

Chair), J Tagg, Walklate, Williams (Chair), Winfield and Woolley

PLEASE NOTE: The Council Chamber and Committee Room 1 are fitted with a loop system. In addition, there is a volume button on the base of the microphones. A portable loop system is available for all other rooms. Should you require this service, please contact Member Services during the afternoon prior to the meeting.

Members of the Council: If you identify any personal training/development requirements from any of the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Democratic Services Officer at the close of the meeting.

Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.

FIELD_TITLE

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

ACTIVE AND COHESIVE COMMUNITIES SCRUTINY COMMITTEE

Monday, 20th July, 2015

Present:- Councillor Mrs Gillian Williams – in the Chair

Councillors Cooper, Eastwood, Hambleton, Heesom, Parker, Plant, Walklate, Winfield and Woolley

Apologies Apologies

1. DECLARATIONS OF INTEREST

There were no declarations of interest stated.

2. MINUTES OF THE PREVIOUS MEETING

Resolved: That, subject to the recording of Councillor Parker's apologies, the minutes of the meeting held on Wednesday 17 June, 2015 be agreed as a correct record.

3. LOCAL GOVERNMENT ASSOCIATION PEER REVIEW OF DECISION MAKING ARRANGEMENTS

Consideration was given to a report requiring comments on the Local Government Association's Peer Review of Decision Making Arrangements.

The Committee made the following observations:

(i) Amalgamation of Public Protection and Licensing Committees

Members felt that this was not feasible. The two committees could not legally be merged therefore it would have to be two separate meetings on the same night. Therefore it would not really achieve anything.

(ii) Amalgamation of Audit and Risk and Standards Committees

Members felt that this was an understandable move as the Standards Committee rarely met.

(iii) Amalgamation of Active and Cohesive and Healthy and Wellbeing Scrutiny Committees

As Health Scrutiny could be an intensive meeting, it could potentially result in lengthy meetings. In addition, if concentration was placed on the Health aspect, the Active and Cohesive side of the meeting could suffer. Therefore this merger should not take place.

(iv) Review of the need for the Staffing Committee

No comments were made on this.

(v) Joint Parking Committee and Conservation Committees

Joint Parking no longer met and no comments were made on Conservation

(vi) Reintroduction of the Members Information Bulletin

Members felt that this would be a good idea and could form part of the Members Web page once it was up and running.

(vii) Demands on Members Time

Members did not feel that the demands on their time, attending meetings, was excessive.

(viii) Start time of meetings

Members were happy for this to remain at 7pm

(ix) Changing the frequency of elections

There were no specific comments in relation to this although it was pointed out that, should a large number of existing Councillors lost their seats, a lot of experience could also be lost.

(x) Reducing the number of Councillors

Members felt that this issued would require a far bigger debate.

(xi) Length of Committee Reports

It was agreed that some reports were lengthy and needed shortening.

(xii) Delegation of more decisions to officers

This action would depend upon the type of decisions

(xiii) Disbanding of the Member Development Panel

Members felt that this would not be a good idea. It was crucial for Member Policy and continual development and also enforcing that the process of Member Development was Member led.

As a general comment, it was felt that the Courier service had been stopped too soon and should have continued until every Member had an iPad.

Resolved: (i) That the comments be passed to the appropriate person for collation.

4. **PUBLIC QUESTION TIME**

5. **URGENT BUSINESS**

There was no Urgent Business.

COUNCILLOR MRS GILLIAN WILLIAMS
Chair

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**Scrutiny Committee Update Report from the
Portfolio Holder for Leisure, Culture and Localism**

CHALLENGE 1: INCOME GENERATION

The museum currently makes around £45k in income. We want to increase this figure and have invested recently in the shop and are all thinking entrepreneurially. Achieving greater income does depend to a great extent on achieving the above (development) aims.

Visitor Figures for July and August 15631 are up over 2500 on the visitors for July and August 2014. In addition income from April to date is £20200 compared to £14577 same time last year increase of £5600. Donations to date £2550 compared to £1700 last year – increase of £850.

CHALLENGE 2: MARKETING

We have no marketing budget at the moment. We need to develop a dedicated website to attract visitors to the same standard as other similar attractions. We need to have a greater visual presence on the road to attract visitors and raise awareness of the service. We are currently working on a rebranding project for the museum and park to give the Brampton a stronger identity to make it more marketable. These issues were highlighted in a grant aided study of our audience and marketing undertaken in 2010/11.

A £2000 marketing budget has been earmarked. New branding has been adopted and we are currently looking at creating a unified signage to direct people from the road and within the park to the museum. Working on the council's new website has been our greatest challenge – we want to create a website that effectively showcases the quality of the offer at Brampton Park and to convert web hits into visits in person. The content management system adopted by the council has hindered our ability to effectively do this. We are planning to use some of the budget to create a professional bank of museum images that can be used on the website.

A highlight of the summer was to be awarded the Trip Advisor Certificate of Excellence for consistently good reviews. Reviewers described it as a “hidden gem” with great staff, quality exhibitions and fun children’s activities set in picturesque surroundings.

The museum Facebook page now has over 1000 likes and is a valuable and powerful marketing tool for the museum.

CHALLENGE 3: FACILITIES MAINTENANCE & IMPROVEMENTS

The museum building needs modernising if the service is to develop and achieve its potential. Galleries need improving as do visitor facilities (café, meeting rooms, toilets etc.), research facilities, education spaces and stores for the collections. The exterior of the building is currently in a poor state of repair which reflects badly on the service.

Classification: NULBC **UNCLASSIFIED**

Museum exterior is currently undergoing surface repair and repainting programme. With new guttering and drainage system installed. The public toilets are due to have a deep clean and redecorating during Winter 15.

Fixed electrical testing report has resulted in planned upgrade to the building electrical system which will be completed in November 15

Plans are in place to erect a temporary learning resource studio at the rear of the building to increase square footage and to relieve the pressures on the building in the short term. This will be used to accommodate school groups and children's parties.

The coffee area of the museum has been extended and improved.

Discussions are taking place regarding investment and funding opportunities to provide long term solutions to the service's sustainability.

OTHER DEVELOPMENTS: PARTNERSHIP WORKING

Maxim's development

We are advising the developers of the Maxim's site on incorporating the history of the site into the final project. They are still awaiting the outcome of an HLF bid which is pending.

Astley Steering Group

We are working with a number of partner organisations on a project to celebrate the life and work of Philip Astley – the inventor of the modern circus who was born in Newcastle. Partners include Newcastle TCP, New Vic Theatre, Staffordshire and Keele Universities, Newcastle College as well as the Van Buren family. The aim is to organise events leading up to the 250th anniversary of the first modern circus performance which is in 2018. An HLF bid will be submitted by the committee for a year of celebration in 2018.

St Giles Development

We are working with Staffordshire University on the historical elements of the St Giles' HLF project. They are awaiting the outcome on an HLF bid which is imminent.

British Ceramics Biennial

Working with the BCB the museum has held a Flower Army workshop to contribute to a major installation. Links with the BCB will be built upon in future years.

Museum Consortium

The museum is part of a consortium of Staffordshire Museums who work in partnership to strengthen the sector locally and work on joint projects to maximize the impact the museums can have on a larger scale. The museum is currently hosting a touring exhibition based around the Great War collections in five Staffordshire museums (Brampton Museum being one). Funding for the exhibition was obtained through a consortiums bid to Arts Council England. Future joint projects are being discussed.

**Report to the Active and Cohesive
Scrutiny Committee
Monday 5th October 2015**

Sports Development Activity within Newcastle
Borough



Report Author: *Robert Foster*
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Introduction

The following report details the current activities for sports development in Newcastle Borough.

Background

Members received a report in 2012 detailing activity in the Olympic year. This report serves to update Members on legacy and progress, despite of reduced resources.

Questions to be Addressed

What is the current scope of activity within the Borough currently?

Outcomes

The current priorities in sport are aligned to the corporate objectives for health and wellbeing and provision is suitable and sustainable for the future.

Supporting Information

Club Development through Sport England's Club Matters

The Sports Development section supports local sports clubs through Sport England's Club Matters Programme.

Launched on 12 February 2015, Club Matters provides free guidance, support and learning on all aspects of running a club. At its heart is a brand new website, but it's far more than that.

The Club Matters website brings together all of the previous support for clubs: Club Leaders, Help for Clubs and the Clubmark website.

We provide help and assistance to improve the clubs within the Borough using the Club Matters website.

Club Matters provides all of the following:

Online Support – All the help and guidance clubs need, in all areas of club development from budgets to marketing. There is a range of support available including online toolkits, quick reference guides and e-learning modules.

Workshops – Club Matters workshops are free, short training sessions given by experts across the country. The sessions will develop club members skills, improve their knowledge and ultimately help them develop their club.

Mentoring – Whether they want long-term support, or just a short call to sound out their ideas, Club Matters mentors can help. The flexible mentoring scheme will offer more personal support to members and their club through online, group and one-to-one mentoring at a time and place to suit members.

Club Improvement Plan – An online health check for clubs of all sizes and at all stages of their development, to establish where they are performing well and where they can develop. This will provide the clubs with a tailored development plan, identifying recommended actions and priority areas.

Club Views – A club review tool allowing clubs to ask their members and volunteers what they think about their club and make suggestions on areas for improvement.

Clubmark – The universally acknowledged cross-sport accreditation scheme for community sports clubs.

Clubmark accreditation is awarded to clubs that comply with minimum operating standards in four areas: the playing programme, duty of care and safeguarding and protecting children and young people, knowing their club and its community and club management.

In total the Borough has 31 sports clubs who have achieved Clubmark Accreditation and the following 2 clubs have been awarded Clubmark since the last report.

Sport	Name of Club	Type of Accreditation
Cricket	Whitmore Cricket Club	Clubmark
Golf	Newcastle-under-Lyme Golf Club	Golf Mark

Newcastle Sport Advisory Group (Castle Sport)

Since the last report Newcastle Sports Council has been replaced by an advisory group called Castle Sport. This group is made up of local sports clubs representatives, education representatives and higher education representatives.

The main purpose of the group is to review, advice and make recommendations to the Grant Assessment Panel on individuals sports funding applications.

The Sports Development section has been heavily involved in ensuring that the transition has been a smooth one and their work programme now includes:

- Deal with enquiries on how to apply for the funding.
- Coordinate all applications for the panel to consider.
- Attending the Castle Sport meetings.
- Attending the pre Grant Assessment Panel meeting to present the recommendations of the Castle Sport group.
- Attending the Grant Assessment Panel meetings to present the report on the applications.
- Contact applicants to inform them of funding outcomes.
- Coordinate the awards evaluations

Community Sport Activation Fund Bid

- Working alongside Newcastle College and Aspire Housing to submit a funding bid for a three year project to get more residents of the Borough involved in sport. Potentially this project could be for £250,000 over 3 years.

Disability Sport

- Working in partnership with the Power Chair Football Club to establish new members and help them to gain funding, the club is based at Newcastle College

Badminton

- Weekly No strings badminton session at Kidsgrove Sports Centre. Average of 30 attendances each week.
- Part of the North Staffs Badminton Development Group which looks at the development of sport within the area.

Community Groups

- Assist a variety of sports and leisure groups throughout the Borough with funding advice and support. Groups include Bowls Clubs, Exercise groups, badminton group etc.
- Many of the groups specifically target older people and people on low incomes.
- Assist with funding applications to help them become self-sustainable in the future.

Sportivate (14 to 24 year olds)

- Coordinate all the Sportivate projects for the district and work with other established organisations to set up projects locally. £7280.00 spent across

projects, £4292 spent on projects at Newcastle College and £2345.31 capacity funding for our section.

- Work with SASSOT to ensure all projects are completed and submitted on time to meet national deadlines set by Sport England.
- Deliver projects within the team.
- Involved in the promotion for next round of funding projects for April 2016 to March 2017 – current allocation for funding yet to be confirmed by Sport England but likely to be similar as per this year.

Volleyball

- Aim to get adults involved in playing the game at local sites within the Borough.
- Working with partner agencies as part of North Staffordshire Development Group

Archery Arrows Programme

This 'mini' version of archery provides child-friendly equipment and resources to get started quickly and easily. Simple ideas for activities and competitions are provided that can be used in out of hours clubs and community sessions.

- Developing 'Arrows Programme at Kidsgrove Sports Centre and Jubilee2.
- Work with local archery club to provide exit route to further develop sport.
- Link into national campaign – to apply for up to £1000 to develop new opportunity.

Newcastle Partnership Contracts

- Involved in the organisation and delivery of two funded projects.
- Project 1 – Active2 – focusing on children and young people in targeted wards in the Borough to undertake more physical activity.
- Project 2 – This Girl Can – Focusing on women and girls aged 14 to 40 to undertake more sport and physical activity in targeted wards.

Bowls (Crown Green & Indoor)

- Submitted a bid to the Bowling Alliance as part of a county wide project to increase bowls participation rates in the over 55s and disabled people. Awaiting outcome and approval but potentially could receive approximately £800 (could be higher) towards bowls activities in 2016/17 if successful.

UK Corporate Games

- Assisted with the delivery of tennis event as part of the Corporate Games weekend held across various sites in North Staffordshire. Approx.120 people took part in the tennis event at Westlands Tennis Courts.

'Space' 2015

- Successful funding bid to the Police and Crime Commissioner for Staffordshire People Power Fund for £15,000 to deliver subsidised summer holiday activity programme for young people aged 11 to 17 in the borough on a first come first served basis. The fee for the reduced price membership was £10 for up to 7 weeks of activities. The membership included open and unlimited access to activities at Jubilee2 and Kidsgrove Sports Centre. 288 young people took up the offer, with over 1,500 attendances.
- Space 2015 contributed to Staffordshire's Priorities of Early Intervention by providing diversionary activities for young people to access leisure activities and the Community Safety Priorities: Providing healthier solutions to our localities and Tackling fear of crime.

Football Development Programme

Player Development coaching sessions (5-13 yrs)

- 2 x 10 week blocks
- Three times a year
- 2 different venues

Approximately 25 young people per session

Mini Kickers (3-4 yrs)

- 2 x 5 week blocks
- Twice a year
- Different venues

Mini Soccer (5-16 yrs)

- Every Saturday morning all year round
- 1 venue

Average 65 young people each week attending.

Just play (16 yrs +)

- FA / Mars link
- Every Saturday all year round
- 1 venue

Approximately 15 attendees each week

Girls coaching (5-13yrs)

- 3 x 5 week blocks per year
- 2 venues

Club links

- Specialist coaching with local clubs in the Borough

School links

- After school clubs with local schools in the Borough
- 15 sessions at present

Funding Bids

- Assisted Silverdale Cricket Club to gain £50,000 of Sport England Inspired Facilities Funding for facility improvements to changing facilities and storage.
- Assisted Basford Tennis Club to gain £50,000 of Sport England Inspired Facilities Funding for money to improve playing courts.
- Assisted Leycett Cricket Club to gain £50,000 of Sport England Inspired Facilities Funding for facility improvements to changing facilities and disabled toilets.
- Assisted North Staffs Sporting Club to gain £80,000 of Sport England Inspired Facilities Funding for facility improvements to changing facilities and club house.
- Applying on behalf of the Stone and District Sports Association (Clayton Sports Centre) to Sport England for £144k and to the England and Wales Cricket Board for £100k for refurbishment of the centre. The forward plan is for the organisation to become sustainable and, in collaboration with Newcastle and Hartshill Cricket Club, to become a centre of excellence for cricket in the Borough.
- We have recently become the lead organisation for managing and coordinating the Sport England led Sportivate Project for Newcastle. This will involve working in partnership with clubs, facilities and educational establishments to allocate £12k of funding for young peoples' activity projects throughout the Borough.

Invited Partners/Stakeholders/Residents

Please give thought to inviting partners/stakeholders/residents as appropriate. Their attendance can add real value to scrutiny.

Constraints

The permanent staffing resources have been reduced in line with the Council's financial plans. In addition the Football Development Officer has left our employ to progress his career in the professional game. We therefore currently only have one member of staff working under the direction of the Community Development Manager (Sport and Active Lifestyles). The intention is to replace the Football Development Officer with generic sports development officer to extend coaching opportunities into other sports.

Conclusions

We face a huge challenge to keep our Borough active to contribute to the health of our communities and this is compounded by the fact that as the Borough's population ages there are less people in the active demographic (under 55 years)

Relevant Portfolio Holder(s)

Leisure, Culture and Localism

Health and Wellbeing

Background Information

Local Sports Profile at

<http://localsportprofile.sportengland.org/ProfileReport.aspx?g=41UE&t=D,H,P,F,E,N&s=D01,D02,D03,D04,D06,D07,D08,D09,D09A,D10,D10A,D11,D12,D13,H01,H02,H03,H04,H05,H06,H07,H08,H09,H10,P01,P02,P03,P04,P05,P06,P07,P19,P20,P28,P21,P22,P25,P27,F01,F03,F02,F04,F05,F10,F11,F12,F13,F08,F09,F99,E01,E02,E04,E05,E07,E08,E09,E10,E99,N00,N01,N02,N03,N04,N05,N06,N07,N08,N09,N10,N11,N12>

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Members: Mrs Winfield, Eastwood,
Hambleton, Miss Cooper, Mrs Heesom,
Tagg, Parker, Miss Walklate and
Woolley

ACTIVE AND COHESIVE COMMUNITIES SCRUTINY COMMITTEE WORK PLAN

Chair: Councillor Mrs Williams

Vice Chair: Councillor Plant

Portfolio Holder(s) covering the Committee's remit:

Councillor Amelia Rout (Leisure, Culture and Localism)

Councillor Elizabeth Shenton (Policy, People and Partnerships)

Councillor John Williams (Town Centres' Business and Assets)

Work Plan correct as at: Friday 25th September 2015

Remit:

Active and Cohesive Communities Scrutiny Committee is responsible for:

- Arts Development
- Britain in Bloom
- Cemeteries and Crematorium
- Children and Young People
- Safeguarding Board, Children's Centre District Management Board/Community and Learning
- Community Recreation
- Cultural Development
- Health Improvement
- Leisure Facilities
- Museum
- Sports Development

Date of Meeting	Item	Reason for Undertaking
17th June 2015 (Agenda dispatch 5th June 2015)	Safeguarding Children & Vulnerable Adults	Further update on the action plan to be received (following consideration at 25 Feb 2014 meeting), with clarity regarding auditing of the policy requested
	Public Sector Commissioning in Partnership	Members to raise questions on extending (or otherwise) the existing Infrastructure and Volunteering Service contract beyond May 2015 decision to be made November/December
	Work Plan & Scrutiny Topics for 2015/2016	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year
5th October 2015 (Agenda dispatch 25th September 2015)	Current Sports Development Activity within Newcastle Borough	The Head of Leisure and Cultural Services to present to Committee an update on progress/issues on current activities for sports development in the Borough
	Portfolio Holder(s) Question Time – Portfolio Holder for Leisure, Culture and Localism will be in attendance	An opportunity for the Committee to question the Portfolio Holder on her priorities and work objectives for the next six months and an opportunity to address any issues or concerns that she may currently be facing. It's also an opportunity for the Portfolio Holder to flag up areas within her remit that may benefit from scrutiny in the future
	Work Plan & Scrutiny Topics for 2015/2016	To discuss the work plan and potential topics that Committee members would like to scrutinise over the forthcoming year
ADDITIONAL MEETING TO BE ARRANGED		
Date to be arranged	Community Centre Review	An update report to be received on the work of the Cabinet Panel in implementing the Community Centre Review prior to being submitted to Cabinet

Date of Meeting	Item	Reason for Undertaking
7 th March 2016 (Agenda dispatch 26 th February 2016)	Portfolio Holder(s) Question Time – Portfolio Holder for Policy, People and Partnerships to be invited	An opportunity for the Committee to question the Portfolio Holder on her priorities and work objectives for the next six months and an opportunity to address any issues or concerns that she may currently be facing. It's also an opportunity for the Portfolio Holder to flag up areas within her remit that may benefit from scrutiny in the future
	Annual Review of the Scrutiny Committee's Work	To evaluate and review the work undertaken during 2015/2016

Task and Finish Groups:	Kidsgrove Sports Centre
Future Task and Finish Groups:	
Suggestions for Potential Future Items:	<ul style="list-style-type: none"> • The Future Development of the Borough Museum & Art Gallery • Sport and Active Lifestyles Strategy – keep on agenda and work with Health and Well Being Scrutiny when appropriate • Annual Review of the Scrutiny Committee's Work

DATES AND TIMES OF CABINET MEETINGS:	Wednesday 10 th June 2015, 7.00pm, Committee Room 1
	Wednesday 22 nd July 2015, 7.00pm, Committee Room 1
	Wednesday 16 th September 2015, 7.00pm, Committee Room 1
	Wednesday 14 th October 2015, 7.00pm, Committee Room 1
	Wednesday 11 th November 2015, 7.00pm, Committee Room 1
	Wednesday 9 th December 2015, 7.00pm, Committee Room 1
	Wednesday 20 th January 2016, 7.00pm, Committee Room 1
	Wednesday 10 th February 2016, 7.00pm, Committee Room 1
	Wednesday 23 rd March 2016, 7.00pm, Committee Room 1
	Wednesday 8 th June 2016, 7.00pm, Committee Room 1

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