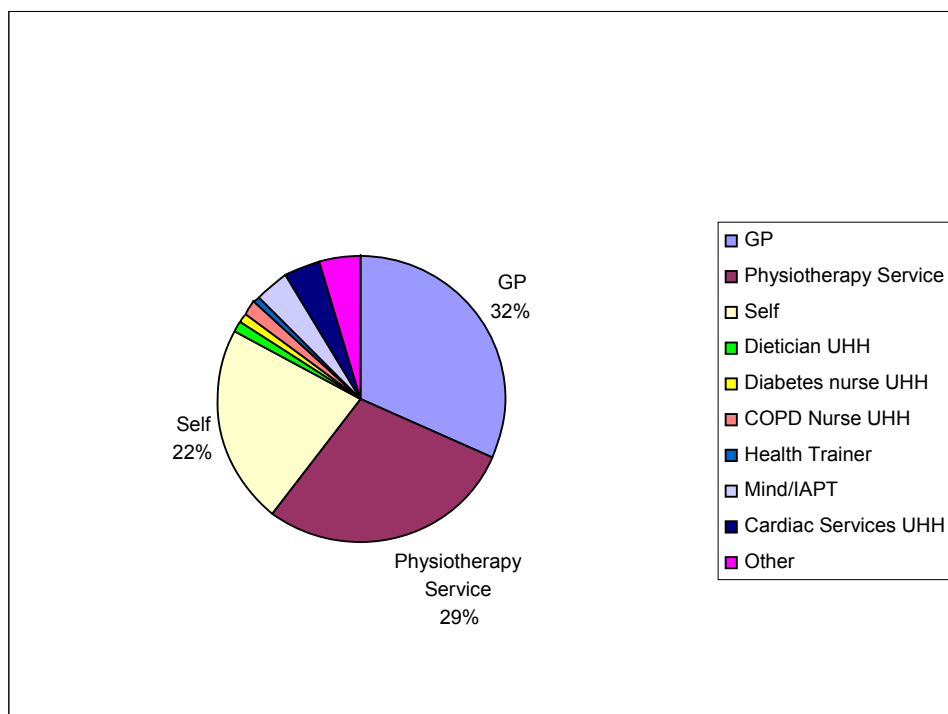


Figure 1 Referring Agents

AGENT	QNTY	Comparative Data changes from 09/10 report
GP Surgeries	265	▲ 3%
Physiotherapy Service	242	▲ 8%
Self Referrals	188	▼ 11% Reduction however this implies a better profile with Referring Agents. This is counter balanced with the increase from Health Professionals.
Dietician UHH	12	▲ 7%
Diabetes nurse UHH	8	▼ 6% Hard patient group to engage from this referral point as these diabetic patients are severely affected.
COPD Nurse UHH	12	▲ 6%
Health Trainer	9	The same as previous year.
Mind/IAPT	32	▲ 3%
Cardiac Services UHH	33	▼ 5% Less uptake at Phase 3.
Other	39	▼ 4% A result of more effective marketing and promotion of the scheme.
Total	840	

Primary reason for referral

Patient Groups

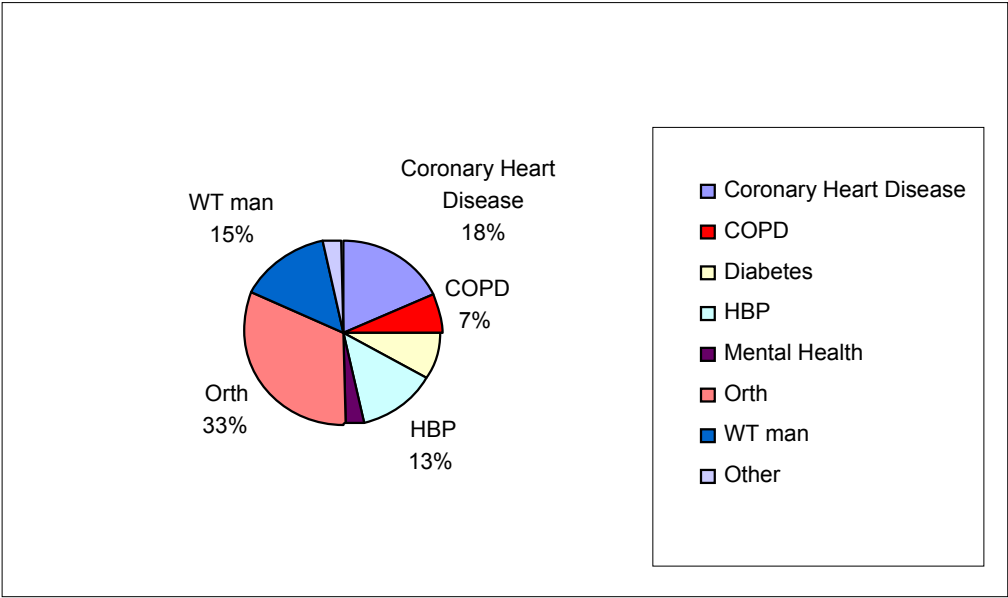
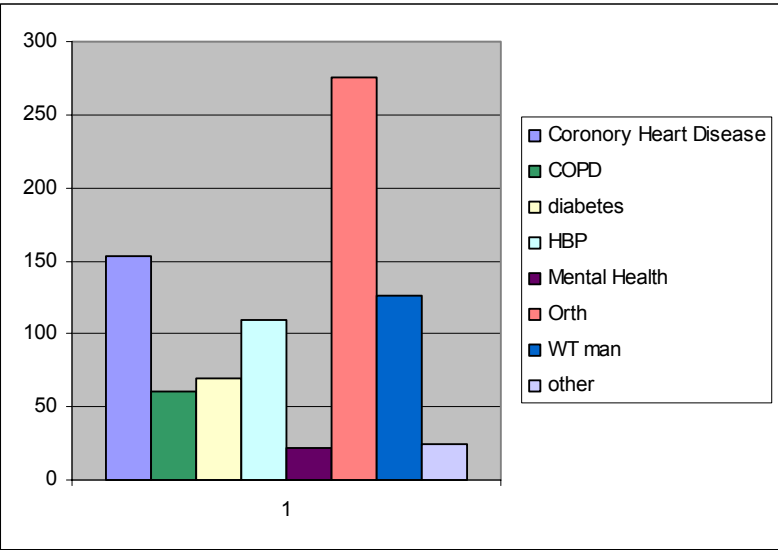


Figure 2 Reasons for Referral



Coronary Heart Disease	153
COPD	60
Diabetes	70
High Blood Pressure	109
Mental Health	22
Orthopaedic	275
Weight Management	126
Other	25
Total	840

### G.P Surgery Referrals

#### Number of referrals received from each surgery.

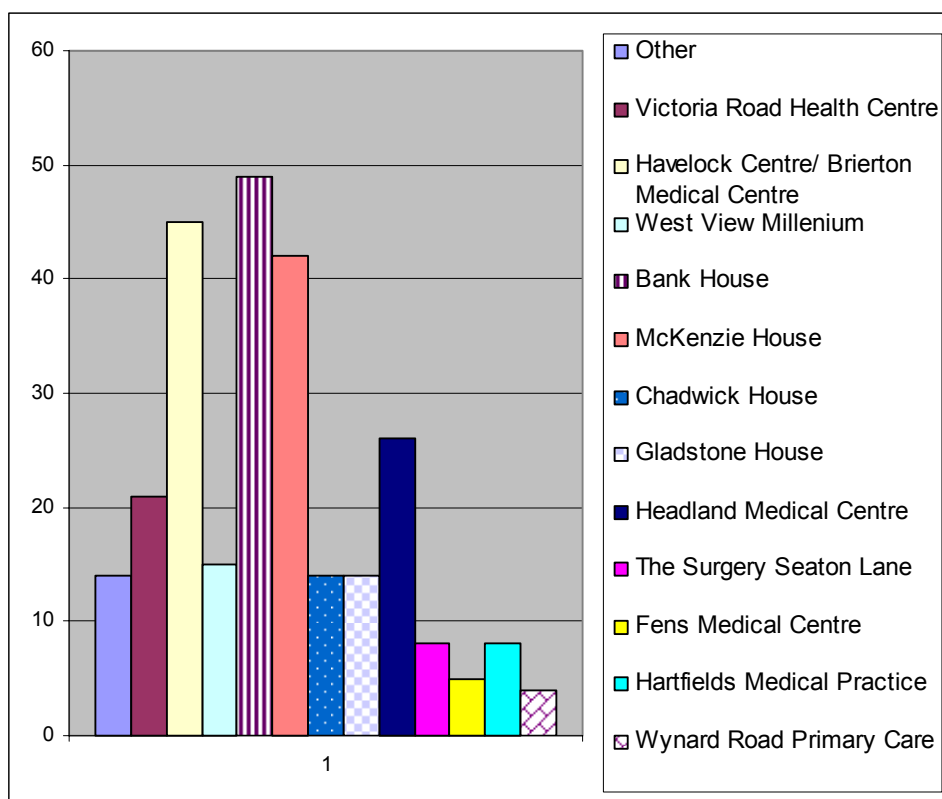


Figure 3 Referring Surgeries

<b>Other</b>	<b>14</b>
Victoria Road Health Centre	21
Havelock Centre/ Brierton Medical Centre	45
West View Millennium	15
Bank House	49
McKenzie House	42
Chadwick House	14

Gladstone House	14
Headland Medical Centre	26
The Surgery Seaton Lane	8
Fens Medical Centre	5
Hartfields Medical Practice	8
Wynyard Road Primary Care	4
Total	265

\* Other: denotes referrals received from surgeries which are out of town.

### WNF Funded Element of the Scheme

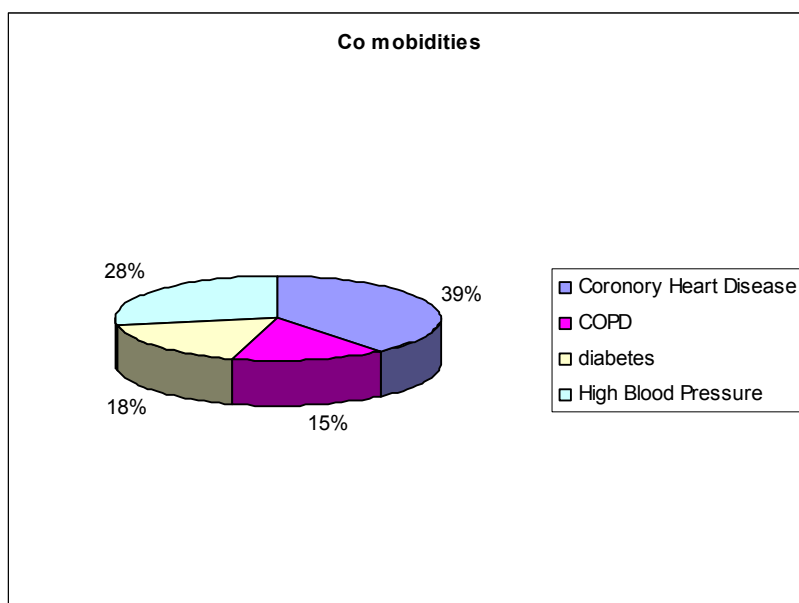


Figure 4 WNF Funded, Cardiac Rehabilitation and Co-morbidity Patient Groups

Coronary Heart Disease	153
Chronic Obstructive Pulmonary Disease	60
Diabetes	70
High Blood Pressure	109
Total	392

- Of the total number of referrals received 392 people were able to access a FREE introductory 10 week programme, through the additional Working Neighbourhood Funding.
- On course completion the participants were given support to obtain a HBC Council Sport & Recreation 'Active Card' which reduces the cost to any continued exercise.

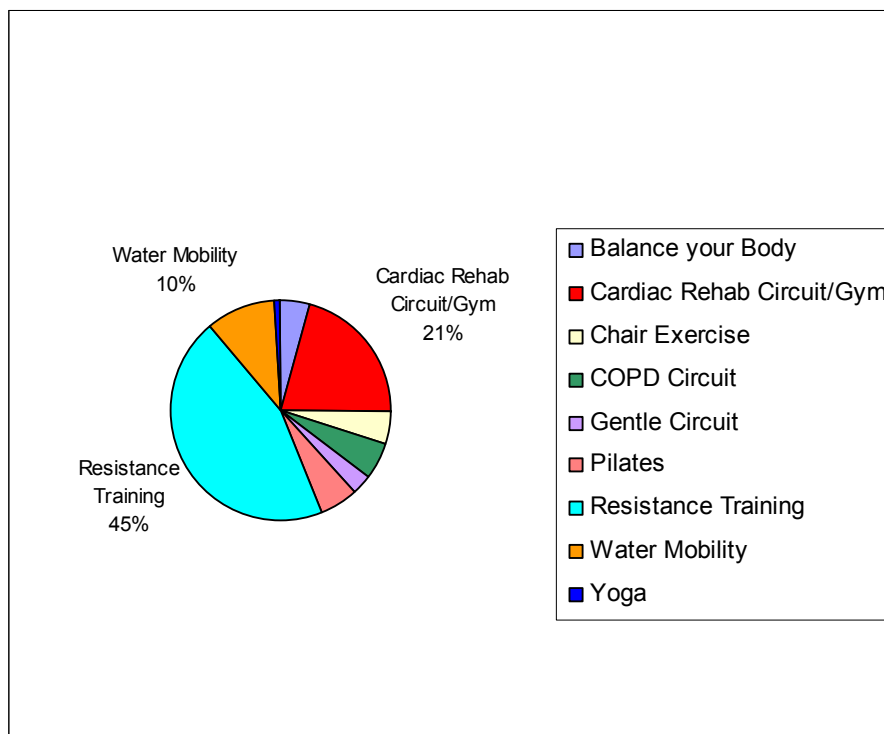
Course Completions

Figure 5 Course Completions

Balance your Body	14
Cardiac Rehab Circuit/Gym	68
Chair Exercise	15
COPD Circuit	17
Gentle Circuit	10
Pilates	18
Resistance Training	145
Water Mobility	33
Yoga	3
TOTAL	323

This data represents the number of completions obtained from the different exercise modes/courses.

In this year 323 people completed a 10 week programme of exercise. The above data identifies the course type which generated the highest number of completions.

(Please note clients must complete at least 80% of their initial course to be counted as a completion figure).

Due to ill health some patients need to defer and re-access the scheme at a later date.

The 10 week courses operate in two ways:

Filter in/Rolling Programme

- Balance your body – 1 session each week.
- Cardiac Rehab – 3 sessions each week.
- COPD Circuit – 2 sessions each week.
- Resistance Training – 5 sessions each week.
- Water Mobility – 1 session each week.

Specific 10 week blocks - Closed courses specifically organised to meet the needs of the most prolific patient groups.

- Pilates
- Yoga
- Men's Health
- Healthy Living/Gentle Circuit
- Chair Exercise

Proposed Development- 2010-2011

- Falls Prevention Classes. In discussion with the Heart Failure Specialist Nurse Team 'Pilot' for Community based exercise for this patient group.

Outcome:

Falls Prevention sessions are yet to be finalised. Discussions between the relevant health professionals (Falls Prevention Team Hartfield's) highlighted that many of their patients would not be able to access a venue independently for community based exercise. Currently, resources cannot provide transport to HELP sessions.

In December a multi – agency led 'Pilot 'Community based Exercise for Heart Failure' patients was implemented. This is a joint initiative with the Community Service Clinical NHS Heart Failure team based at McKenzie House Hartlepool.

The long term plans for this to continue will be dependent on the decisions made within the NHS Commissioning Services.

New Proposals - 2011-2012

- Liaison with local MS support group to ascertain whether we can offer a specific exercise course to engage this patient group within the weekly programme.
- Cardiac Rehabilitation Phase 3 is currently delivered at the UHH site there are plans for this service to be transferred into a community venue. The HELP Cardiac Rehabilitation instructor team maybe involved in this transfer of service as our instructor team have the necessary qualification to meet national standards and essential competencies.



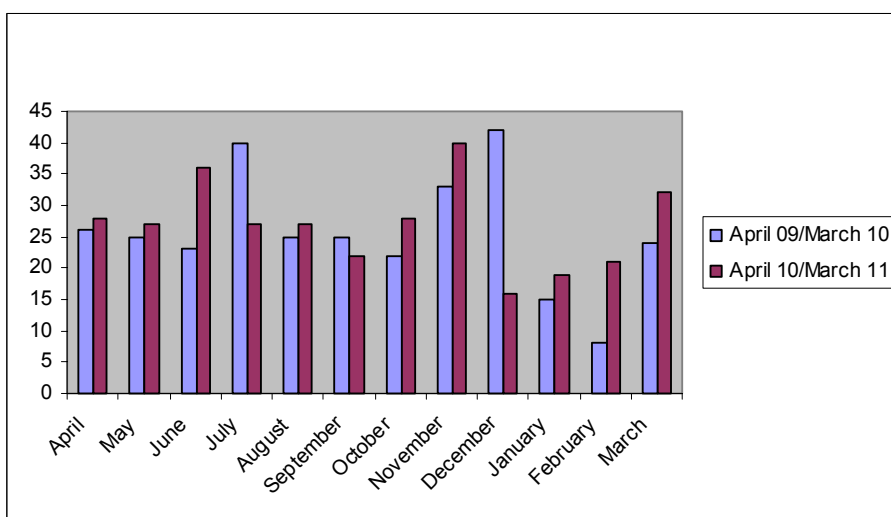
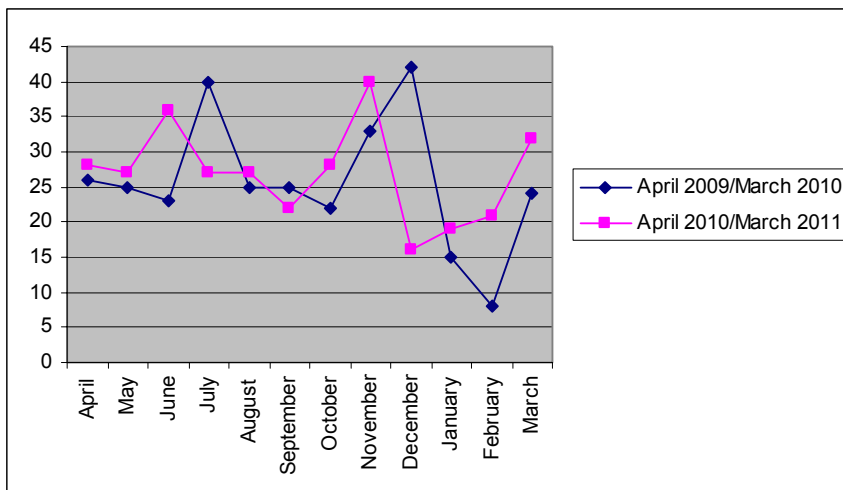
**Introductory Course Completions**

Figure 6 Course Completion Trend Line

2009/2010	
April	26
May	25
June	23
July	40
August	25
September	25
October	22
November	33
December	42
January	15
February	8
March	24
<b>TOTAL</b>	<b>308</b>

2010/2011	
April	28
May	27
June	36
July	27
August	27
September	22
October	28
November	40
December	16
January	19
February	21
March	32
	<b>323</b>

### Analysis of course completions

The previous charts show the course completion trends. As anticipated, the winter months show a definite drop in the number of completions on the programme. We know that many of our clients need to defer from the scheme, in the winter months, as 'poor health' and repeated illness prevents them from attending.

We do have a policy to allow clients to return to their course, when possible. For some the nature of their illness may severely restrict consistent attendance, i.e. COPD patients.

The warmer months of the year show a good stable trend, with a steady number of completions to the programme.

- The completion target for the year was 300 – achieved 23 above target.
- Of the 840 referrals, 716 individuals accessed the scheme this denotes an 85% uptake.
- Of the 716 who accessed the scheme 45% completed a full 10 week introductory course.

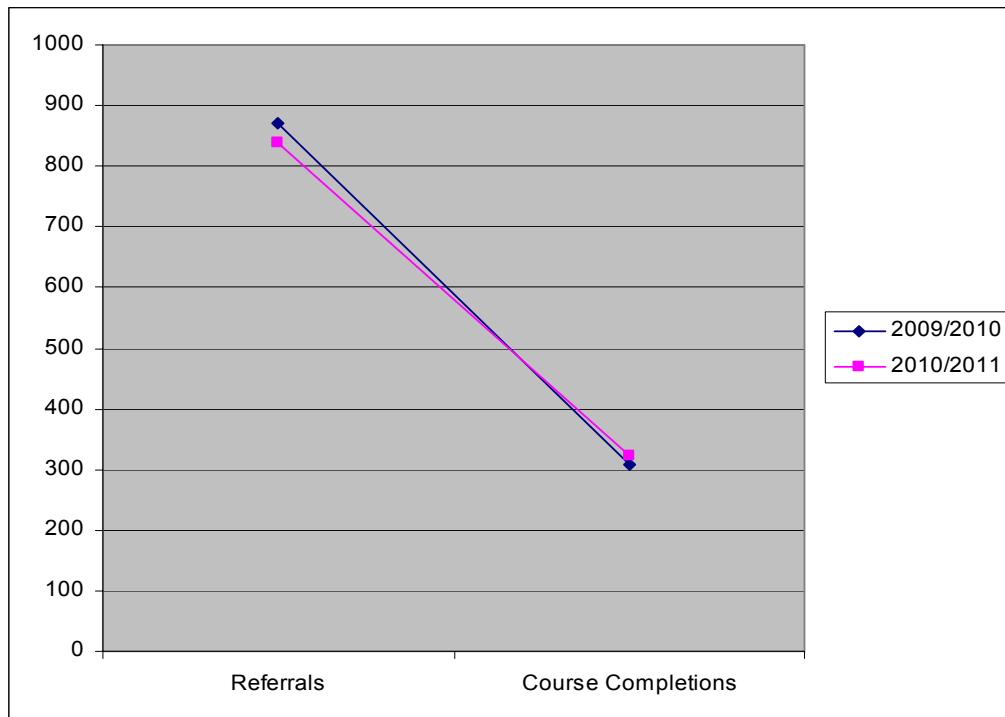


Figure 7 Comparison of referrals and completions 09/10 & 10/11

Year	Referrals	Course Completions
2009/2010	870	308
2010/2011	840	323

Although the proportion of completions appear low to the number of referrals received, it must be noted that the scheme is now receiving referrals from more 'complex patient groups'. Clients are older and many have numerous health issues at the point of access.

***All referrals received from G.P. surgeries now receive feedback letters, outlining how the patient managed their introductory course, post completion date.  
(See Appendix 1)***

### Exit Routes

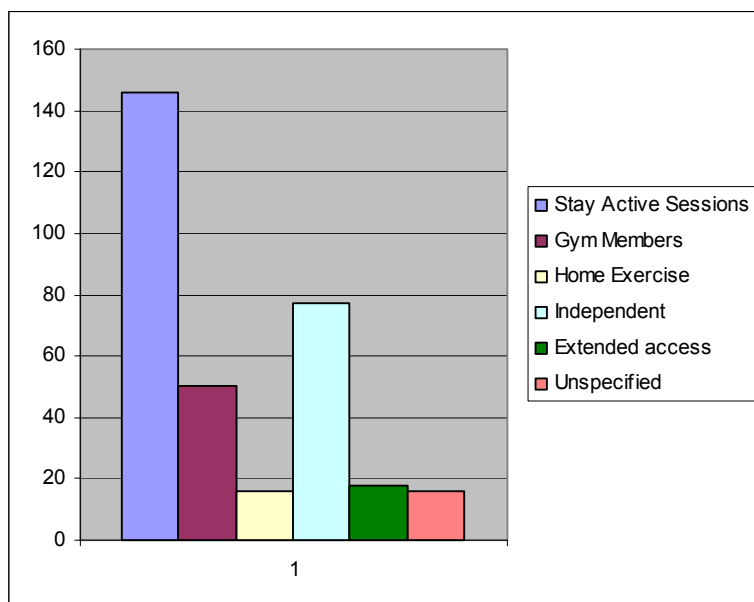


Figure 8 Exit Routes

Stay Active Sessions	146
Gym Members	50
Home Exercise	16
Independent	77
Extended access	18
Unspecified	16
Total	323

The previous chart shows a high uptake to the 'Stay Active Programme'-

A small proportion of referrals do have extended access to a low level introductory course venue, these are particularly low functioning clients, who without continued support would likely return to a sedentary lifestyle. These clients are achieving a maintenance programme which is all their condition will allow. This is particular relevant to the COPD, Parkinson, and Stroke patient groups.

To monitor long term adherence we have a postal questionnaire, which is used to obtain information establishing whether the client has continued with an

active lifestyle. Service users are contacted 6 months after their initial course completion. From this questionnaire we are able to monitor the number of people continuing with regularly physical activity 6 months on. **Data collected to date indicates a 60% retention rate.**

### Summary

The H.E.L.P Scheme continues to provide a valuable service to the local community. The following feedback comments high light how the service has a positive impact.

#### Selection of comments from 10 week Course Evaluation Forms:-

No.618 – “it helped me to reduce weight, as a feel good factor’ really enjoyed course.”

No.602 – “Increased motivation – less breathless”.

No. 601 – “My movements have improved. I don’t feel so miserable”.

No. 596 – “Staff are very professional and easy to talk to”.

No. 577 – “Apart from my bad back my general health has improved and therefore my whole lifestyle has improved my asthma is more controlled”.

No. 567 – “Being able to have more arm movements. Also, interactivity with other people has helped my mental state”.

No.551 – “Course excellent foundation for good health & well being”.

#### Selection of comments from 6 month post completion Questionnaires - in response to the question 11:

**‘Is there anything that the council could do to help individuals to stay fit and well and to carry on leading an active lifestyle?’**

My instructor was Barbara she was excellent, nothing was too much trouble. Get more courses with good instructors. Keep up the good work. The Pilates helped me to get fit and return to full time employment. Thank you.

Must keep Dr’s Referrals on please do not stop them. I and others feel better in body and mind. Thank you.

Great Service – good to do.

Keep exercise facilities on longer basis. I enjoyed my sessions and feel much fitter.

Promote more of these courses. I am reasonably fit for my age but I appreciated the information given. It's made me more aware of what to do and what not to eat and broadened my scope of available opportunities to exercise. Thank you.

I think the exercise programme is adequate and carried out with professionalism by the excellent instructor's. As for my current situation all my exercise is mainly walking approx 15 miles a week and my medication has reduced from 11 tablets a day to 6 tablets a day.

The HELP scheme is clearly a valuable service to the local community. With the forthcoming changes within the NHS and proposals for G.P Consortiums in 2013 we will continue to have a strategic fit locally, regionally and nationally. The programme lends itself to being adaptable and responding to change.

#### Actions /Recommendations for 2011/12

- To continue to improve the quality of the service in line with NICE guidelines for G.P Referral schemes.
- To source further funding opportunities for Cardiac Rehabilitation to replace the loss of the WNF financial support.
- Further funding is a requirement to extend our current programme. A capacity issue may arise without it. We hope to accommodate a greater number of patients by increasing the number of referrals from the G.P surgeries.

***'The Health Survey for England (2007) reports that – 1 in 4 people say they would be more active if they were advised to do so by a G.P or nurse.'***

- All sessions to have two staff supervising where resources permit, this is to address the high numbers who lapse from the programme.
- In 2011-12 we are implementing a more detailed 'initial consultation' with new clients; this will provide quantitative data to verify their achievements and permit more detailed feedback to the surgeries.
- Target the following specific patient groups: Diabetes and Obesity and Coronary Heart Disease as all of these conditions are progressive for those who lead a sedentary life style.
- To access relevant training for Instructor's to maintain CPD and keep updated with scientific developments in the field of Exercise for Specialist Populations.
- Work with key partners to increase multi –agency delivery to ensure an effective service to the community.



Date:

**Hartlepool Exercise for Life Programme**

Dear Colleague,

Please note the following information for your records:-

**Patient:**

**D.O.B:**

**Address:**

**Reason for referral:**

**Referring Agent:**

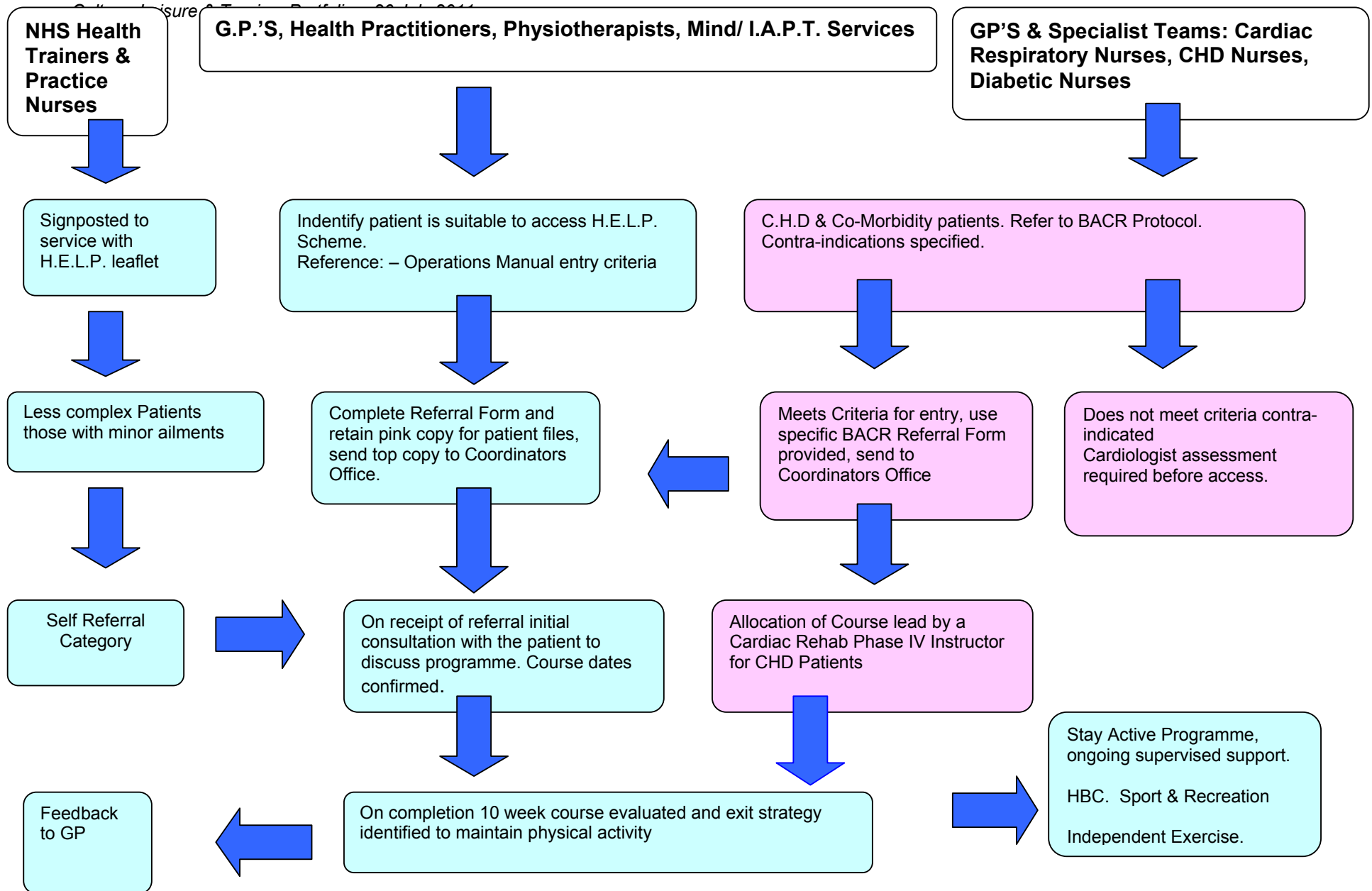
10 Week Course:	Course start date:	Outcome: <i>*If a number is shown in the box below this confirms that the patient has completed a ten week programme*</i>

If you require any further information please contact the scheme Coordinator  
01429 – 861866, Fax 01429 284366.

Yours sincerely,

Lorraine Harrison  
GP Referral Coordinator

***“Currently 60% of all referrals completing a ten week course are maintaining exercise 6 months later.”***







<p><b>CULTURE, LEISURE AND TOURISM PORTFOLIO</b> Report to Portfolio Holder 26 July 2011</p>
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**Report of:** Director of Child & Adult Services

**Subject:** CULTURAL SERVICES VENUES ACHIEVE  
VAQAS ACCREDITATION IN 2011

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## SUMMARY

### 1.0 PURPOSE OF REPORT

To update the Portfolio Holder on the findings of the recent Visitor Attraction Quality Assurance Scheme (VAQAS) assessment of Cultural Services venues.

### 2.0 SUMMARY OF CONTENTS

The report will highlight findings from the recent VAQAS assessment exercise which led to Cultural Services venues achieving accreditation for 2011.

### 3.0 RELEVANCE TO PORTFOLIO MEMBER

The portfolio has responsibility for Cultural Services venues.

### 4.0 TYPE OF DECISION

Non-key

### 5.0 DECISION MAKING ROUTE

Culture, Leisure & Tourism Portfolio on 26 July 2011.

### 5.0 DECISION(S) REQUIRED

No decision required.

**Report of:** Director of Child & Adult Services

**Subject:** CULTURAL SERVICES VENUES ACHIEVE  
VAQAS ACCREDITATION IN 2011

---

## **1. PURPOSE OF REPORT**

To update the Portfolio Holder on the findings of the recent Visitor Attraction Quality Assurance Scheme (VAQAS) assessment of Cultural Services venues.

## **2. BACKGROUND**

The Visitor Attraction Quality Assurance Scheme is coordinated by Visit England, the England Tourist Board, and is an independent endorsement of the quality standards expected in a visitor attraction. This is the sixth year that Hartlepool Art Gallery and Hartlepool's Maritime Experience have been a part of the scheme, and our recent VAQAS assessment has resulted in the achievement of accreditation of "Quality Assured Visitor Attraction".

### **2.1 Hartlepool Art Gallery**

The Executive Summary states, "This attraction has greatly improved since the last assessment, as enthusiastic staff welcome and inform the visitor in a knowledgeable manner".

An initial "mystery caller" enquiry was made in advance of the visit which was described as "A very friendly, yet professionally handled call that would certainly encourage any visitor".

The Art Gallery café was observed as having engaging staff, a good selection of products and a neat and tidy appearance.

The retail area was attractive, well displayed and presented to a high standard with varied merchandise "to appeal to the discerning purchaser and the pocket money brigade".

The exhibitions were noted to be of very high quality with good interpretation and labelling of artefacts.

"There were school children just finishing completing a lesson as the visitors entered and the giggling and smiling faces meant that they had all enjoyed the experience".

“This is a well managed Gallery that is a joy to visit”.

## **2.2 Hartlepool’s Maritime Experience**

The Executive Summary of the VAQAS report states, “The Maritime Experience offers just that.....an experience....the visitor will remember the attention to detail in the street and shops which gives significant attention to detail to achieve authenticity...”

The initial telephone enquiry was met with “an informed professional manner that would encourage any potential visitor to the site”.

The Brown and White directional signs were observed to be highly visible and “together with actually seeing the masts of the ships visitors can easily locate the venue”.

“Costumed staff interacted well with visitors during the display”.

The gift shop was observed to be bright and airy with a good variety of merchandise and the layout ensures that visitors have to pass through the shop to exit the attraction.

“Overall this quality attraction is maintained to a high standard, the heavy footfall will take its toll but there was a noticed improvement upon the last assessment”.

“Some aspects of the attraction were very good, such as the Fighting Ships exhibition”.

“The Hartlepool Maritime Experience offered the visitor an overall very good quality experience.”

## **3. FINANCIAL IMPLICATIONS**

The VAQAS report highlighted some areas for improvement, particularly around the standard of fixtures and fittings in the toilets at both venues. These issues are being raised with Albert Williams and may require modest investment to make improvements.

## **4. RECOMMENDATIONS**

The Portfolio Holder is asked to note the contents of the report.

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

<p><b>CULTURE, LEISURE AND TOURISM PORTFOLIO</b> Report to Portfolio Holder 26<sup>th</sup> July 2011</p>
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**Report of:** Director of Child & Adult Services

**Subject:** HARTLEPOOL LIBRARY REFERENCE &  
INFORMATION SERVICE MATRIX STANDARD  
ACCREDITATION; JUNE 2011

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## SUMMARY

### 1.0 PURPOSE OF REPORT

To inform the Portfolio Holder of the recent achievement of Hartlepool Library Reference & Information Service in maintaining Matrix Standard for Information, Advice & Guidance Services accreditation.

### 2.0 SUMMARY OF CONTENTS

The Matrix Standard is the government quality Standard for organisations that support and enable individuals to make informed choices.

Accreditation is for 3 years. Hartlepool Reference Library first gained Matrix accreditation in 2008. The renewed accreditation in 2011 required maintenance of standards and demonstration of improvement and development over the previous three years.

### 3.0 RELEVANCE TO PORTFOLIO MEMBER

The Culture, Leisure and Tourism Portfolio Member is responsible for library and information services.

### 4.0 TYPE OF DECISION

Non key decision.

**5.0 DECISION MAKING ROUTE**

Culture, Leisure and Tourism Portfolio meeting on 26 July 2011.

**5.0 DECISION(S) REQUIRED**

Comments from the Portfolio holder are welcomed.

**Report of:** Director of Child & Adult Services

**Subject:** HARTLEPOOL LIBRARY REFERENCE &  
INFORMATION SERVICE MATRIX STANDARD  
ACCREDITATION; JUNE 2011

---

## **1. PURPOSE OF REPORT**

To inform the Portfolio Holder of the recent achievement of Hartlepool Reference Library in maintaining Matrix Standard For Information, Advice & Guidance Services accreditation.

## **2. BACKGROUND**

The Matrix Standard is the government quality Standard for any organisation that supports individuals, enabling them to make informed choices about their future. The Standard was launched in 2002 in response to the need for a national quality standard for organisations that deliver information, advice and guidance on learning and work. The Reference Library provides information to a broad cross-section of users. In the case of learning, this can be within the obvious areas of vocational and academic, but also life-long learning, personal development, and specialist areas such local and family history and research.

The assessment process is outcome based and rather than focusing on paper based evidence, uses a number of evidence sources such as interviews with clients and delivery staff, observation and review of policies. Accreditation is for 3 years. Hartlepool Reference Library first gained Matrix accreditation in 2008. The renewed accreditation in 2011 required maintenance of standards and demonstration of improvement and development over the previous three years.

The service demonstrated its qualities in meeting the assessment criteria. Accreditation was possible due to the dedication and skills of the staff who deliver the service to the public, the clear management provided by the Information Manager and the department, the support and encouragement from elected members and the continued patronage and support to the service by friends and volunteers and the residents of Hartlepool.

## **3. FINANCIAL IMPLICATIONS**

The £740 annual cost to maintaining Matrix Accreditation is balanced by the advantages to the public in terms of clear and efficient service management and the quality assurance of providing services maintained to the national standard.

#### **4. RECOMMENDATIONS**

That the Portfolio Holder note the achievement of Matrix Standard accreditation by the Reference Library Service.

#### **5. ADDITIONAL DOCUMENTS**

Matrix Accreditation Review Report; Hartlepool Borough Libraries Reference and Information Service. EMQC/Matrix. June 2011

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

## **Commercial in Confidence**



### **matrix Accreditation Review Report**

**For**

**HARTLEPOOL BOROUGH LIBRARIES  
REFERENCE AND INFORMATION SERVICE**

**By Mark Wem**

**On behalf of EMQC**

**Assessment Date: 13/06/2011-15/06/2011**



# **CONTENTS**

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<b>5. Areas for Continuous Improvement</b>	<b>5</b>
<b>6. Detailed Findings against the matrix Standard</b>	<b>6</b>

## 1. Executive Summary

Having carried out the Accreditation Review in accordance with the guidelines provided Hartlepool Borough Libraries Reference and Information Service has demonstrated that it continues to meet the **matrix quality standard for information advice and guidance services**. Continued Accreditation to the **matrix** Standard is granted for the external services provided by Hartlepool Borough Libraries Reference and Information Service.

This Accreditation Review Report details the services provided by Hartlepool Borough Libraries Reference and Information Service and includes a brief description of the organisation, the Assessment methodology and an overview of how the Hartlepool Borough Libraries Reference and Information Service demonstrated that it continues to meet the **matrix** Standard.

## 2. Introduction

Hartlepool Borough Libraries Reference and Information Service (now referred to as the Service in this report) is located on the first floor within the main Library building in the centre of Hartlepool. The ground floor at times is given over to several organisations e.g. adult education (who run job clubs) as well as providing the main lending operation for books and other general information. The building is open plan and designed on the basis of offering a community based Library operation.

Following a restructure last year (due to Council cut backs) the Service now employ just 2 with an additional four members of Library staff who work an agreed number of hours for the Service. The Service is run on an operational basis by the Information, Advice and Guidance Manager who in turn reports to the Library and Community Manager. The Service also makes use of Clients who on occasion act as Volunteers to support local events and/or research activity.

Clients continue to represent an extremely broad cross section of people. The majority of enquires come in the form of requests from local residents. However, email and online enquiries are received from all over the world. Clients may have access to reference books or access computers via the internet for which this service is free. The service also includes use of its micro-film, micro-readers and a large selection of micro-fiche records.

Many of the clients have been using the service for a considerable number of years and have built up an enviable knowledge base. However, Clients can and do access the services of trained members of staff who will discuss their enquiry, assess their needs and assist them in accessing the information they require.

The organisation was keen to receive any feedback in relation to how they could improve the services they offered. However, specific feedback around induction and initial training carried out during/post induction was requested having introduced this as a result of the staff changes which had taken place last year.

Based on the Assessor's last Report which highlighted a number of recommendations the organisation had addressed a number which included the development of the Library Friends Group through an outreach facility, communications of improvements in relation to the services offered to Clients, the mentoring of new employees and the development of partner feedback mechanisms.

### 3. Methodology

The Assessor used a range of methods to gather evidence against the **matrix** Standard;

Total interviews (in total thirty one individuals were interviewed as part of this review activity)

One to one interviews (these took place with two employees, two partners, two clients and three volunteers)

Telephone interviews (took place with one representative from a partner organisation)

Informal group interviews (these took place with one group of two and one group of three employees, one group of four and six groups of two clients)

Observation (an informal observation/tour of the service premises took place enabling the Assessor to see at first hand how employees interacted with service users (clients) and its use/display of publications, leaflets, documentation etc)

Document review (In preparation for this review activity the organisation had provided a number of key documents including planning documents, minutes of meetings, brochures etc which assisted and supported verbal evidence gathered.)

Feedback (A Feedback Meeting took place on site at the end of the review activity where a summary of the organisations strengths and potential areas for improvement were discussed with the main client contact/s.)

### 4. Strengths

During the Accreditation Review, a number of strengths were identified. These are outlined below. The numbers and letters in brackets refer to the relevant elements and criteria in the **matrix** Standard.

- Promotional activities (events within the Library) with local interest groups and partner organisations continue to raise the profile of the Service. (1b)
- As the knowledge of staff further develops the opportunity to identify other suitable sources of reference and information to clients continues having established good ongoing relationships with longer standing members of its client base. (2c, 2e & 3d)
- Employees continue to maintain and develop relationships with local partner organisations e.g. local museum and interest groups promoting joint bid contracts. (5g)
- Its new Introduction and Induction Programme introduced last year to address the formal and structured process for the development of new staff to the Service is working well. This is achieved through establishing what will be covered 'in house' by other staff members and other development opportunities such as visits to other local organisations and interest groups. (6a, 6b & 6d)

## 5. Areas for Continuous Improvement

The Assessor also identified a number of areas where further development may improve the quality of service. The numbers and letters in brackets refer to the relevant elements and criteria in the **matrix** Standard.

- Having introduced training sessions to minority groups such as those with hearing disabilities the opportunity to provide staff with basic 'deaf awareness' training is to be encouraged. This would assist in building long term relationships for those with special needs. (7c)
- Whilst the Service do highlight what activities are taking place to clients on a day to day basis wider communication of these events to all Library staff will reduce the possibility of some clients being misinformed about what classes are taking place and when they may or may not have been cancelled. (3a/3b)
- Whilst to some extent the ability of the Service to plan for the update and renewal of IT equipment is outside of their control (as it is managed by the Council) it is encouraged to consider potential investment in new technology to make a case for when budget negotiations take place. (5d)
- As the **matrix** Standard is in the process of being reviewed and will be re-launched later this year it is recommended that the organisation make itself aware of any changes and addresses any actions identified. It may help to attend any 'Awareness Sessions' run by EMQC enabling organisations to plan for those changes. The organisation may also wish to consider some form of annual intervention e.g. review to look at any part of the **matrix** Standard over a three year period. Please feel free to contact the Assessor and/or EMQC if you wish to discuss any of these options further.

## 6. Detailed Findings against the matrix Standard

The following information is a summary of the findings against each element and should be read in conjunction with the previous sections.

### 1.

#### **People are made aware of the service and how to engage with it**

The Service defines its purpose in a leaflet referred to as its Statement of Service. Its introduction starts with Who are we? which states that *'Hartlepool Libraries Reference and Information Service is based on the first floor of the Central Library. It provides facilities and staff support to help customers with a range of information needs from textbooks for assignments to help with a tricky crossword clue. We also have a large collection of local and family history resources'*.

The leaflet goes on to explain What services do we offer? and explains about the reference Enquiry Service and encouraging people to share their views with them. The leaflet also highlights the new opening times brought about with the restructure of staffing timetables. Parts of the leaflet are also highlighted on its Website and posters situated around the Library facilities.

Promotional activities are captured again on its website and through its 'Help Guide Leaflet' which provide information on the services offered and about the support which can be accessed on an ongoing basis e.g. range of information, computer facilities and e-library. Additional leaflets also exist specifically for students.

The range of information offered by the Service is accessible through contact with staff, computers, reference information and wider research facilities. *"they have just purchased some new parish registers which mean we can access more local information dating back further"*

Evidence that all promotional activities take into account equality of opportunity included verbal evidence from interviews with clients and representatives of partner organisations. Council and Library policies also support the approach taken when marketing its activities. *"Being a sea town they have a wealth of information which is accessible to all and strengthened by links with local nautical interest groups"*

### 2.

#### **People's use of the service is defined and understood**

Clients are offered a description of what they can expect from the service through initial and ongoing contact with Service staff. This typically includes the opportunity to have explained aspects of personal confidentiality including any policies and or procedures in relation to the freedom of information act, equality and diversity and data protection. *"we have a good understanding of what we can and cannot share. This formed part of our initial training as part of the induction process"*

Clients are then given the opportunity to explore the nature and suitability of the service provided to meet their needs. This opportunity further develops and establishes the services that will be provided e.g. from basic enquiry through to the signposting to other organisations or referral to local specialist groups or organisations such as the local library. *"They have good links with other local groups so we can tap into their local knowledge and expertise"*

**3.****People are provided with access to information and support in using it**

Interviews with clients confirmed that information held by the organisation was relevant and sufficient for the services they offer. Interviewees also confirmed that any information provided was accurate, current and inclusive. This was achieved by protocols for the lending of books and accessing information via the internet. *"If we have any specific needs such as acquiring different books we simply ask a member of staff and make a request"*

Information held by the organisation is managed and evaluated by Service staff to ensure that it remained appropriate and relevant to the service provided. A Stock Policy now supports the process by which stock is held and replaced.

Interviews with clients confirmed that they were supported in both accessing and understanding the information provided through support with accessing and understanding information through the internet or through specialist search packages such as 'find my past' and 'ancestry library edition'. *"We can access some fantastic resources which you cannot access as a member of the public. The Service subscribes to these research packages and we can access them through the PCs here"*

**4.****People are supported in exploring options and making choices**

Interviews with clients confirmed how they were provided information, advice and guidance and how they deemed this to be impartial and objective. This included how they were made aware of the IAG and what it would cover and what it wouldn't in terms of meeting their needs. *"We have to manage expectations at times and have to explain that we cannot do all the research on their behalf!"*

People also confirmed how they were told the support would be conducted and what they could expect e.g. advice, signposting and referring when appropriate. *"XX told me able another group that meet that would assist me find out what I wanted to know"*

Interviews also gave examples as to how discussions took place enabling options and choices to be considered e.g. working by themselves, with support from staff or in association with other groups.

People felt that they were given support through the process to consider those options such as by informal 1:1 discussions with staff and therefore in a position to make their own choices. Examples of local events also supported clients being able to make informed choices such as 'treasure in your attic' an awareness event run in partnership with the local museum, and 'tea with a miner' awareness event in partnership with Beamish Museum.

**5.****Service delivery is planned and maintained**

The Service has defined their aims and objectives through links with planning documents at every level e.g. Service Plans supporting Library Plans and Corporate Plans of the Council. *"We have general corporate aims which we then break down into more measurable objectives highlighting milestones and success criteria"*

Interviews with employees felt that they had clear lines of leadership and direction through its management on both a daily basis and more formally with the introduction of monthly staff

meetings. As a result employees are involved in the planning and delivery of the service through these mechanisms on both an informal and formal basis. As a result employees felt that their views were considered e.g. on an ongoing basis through the induction programme. This also confirmed that the processes and procedures allowed that resources were adequately applied and therefore used appropriately e.g. covering staffing and development of staff knowledge.

The Service ensures that legislation; codes of practice and ethics are considered and applied through links with the Council and the Institute of Librarians.

The organisation's policies, procedures and planning documentation evidenced e.g. those adopted by the local council showed how the principles of The National IAG Board were considered and applied.

The Service has developed a number of partnerships and networks effectively to enhance the service further. Examples included working on joint network events, activities and more formally through joint bids to secure new work streams. *"Development of our partnership has enables us to work on joint bids for new contracts"*

*"On occasion they have accessed information for me through Teesside archives"*

## 6.

### **Staff competence and support they are given are sufficient to deliver the service**

Employees who were new to the organisation or those that had changes roles through the library described how they were introduced and inducted and the processes used to ensure that this was effective. Examples included the introduction of the introduction; induction and development programme to support new assistants develop their reference and information knowledge.

Interviews with employees also confirmed how this has addressed and continued to address on an ongoing basis their ability and competence to carry out the service effectively. As a result employees felt they understood their role, any boundaries in relation to their role and who and when then could seek levels of support and guidance. *"As the development is ongoing we can learn and develop by supporting each other. What one person may not know another will. This also means taking advantage of the local knowledge and expertise of our clients"*

Various examples existed based on interviewee evidence where training took place both in relation to their role or other opportunities e.g. in the use of equipment, attending local events and visiting local partner organisations. Training files of staff supported training activities which have been undertaken in the past.

Ongoing supervision of staff took place through observations and the annual appraisals process. The Service follows Council procedures and currently the annual performance of all Council employees is under review. *"Appraisals work well but the ongoing induction/development programme addresses a lot of issues that we can discuss on an ongoing basis"*

## 7.

### **Feedback on the quality of the service is obtained**

Interviews with clients described how they were advised who to contact with any feedback in relation to compliments, complaints or ideas for improvements and how their views could be fed back. Examples included the use of comment forms (green forms used by clients when

attending events, training sessions and informally on any aspect of the service provided. *"Every now and again I have been asked to complete a form. I did fill one in when we finished the 'first click' course"*

The Service proactively seeks the views of those using its services, employees and partner organisations through questionnaires and surveys. Managers then use the data to evaluate the service and make improvements where necessary. In addition comments (both formal and informal) are gathered and again evaluated and acted on where appropriate. Examples included consideration of the green forms completed and forwarded by clients. However, the very nature of the public is such that many comments are passed on verbally to a member of staff. Employees share the information with colleagues on an ongoing basis. *"We do get the forms and they are considered. More often than not we will however pass on a comment to xx based on what a particular member of the public has said"*

## 8.

### **Continuous quality improvement is ensured through monitoring, evaluation and action**

The effectiveness of the service is monitored and evaluated against the aims and objectives of the organisation through management meetings and reviews against Service Plans. This also supports how feedback is used to check the effectiveness of the service to users and informs all aspects of continuous improvement. Evidence included feedback from the Library Fiends Group, surveys and questionnaires e.g. using the library at Christmas Survey results that demonstrated how action had been taken to improve the service overall. Further evidence that the service was continually developed and improved included verbal comments from interviews with clients and representatives from partner organisations e.g. refurbishment of local study areas, increased access to research software resources, new Library Way Finder a system of identifying and locating reference materials and books, review and update of website, use of volunteers and increased volume of activities displayed within the library.

Quote:

*"I have noticed that despite staff changes they appear to work very well together and have increased resources for the public as well as host many more events. As a result their profile increases"*